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Drive Supply Chain Digitalization Forward With the TraceLink MINT Partner Onboarding Acceleration Program



Advancing supply chain digitalization depends on bringing trading partners along in a coordinated, practical way. With the right support, organizations can help partners align quickly and maintain momentum across their digital initiatives.

The TraceLink MINT Partner Onboarding Acceleration Program was designed to support that effort by leading coordination, outreach, and follow-through once a digitalization initiative is underway—helping organizations maintain momentum as partners begin onboarding.

Included as part of every **MINT** subscription, the program provides a structured, low-effort path to bring trading partners onto shared digital processes—combining guided communication, education, and execution support to keep onboarding moving.

Partner Participation Determines the Pace of Supply Chain Digitalization

Digital supply chains rely on shared processes, aligned data, and reliable

transaction exchange across organizations. When partner onboarding slows, visibility suffers, workflows fragment, and transformation timelines stretch.

Many organizations encounter the same obstacles:

- Partners rely on email, shared drives, or manual processes to exchange information.
- Technical capabilities vary widely across the ecosystem.
- Internal teams spend time chasing responses and repeating explanations.
- Momentum fades before meaningful collaboration begins.

The result is not a technology gap—it is an adoption gap.

Activate Your Partner Ecosystem With Less Effort and Faster Progress

The MINT Partner Onboarding Acceleration Program removes much of the burden of driving partner onboarding by leading coordination, outreach, and follow-through. Rather than relying on fragmented, manual efforts, TraceLink guides the work required to turn partner participation into action.

"For our CMOs and suppliers, participation is effortless and free," Burghard Burczyk, Chief Technology Officer at Neuraxpharm, said in a recent [press release](#). "Once linked, partners can exchange data not only with Neuraxpharm but with any other company on the TraceLink network. This creates long-term value across the entire ecosystem and allows partners to scale alongside us."

TraceLink supports partner onboarding through structured communication, education, and execution support—helping partners understand the purpose of digitalization, what participation involves, and how straightforward onboarding can be with the help of our Network Success team. These elements are delivered

through coordinated activities that keep onboarding moving, including:

Executive alignment interviews

Brief interviews with business and IT leaders capture the strategic objectives of the digital initiative and define the role partners play in the future operating model. TraceLink packages these insights into concise, shareable video assets that customers can use to align and mobilize their partners.

Partner onboarding webinar

TraceLink hosts a co-led onboarding session in which customers set context and priorities, while TraceLink outlines the onboarding approach and addresses partner questions. TraceLink manages end-to-end execution—including logistics, promotion, recording, and follow-up—so customers remain focused on outcomes, not coordination.

Go-live communications

A TraceLink-authored announcement formally marks the transition to MINT and clearly sets partner expectations. Customers approve the message; TraceLink manages distribution to ensure consistent, timely communication across the ecosystem.

Industry event engagement

When appropriate, TraceLink extends partner activation through facilitated meetings and onboarding conversations at industry events, reinforcing momentum and accelerating adoption beyond digital channels.

Deliver Measurable Results Through Partner Onboarding Acceleration

Customers leveraging the MINT Partner Onboarding Acceleration Program

consistently engage a high concentration of their most strategic, enterprise-scale trading partners in structured onboarding—achieving levels of participation that are difficult to reach through customer-led outreach alone. Across partner onboarding webinars, approximately 85% of registered trading partners attend, well above typical industry averages.

One customer noted that they had struggled to engage trading partners during earlier digitalization initiatives. With TraceLink and the MINT Partner Onboarding Acceleration Program, they were able to bring dozens of partners into a more structured, coordinated onboarding process and keep the initiative moving forward.

Participation spans a broad cross-section of the partner ecosystem, including many established partners currently operating through manual, email-based processes—exactly the friction supply chain digitalization is meant to resolve.

Organizations that participate in the MINT Partner Onboarding Acceleration Program can expect to:

- Shorten partner onboarding timelines.
- Increase partner engagement and response rates.
- Reduce the internal effort required to drive adoption.
- Establish a scalable digital foundation across the supply chain.

Engagement extends beyond initial sessions. Many partners move from group onboarding into individual follow-up sessions, with TraceLink-led coordination and follow-through helping convert interest into concrete progress and maintain momentum over time.

Get Started With Partner Ecosystem Activation

As part of the MINT platform, the Partner Onboarding Acceleration Program helps

organizations extend supply chain digitalization beyond internal systems and across their partner ecosystem—providing structured support to bring trading partners along as digital initiatives move forward.

