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# Global Biopharma Leader Digitalizes Order-to-Cash Across Its Hospital Network



A leading biopharma company is digitalizing order-to-cash transactions with its U.S. hospital and clinic customers, replacing fragmented manual exchanges with scalable digital processes.

The initiative automates order-to-cash cycle time to improve customer experience and rapid payment from the customers—enabling more accurate financial analytics, and supporting expansion across the hospital channel.

By integrating once with the TraceLink network, the biopharma company will be able to seamlessly digitalize the order-to-cash process across its customer base without establishing manual and fragile point-to-point integrations.

## Target KPIs:

<p><b>tracelink</b> NETWORK FOR GREATER GOOD</p> <p><b>Global Biopharma Leader Digitalizes Order-to-Cash Across Its Hospital Network</b></p> <p>A leading biopharma company is digitalizing order-to-cash transactions with its U.S. hospital and clinic customers, replacing fragmented manual exchanges with scalable digital processes. The initiative automates order-to-cash cycle time to improve customer experience and rapid payment from the customers—enabling more accurate financial analytics, and supporting expansion across the hospital channel.</p>		<p><b>Customer Business Challenges</b></p> <ul style="list-style-type: none"> <li>The entire order-to-cash process is manual, relying on email and PDF generation to exchange POs, acknowledgements, and invoices</li> <li>Manual data exchange reduces real-time visibility, analytics, and end-to-end auditability</li> <li>Lack of confirmation tracking in the purchasing portal requires manual intervention—delaying the order fulfillment process</li> </ul>	
<p><b>Company Type</b></p> <ul style="list-style-type: none"> <li>MAH/Brand Owner</li> </ul>	<p><b>Company Scope</b></p> <ul style="list-style-type: none"> <li>100+ U.S. Hospital/Clinic Customers</li> <li>\$5B+ Annual Revenue</li> <li>Thousands of Orders Processed Annually</li> </ul>	<p><b>Partners Orchestrated</b></p>	<p><b>Key MINT Transactions</b></p> <ul style="list-style-type: none"> <li>Sales Order</li> <li>Order Acknowledgement</li> <li>Advanced Ship Notice</li> <li>Invoice</li> </ul>
<p><b>Target KPIs for Engagement</b></p> <p><b>7</b> Customers linked through a single integration</p>	<p><b>~1,000</b> Monthly orders automated</p>	<p><b>Single</b> Source of truth for MAH and customers</p>	<p><b>Processes Digitalized</b></p> <ul style="list-style-type: none"> <li>Order-to-Cash</li> </ul>
<p><b>The Solution</b></p> <ul style="list-style-type: none"> <li>Automated invoice processing replaces PDF transactions with structured digital data, accelerating fulfillment and payment cycles</li> <li>A centralized transaction portal provides shared visibility, auditability, and real-time financial insights across partners</li> <li>Expanding digital B2B purchasing capabilities across additional customers strengthens interoperability and supports scalable growth by helping win new business with larger hospital systems and distributors</li> </ul>		<p>© 2019 Tracelink, Inc. All rights reserved.</p> <p><b>tracelink</b></p>	

- Link seven customers through a single integration

- Automate the exchange of 1,000 monthly orders
- Establish a single source of truth with customers

### **Key Challenges:**

- Order-to-cash processes rely on email to exchange POs, acknowledgements, and invoices
- Manually exchanging data reduces real-time visibility, analytics, and end-to-end auditability
- Lack of confirmation tracking in the purchasing portal delays the order fulfillment process

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