

Case study

## **Enabling Global eCommerce at the Speed of Business:**

# A Major Grooming Product's Transformation with PartnerLinQ



# The Company

A leading American manufacturer of personal grooming products has set the industry standard for over a century. Founded in the early 20th century with the invention of the first electric razor, this company has expanded its reach to over 4,000 employees worldwide and distributes its renowned grooming appliances in 165 countries. The company is not just a product supplier but a contributor to the hairstyling future through innovation in shaving technology and educational support for emerging barbers. Its products are specifically designed to cater to the demands of professionals and grooming enthusiasts alike, ensuring precision and quality in every use.



## Business Challenge

**Overcoming global commerce complexities:  
The need to harmonize product details,  
pricing, and localization**

As a market leader, this grooming product manufacturer encountered several challenges. Firstly, the diversity of its product line meant managing a vast array of SKUs, each representing different colors, sizes, and styles.

Pricing posed another significant challenge. The need to adjust prices while accounting for local economic conditions and currency differences, such as the British Pound and Euro compared to the U.S. Dollar, required meticulous management.

Moreover, the company's global footprint necessitated a nuanced approach to localization. This involved more than mere translation; it required an understanding of cultural nuances and consumer behavior in different regions.

In addressing these challenges, the company focused on maintaining a customer-centric strategy. This included offering straightforward and quantity discounts to encourage purchases from reselling partners and direct consumers, aiming to reinforce its position as a top choice for quality grooming products.

These challenges highlight the complexities of managing global commerce in today's interconnected market.





# The Solution

## **Revitalizing global E-commerce strategy: A holistic, multi-tiered solution to business challenges**

After a thorough analysis of the complexities, a decision was made to introduce a robust, multi-tiered solution to address all challenges. This comprehensive solution was crafted with a holistic approach, ensuring each area of concern was targeted individually while maintaining harmony across all components.

### **Integration with E-commerce Platform**

Initially, three separate webstore instances were set up using the highly adaptable e-commerce platform, facilitating streamlined communication with the ERP system. Each instance was tailored to meet specific business needs, allowing for effective segmentation and catering to diverse customer groups. This customization aimed to deliver a personalized, engaging, and intuitive shopping experience, crucial for boosting customer engagement and retention.

### **Enabling Headless Commerce**

The next step involved enhancing end-to-end connectivity between back-end processes, e-commerce, and product experience management using the client's existing technology stack, which included ERP software, the e-commerce platform, and a product information management system. This integration provided a unified source of truth for the organization, minimizing data redundancies and ensuring consistent information flow across all departments. The solution offered powerful capabilities for tracking, managing, and analyzing inventory, presentation, and sales of products, leveraging a data-driven approach to better understand customer preferences, optimize product offerings, and efficiently manage digital assets.



This multi-tier solution represented a comprehensive strategy addressing various business aspects—from customer-facing features like the webstore to back-end operations such as ERP. The integration of the e-commerce platform, ERP software, and product information management system, coupled with strategic adjustments in pricing and merchandising, enabled a seamless and effective business process with a global reach.

# The Results

## Centralized Product Management

The solution streamlined operations by centralizing data, eliminating information silos, enhancing cross-departmental collaboration, and improving data integrity.

## Scalability and Management

The approach facilitated the management of complex product attributes such as style, color, and size. It supported scalability, efficiently accommodated an expanding product range, and provided data-driven insights into customer behaviors, thereby enhancing the sales strategy.

## Integration at the Speed of Business

The platform was delivered timely, efficiently onboarding diverse stakeholders like partners, vendors, and customers. This customized approach met the unique business needs of each relationship.





## The Future

### Driving Innovation and Customer Service

The company, known for its pioneering role in creating practical electric grooming tools, has always prioritized innovation and exceptional customer service. Staying abreast of technological advancements is crucial for innovators. With the unified connectivity capabilities and user-friendly design of the solution, the company is well-positioned to continue leading in the professional and home grooming market, ensuring smooth operations and hassle-free management of product details.

## Tools & Technologies





## About the use case company

Our client not only pioneered the world's first electric, motorized razor but continues to lead the grooming and styling industry more than a century later. They offer top-quality styling equipment for home use, professional styling, and animal grooming. Innovations range from new razors with built-in vacuums to devices designed for astronauts that can withstand extreme temperatures, underscoring their commitment to superior customer service and a tradition of innovation. Staying current with modern software ensures they provide the best possible experience for customers.



## 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 stands out as the premier supply chain Platform that redefines digital connectivity, end-to-end visibility, and decision intelligence. Built on a resilient technology infrastructure, PartnerLinQ delivers a composable platform that elevates business partner collaboration through accelerated onboarding and orchestrated processes while providing intelligent insights across your entire supply chain ecosystem. With our cutting-edge technology, PartnerLinQ empowers supply chains to seamlessly adapt to dynamic demands at the speed of business.

Originally the brainchild of Visionet engineers, PartnerLinQ was designed to overcome EDI and API supply chain connectivity obstacles. Later, the platform was further developed to improve visibility and extract insights and intelligence. The product became so successful that PartnerLinQ was spun off as a company in mid-2023 to offer its solution beyond the customers and consulting practices at Visionet Systems. Our robust relationship with Visionet remains to fuel our strength. Yet the exhilarating sense of independence keeps us innovating and exploring future possibilities.



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# PartnerLinQ

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