

Commercial and Logistics Orchestration in Practice:

How a Global Generics Manufacturer is
Leveraging a Digital Network Platform for
Customer Service and Business Growth

Dan Walles

Vice President, Product Marketing

tracelink[®]
NETWORK FOR GREATER GOOD



Mission

TraceLink empowers every business to rapidly and affordably transform its supply chain into an **intelligent orchestration network** powered by a breakthrough integrate-once platform.

Vision

Intelligent Business Networks for the **Greater Good** of Humanity

Values

- **People** Are Intrinsic to Our Business
- **Integrity** is Everything
- **Leadership** to Drive Transformation
- **Innovation** Allows Us to Build Tomorrow's Solutions Today
- **Results** Determine Our Success



End-to-End Digitalization Requires Synchronized Transaction Flows



▶ Key Performance Indicators



Order Lead Time



OTIF



Working Capital



Cycle Time



Supply Lead Time

▶ Planning



Channel Inventory



Demand Forecast



Production Schedule



Current Inventory



Supply Plan

▶ Transaction Flow



Order-to-Cash



Transportation



Logistics



Production Tracking



Procure-to-Pay

▶ Inventory Flow



Channel



Transportation



3PL



Warehouse



CMO



Supplier

▶ End-to-End Supply Chain



Customers



Carriers



3PLs



Brand Owners



CMOs



Suppliers



N-Tier Suppliers

Manual Processes & Data Silos Prevent Digitalization



▶ Key Performance Indicators



Order Lead Time



OTIF



Working Capital



Cycle Time



Supply Lead Time

▶ Planning



Channel Inventory



Demand Forecast



Production Schedule



Current Inventory



Supply Plan

▶ Transaction Flow



Emails



Portals



EDI



WhatsApp



SMS



Phone

▶ Inventory Flow



Channel



Transportation



3PL



Warehouse



CMO



Supplier

▶ End-to-End Supply Chain



Customers



Carriers



3PLs



Brand Owners



CMOs



Suppliers



N-Tier Suppliers

TraceLink's Integrate-Once™ Model is a Breakthrough for the Industry

Network your way, on a network of networks, where every company can join and scale together

End-to-End Network



Custom



EDI



Industry Exchange



Portals



API

TraceLink **Already Digitalizes End-to-End** for Global Track-and-Trace

- 291K+** Total Network Members
- 51** Countries with Customers
- 30+** System Integrations (LMS, ERP, WMS)
- 339K+** Active Network Links
- \$4.4B+** Customer Savings on Point-to-Point Integration Costs



