

Case Study

# PartnerLinQ delivers Visibility, Scalability, and Control for a Leading Multinational Footwear Brand





## The Company

Established in 1906, since evolving into a multinational company, our client is dedicated to delivering only the finest in athletic footwear. The client specializes in athletic shoes, fashion, and apparel accessories, even branded shoe products such as shoe inserts designed specifically for athletes. The client takes the job of aiding athletes in their pursuits very seriously, focusing on a wide variety of sizes.

Whether helping professional athletes set records and win medals or propelling everyday athletes to win their first 5K to helping ordinary people to live healthier and more active lifestyles, the client seamlessly blends function and fashion and is equally committed to giving back.



## The Challenge

### An Aging Supply Chain Network

Despite its modern facade, the client needed to modernize its B2B/B2C platform and make operations more efficient. Fueled by ambitions to expand its markets into other countries and hindered by staffing difficulties, our client needed system modernization, which required seamless implementation, new technologies, end-to-end visibility, control, and limitless flexibility. Our client needed to create multiple operating platforms, each with native supply and demand chain integrations, including API and EDI-based transaction integration, and it needed to be in one easy-to-use solution. There was a strong desire among the selection team for a contemporary cloud-based solution, a modern digital partner network, easily supported and inclusive of online training. The company's plan included retiring legacy solutions, as is often the case with system modernization; the client wanted it done quickly and without affecting business operations.

# The Solution

## Seamless System Modernization with PartnerLinQ

The client's integration with PartnerLinQ handily delivered the solutions the selection team was looking for, making it possible for the company to keep expanding into other countries as the executives envisioned. The PartnerLinQ integration with Microsoft Dynamics D365 and Manhattan WMS brought about enhanced multichannel capabilities, including modernization of their B2B/B2C EDI and API network, Retail Transaction Orchestration, Transactions and their Trading Partner Onboarding program. PartnerLinQ includes all of the advantages that a full function platform delivers which means the platform came completely integrated and installed as part of the normal implementation process, there was nothing else to buy. In addition, the PartnerLinQ implementation enabled scalability, increased operational efficiency and even included Development and Production environments.



# The Results



**Modernized B2B/B2C EDI and API network and Retail Transaction Orchestration** – By modernizing these platforms, the client was able to communicate more effectively with their partners and with a large number of newer partners throughout the world.



**Enhanced Multichannel Capabilities** – The client fulfilled multiple EDI network requirements with the PartnerLinQ integration for their expanding global business and that of their partners while “making it easy” to bring new partners onto the network.



**Scalability** – The PartnerLinQ integration is scalable, which helped the client expand its network more efficiently, managing much larger market expansions than ever imagined, “keeping it simple” and entire global B2B/B2C EDI and API network “all in one place.”





## The Future

### The Future of Supply Chain Integration – PartnerLinQ

Since the implementation of PartnerLinQ the client has effortlessly expanded across multiple geographies without any of the technical burden or staffing difficulties of their peers. The company also received a technology overhaul enabling modern technologies, keeping the client in-sync with a constantly evolving supply chain while avoiding business disruption. Moreover, PartnerLinQ has given the client complete control of its supply chain network – enabling and improving connectivity, interoperability and visibility with partners and across the supply chain network.

## Tools & Technologies

The next chapter in supply chain visibility



## About the Company

The client is a leading multinational corporation, specializing in sports footwear and apparel. With headquarters in Boston, Massachusetts, the company has a mission to build global brands that athletes are proud to wear, associates are proud to create, and communities are proud to host, all while demonstrating responsible leadership. The client's premium collection represents a limited portion of their U.S. sales and contains a domestic value of 70% or greater, with manufacturing taking place in their five factories in New England and one in Flimby, U.K. With over 7,000 associates worldwide, the client reported worldwide sales of \$4.4 billion in 2021, showcasing their position as a significant player in the industry.



## PartnerLinQ - an Innovative, Cloud-Native Supply Chain Visibility Platform:

PartnerLinQ delivers resilience through simplifying visibility and connectivity. PartnerLinQ's Native App Ecosystem adds business context to traditional integrations, minimizing the impact of disruption. With capabilities for intelligent hyper-automation, multi-channel integration, and real-time analytics, PartnerLinQ seeks to seamlessly connect multi-tier supply chain networks, channels, marketplaces, and core systems worldwide to deliver unified connectivity for the future.

# About PartnerLinQ

PartnerLinQ is a highly scalable cloud-native multi-tenant multi-geography hyper-scalable high-performance SaaS B2B API & EDI platform that integrates natively with partner ecosystem & e-commerce channels with native solutions for meeting B2B API & EDI challenges. Reimagine control, visibility, and transparency across your global supply chain and e-commerce. Unify channels, boost loyalty, gain visibility, and accelerate order fulfillment. Manage global supply chains, material planning, package sourcing, and omnichannel retail, drive growth powered by cutting-edge technologies, and unlock valuable insights with Visionet products.



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