

rfxcel announces Indian market opportunities for traceability technologies

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rfxcel is the first-ever traceability platform to help companies of all sizes and industries easily connect and integrate with trading partners, resulting in predictable outcomes and lower supply chain costs.



rfxcel, the leader in track and trace solutions for the pharmaceutical market announced tremendous growth in India. rfxcel more than doubled its annual sales performance in India and APAC. This speaks to the significant market opportunities and demand for traceability technologies delivered by rfxcel.

Traceability is the primary focus for the life sciences in 2018. According to rfxcel customer survey of 100+ brands, 89% believe collaboration, full-service onboarding, continued support, and interoperability are important for a successful and secure supply chain.

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rfxcel has achieved many major milestones, including:

Exceptional Business Performance in India: rfxcel more than doubled annual sales growth and its customer base in 2018; while securing wins with 6 of the top 10 pharmaceutical companies in India.

Exceptional Growth in Europe: rfxcel announced its successful expansion in the UK and EMEA, with triple digit revenue growth since 2017. This includes an increase in sales headcount by 300% and an expansion in our delivery and support teams by 350% in the same period.

New Board Members: Chris Sultemeier (President and CEO of Walmart Transportation LLC.) and Martin Van Trieste (Chief Quality Officer and SVP of Quality at Amgen), joined rfxcel's Board of Directors. Veterans of supply chain, Chris and Martin have played instrumental roles guiding highly visible supply chain and traceability efforts.