



Global MAH Is Digitalizing Order Management with TraceLink MINT

A leading global pharma company—with EU-GMP and US FDA approved distribution—is digitalizing order management with its wholesalers, distributors, hospitals, and pharmacy network to improve operational efficiency and market access in the US. By enabling the seamless creation, acknowledgement, and management of commerce transactions, the MAH will achieve real-time inventory visibility with strategic customers and improve working capital utilization.

Company Type

- MAH/Brand Owner

Key Sponsors

- Head of Sales
- IT Director

Company Scope

- 1,000+ FTEs
- ~\$500M Revenue
- Manufactures Across 10 Therapeutic Areas
- Multinational Operations

Target KPIs for Engagement

35

Customers linked through a single integration

60%

Faster partner onboarding

Single

Source of truth for MAH and customers

Customer Business Challenges

- Expensive and time-consuming point-to-point integrations—costing up to \$150K and taking six months per partner—hinder efforts to scale digitalization and limit real-time order visibility
- A lack of integration necessitates exchanging orders with customers as PDFs through email
- Manual order management increases errors and reduces ordering efficiency, requiring extensive intervention

Partners Orchestrated



Key MINT Transactions

- Purchase Order
- PO Acknowledgment
- Advance Ship Notice
- Invoice

Processes Digitalized

- Order Management

The Solution

- A single integration to the TraceLink network enables the MAH to interoperate with all strategic customers regardless of internal systems or file types used
- Digitalizing order management processes improves inventory visibility and frees up working capital by enabling faster revenue realization
- Reducing integration costs and partner onboarding time builds the foundation for E2E digitalization