

Specialty Pharma Manufacturer Digitalizes Order-to-Cash to Support Market Expansion



A European leader in specialty pharmaceuticals manufacturing is digitalizing order fulfillment transactions across its trading partner ecosystem to support ambitious market expansion goals. By improving how order-related data is exchanged with partners, the manufacturer will reduce failure-to-supply fees, increase transaction reliability, and ease the manual workload on customer service teams that previously relied on fragmented, email-based processes.

Company Type

- MAH / Brand Owner

Key Sponsors

- Chief Information Officer
- Global Head of Supply Chain and Operations

Company Scope

- €600M Revenue
- 1,000 FTE
- Operates in 20+ Countries

Target KPIs for Engagement

100%

PO acknowledgement
rate from CMOs

95%+

Customer
OTIF rate

90%+

CMO
OTIF rate

Customer Business Challenges

- Limited visibility into partner order activity created longer lead times, higher warehousing costs, and challenges supporting market expansion.
- Service interruptions and delayed partner responses increased failure-to-supply risk and exception workload for supply chain and customer service teams.
- Fragmented email-based coordination consumed resources that could otherwise support customer experience, growth, and value-add initiatives.

Partners Orchestrated



Key Business Transactions

- Purchase Order
- PO Acknowledgement
- Forecast Plan

Processes Digitalized

- Order-to-Cash
- External Manufacturing

The Solution

- TraceLink digitalizes order-related transactions across CMOs, CPOs, distributors, logistics partners, carriers, and suppliers through a shared business network.
- Standardized digital exchange reduces reliance on email follow-up, manual partner coordination, and fragmented order-status visibility.
- A repeatable network-based foundation improves transaction reliability, planning efficiency, and readiness to scale order-to-cash operations as the business expands.