RESOURCES

Home
Resources
Resource Center



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 many systems, limiting status updates and real-time visibility into products in transit.



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

© TraceLink Inc. 2009 - 2025 All Rights Reserved

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 JourneyMINT for LogisticsSupply Chain Collaboration, Supply Chain Intelligence, Supply Chain Visibility, Supply Chain DigitalizationLogistics/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.

Thank you for contacting us! We'll be in touch shortly.

© TraceLink Inc. 2009 - 2025 All Rights Reserved

Related Content



Specialty Pharma Provider Digitalizes Logistics to Improve Product OTIF Rate

A global specialty pharmaceutical services provider chose TraceLink to orchestrate logistics data with key 3PLs.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



EU Biopharma Company Chooses TraceLink for O2C Digitalization

A biopharma manufacturing company serving 40 countries chose TraceLink MINT to rapidly and affordably integrate its 3PL and 4PL partners.
View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



Global MAH Is Digitalizing Order Management with TraceLink MINT

A leading global pharma company is digitalizing order management with its wholesalers, distributors, hospitals, and pharmacy network to improve operational efficiency and market access in the US.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved