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Creating Strategic Value in Supply and External Manufacturing Relationships



Cheplapharm's growth model—acquiring established brands and supplying 140+ markets via 125 CMOs—demands more than email and phone chains. At **FutureLink Barcelona 2025**, Lars Boorberg, Senior Specialist for Supply Chain Compliance & Risk Management at Cheplapharm, outlines how moving to standardized digital collaboration with partners creates real-time visibility, speeds logistics, and shifts teams from chasing updates to managing by exception.

Boorberg describes a pragmatic path: start with a focused proof of concept in MINT across a small set of high-volume CMOs, align internal stakeholders (IT, strategic procurement, quality), and provide flexible connectivity options for partners (direct integration or UI). With a network approach and pre-built transaction sets, Cheplapharm reduces EDI gaps, improves on-time deliveries and goods receipt, and gives CMOs clear status and faster payment—building trust while laying the groundwork for process orchestration and agentic AI.

Key takeaways:

- How standardized, network-based collaboration with CMOs replaces fragmented email workflows with real-time visibility and faster logistics.

- Practical steps to scale: select high-impact partners, align internal stakeholders early, offer multiple connection paths, and codify a repeatable playbook.
- Why managing by exception helps teams focus on critical issues—and how digital foundations enable POET and agentic AI to automate routine processes.

Watch the session to learn how Cheplapharm is turning partner collaboration into strategic value—improving service, accelerating cash flow, and strengthening external manufacturing relationships.

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