

## Pharma Company Chooses TraceLink to Reduce Stockout Losses by 50%+

A leading European pharmaceutical company partnered with TraceLink to increase order processing automation, order fulfillment rates, and product availability by fully digitalising essential processes across more than 250 partners.

### Supply Chain Segments Orchestrated



Direct Supplier



CMO / CPO



MAH / Brand Owner



Logistics Provider



Distributor / Wholesaler



Provider / Dispenser

### The Business & Technology Challenges

- 50% of its external trading partners aren't integrated with internal processes.
- Manual data delivery causes inaccurate communication and reduces margins.
- Supply and demand information is delayed up to two months.
- €82 million has been lost due to stockouts.
- An inability to supply hurts services, brand reputation, and market share.

### MINT Orchestrations



Commerce - Seller



External Manufacturing



Logistics



Transportation



Commerce - Buyer

## Strategic Engagement Goals



**Enable a fully digitalised set** of order fulfillment transactions and processes.



**Increase product availability** and reduce out-of-stock losses from 5.5% to 2.75%.



**Seamlessly integrate order** management, ERP, and WMS systems.



**Establish the digital supply** chain infrastructure to support growth and partner integration.



**Reduce manual interventions** to alleviate the support burden on customer service teams.



**Automate order processing** to improve operational efficiency.

### Key Stakeholders

#### VP of Supply Chain and Logistics:

Focused on sourcing critical external supply chain data to inform business expansion.

#### Director of Supply Chain Management:

Focused on managing deployment with trading partners to ensure strategic targets are met.

### The Solution

The pharmaceutical company chose TraceLink to fully digitalise essential transactions and business processes across its 250+ partners in 145 countries to increase product availability and support aggressive growth plans into new markets.

By leveraging MINT (Multienterprise Information Network Tower) powered by TraceLink's OPUS platform, the pharma company will be able to integrate external trading partners with internal production processes—enabling the exchange of real-time data and eliminating inefficient manual processes.

Automating order processing will alleviate the support burden on customer service teams by increasing order fulfillment rates, product availability, and customer service response times—helping achieve the best possible total delivered cost. By establishing a digitalised end-to-end supply chain infrastructure, the company will be better suited to integrate new trading partners in Europe and Asia and onboard an additional 3PL—supporting revenue growth targets of €2 billion in annual turnover.

### TraceLink MINT Network Statistics

**60+**

MINT Customers

**200+**

Partners Onboarding

**45+**

Transactions Supported

**20+**

Countries with MINT Customers