



TraceLink

Reviews, tips, and advice from real users



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Contents

Product Recap..... 3 - 4

Valuable Features..... 5 - 10

Other Solutions Considered..... 11 - 12

ROI..... 13 - 14

Use Case..... 15 - 19

Setup..... 20 - 21

Customer Service and Support..... 22 - 24

Other Advice..... 25 - 29

Trends..... 30 - 31

About PeerSpot..... 32 - 33

Product Recap



TraceLink

TraceLink Recap

TraceLink offers robust solutions for pharmaceutical track and trace, enhancing supply chain visibility and compliance. Leveraging cloud-based technology, it connects companies across the globe, facilitating secure and efficient information sharing, while maintaining high standards of quality and safety.

TraceLink provides a comprehensive platform designed to streamline operations within the pharmaceutical industry. It enables companies to effectively manage supply chain data, ensuring compliance with evolving regulations and improves procurement processes. Through collaboration with partners and regulatory bodies, TraceLink helps organizations achieve greater control and transparency, reducing the risk of counterfeit products and enhancing patient safety.

What are the key features of TraceLink?

- **Track and Trace Capabilities:** Ensures comprehensive tracking across the supply chain to improve visibility.
- **Compliance Management:** Assists in meeting global regulatory requirements efficiently.
- **Integration Capabilities:** Seamlessly connects with existing systems for better data flow.
- **Collaboration Network:** Fosters real-time communication with partners.
- **Data Analytics:** Provides actionable insights for better decision-making.

What benefits should users expect from TraceLink?

- **Enhanced Compliance:** Reduces regulatory risks with effective compliance tools.
- **Improved Efficiency:** Streamlines supply chain processes for better operational efficiency.
- **Risk Mitigation:** Minimizes the risk of counterfeit drugs entering the market.
- **Cost Savings:** Optimizes operations, reducing operational costs.
- **Increased Transparency:** Provides better visibility into the supply chain.

In pharmaceuticals, TraceLink is crucial for adhering to regulatory standards like the Drug Supply Chain Security Act. Its systems are implemented to address sector-specific challenges, ensuring that tracking and reporting align with strict standards. Implementation requires collaboration with stakeholders to tailor functionalities to industry needs.

Valuable Features

Excerpts from real customer reviews on PeerSpot:

- ✓ “Overall, it has increased operational efficiency, strengthened coordination between teams, and improved our customer satisfaction.”



Jibin Thomas

Cargo Officer at Airodse

- ✓ “TraceLink offers a rigid platform that is very elastic as per data requirements, along with 24/7 customer service and a knowledgeable team.”



Nivrutti Patil

Deputy Manager at a pharma/biotech company with 5,001-10,000 employees

- ✓ “TraceLink has positively impacted my organization because everything is transparent, allowing us to easily track orders customer-wise and verify serial number statuses, confirming whether serial numbers are assigned or not.”



Siva Subramani

Senior Analyst - Serialization at a pharma/biotech company with 501-1,000 employees



“Among those features, I find that serial number exchange and operation management stand out as most valuable for my team because they made our daily work much easier.”



Sankararao Palla

Senior Editor at Hetero



“TraceLink is vital for us because we cannot produce any product for our client, the MAH, without the TraceLink connection.”



Mohammed Alsayaghi

IT System, Security and Network Manager at Cooper Pharma Arabia



“While I could work with another competitor to TraceLink, I think TraceLink has been doing a good job, and people tend to use them.”



Verified user

Manager, Supply Chain at a manufacturing company with 51-200 employees



“TraceLink has impacted our organization positively since we have to use serialization software, and TraceLink is the best solution in the market.”



Verified user

Tracelink Administrator at a pharma/biotech company with 10,001+ employees

What users had to say about valuable features:

“The best features TraceLink offers are the sync between the MAH and our serialized system. It operates on time and immediately. When we request serials, we receive them directly with no delay. When I monitor the system, it is simple and easy for me to trace it and troubleshoot any issues. TraceLink troubleshooting is very straightforward..”

Mohammed Alsayaghi

IT System, Security and Network Manager at Cooper Pharma Arabia

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“The best features TraceLink offers are all options including SCM, SOM, serial number exchange, info exchange, and serial number operation management, all of which are user-friendly applications.

Among those features, I find that serial number exchange and operation management stand out as most valuable for my team because they made our daily work much easier.

