

EU CMO/CPO Rapidly Integrates MAH Customers to Digitalise Orders

To provide real-time production visibility and improve OTIF performance to its Marketing Authorization Holder (MAH) customers, a leading European CMO/CPO partnered with TraceLink to establish a single network integration to link 100% of its MAHs through real-time digital transactions.

Supply Chain Segments Orchestrated



Direct
Supplier



CMO /
CPO



MAH / Brand
Owner



Logistics
Provider



Distributor /
Wholesaler



Provider /
Dispenser

The Business & Technology Challenges

- Fragmented ERPs across regions created operational silos.
- Disconnected PO and invoice workflows drove inefficiencies.
- Lack of centralized PO exchange limited order visibility.
- No shared KPIs with MAHs due to the absence of a unified data source.
- Diverse MAH requirements led to costly integration failures.
- Inflexible integration approaches risked revenue loss for CMO/CPO.

“With TraceLink, we established a single integration that links our MAH customers, enabling seamless transaction automation, improved forecast accuracy, and real-time supply chain visibility.”

— Supply Chain Director

Strategic Business Goals



Enable a single integration to link all MAH customers for automated transaction exchanges.



Optimize production runs and improve OTIF delivery with accurate forecasts.



Leverage no-code, end-to-end supply chain reporting to improve shared transparency with MAHs.



Create a competitive advantage over other CMOs/CPOs during industry-wide CMO consolidation.



Increase demand forecast accuracy through the automated exchange of transactions.



Scale business to generate 2x revenue growth in the next two years and 4x growth in four years.

Key Stakeholders

Group Information Systems Director:
Focused on integrating IT systems to enable automated, scalable data exchange across MAH customers.

Supply Chain Director:
Focused on managing production and delivery efficiency and improving OTIF and forecast accuracy.

The Solution

The CMO/CPO streamlined its data exchange capabilities using TraceLink, achieving seamless digital orchestration of POs, PO acknowledgments, and forecast planning.

By leveraging TraceLink's B2N Integrate-Once™ capability, the CMO/CPO quickly linked to the TraceLink network with a set of transaction transforms supporting a SEEBURGER B2B connection for Purchase Order (PO), PO Acknowledgement, and Advanced Ship Notice (ASN). The same B2N Integrate-Once™ capability was then used to link the first MAH customer to the TraceLink network, but instead flexibly enabled their transaction format of choice—SAP IDoc. The collective network effect enables both companies to easily link to any other companies on the TraceLink Network, exchange transactions in their own format, and provide rapid visualization and analysis through configurable, end-to-end data reporting and dashboards.

Additionally, by leveraging MINT (Multienterprise Information Network Tower) powered by OPUS for external manufacturing, the CMO/CPO and its customers were able to improve critical shared processes, such as order management, inventory management, and forecast management, to create a more agile and resilient business relationship.

TraceLink MINT Network Statistics

60+

MINT
Customers

200+

Partners
Onboarding

45+

Transactions
Supported

20+

Countries with
MINT Customers