Distribution & Logistics
60+ Customers | 870+ Partners



Life Sciences Manufacturing
775+ Customers | 1,816+ Partners



Contract Manufacturers & Packagers
150+ Customers | 850+ Partners

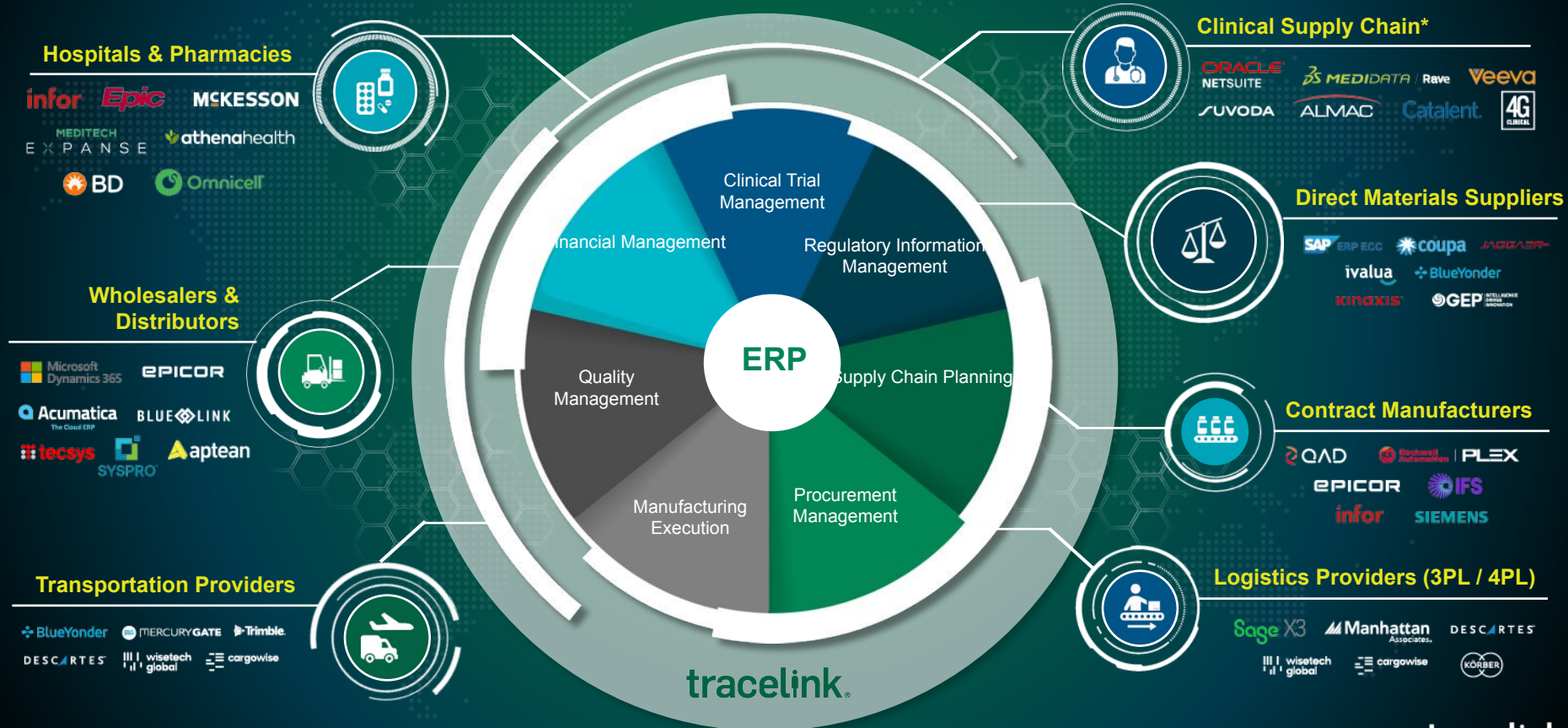


Healthcare & Pharmacy
300+ Customers | 249K+ Partners



Direct Materials Suppliers
1,650+ Partners

MINT is a **Single Platform** to Digitalize Every Partner & System



MINT Spans Every **End-to-End** Commercial Transaction



Direct Materials Suppliers

- Forecast Planning Schedule
- Forecast Planning Schedule Response
- Price/Sales Catalog
- Purchase Order
- PO Acknowledgement
- Advance Ship Notice
- Invoice
- Remittance
- Return Authorization
- Credit/Debit

Contract Manufacturers

- Forecast Planning Schedule
- Forecast Planning Schedule Response
- PO / PO Acknowledgement
- Planned Order
- Process Order
- Order Status Inquiry
- Materials Issued
- Materials Consumed
- Materials Produced
- Batch Master
- Batch Closure
- Master Data
- Inventory Balance Report
- Inventory Adjustment
- Advance Ship Notice
- Invoice
- Remittance

Brand Owners / Manufacturers

- Serialized Shipments
- FDA Recalls
- Forecast Planning Schedule
- Forecast Planning Schedule Response
- Price/Sales Catalog
- Purchase Order
- PO Acknowledgement
- Advance Ship Notice
- Invoice
- Remittance
- Price Authorization Acknowledgement
- Product Transfer Account Adjustment
- Return Authorization
- Credit/Debit Adjustment
- Product Activity
- Product Transfer & Resale