TraceLink has positively impacted my organization and is very effective..”

Sankararao Palla

Senior Editor at Hetero

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“TraceLink offers a rigid platform that is very elastic as per data requirements, along with 24/7 customer service and a knowledgeable team. Recently, TraceLink has launched generative AI for their new product over supply chain, and they are yet to launch it for their existing modules that are in the pipeline.

“As a pharma industry, the focus is on product and manufacturing facility and market expansion, and TraceLink helps by providing a good platform so that the business can be concentrated on instead of worrying about platform requirements or development..”

Nivrutti Patil

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Deputy Manager at a pharma/biotech company with 5,001-10,000 employees

“The best features TraceLink offers include seamless transformation of files to other systems and a good UI that shows whether the government system received the particular serial numbers for the batch. It is a very good option to use compared to some other platforms.

In our workflow, file transformation mostly involves XML files, specifically the EPCIS file. The transferring of the EPCIS file from TraceLink to another system is easy and very productive.

TraceLink has positively impacted my organization significantly. It is one of the good serialization platforms, and we are pleased to use it..”

Verified user

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Senior Consultant at a tech vendor with 10,001+ employees

“TraceLink offers several valuable features in my experience, including different kinds of authentication, API integration, and the ease of using the logging feature.

The API integration and logging features help me in my day-to-day work with third-party suppliers and vendors for ordering different kinds of aerospace domain parts. These features successfully handle each kind of customer and their billing and invoicing, along with the different kinds of features or APIs we required. TraceLink helped us with all these resources for supply chain and endpoints that were successfully implemented during the API integration.

TraceLink's logging features allow me to easily troubleshoot issues during integration. I want to highlight the logging features in particular. After implementing TraceLink, we were able to solve many issues that we were facing during handling different kinds of supply chain issues and managing multiple suppliers, their invoices, payments, and billings..”

Vivek-Joshi

Senior Software Engineer at Tech9

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“In my opinion, the best features TraceLink offers are its end-to-end supply chain visibility, real-time shipment tracking, and collaboration capabilities. Having all stakeholders connected on a single platform makes it much easier to monitor shipments and respond quickly when an exception occurs. I also value the automated alerts which help to identify potential delays before they become bigger issues. Another valuable feature is the centralized dashboard, which provides a clear overview of shipment status and reduces the need for manual follow-ups. Overall, these features improve operational efficiency, increase transparency across the supply chain, and help deliver a better experience for customers.

“One additional benefit I have seen is improved collaboration across the supply chain. Instead of relying on long email chains and manual follow-ups, everyone involved in the shipment can access the same information in one place. This has helped reduce communication delays and improved coordination with logistics providers and internal teams. Another area where TraceLink has been valuable is in expectation management. If there is a shipment delay or another issue, the platform provides visibility early enough for the team to respond proactively and keep customers informed. From my perspective in logistics, that leads to better operational efficiency, fewer manual tasks, and a more reliable customer experience..”

Jibin Thomas

Cargo Officer at Airodse

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Other Solutions Considered

Before TraceLink, we used two solutions: ATTP and SAP ATTP. While we can use both, I prefer TraceLink compared to ATTP as most things are better with TraceLink.

Mohan Rathla

Senior Executive at Granules Life Sciences pvt. Ltd

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“We have not used any other solution apart from TraceLink. Since we started this project, we have been using TraceLink only, so I do not know if others evaluated other options before I joined..”

Verified user

Senior Consultant at a tech vendor with 10,001+ employees

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“Before implementing TraceLink, we relied on a combination of our ERP system, spreadsheets, email communication, and manual shipment tracing. While those tools handled basic operations, they did not provide end-to-end supply chain or real-time collaboration across partners. We decided to switch to TraceLink because we needed a more integrated platform that could centralize shipment information, automate exception management, and improve communications with suppliers and logistics partners. Since moving to TraceLink, we have seen much better visibility, faster response times, and fewer manual follow-ups, which has made our supply chain operations more efficient..”

Jibin Thomas

Cargo Officer at Airodse

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“Before selecting TraceLink, we evaluated a few other enterprise supply chain platforms, including SAP Integrated Business Planning, Oracle Supply Chain Management Cloud, and project44 for shipment visibility. While those solutions had strong capabilities, we found that TraceLink offered a better combination of end-to-end supply chain visibility, partner collaboration, and exception management. The implementation approach was also straightforward, and the platform integrated well with our existing ERP system. Overall, TraceLink has provided functionality and scalability that best matched our operational requirements..”