Learn how **MINT** and the Partner Onboarding Acceleration Program work together to support digital transformation, from initial adoption through partner onboarding at scale.

Email **[MINTPartnerOnboarding \[at\] tracelink.com](mailto:MINTPartnerOnboarding@tracelink.com)** to begin the conversation today.

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Contact TraceLink to learn more about MINT and the Partner Onboarding Acceleration Program!

Fill out the form to contact us now.

Thank you! We will contact you soon!

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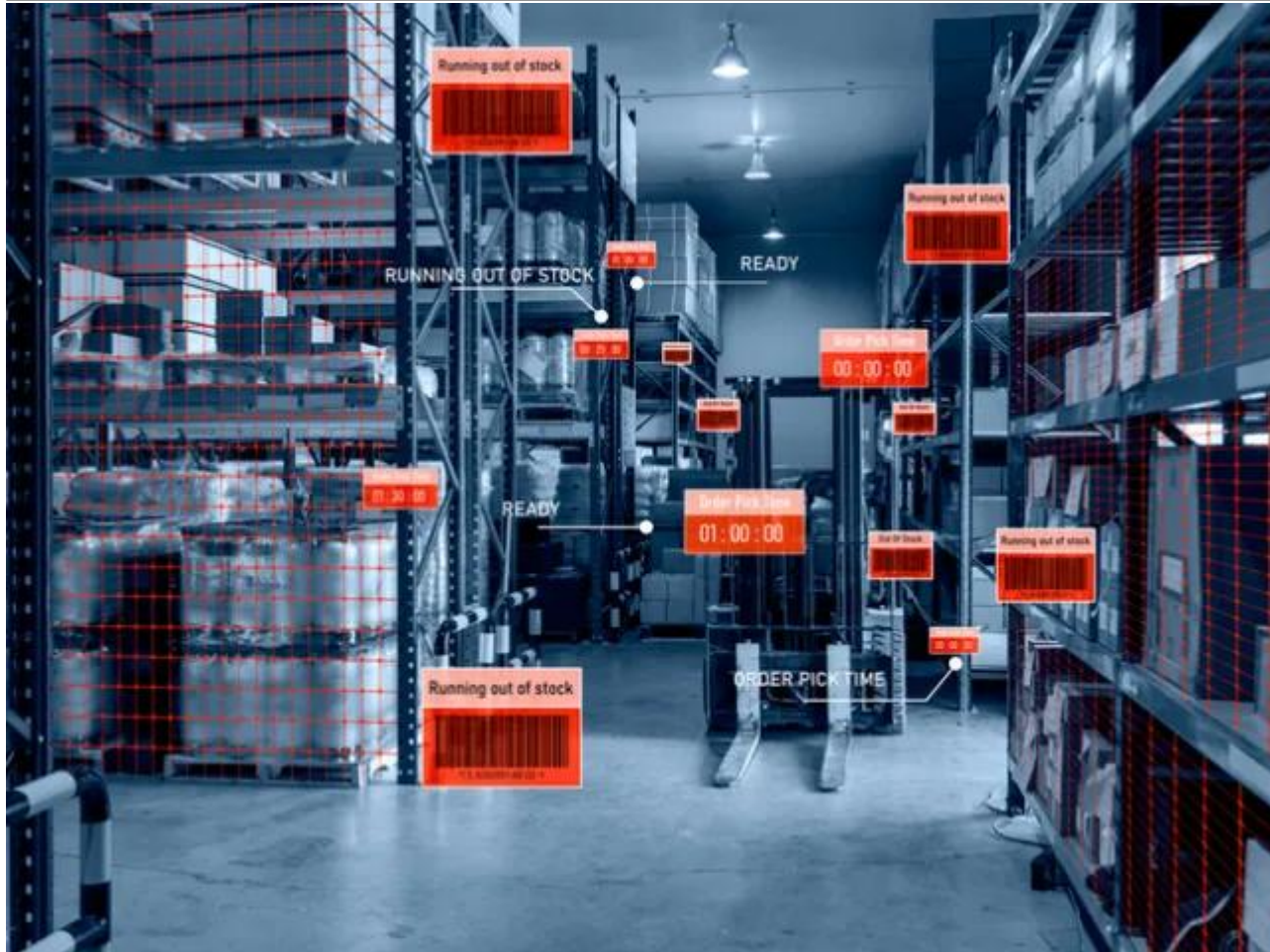
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