Carriers / Freight Forwarders

- Carrier Shipment Status
- Routing and Carrier Information
- Receiving Advice
- Receiving Advice Acceptance
- Ocean Shipment Status
- Ocean Shipment Arrival Notice
- Motor Freight Invoice

Logistics Providers (3PL / 4PL)

- Warehouse Stock Transfer Shipment Advice
- Warehouse Stock Transfer Receipt Advice
- Warehouse Ship Order
- Warehouse Shipping Advice
- Inventory Balance Report
- Inventory Adjustment
- Article Master
- Advance Shipment Notice
- Return Authorization
- Credit/Debit Adjustment
- Inventory Update Request
- Inventory Update Confirmation
- Handling And Movement Instructions
- Receiving Advice
- Receiving Advice Acceptance

Wholesalers & Distributors

- Price/Sales Catalog
- Purchase Order
- PO Acknowledgement
- Advance Ship Notice
- Invoice
- Remittance
- Price Authorization Acknowledgement
- Product Transfer Account Adjustment
- Return Authorization
- Credit/Debit Adjustment
- Product Activity
- Product Transfer & Resale
- Forecast Planning Schedule
- Forecast Planning Response

Pharmacies & Health Systems

- Price/Sales Catalog
- Purchase Order
- PO Acknowledgement
- Advance Ship Notice
- Invoice
- Remittance
- Price Authorization Acknowledgement
- Product Transfer Account Adjustment
- Return Authorization
- Credit/Debit Adjustment
- Product Activity
- Product Transfer & Resale
- Forecast Planning Schedule
- Forecast Planning Response

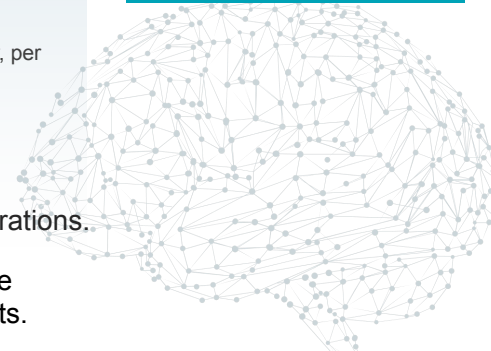
MINT Offers Affordable and Predictable Orchestration for Every Company

<i>MINT Pricing Tiers</i>	Essential Visibility	Extended Visibility	Full Visibility ²
<i>Annual Cost per MINT Link¹</i>	\$600 / \$1,000 ⁴	\$1,200 / \$2,000 ⁴	\$4,800 / \$5,000 ⁴
<i>Onboarding Cost per MINT Link</i>	\$0	\$0	\$0
<i>Transaction Type Count Limit per MINT Link</i>	3	7	Unlimited
<i>Transaction Volume Limit³</i>	Unlimited	Unlimited	Unlimited
<i>Customer User Count Limit</i>	Unlimited	Unlimited	Unlimited
<i>Trading Partner User Count Limit</i>	Unlimited	Unlimited	Unlimited

¹ MINT is priced per MINT Link; MINT Links can be placed into different tiers depending on the number of Transaction Types exchanged
² MINT Links leveraging the Serialized Shipment Transaction Type are subject to Full Visibility pricing.
³ With regard to MINT transaction volume limits, customer order forms may specify a maximum practical daily limit of files exchanged per day, per MINT Link and Transaction Type to protect against unnatural or abusive activity which could compromise system integrity.
⁴ MINT pricing effective January 1, 2026

You will **NOT** be charged for:

- Transaction Volume
- File Size
- Custom File Maps
- Partner Onboarding
- Partner File Maps
- Integration Maintenance



- ▶ **Services**
 - An SOW will be provided for implementation.
 - There is no cost for custom transforms (maps) development or ongoing maintenance of integrations.
- ▶ **Minimum Spend**
 - Each subscription includes a minimum commitment to ensure investments align with the scale required to unlock maximum value, with larger commitments qualifying for enterprise discounts.

