



MAH Enables Visibility from Planning to Distribution with E2E Digitalization

An India-based pharmaceutical manufacturer with a presence in 150+ countries selected TraceLink MINT to unify shipment tracking across multiple road, air, sea, and rail freight service companies into a single system of record—reducing errors and enhancing forecasting and production planning.

Company Type

- MAH / Brand Owner

Company Scope

- Generics and Branded Pharma Manufacturer
- 20,000+ FTEs
- ~\$2B+ Revenue
- Operates in 150+ Countries

Key Sponsors

- Chief Executive Officer
- Chief Information Officer
- Vice President, Distribution

Target KPIs for Engagement

95%+

OTIF Rate to Customers

100%

Product Shipment Visibility

50%

Fewer Manual Adjustments

Customer Business Challenges

- Lack of order visibility causes failure-to-supply penalties in excess of \$50M annually
- Delayed container pickup at ports result in additional fines of \$1,500+ per container
- Higher-than-average inventory carrying costs constrain working capital and limit growth

Partners Orchestrated



Key MINT Transactions

- PO / PO Ack / ASN / Invoice
- Forecast Plan / Status Reporting / Booking Coordination
- Port Arrival / Customs Release / Port Pick Up
- Carrier Tracking
- Delivery to Distribution Center

Processes Digitalized

- In-Transit Visibility & Status
- Financial Settlement

The Solution

- End-to-end multienterprise digital platform enables real-time product visibility
- A single system of record unifies operational functions across nine transportation nodes
- Eliminating manual data entry reduces data errors and exception management