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Specialty Pharma Manufacturer Digitalizes Order- to-Cash to Support Market Expansion



A European leader in specialty pharmaceuticals manufacturing is digitalizing order fulfillment transactions across its trading partner ecosystem to support ambitious market expansion goals.

By improving how order-related data is exchanged with partners, the manufacturer will reduce failure-to-supply fees, increase transaction reliability, and ease the manual workload on customer service teams that previously relied on fragmented, email-based processes.

Target KPIs:

Specialty Pharma Manufacturer Digitalizes Order-to-Cash to Support Market Expansion  A European leader in specialty pharmaceuticals manufacturing is digitalizing order fulfillment transactions across its trading partner ecosystem to support ambitious market expansion goals. By improving how order-related data is exchanged with partners, the manufacturer will reduce failure-to-supply fees, increase transaction reliability, and ease the manual workload on customer service teams that previously relied on fragmented, email-based processes.	
Company Type MAH / Brand Owner	Company Scope €600M Revenue 1,000 FTE - Operates in 20+ Countries
Key Sponsors - Chief Information Officer - Global Head of Supply Chain and Operations	
Target KPIs for Engagement	
100% PO acknowledgement rate from CMOs	95%+ Customer OTIF rate
	90%+ CMO OTIF rate

Customer Business Challenges - Limited visibility into partner order activity created longer lead times, higher warehousing costs, and challenges supporting market expansion. - Service interruptions and delayed partner responses increased failure-to-supply risk and exception workload for supply chain and customer service teams. - Fragmented email-based coordination consumed resources that could otherwise support customer experience, growth, and value-add initiatives.	
Partners Orchestrated 	Key Business Transactions - Purchase Order - PO Acknowledgement - Forecast Plan
	Processes Digitalized - Order-to-Cash - External Manufacturing
The Solution - TraceLink digitalizes order-related transactions across CMOs, CPOs, distributors, logistics partners, carriers, and suppliers through a shared business network. - Standardized digital exchange reduces reliance on email follow-up, manual partner coordination, and fragmented order-status visibility. - A repeatable network-based foundation improves transaction reliability, planning efficiency, and readiness to scale order-to-cash operations as the business expands.	

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