

Case study

## **Vision Forward:**

# A Pioneering Optical Firm's Journey of Innovation and Growth with PartnerLinQ



# The Company

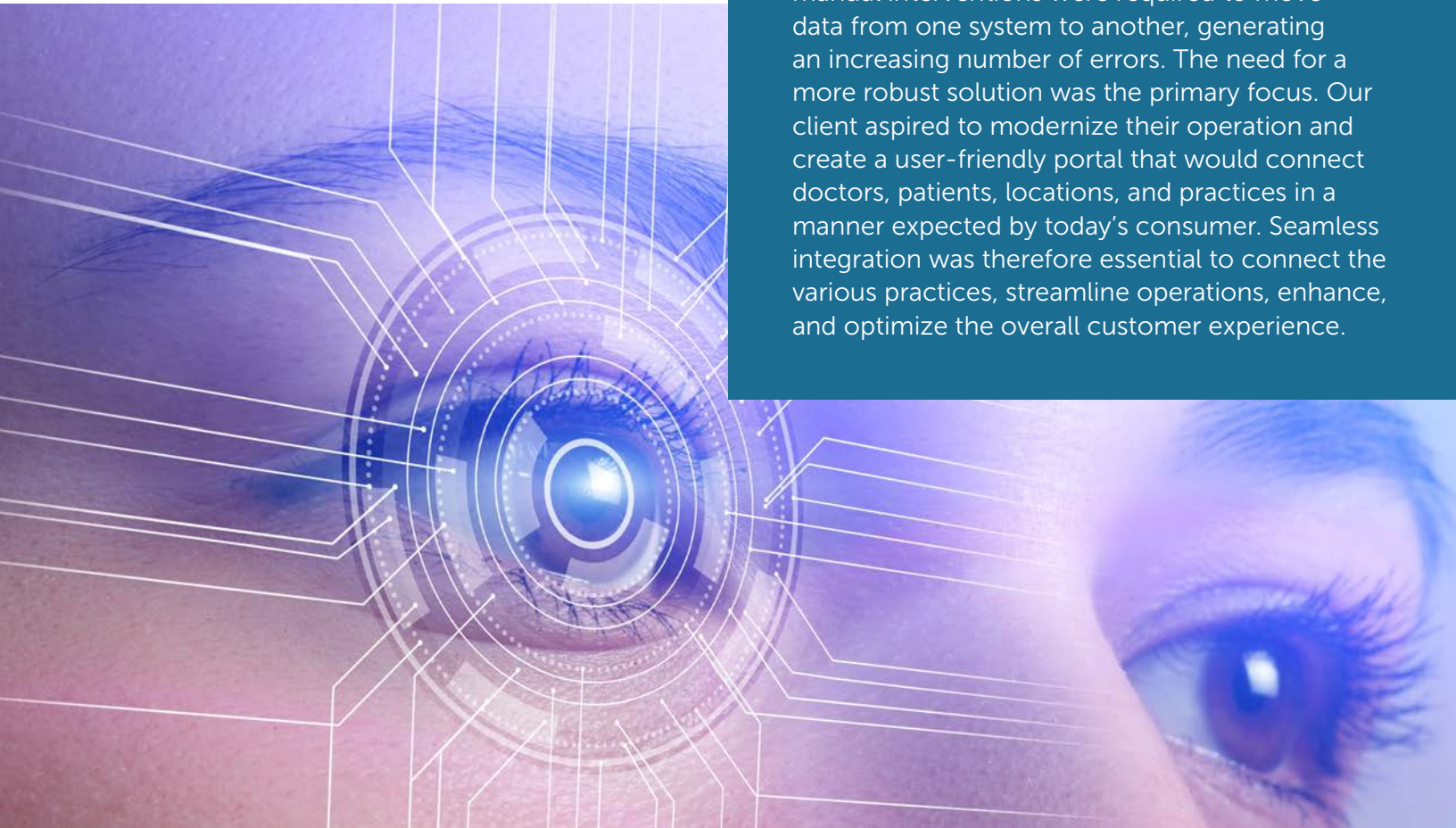
Our client stands as a foremost distributor of optical products in the U.S., serving approximately two-thirds of the nation's eye care professionals with products, services, and business solutions for over 30 years. From its inception, our client has transcended its role as a mere distributor, establishing itself as a trusted independent ally while becoming the leading authorized distributor of all major soft contact lens manufacturers and the foremost manufacturer of custom soft and permeable contact lenses. Our client's dedication to individualized care shines through its support for diverse prescribing options, underscoring a commitment to the distinct needs of each practice. Diversity of services is one of our client's defining hallmarks. Its portfolio includes divisions like Labs – setting standards in innovation and quality, Business Solutions – dedicated to sculpting tailored solutions for the evolving optical marketplace and Contact Lens – a division singularly focused on providing an expansive range of premium quality contact lenses, ensuring optimal vision and comfort for its end-users.



