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# Innovating Supply Chains: The Role of Digitalization in Modern Logistics



When customer expectations rise faster than logistics operations can adapt, supply chains face mounting pressure to become faster, smarter, and more transparent.

At **FutureLink Barcelona 2025**, Guy Courtin, Vice President of Industry and Global Alliances at Tecsys, joined Henry Ames, Vice President of Product Marketing at TraceLink, to explore how digitalization is transforming logistics—from redefining visibility and trust to reshaping collaboration across global networks.

Courtin examines how the consumer experience has reset expectations across every industry, including healthcare and life sciences, and why success now depends on data quality, governance, and the ability to act on insight in real time. He also shares lessons from other sectors on balancing efficiency with resilience and explains how narrow AI and focused digital innovation are driving practical, measurable improvements in supply chain performance.

### Key takeaways:

- Learn how shifting consumer expectations are driving digital transformation in logistics and life sciences supply chains.
- Discover why true visibility requires more than location tracking—it demands

accurate, contextualized, and actionable data.

- See how targeted digital initiatives, including narrow AI use cases, strengthen trust, efficiency, and responsiveness.

Watch the session to learn how digitalization is reshaping modern logistics and creating new opportunities for innovation across the supply chain.

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Meet with TraceLink to learn more about supply chain digitalization.  
Fill out the form to schedule a meeting now.

**Thank you! We will contact you soon!**

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## AGENTIC ORCHESTRATION OF YOUR END-TO-END SUPPLY CHAIN

### **FutureLink Barcelona 2025 Keynote: Agentic Orchestration of Your End-to-End Supply Chain**

See how TraceLink's OPUS platform is enabling agentic orchestration—where automation, reasoning, and collaboration redefine supply chain performance.

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