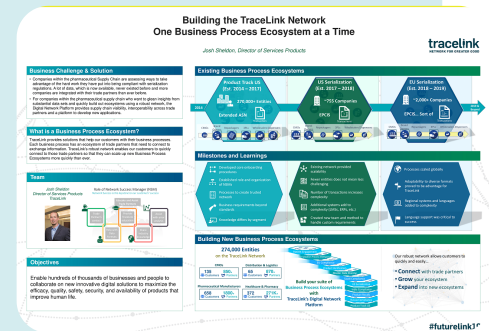


RESOURCES

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Case Study: TraceLink | Building the TraceLink Network One Business Process Ecosystem at a Time



TraceLink's powerful network enables customers to quickly connect to trade partners so they can scale up business process ecosystems more quickly than ever before. Read our new poster, which was featured during the interactive poster session at FutureLink Nashville, for more details.

Building the TraceLink Network One Business Process Ecosystem at a Time

Josh Sheldon, Director of Services Products



Business Challenge & Solution

- Companies within the pharmaceutical Supply Chain are assessing ways to take advantage of the hard work they have put into being compliant with serialization regulations. A lot of data, which is now available, never existed before and more companies are integrated with their trade partners than ever before.
- For companies within the pharmaceutical supply chain who want to glean insights from substantial data sets and quickly build out ecosystems using a robust network, the Digital Network Platform provides supply chain visibility, interoperability across trade partners and a platform to develop new applications.

What is a Business Process Ecosystem?

TraceLink provides solutions that help our customers with their business processes. Each business process has an ecosystem of trade partners that need to connect to exchange information. TraceLink's robust network enables our customers to quickly connect to those trade partners so that they can scale up new Business Process Ecosystems more quickly than ever.

Team

Josh Sheldon
Director of Services Products
TraceLink

Role of Network Success Manager (NSM)
Network Success is the keystone to our customers' success

Objectives

Enable hundreds of thousands of businesses and people to collaborate on new innovative digital solutions to maximize the efficacy, quality, safety, security, and availability of products that improve human life.

Existing Business Process Ecosystems



Milestones and Learnings

- Developed core onboarding procedures
- Established role and organization of NSMs
- Processes to create trusted network
- Business requirements beyond standards
- Knowledge differs by segment

- Existing network provided scalability
- Fewer entities does not mean less challenging
- Number of transactions increases complexity
- Additional systems add to complexity (LMSs, ERPs, etc.)
- Created new team and method to handle custom requirements

- Processes scaled globally
- Adaptability to diverse formats proved to be advantage for TraceLink
- Regional systems and languages added to complexity
- Language support was critical to success

Building New Business Process Ecosystems

274,000 Entities
on the TraceLink Network

CMOs 135 Customers, 850 Partners	Distribution & Logistics 65 Customers, 870 Partners
Pharmaceutical Manufacturers 658 Customers, 1800 Partners	Healthcare & Pharmacy 372 Customers, 271K Partners

Build your suite of Business Process Ecosystems with TraceLink's Digital Network Platform

- Patient Engagement
- Serialization Proven Intelligence
- EU Compliance
- Product Verification
- Master Data Sharing
- Global Compliance
- US Serialization
- Product Recall
- Reverse Compliance
- Product Track US

Our robust network allows customers to quickly and easily...

- **Connect** with trade partners
- **Grow** your ecosystem
- **Expand** into new ecosystems

#futurelink19

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Case Study

European Union Falsified Medicines Directive

DSCSA for Manufacturers

Serialization

United States

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