## Business Challenge

### Seizing Growth Opportunities

The company's existing technology stack relied on a legacy ERP system, an older homegrown locally developed ERP which presented numerous complexities hindering scalability. The outdated ERP system, and onboarding practice of manually loading locations, patients, and prescriptions became overwhelming and time consuming for the company. Along with a legacy ERP, there were disconnected integrations among various sub-systems that led to inefficiency, and manual interventions were required to move data from one system to another, generating an increasing number of errors. The need for a more robust solution was the primary focus. Our client aspired to modernize their operation and create a user-friendly portal that would connect doctors, patients, locations, and practices in a manner expected by today's consumer. Seamless integration was therefore essential to connect the various practices, streamline operations, enhance, and optimize the overall customer experience.





# The Solution

## Taking a Customer-First Approach

Responding to the challenge and with an eye on future growth, our client set its sights on the future and chose PartnerLinQ: a cloud-native, unified platform hosted on Microsoft Azure. This end-to-end supply chain management solution provided seamless multi-system integration, fostering a smooth data interchange within the company's ecosystem.

PartnerLinQ most notably transformed the company's Order-to-pay cycle. Leveraging real-time APIs integrated with Microsoft Dynamics 365 for Finance and Operations (F&O) and Retail (POS), PartnerLinQ facilitated seamless onboarding for both partners and customers. Payments and address verification that were previously done manually were eliminated, replaced by integrated patient, address, and payment verification. The previous manual and error-prone process dramatically changed, resulting in a more streamlined, less error-prone, automated, and accurate system.

PartnerLinQ's enterprise integration framework, common processing workflows, and direct integration with Microsoft Dynamics 365 ensured every detail was immediately captured and seamlessly routed.

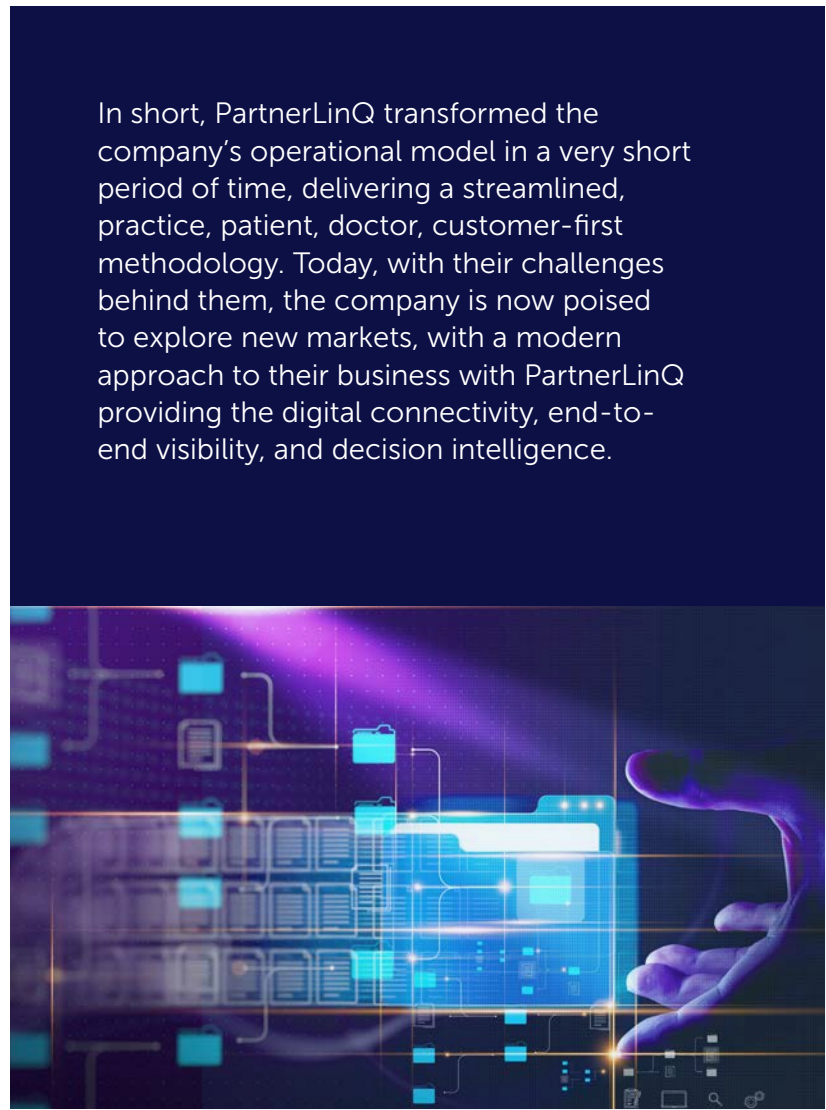
The company even examined its delivery model which similarly underwent significant enhancements to ensure prompt and accurate deliveries to customers while providing real-time tracking and monitoring, a transparent approach that secured end-to-end visibility for both the company and its customers.