Jibin Thomas

Cargo Officer at Airodse

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ROI

Real user quotes about their ROI:

“After integrating TraceLink, we were able to reduce our operation timeline by six months, which was a very fruitful outcome. This eventually saved a considerable amount of cost as well. The ability to reduce the operation timeline by six months allowed for a very fruitful outcome and it has resulted in significant cost savings..”

Vivek-Joshi

Senior Software Engineer at Tech9

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“I have seen a return on investment with TraceLink because of the SIT application. We are fulfilling orders of our controlled substance products within our ANA Pharmaceuticals premises, which, without SIT, would force us to engage another vendor or 3PL to store and deliver our products, significantly increasing costs and space usage..”

Siva Subramani

Senior Analyst - Serialization at a pharma/biotech company with 501-1,000 employees

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“I do not have any metrics in terms of money saved or fewer employees needed to share, but the metric I can provide is that it is a compliance requirement. If you want to sell your product, you need to have a serial number on it, so it is not a choice whether I use it or not. While I could work with another competitor to TraceLink, I think TraceLink has been doing a good job, and people tend to use them..”

Verified user[Read full review](#) 

Manager, Supply Chain at a manufacturing company with 51-200 employees

“We have seen a positive return on investment, mainly through time savings and improved operational efficiency rather than reducing headcount. Before implementing TraceLink, our team spent a significant amount of time on manual status updates, email follow-ups, and coordinating with multiple supply chain partners. With automated alerts and centralized visibility, we have reduced those manual tasks and can respond to shipment exceptions much faster. We estimated that the operational teams save several hours each week, which allows us to focus on higher value activities. We have also seen better on-time decision-making, fewer communication delays, and improved customer satisfaction because customers receive more accurate and timely shipment updates. Overall, the productivity gains and operational improvements have delivered a strong return on investment..”

Jibin Thomas[Read full review](#) 

Cargo Officer at Airodse

Use Case

“I use TraceLink to receive serials from our MAH and transfer them to our serialization system. After we produce the serialized product, we transfer it from our system back to their system through TraceLink. I work as an admin on the system and am responsible for monitoring it. When we receive serials from the MAH company to our serialized system and after we produce the product, we send the serialized product through our system via TraceLink back to the MAH company..”

Mohammed Alsayaghi

IT System, Security and Network Manager at Cooper Pharma Arabia

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“My main use case for TraceLink includes using the SOM, SCM, info exchange, and master data creations.

In a typical workflow when using TraceLink, I first create the master data in TraceLink, then in L3, a person requests the serial numbers, and at that time, serial numbers are provided in TraceLink as that is an L4 system. After completion of the L3 system batch, I again send post to batch and export the batch to TraceLink, and at that time, I verify the info exchange to ensure the entire batch was posted..”

Sankararao Palla

Senior Editor at Hetero

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“My main use case for TraceLink is in my software where I need a supply chain module integration and third-party API integration. I use TraceLink for this supply chain integration into my software.

In my recent project for an aerospace company, we were using different third-party companies to obtain different airplane parts. We used to order those parts from different suppliers and vendors. We had a need to manage this supply chain requirement and handle multiple vendors and multiple third-party suppliers. I got a chance to integrate, learn about TraceLink and its features, and we used those to integrate. We integrated TraceLink in our software, and it helped us significantly in solving the problems faced during the supply chain handling for my organization..”

Vivek-Joshi

Senior Software Engineer at Tech9

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“TraceLink is used primarily for government regulations to make products serialized and to ensure that products are authenticated, with the main purpose of implementation being to avoid counterfeit products.

“A product master is added to TraceLink, and once added, a serial number is generated. The generated serial number is then passed to a line system that prints the numbers, and at the time of dispatch, the number is uploaded to TraceLink. As the shipment starts from the warehouse, it is exchanged with the supply chain, and when the supply chain syncs with the repository called VRS, it has been verified in the USA. For other markets, the data is synced with government portals that ensure product authentication when required..”

Nivrutti Patil

Deputy Manager at a pharma/biotech company with 5,001-10,000 employees

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“My main use case for TraceLink is to configure the product master setup, serial number generation, and serial number assignment to particular sites, as well as partner master data setup. I also work with government reporting, as different countries have different types of government reporting requirements, and I utilize that module as well. Additionally, I collaborate with new CMOs.