Demo: MINT Enables Real-Time Decisions Using End-to-End Orchestrations

MUNDOS PHARMA

Reports and Dashboards x MINT MINT for Pharma Supply ... x

MINT - MINT for Pharma Supply Chain All Partners

Search Business Transactions

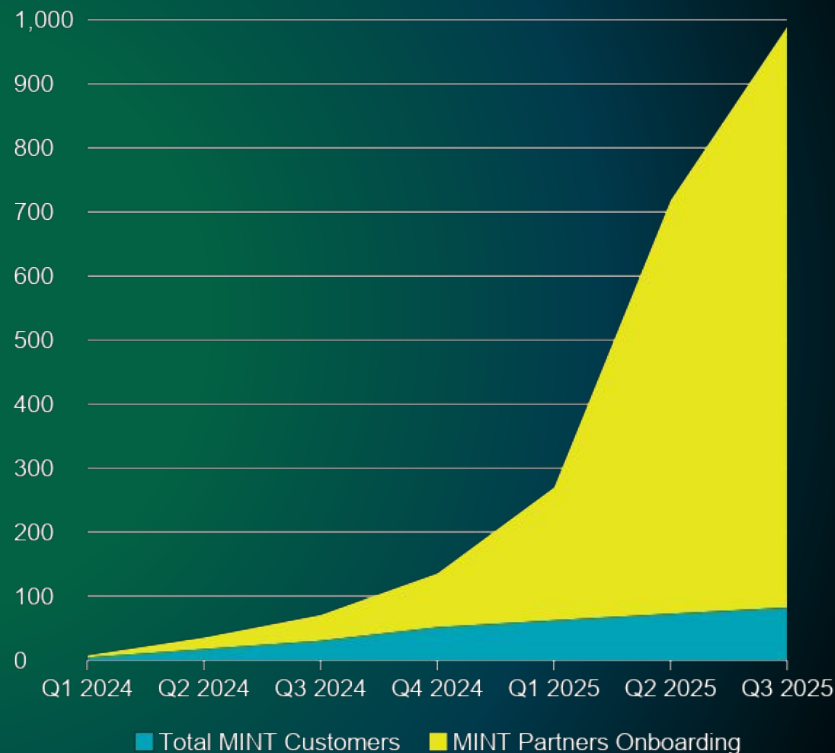
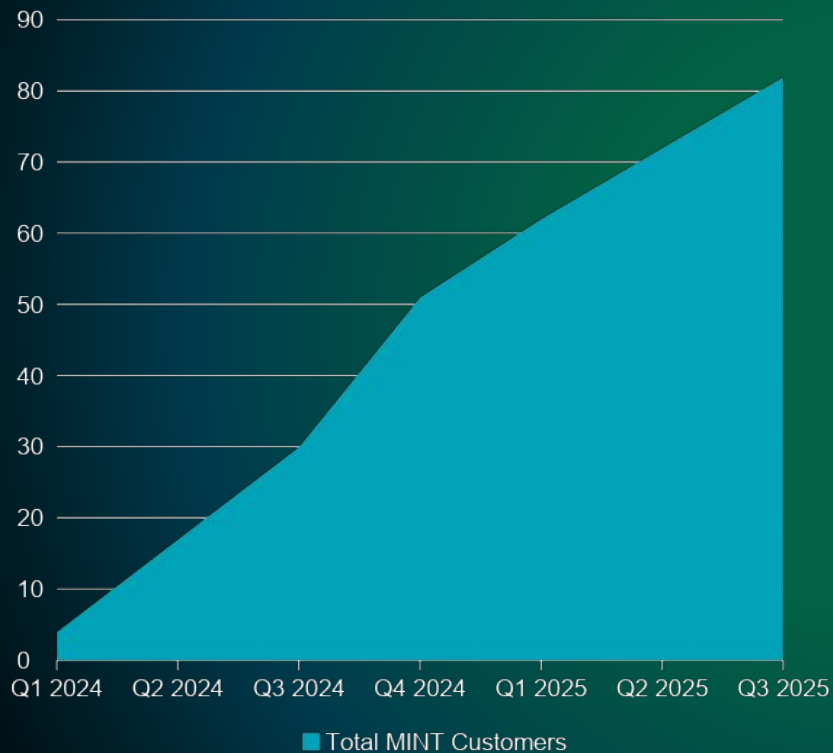
Search all your MINT business transactions here.