Monitoring order statuses, which had previously been a human endeavor, was replaced by an automated approach to traceability. Incident detection minimized delivery issues, allowing for faster resolution.

PartnerLinQ introduced automated invoicing into the company's payment domain, accelerating payments, reducing errors, and improving DSO (Days Sales Outstanding) by validating order details with payment processing, virtually guaranteeing billing accuracy. The integration of address verification

tools with invoices meant that products and invoices were consistently routed to their correct destinations, reducing lost product and payments. PartnerLinQ also enabled the company to connect practices, patients, and doctors seamlessly. The streamlined approach to new practices and data management enabled rapid expansion of the business, which means growth. PartnerLinQ also incorporated dynamic management of product and pricing updates, accounting for individual doctor preferences and trade agreements. This fine-tuned approach allowed the company to cater to market needs with unmatched precision. Item and pricing accuracy coupled with practice, patient, and doctor integration, contract, payment, and address verification, seamlessly integrated, meant a wholesale reduction of manual tasks and improvements in accuracy previously unavailable in the older homegrown locally developed ERP.

In short, PartnerLinQ transformed the company's operational model in a very short period of time, delivering a streamlined, practice, patient, doctor, customer-first methodology. Today, with their challenges behind them, the company is now poised to explore new markets, with a modern approach to their business with PartnerLinQ providing the digital connectivity, end-to-end visibility, and decision intelligence.



# The Results

The successful implementation of PartnerLinQ delivered significant results for our client:

## Enhanced Market Reach

Our client can easily and efficiently add new practices, ensuring that it is able to expand into new markets and broaden its customer base through PartnerLinQ's modernized integration platform.

## Streamlined Transactions

Seamless integration through PartnerLinQ allowed for more efficient B2B & B2C transaction processes, enhancing direct delivery.

## Efficient Onboarding

PartnerLinQ enabled a simplified and comprehensive import of multi-tiered data, from partners and practices all the way down to individual patient prescriptions for lenses and contacts.

## Increased Reliability

PartnerLinQ's composable platform and comprehensive integration solution minimized potential errors while boosting the efficiency and reliability of the onboarding process.



# The Future

## Shaping the Future with PartnerLinQ

PartnerLinQ's innovation has empowered our client with real-time decision-making, collaboration, and predictability within a complex multi-enterprise supply chain network, ushering in a new era of supply efficiency, optimization, and performance. This opens a realm of possibilities and transformative opportunities for the company. Enhanced by the transformative power of PartnerLinQ, our client has begun to embark on a promising future focused on excellence and growth of practice, patients, and doctors. The utilization of this unique supply chain platform that redefines digital connectivity, end-to-end visibility, and decision intelligence has propelled the company into a new era of operational efficiency and seamless integration, laying the foundation for unparalleled customer experiences.

## Tools & Technologies





## About the use case company

Our client stands at the forefront of the optical industry, renowned as one of the leading distributors of optical products and services in the United States. With a legacy of over three decades, the company has continually strived for excellence, earning a reputation for reliability and innovation in serving eye care professionals nationwide.



## 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.



## Read our Software Reviews



### Headquarters

#### Cranbury, NJ

4 Cedarbrook Drive  
Bldg. B  
Cranbury, NJ 08512  
United States

#### London

The Smith  
145 London Rd, Kingston  
upon Thames KT2 6SR  
United Kingdom

#### Munich

Maximilianstrasse 13,  
80539 Munich,  
Germany

#### Toronto

2425 Matheson Blvd.  
East, 8th Fl.  
Mississauga, ON  
L4W 5K4  
Canada

info@partnerlinq.com  
www.partnerlinq.com



**PartnerLinQ**  
Connect Possibilities.