

Modernization, Rapid Deployment, and Easy Partner Onboarding

A leading shoe brand overcomes ERP & EDI migration challenges with PartnerLinQ



The Company

Our client is a renowned shoe manufacturer with its global headquarters, major production, and logistics facilities based in Germany. The company produces and sells a German brand of sandals and custom casual shoes. These products feature adaptable cork and latex insoles, modeled on the human foot, that adjust to the contours of the wearer's feet for optimal comfort. Its products are sold in over 90 countries, with U.S. sales and service based in Novato, California. The company sells uniquely designed, high-quality, and comfortable footwear, both in-store and online.



The Challenge

Overcoming Legacy Systems: The Need for Modern ERP & EDI Solutions

In the wake of the digital revolution, our client, a seasoned brand in the footwear industry, found itself grappling with an outdated infrastructure that was proving to be more of a hindrance than a helper. The company primarily depended on an AS400 system that had been used for decades. While this system had served its purpose in the past, it was now inhibiting the company's growth, limiting its capabilities, and proving less efficient in the face of modern business demands.

The shoe company's need for a holistic, real-time, and flexible ERP solution became pressing. A desire to modernize led the company to aim to replace its legacy AS400 system with a modern SAP S/4 Hana Cloud ERP solution. The powerful capabilities and advanced features of SAP S/4 Hana Cloud ERP presented it as a desirable upgrade capable of meeting its evolving needs.

However, the technology overhaul wasn't limited to its core systems alone. Our client also needed help with multiple legacy Electronic Data Interchange (EDI) systems that further hindered its operations. These outdated systems added unnecessary complexity to the company's processes, escalating the need for a modern EDI solution. This was an essential step towards creating a seamless and efficient business-to-business (B2B) communication environment for the company, addressing challenges related to B2B API & EDI.

Moreover, the company grappled with issues concerning integrating its Third-Party Logistics (3PL). This was further aggravated by missed invoices, which were causing financial losses and creating a pressing need for remedial measures. The existing system's lack of adequate visibility and compliance features was causing these mishaps, emphasizing the importance of a modern solution that could provide improved tracking and visibility of transactions and ensure regulatory compliance.

The Solution

Crafting Comprehensive Solutions: Tailoring PartnerLinQ for Unique Business Needs

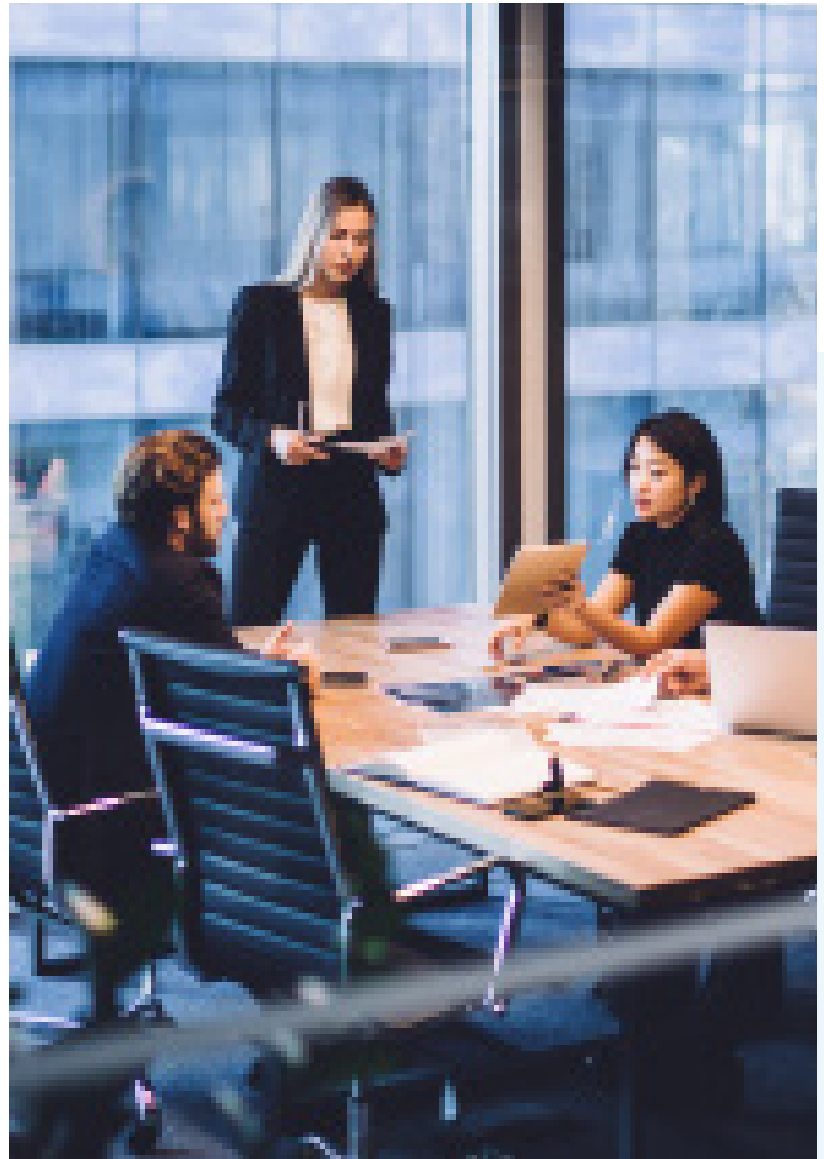
As our client embarked on its digital transformation journey, PartnerLinQ emerged as its trusted ally, offering a flexible, cloud-based solution tailored to its specific needs. The transformation started with a legacy system migration in the Canadian provinces, steered by a carefully crafted strategic plan. This plan, jointly devised by the client and PartnerLinQ, implemented a phased approach. This phased approach was goal-oriented, time-sensitive, and deeply attuned to the client's unique operational challenges. Importantly, it also aligned seamlessly with the client's vision for the future, allowing for gradual adaptations and minimizing disruption.

