NEWSROOM



TraceLink Expands Global Investment in Track & Trace and Supply Chain Agentic Business Processes

Dedicated Commercial, R&D, and Services organizations accelerate innovation, customer success, and agentic transformation across both commercial business lines

BOSTON — October 19, 2026 — TraceLink, the world's largest Agentic Business Network, today announced a major organizational investment, establishing dedicated global Commercial, Research & Development (R&D), and Services teams for its Track & Trace Compliance and Supply Chain Agentic Business Process (ABP) businesses.

The evolved operating model provides each business with specialized expertise spanning product innovation, customer engagement and education, implementation, and ongoing success. The investment reinforces TraceLink's long-term commitment to its Track & Trace customers worldwide while accelerating the development and adoption of Agentic Business Processes across both commercial business lines.

Doubling Down on Track & Trace Customer Success and Innovation

TraceLink is expanding its commitment to Track & Trace customers through a new

© TraceLink Inc. 2009 - 2025 All Rights Reserved

dedicated Customer Account Management organization, continued global compliance innovation, and the rapid introduction of Track & Trace Agentic Business Processes.

Dedicated Customer Account Managers will help organizations that partner with TraceLink maximize the value of their existing investments, improve operational and compliance outcomes, and navigate evolving regulatory requirements. TraceLink continues to advance its multinational compliance roadmap, including emerging requirements in Egypt and Ethiopia, the FDA's transition to a uniform 12-digit National Drug Code, and regulatory developments across other markets.

At the same time, TraceLink is accelerating the introduction of Track & Trace ABPs that combine governed OPUS Agents with serialization, traceability, compliance, and supply network information. These advancements will help customers automate compliance reporting, manage exceptions and recalls, improve productivity, and progressively agentify their Track & Trace operations.

Scaling Supply Chain Agentic Business Processes

Growing adoption of TraceLink's MINT, POET, and groundbreaking OPUS Agents solutions has enabled the company to establish a dedicated global commercialization organization for Supply Chain ABPs.

Specialized Sales Executives, Agentic Business Process Architects, Value Engineers, and supporting teams will work with customers to identify high-value opportunities, establish business cases, and deploy Agentic Business Processes that digitalize and agentify complex supply chain operations across planning, procurement, manufacturing, inventory, logistics, and commerce.

These resources will help customers accelerate their transformation journeys and achieve measurable improvements in productivity, service, cost, working capital, and operational performance.

Dedicated Expertise Across Two Business Lines. One TraceLink Platform.

© TraceLink Inc. 2009 - 2025 All Rights Reserved

> "We are making major investments for our customers with enormous opportunities ahead," said Shabbir Dahod, President and CEO of TraceLink. "By aligning our Commercial, R&D, and Services organizations around each business, we are strengthening our commitment to existing customers while accelerating transformation and growth. Agentic Business Processes are central to the future of both Track & Trace and Supply Chain operations. We intend to create synergistic value for all end-to-end supply chain processes."

Both business lines operate on TraceLink's OPUS Platform and Integrate-Once™ Agentic Business Network, enabling customers to build on existing digital foundations as they adopt new Agentic Business Processes. Track and Trace Compliance intersects and integrates with all end-to-end supply chain operations. With the single Agentic OPUS Platform, customers can integrate business transactions and information, with agents working across all processes.

Customers benefit from dedicated expertise across each business, coordinated account engagement, and the full support of TraceLink's global services, technical support, education resources, and partner ecosystem.

Learn More at FutureLink Barcelona

Explore TraceLink's latest Track & Trace capabilities, emerging Track & Trace ABPs, and Supply Chain Agentic Business Processes at FutureLink Barcelona, October 19–21, 2026.

Subscribe to Agile Supply Chain Insights
Stay informed with the latest patient-centric agile supply chain thought leadership content.

Related Content

© TraceLink Inc. 2009 - 2025 All Rights Reserved



TraceLink and Omnicell Integrate DSCSA Compliance Solution into Hospital Pharmacy Operations

Integration brings serialized product verification and traceability directly into medication receiving workflows, intended to enable more efficient pharmacy operations without separate compliance processes.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



TraceLink Wins Global AI Award for Advancing the Agentic Supply Chain Operating Model

TraceLink has been named a winner in the Global AI Awards in the AI in Supply Chain & Logistics category.
View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved



TraceLink's No-Code, Governed OPUS Agents Can Now Perform Work on All Supply Chain Business Transactions and Processes

TraceLink announced major advancements to OPUS Agents that enable organizations to rapidly create specialized digital teammates to perform work across the end-to-end supply chain.

View More

© TraceLink Inc. 2009 - 2025 All Rights Reserved