



Multinational Pharma Company Chooses TraceLink to Digitalize Order Fulfillment

An India-based pharmaceutical manufacturer is digitalizing multienterprise commerce transactions with strategic customers on TraceLink MINT. Providing real-time visibility and agreement on order details, quantities, and delivery timelines—through a single industrial-grade platform—supports efficient and accurate order fulfillment and enables continued market expansion.

Company Type

- MAH/Brand Owner

Key Sponsors

- Chief Operating Officer
- Head of IT North America

Company Scope

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

Target KPIs for Engagement

10

Customers linked through a single integration

60%

Faster trade partner onboarding

Single

Source of truth for MAH and customers

Customer Business Challenges

- Siloed internal and external ERP systems reduce visibility into real-time inventory data—delaying fulfillment and revenue realization
- Manual processes with customers—including phone calls and emails—impede operational efficiency
- Costly point-to-point integration challenges limit the speed of new customer onboarding and hinder market expansion

Partners Orchestrated



Key MINT Transactions

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

Processes Digitalized

- Order Management

The Solution

- Integrating with the TraceLink network enables cost-effective interoperability with strategic customers
- Onboarding customers is faster and cheaper than point-to-point integrations and requires less manual set up or ongoing maintenance from IT
- Creation, acknowledgement, and management of purchase orders, provides both the brand owner and its customers with real-time order visibility