A specific example of how I use TraceLink in my daily work is when we onboarded a new CMO for our company. We sent them an invite to the particular pharma company, SNX invite, and SNM invite so that serial number generation would be exchanged to their system. Once the actual setup was completed, I performed the partner master setup for the particular CMO, configured the product, generated the serial number, and assigned it to the product in the SNX profile for the particular CMO. They subsequently started producing new batches of products from that CMO.

Regarding my main use case and how I use TraceLink, the platform is user-friendly. The primary benefit is that it provides a good environment for serialization purposes..”

Verified user

Senior Consultant at a tech vendor with 10,001+ employees

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“I have been evaluating TraceLink for the past few weeks as a part of exploring supply chain visibility solutions. Given my background in air cargo, freight forwarding, and export documentation, I have been interested in understanding how it improves end-to-end shipment visibility, collaboration, and supply chain efficiency.

“In my role as a cargo pricing executive, my main goal is to improve end-to-end shipment visibility and collaboration across the supply chain. We work with multiple airlines, freight forwarders, and customs. Having real-time updates and a centralized platform helps to reduce communication delays and improve operational efficiency. I am also looking for better traceability, faster issue resolution, and more accurate shipment tracing so we can provide better service to customers and make informed decisions through the shipping process.

“A scenario where I believe a platform such as TraceLink would make a difference is when there is a shipment delay or exception during transit. In my role as a cargo pricing executive, I coordinate with airlines, freight forwarders, and customers daily. Having a centralized platform with real-time shipment visibility and collaboration would help to identify issues earlier, reduce manual follow-ups, and keep all stakeholders informed. That would improve response time and provide a better customer experience..”

Jibin Thomas

Cargo Officer at Airodse

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Setup

The setup process involves configuring and preparing the product or service for use, which may include tasks such as installation, account creation, initial configuration, and troubleshooting any issues that may arise. Below you can find real user quotes about the setup process.

“The challenge I faced during integrating TraceLink was the initial onboarding of the software integration in my product, which was a lengthy process to get TraceLink onboarded in my organization. There were several challenges to set up TraceLink's API, and I was facing many issues. However, TraceLink has a very good logging feature that helped us identify the issues and solve the problems during the integration, and then everything went smoothly..”

Vivek-Joshi

Senior Software Engineer at Tech9

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“Our team adapted to the platform quite quickly. The centralized dashboard was intuitive, so most users were able to navigate it after short onboarding sessions. The automated alerts were especially useful because they highlighted shipment exceptions and important updates without requiring constant manual monitoring. We only needed a brief training session to understand the workflows, and after that, the platform became a part of our daily operations. Overall, the interface was user-friendly and the learning curve was minimal, which helped our team to become productive in a short amount of time..”

Jibin Thomas

Cargo Officer at Airodse

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Customer Service and Support

“We faced some uncertainty with a few options in TraceLink, so we reached out to customer support. Their response was very timely, resolving our queries and doubts, making the customer support excellent..”

Vivek-Joshi

Senior Software Engineer at Tech9

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“My experience with TraceLink customer support is mixed; I sometimes receive a quick response and resolution within one to six hours, while other times it can take two to three days to get follow-up actions..”

Siva Subramani

Senior Analyst - Serialziation at a pharma/biotech company with 501-1,000 employees

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“The customer support for TraceLink is very available. Responses are very fast and always available when we contact them, and it is easy to contact.

“I would rate the customer support an eight on a scale of one to ten..”

Verified user

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Tracelink Administrator at a pharma/biotech company with 10,001+ employees

“Since using TraceLink, I have seen improvements in efficiency and compliance. Whenever a new batch is notified, the system sends the report immediately to the government system, so there is no delay. TraceLink is also user-friendly; if any new learner joins the team, helplines and help questions are available in every module, making it easy for them to learn. Additionally, I receive immediate support from TraceLink for any queries or issues..”

Verified user

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Senior Consultant at a tech vendor with 10,001+ employees

“TraceLink offers a rigid platform that is very elastic as per data requirements, along with 24/7 customer service and a knowledgeable team.

“If anything goes wrong, an email is received from TraceLink before even reaching out to them, showing their proactive approach..”

