



European Pharma Manufacturer Chooses MINT to Digitalize PO and ASN Exchange

A European generic pharmaceuticals manufacturer has selected TraceLink MINT to digitalize purchase order and advance ship notice exchange across customers, CMOs, and 3PL partners. By standardizing and automating order management processes, the organization will reduce manual coordination, improve shipment execution, and establish a scalable digital foundation across its partner network.

Company Type

- MAH / Brand Owner

Key Sponsors

- GM, External Operations
- Head of Logistics
- IT Manager

Company Scope

- ~100 Customers
- 42 CMOs
- 25 Suppliers
- 4 Internal Sites

Target KPIs for Engagement

41

Phase 1 Partners
Digitally Integrated

30+

Customer Order
Integrations

100%

Digital PO and
ASN Exchange

Customer Business Challenges

- Manual PO and order confirmation processes slow execution and increase errors
- Inconsistent ASN communication limits shipment visibility and coordination
- Fragmented partner integration creates delays and operational risk

Partners Orchestrated



Key MINT Transactions

- Purchase Order (PO)
- PO Acknowledgement
- Advance Ship Notice (ASN)

Processes Digitalized

- Order processing and confirmation
- Shipment notification and coordination

The Solution

- Digitalized PO and acknowledgement exchange improves order accuracy and speed
- Automated ASN communication enhances shipment visibility and coordination
- Unified platform connects customers, CMOs, and 3PLs to streamline order execution