State	Result	Type	Transaction...	Sender	Receiver	Input File	Output File	Last Updated
Sent	Delivered	Purchase Order	PO2025040701	FG Distributors	MUNDOS PHAR...	PO2025040... (0 bytes)	4/25/25, 6:53 PM (GMT)
Sent	Delivered	Purchase Order	PO2025040301	FG Distributors	MUNDOS PHAR...	PO2025040... (0 bytes)	4/25/25, 6:45 PM (GMT)
Sent	Delivered	Purchase Order	PO2025040302	FG Distributors	MUNDOS PHAR...	PO2025040... (0 bytes)	4/25/25, 6:44 PM (GMT)
Sent	Delivered	Purchase Order	PO2025040204	FG Distributors	MUNDOS PHAR...	PO2025040... (0 bytes)	4/25/25, 6:39 PM (GMT)
Sent	Delivered	Purchase Order	PO2025040202	FG Distributors	MUNDOS PHAR...	PO2025040... (0 bytes)	4/25/25, 6:37 PM (GMT)
Sent	Delivered	Purchase Order	PO2025040203	FG Distributors	MUNDOS PHAR...	PO2025040... (0 bytes)	4/25/25, 6:37 PM (GMT)
Sent	Delivered	Purchase Order	PO2025040203	FG Distributors	MUNDOS PHAR...	PO2025040... (0 bytes)	4/25/25, 6:37 PM (GMT)
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Sent	Delivered	Purchase Order	PO2025040101	FG Distributors	MUNDOS PHAR...	PO2025040... (0 bytes)	4/25/25, 6:28 PM (GMT)
Sent	Delivered	Purchase Order	PO2025040102	FG Distributors	MUNDOS PHAR...	PO2025040... (0 bytes)	4/25/25, 6:27 PM (GMT)






















































Rows per page 10 Showing 1 - 10 items

The Network Effect of the Integrate-Once™ Model is Accelerating

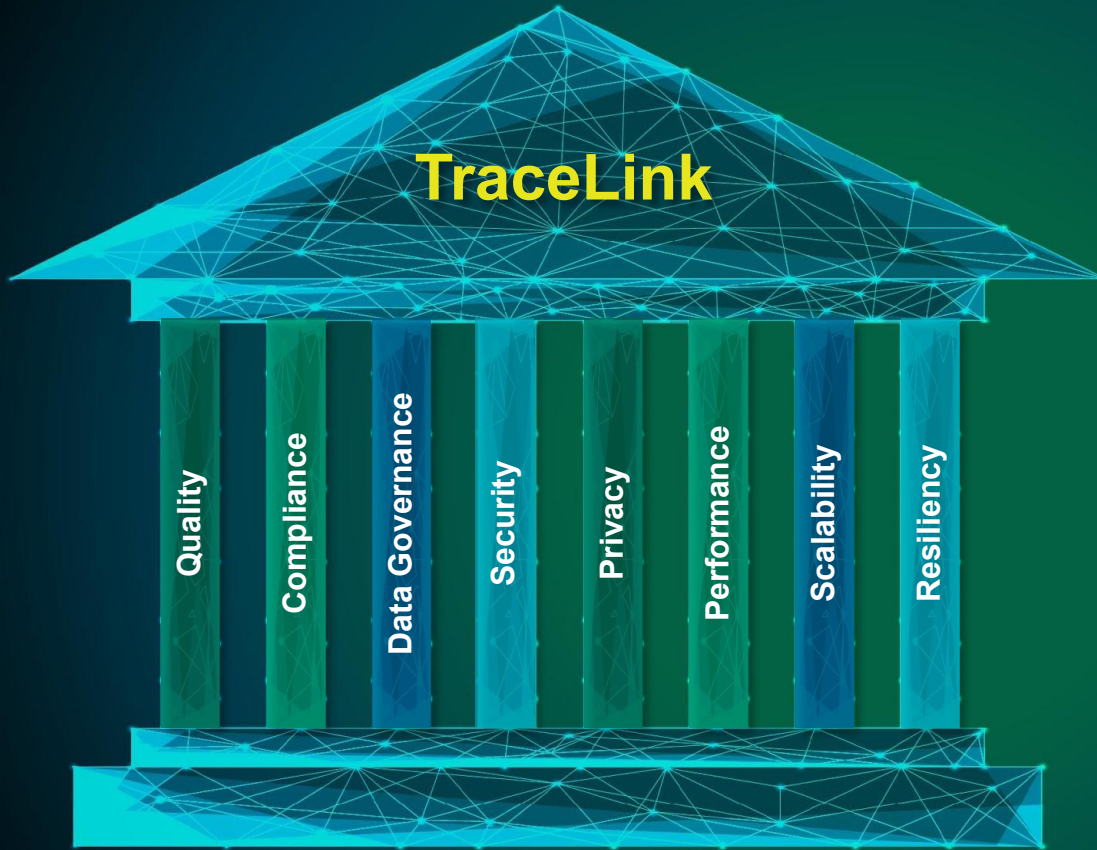
We're Rapidly Scaling the E2E Digitalisation Mountain with Trading Partners



