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# Better Business Decisions, Lower Costs, Greater Agility: Inside Santen's Journey to Supply Chain Transformation



**Bharath Sundararaman**

*General Manager, Supply Network Orchestration  
TraceLink*



**Frank Binder**

*Global Head of Supply Chain Management  
Santen*

For Santen Pharmaceuticals, the journey to supply chain transformation is about more than just reducing inventory and lead times—it's about improving agility and making better business decisions, according to Frank Binder, the company's Global Head of Supply Chain Management.

In this interview, Binder talks with Bharath Sundararaman, General Manager of Supply Network Orchestration at TraceLink, about the business impact of real-time information exchange with all supply chain partners and the importance of digitalizing external manufacturing relationships. He also discusses some of the top challenges facing Santen today, and the critical role TraceLink is playing in its supply chain transformation efforts. Watch the video now!

### **Video Highlights:**

- **02:25** - What are today's top pharmaceutical industry challenges?
- **03:45** - What is Santen's vision for supply chain transformation?
- **05:30** - How is supply chain transformation being rolled out at Santen?
- **07:18** - How important is the digital exchange of information with supply chain partners?
- **09:00** - How important is the digital transformation of external manufacturing?
- **10:39** - How are Santen's CMO relationships being transformed?
- **12:26** - Is real-time transaction exchange with CMOs part of Santen's transformation?
- **13:57** - How is TraceLink helping Santen achieve digitalization with all of its partners?
- **14:58** - What is Santen's end goal for supply chain transformation?

Ready to learn more? **Contact us to schedule a meeting** and discover the fastest, simplest, and most cost-effective approach to integrating and exchanging data with 100% of your supply chain partners.

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► **Transcript**

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Video

Multienterprise Information Network Tower (MINT)

Meet with us to learn how TraceLink can transform your supply chain.  
Fill out the form to contact us now.