



Multinational Pharma Company Chooses TraceLink to Digitalize E2E

An India-based pharmaceutical manufacturer chose TraceLink MINT to digitalize its global trading partner network and multienterprise business transactions on a single platform — enabling the seamless orchestration of both internal and external supply chain data to improve inventory and order fulfillment visibility.

Company Type

- MAH / Brand Owner

Company Scope

- Generics and Branded Pharma Manufacturer
- ~4,000 FTEs
- ~\$500M Revenue
- Operates in 100+ Countries

Key Sponsors

- Chief Operating Officer
- Head of IT North America

Target KPIs for Engagement

\$0.00

To Onboard
Partners

60%

Faster Trade
Partner Onboarding

50%

Less Manual
Data Entry

Customer Business Challenges

- Siloed internal and external ERP systems reduce visibility into real-time inventory data
- Manual processes, including phone calls and emails, impede operational efficiency
- Costly integration challenges with external partners limit accurate data sharing

Partners Orchestrated (highlighted)



Key MINT Transactions

- PO / PO Acknowledgment / ASN / Invoice
- Invoice Warehouse Shipping Advice
- Warehouse Shipping Order
- Warehouse Stock Shipment Advice
- Inventory Balance Report

Processes Digitalized

- Order-to-Cash
- Commercial Inventory Visibility
- Logistics Visibility

The Solution

- Integrate-Once™ to link 160+ partners through a single platform
- Provide real-time visibility into the movement of finished goods from CMOs
- Onboard partners faster and cheaper than point-to-point with less involvement from IT