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MAH Enables Visibility from Planning to Distribution with E2E Digitalization



An India-based pharmaceutical manufacturer with over \$2 billion in annual revenue selected TraceLink MINT to unify shipment tracking across multiple road, air, sea, and rail freight service companies into a single system of record—reducing errors and enhancing forecasting and production planning.

With over 20,000 full-time employees and a presence in 150+ countries, the manufacturer struggles to quickly exchange transportation data across so many systems, limiting status updates and real-time visibility into products in transit.

Customer Business Challenges

- Nearly \$25M in inventory carrying costs and failure-to-supply
- Delayed container pickup, chargebacks, disputes, and AS2 failures
- EDI management and manual tracking tasks add \$1M in additional costs

Partners Orchestrated

Key Metrics

- PO / POA
- Forecast / Coordination
- Port Admin
- Carrier Trans.
- Delivery It.

Processes

- In-Transit
- Financial

The Solution

- End-to-end multienterprise digital platform enables real-time planning and execution
- A single system of record unifies operational functions across the supply chain
- Eliminating manual data entry reduces data errors and exceptions

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Unifying operational functions across nine transportation nodes will enable logistics visibility and eliminate manual data entry—reducing errors and exception management.

Target KPIs:

- 95%+ OTIF rate to customers
- 100% product shipment visibility
- 50% fewer manual adjustments

Key Challenges:

- Nearly \$25M in inventory carrying costs and failure-to-supply fees constrain working capital
- Delayed container pickup, chargebacks, disputes, and AS2 failure fines cost \$4M+ annually
- EDI management and manual tracking tasks add \$1M in additional labor expenses

MINT unifies shipment tracking across multiple road, air, sea, and rail freight service companies to reduce errors and enhance forecasting and production planning.

[Download the OPUS Orchestration Journey to learn more.](#)

OPUS Orchestration Journey **MINT for Logistics** **Supply Chain Collaboration**, **Supply Chain Intelligence**, **Supply Chain Visibility**, **Supply Chain Digitalization** **Logistics/Distribution**, **Supply Chain**, **Supply Relationship Management**
Contact us to learn how MINT can help you digitalize your logistics processes!
Fill out the form to contact us now.

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