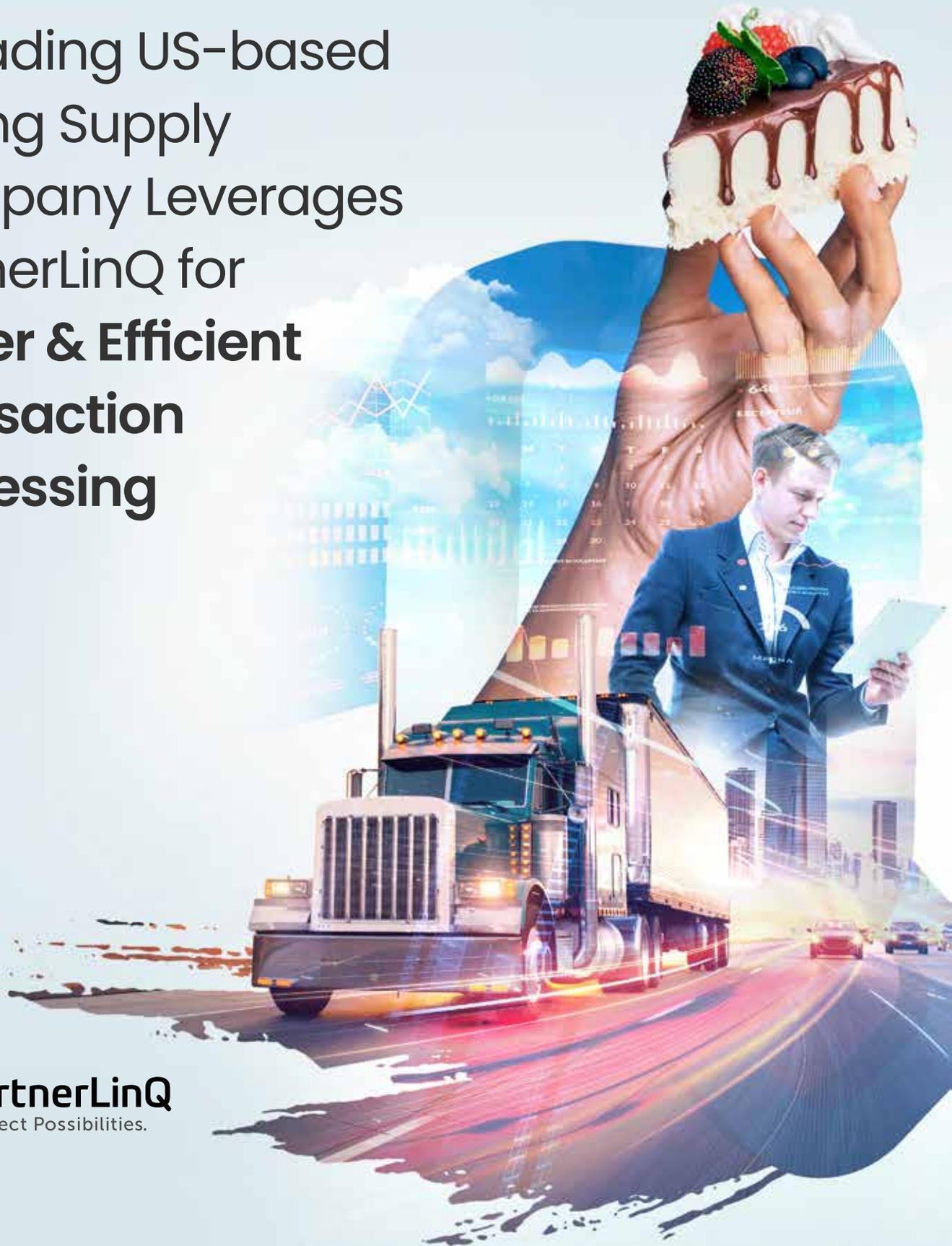


Case Study

A Leading US-based
Baking Supply
Company Leverages
PartnerLinQ for
**Faster & Efficient
Transaction
Processing**



The Company

The client has been at the pinnacle of fresh baking – fostering connections and community for over two centuries. Descended from the first food company founded in New England in 1790. They follow responsible sourcing guidelines and have a “never bleached” guarantee on all of their products. The employee-owned business works

closely with farmers, millers, and suppliers in a continued commitment to sustain, preserve, and improve a business founded more than 230 years ago – a task made easy with the right partners.



The Challenge

The company’s supply chain has been running seamlessly for decades. However, the COVID-19 chaos changed the way they ran their daily state of affairs and also impacted their supply chain partners.



The company has been milling its flour for more than 200 years and kept adding new team members to keep up with the increasing demand. Each one of them followed strict guidelines on how to mill for the baking supplier and with more millers grinding more flour, more trucks were needed and greater visibility into shipments of flour became a necessity. The company was seeking a new supply chain technology and a team of experts that could seamlessly implement it without any business disruptions

The Solution

PartnerLinQ was proposed as an end-to-end solution to help the company process its transactions faster and more efficiently and also to leverage PartnerLinQ's error identification, troubleshooting, and resolution capabilities. There was an iPaaS platform shopping list and a request for a proposal that would process various file types quickly & easily and enhance visibility. The solution covered all important aspects such as transportation, transformation, and integration activities through an application integration framework. It's a cloud-native solution deployed with low-code tools and dashboard monitoring.



Moreover, PartnerLinQ's detailed reporting capabilities would allow the baking supplier to track Key Performance Indicator (KPI) metrics and other data and better understand transaction messages, message types, and performance volumes. PartnerLinQ also comes with a state-of-the-art Azure-powered, cloud-native, and highly scalable eCommerce integration pipeline architecture that can handle high volume of transactions for both batch and APIs.

Since PartnerLinQ's implementation, the baking supplier has a unified platform that is cost-effective and productive as well. In addition, the data repositories can now effectively utilize data and are in perfect harmony with the overall data storage burden.

The Results

Integration at the speed of business

PartnerLinQ simplified the partner onboarding process through its Common Processing Workflow. Complemented by the Business Rule Manager, the entire migration process of partners and customers, was completed in just 12 weeks.



3.5 Million

outbound
transactions
per month



100K

inbound
transactions
per month



Hundreds

of online recipes



Thousands

of smiles



Scale in transaction volume

PartnerLinQ's Azure-based hybrid cloud architecture ensured that the client could handle hundreds of thousands of transactions per day – nearly double the required capacity.

Simplified IT infrastructure

PartnerLinQ integrated seamlessly with the baking supplier's legacy systems and the company is now better positioned to drive even greater efficiencies with cooperative technologies that provide real-time updates and actionable insights.

Enhanced visibility to address pain points

Real-time insights to deliver consistent customer value at every touchpoint.

PartnerLinQ helped the company turn around and consistently deliver on its service-level commitments.

Tools & Technologies



PartnerLinQ by Visionet: Enterprise Connectivity at the Speed of Business

PartnerLinQ is an innovative, cloud-native supply chain platform that 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.



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