Nivrutti Patil

Deputy Manager at a pharma/biotech company with 5,001-10,000 employees

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“We had a good experience with TraceLink customer support. Whenever we raised a support ticket for integration issues, partner onboarding, or data validation errors, the support team responded promptly. Critical issues were usually acknowledged within a few hours, while less urgent requests were handled within an agreed SLA. The support engineers were knowledgeable about serialization, EPCIS transactions, and compliance requirements. Most issues were resolved with multiple follow-ups. We also had access to documentation, a knowledge base, and a customer success manager for implementation guidance. Overall, I would rate the customer support 9 out of 10 because they were responsive, responsible, professional, and easy to work with..”

Jibin Thomas

Cargo Officer at Airodse

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Other Advice

“TraceLink is the main system for us because we receive serials from our MAH, and without it, we cannot produce the product. TraceLink is vital for us because we cannot produce any product for our client, the MAH, without the TraceLink connection. We need the connection to be operational to receive serials from our MAH partner to our serialized system. After we finish the product, we push the serialized serials back to the MAH through TraceLink. The support team performs well. I rate this review as a 9 out of 10..”

Mohammed Alsayaghi

IT System, Security and Network Manager at Cooper Pharma Arabia

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“I advise other companies to definitely try TraceLink, as it is a very good product for supply chain requirements and complexities in the supply chain department of an organization. You should definitely go with TraceLink and use it, and at least try it once, and you will be very satisfied with using TraceLink in your organization.

TraceLink is a very good product with excellent technicalities, features, and customer support, so I am very satisfied with TraceLink. I gave this review a rating of eight out of ten..”

Vivek-Joshi

Senior Software Engineer at Tech9

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TraceLink is an overall very good application for me and for everyone. TraceLink is

deployed in our organization using a private cloud.

Regarding TraceLink's AI capabilities, I think governance and security are handled well for serialization and end-to-end supply chain. The accuracy and reliability of the output from TraceLink's AI capabilities are very good overall. It provides good help for the system.

“My advice for others looking into using TraceLink is that it is a reliable platform for pharma and track and trace serialization management, helping with compliance, serial number handling, reconciliations, and supply chain visibility. However, proper implementation, integration, and training are important for smooth operation.

“I would rate this review a ten out of ten. .”

Mohan Rathla

Senior Executive at Granules Life Sciences pvt. Ltd

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“TraceLink is currently transitioning from their classic portal to the [Opus](#) platform, which is very rigid and designed for future expansion, indicating specific improvements that have been seen since using TraceLink.

“Currently, TraceLink's AI has a generative approach, and they are working on qualifying and certifying an AI approach with the ISO team, which is still in progress, so a comment cannot be made at this time.

“The AI capabilities are not yet released and are under qualification, so updates regarding their accuracy and reliability of output will have to be awaited.

“TraceLink is always the preferred choice. The overall rating given to TraceLink is nine out of ten..”

Nivrutti Patil

Deputy Manager at a pharma/biotech company with 5,001-10,000 employees

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“I would definitely recommend TraceLink to organizations in the pharmaceutical and life science industries, especially those dealing with serialization, track and trace, and regulatory compliance. My advice would be to spend enough time planning the implementation, cleaning your master data, and involving all stakeholders—IT, supply chain, quality, and compliance—from the beginning. Also, make full use of TraceLink's onboarding resources and training because it helps users become more productive much faster. Once it is properly implemented, the platform provides excellent visibility, automation, and compliance support, making it worth the long-term investment. I would recommend TraceLink because it is a reliable and scalable tool for simplifying compliance. My advice is to plan the implementation carefully, ensure good data quality, and train users early to get the maximum value from the platform.

“Overall, I had a positive experience with TraceLink. It has helped improve visibility across the supply chain, simplified compliance activities, and reduced manual work through automation. While there are a few areas that could be enhanced, such as UI responsiveness and more customizable reporting, the platform is reliable and continues to evolve with new features. I would definitely recommend it to organizations in the pharmaceutical and life sciences industry. I am satisfied with TraceLink as it is a reliable platform that improves compliance, supply chain visibility, and collaboration with partners. I would like to see continued improvements in reporting and usability, but it is a strong solution and I would recommend it. I would rate my overall experience with TraceLink a 9 out of 10..”

Jibin Thomas

Cargo Officer at Airodse

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“We use two systems in our manufacturing unit, including an Optel system that is completely integrated with TraceLink numbers. We have been directly integrated with TraceLink since 2016, exchanging serial numbers and commissioning from

day one.

