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Digitalizing the Logistics Network to Transform Customer Service



The path to resilient, patient-centred logistics starts with real-time, shared, and contextualized information that enables orchestration and action across every partner in the network. In this FutureLink Barcelona 2025 session, Ateh Atabong, Senior Product Manager, Healthcare at DSV, **Tsu Rasolonjatovo**, Independent Industry Expert and former Director of Global Logistics Transformation at Elanco, and Henry Ames, General Manager of Healthcare and Life Sciences at TraceLink, explore how life sciences manufacturers and logistics providers can move beyond siloed processes to a truly collaborative operating model.

Drawing on real-world examples—from multimodal, temperature-controlled rail between Europe and China to live rerouting at the Kazakhstan-China border—the speakers show how shared data, control-tower coordination, and documented SOPs turn visibility into actionable decisions. They discuss practical governance between shippers, 3PLs, and technology partners, and highlight the role of TraceLink's digital capabilities in orchestrating data flows and decision-making across the network.

Key takeaways:

- Discover how a shared control-tower model transforms visibility into timely, coordinated responses.
- Learn how network design and digital twins break “in-sequence, in-silo” planning and unlock upstream value.
- See how strategic governance with 3PLs and technology partners aligns KPIs, escalation paths, and continuous improvement.

Watch the full session to see how leading organizations are digitalizing their logistics networks to improve agility, resilience, and customer service.

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