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Digitalizing Order to Cash to Accelerate Business Growth



Rapid business growth can expose costly inefficiencies in order processing, partner integration, and financial operations. For pharmaceutical companies operating with lean teams, digitalizing order-to-cash processes can help increase productivity, improve accuracy, and support expansion without a corresponding increase in administrative workload.

At **FutureLink Barcelona 2026**, Mike Dougan, Head of Sales at Devatis, joins Brian Daleiden, Vice President of Corporate Marketing at TraceLink, to discuss how Devatis is modernizing its order-to-cash operations to support rapid growth. Dougan shares how the company is using TraceLink MINT to digitalize transactions with trading partners, with 70% of incoming orders and 90% of orders sent to its third-party logistics provider now processed through EDI. He also discusses plans to introduce AI agents to validate orders, manage chargebacks, and reduce manual work.

Key takeaways:

- Learn how Devatis is digitalizing order-to-cash processes to support rapid revenue growth with a lean commercial operations team.

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- Understand how flexible partner integration and EDI can reduce manual processing, improve transaction accuracy, and support business scalability.
- Discover how agentic AI could further improve productivity by handling order validation, chargeback processing, and other time-consuming activities.

Watch now to learn how Devatis is building a digital foundation for more efficient order-to-cash operations and future agentic capabilities.

VideoMultienterprise Information Network Tower (MINT)Agentic Orchestration, Supply Chain DigitalizationLogistics/Distribution, Manufacturing, Supply Chain
Meet with TraceLink to learn more about the Agentic Supply Chain Operating Model
Fill out the form to speak with our team.

Thank you! We will contact you soon!

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