“TraceLink helps me manage supply chain disruptions or unexpected changes through SIT and Opus. We utilize SIT daily, and if unexpected errors or changes arise, TraceLink provides pop-ups detailing the reasons behind the work stoppage, enabling us to address the issues.

“TraceLink supports collaboration between different teams in our supply chain, as we have integrated it with our [ERP](#) system, ensuring that activities reflected in our [ERP](#) are mirrored in TraceLink after fulfilling the orders.

“We do not have any specific metrics to measure TraceLink usage, and I do not follow regular checks.

“My advice to others looking into using TraceLink is that if you want a stable application that supports your growing business plans, you should definitely choose TraceLink as your number one option. I rated TraceLink an eight based on its overall performance and capabilities..”

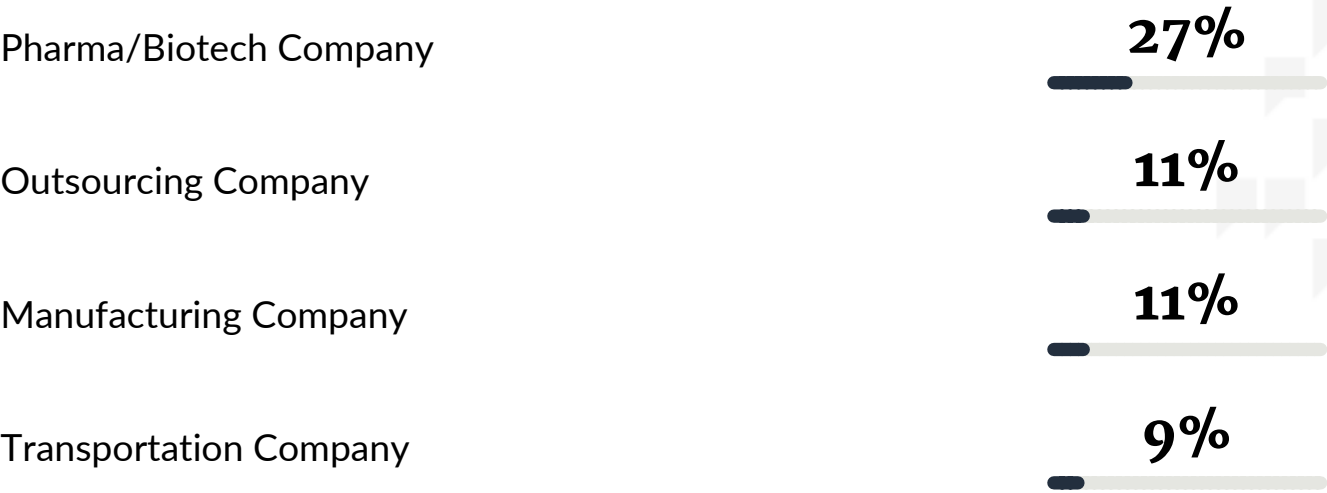
Siva Subramani

Senior Analyst - Serialization at a pharma/biotech company with 501-1,000 employees

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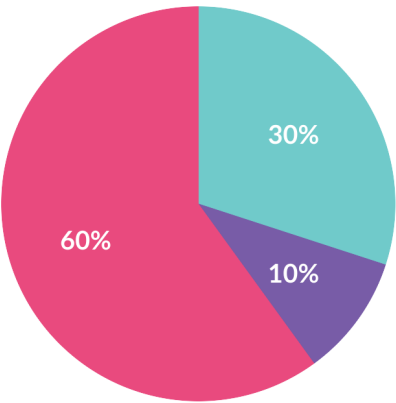
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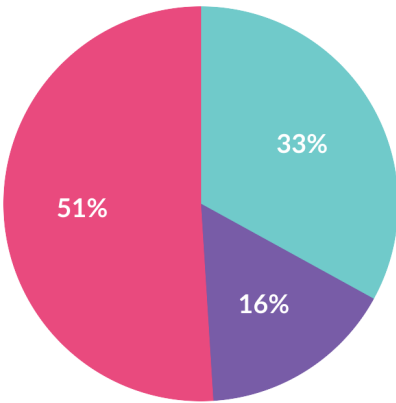


Company Size

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Large Enterprise Midsized Enterprise Small Business

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