Significant emphasis was placed on AS2 (Applicability Statement 2) protocol to ensure the reliability and accuracy of the transactions. This approach aimed at partners previously relying on VAN (Value Added Network) connections. The transition to the AS2 protocol heightened the security of business transactions and promised considerable cost savings across the supply chain.

AS2, unlike VANS, has significant cost savings for the client's operations. In addition to being cost-effective, AS2 offered heightened security for transactions. Our solution empowered the client with a secure, cost-efficient system, thus streamlining the supply chain operations.

PartnerLinQ's versatility was another important feature, supporting various protocols, including FTP, SSH, HTTP(S), SMTP, POP3, MQ, and VAN. This diversity allowed for a flexible adaptation to varying business needs, ensuring the platform's suitability in various scenarios.

PartnerLinQ took on the hefty task of transitioning over 20 of the client's EDI integrations in the Canadian division, encompassing 15 different EDI transaction formats. Despite the scale and complexity of this operation, PartnerLinQ ensured a seamless transition, thanks to its expertise in enterprise B2B integration. This successfully met all of the client's business requirements and efficiently catered to the needs of its Canadian customers and partners.



The Results



Integration at the speed of business

PartnerLinQ provided a timely platform delivery while efficiently onboarding diverse stakeholders such as partners, vendors, and customers. This customized approach catered to the unique business requirements of each relationship.



Modern and complete B2B, API, & EDI integration solution

With PartnerLinQ's support, the client migrated to a modern ERP system. It enabled seamless onboarding of the enterprise partners, aligning them with the company's digital transformation journey.



Simplified IT infrastructure

PartnerLinQ's common processing workflow allowed for multiple relations with the enterprise system, setting it apart from other market solutions. This enabled the shoe brand to streamline its trading partner onboarding process and successfully eliminate the onboarding backlog.



Improved experience and a flexible solution

PartnerLinQ provides a flexible and integrated approach for A2A, B2B, B2C, and API. The platform's support system offers both independent project management and 24/7 support, elevating the user experience and assuring the leading shoe company that their business challenges are well-handled.

The Future

Enabling Independence with Self-Service and Onboarding More Partners

With PartnerLinQ, the shoe brand has successfully executed its ERP migration and onboarded numerous Canadian partners. The flexible and agile PartnerLinQ solutions have replaced outdated EDI systems, allowing dynamic integrations. This progress paves the way for our client's expansion plans in the upcoming year, with ambitions to extend modernized ERP into other regions. The successful Canadian implementation serves as a pilot for the rest of the company, showcasing the potential of PartnerLinQ and birthing a new era of operational agility.



Tools & Technologies



About the Client

Tradition and heritage are important hallmarks of a brand that dates back not years or even decades but centuries. The company is deeply rooted in the fine art of crafting premium quality shoes that consumers trust. Since 1774, it has passed this commitment of excellence from one generation to the next. The result is the absolute best in quality, comfort, and support, and a global presence in more than 90 countries. Our client, with its specialized shoe design is one of the worlds most comfortable and desired shoe brands.



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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