Aurobindo is a Member of the **First-Mover Community** on MINT

 MAH 	 MAH 	 MAH 	 HEALTH SYSTEM 	 LOGISTICS 	 MAH  	 MAH  
 MAH  	 RETAIL PHARMACY 	 MAH 	 MAH 	 MAH 	 MAH 	 MAH 
 MAH 	 MAH 	 MAH 	 ECOMMERCE 	 MAH 	 MAH 	 CONTRACT PACKAGER 
 TECH PARTNER 	 MAH 	 MAH 	 MAH 	 MAH 	 MAH 	 MAH 

 Manufacturing Orchestration	 Logistics Orchestration	 Commerce Orchestration	 Procurement Orchestration	 Clinical Supply Orchestration	 Transportation Orchestration
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TraceLink is built for the world's most regulated supply chains — a GxP-compliant, continuously validated, and independently certified platform that powers the secure, always-on orchestration of the global pharmaceutical ecosystem.

TraceLink is Your Proven Partner for End-to-End Digitalization

Deep Life Sciences Expertise

Secure, life sciences-specific solutions backed by unparalleled industry knowledge and a verified ecosystem of 291,000+ members.



Multi-Modal B2N Integrate-Once™

Affordable, scalable integration with any trading partner by enabling all parties to "network their own way."

Collective Network Effect

Shared benefits accelerate digitalization while safeguarding data and providing first-mover advantages.



Open Partner Ecosystem

Certified partners tailor solutions leveraging no-code tools and a shared network foundation.

No-Code Tools

Easily tailor solutions and workflows without heavy IT burden to achieve agility.



Network UX

Intuitive UX enables partners of any digital maturity to participate in digital transformation

E2E Reports & Dashboards

Configurable, drag-and-drop dashboards deliver comprehensive insights into end-to-end supply chain performance.



E2E Supply Chain Processes

Unified platform supports all supply chain transactions and processes across diverse digital networks and partners..

Network Success & Program Management

Verification and trade partner onboarding led by TraceLink experts to ensure secure, cost-effective links with all parties.



Security, Reliability & Compliance

Network-ready certifications and governance ensure data protection and uninterrupted operations.

tracelink
NETWORK FOR GREATER GOOD

Thank You! To Learn More...

***Private Workshop:* "Enhancing Customer Service and Business Growth by Integrating Manufacturing & Logistics Operations and Digitally Orchestrating Logistics Networks"**

17 November 2025 2:20 pm – 2:50 pm