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Global Pharma Manufacturer Chooses TraceLink for First U.S. Product Launch



A global pharma manufacturer selected TraceLink to support its first U.S. product launch. TraceLink will digitalize critical compliance and supply-chain processes—including those with contract manufacturing partners, freight forwarders, carriers, logistics providers, and customers. With TraceLink, the manufacturer will gain end-to-end supply-chain visibility and ensure full compliance with U.S. DSCSA requirements.

Customer Business Challenges


- Delayed partner onboarding jeopardizes U.S. launch timeline and slows revenue generation
- DSCSA non-compliance risks shipment delays, penalties, and lost market access
- Limited CMO-3PL visibility and automation drives service failures and higher operating costs

The Solution

- E2E digitalization of manufacturing, transportation, logistics, commerce, and compliance
- Real-time visibility of inventory, shipment dates, customs clearance, and

order status

- Scalable platform for supply orchestration and compliance to support U.S. product launch



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Company Type

- Global Generics Manufacturer

Key Sponsors

- President
- Finance Executive
- Business Development Executive - US & Canada

Company Scope

- 200+ Formulations
- ~1,000 FTEs
- Operates in Nearly 100 Countries

Target KPIs for Engagement

49

Partners / Customers Onboarded

90%

Of Processes Digitalized

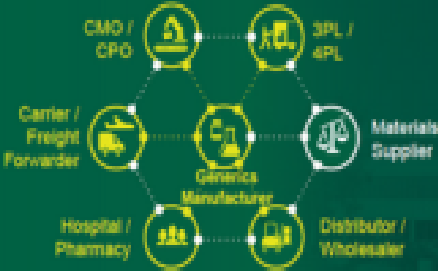
50%

Reduction in Onboarding Time

Customer Business Challenges

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- DSCSA non-compliance risks shipment delays, penalties, and l
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Partners Orchestrated



Key MI

- PO, PO Au
- 3PL Shipt
- Transport
- DSCSA Cl

Proces

- Order-to-C
- Logistics a
- DSCSA Cl

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Download the OPUS Orchestration Journey to learn more.

MINT for Logistics, MINT for Serialized Shipments and ReceiptsDSCSA for Manufacturers, Supply Chain Collaboration, Supply Chain Intelligence, DSCSA, Global Track & Trace, Supply Chain DigitalizationLogistics/Distribution, Manufacturing, Regulatory/Compliance, Serialization

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