

Case Study



**Western Sugar
Cooperative**
GROWER OWNED

Cooperative Grower BEETS Disruption with PartnerLinQ



PartnerLinQ
Connect Possibilities.

The Company

Founded in the early 1900s and headquartered out of Denver, Colorado, our client is a collection of growers and shareholding farmers. Some are 4th, or even 5th, generation growers who were born and centered around producing beet sugar.

The sugar beet cooperative boasts member-farmers located in Colorado, Montana, Nebraska, and Wyoming — operates a handful of processing plants producing a variety of items, from individual granulated-sugar packets to 100-pound bags of the sweet stuff. Altogether, the grower owned cooperative of more than 850 growers maintains about 135,000 acres of farmland who all share a long family history in beet sugar. Products are sold to retail and industrial customers while the cooperative also refines sugar under private-label brands.



The Challenge

A Lesson in Disruption and Resiliency

The client was in the process of “upgrading” their business communications platform when they began having issues with the solution provider chosen earlier in 2021. They were kept in the dark during the project and learned at the moment of “Go Live” that the solution was not ready and there was nothing to show after months of work. The solution provider admitted that there were technical difficulties they were entirely unable to overcome despite their claims of being “a trusted SAP Partner” with the ability to deliver with “no business interruption.” Our client found themselves in a tough spot with an immediate need for a replacement EDI platform to fit in with their SAP S/4HANA plan now scheduled to “Go Live” in 30 days.

The Solution

A Seamless Automated Experience

The team at the grower owned sugar cooperative circled the wagons and called in the cavalry. The team at Visionet responded immediately with a team of experts from PartnerLinQ with more than 30 years of deep integration experience. PartnerLinQ is a culmination of Visionet’s technological expertise and industry leadership. Hosted on Microsoft Azure, PartnerLinQ is an innovative, process-centric, easy-to-use solution that simplifies B2B communication for EDI with real-time APIs, a common processing workflow and a canonical data model. Purpose built for manufacturers and producers alike, it works exceedingly well in B2B and B2C scenarios including retail, e-commerce, wholesale, distribution, and other digital trading partner ecosystems. The PartnerLinQ platform comes completely integrated and installed, pre-configured, and in this case, connected with SAP S/4HANA Cloud, solving the client’s desperate need for an immediate replacement at a time that their business depended on it.

The Results



Fast Deployment

Because PartnerLinQ comes pre-configured for the enterprise, our client realized a fast time to value, avoided further disruption, maintained their ability to meet their SAP S/4HANA Cloud delivery deadline.



Streamlined processes

PartnerLinQ helped our client automate its processes via hyper-automation, enabling business rules and the rapid transmission of data related to their order-to-cash transaction processing.



Reduced Costs

With PartnerLinQ's focus on automation and visibility, our client has been able to reduce costs by embracing automation while reducing reliance on manual labor and engaging business rules and alerting, thus avoiding time spent on error management.



Compatibility

Compatible across various EDI technologies from V3060 X12 versions to the more modern API formats, PartnerLinQ empowered the sugar cooperative with a more modern platform, who now can expand their horizons well beyond Big Sky country.



Complete visibility

PartnerLinQ delivered complete end-to-end visibility to the sugar cooperative from their PO to Shipments through carriers and rail systems.



Rapid order & transaction processing

With PartnerLinQ's architecture in place, our client was processing thousands of orders and transactions immediately following implementation.

The Future

Enabling Independence with Self-Service and Onboarding More Partners

With the fast deployment of PartnerLinQ's solution enabling the leading grower owned sugar cooperative's business communications, they are poised for resiliency and expansion. The ability to quickly and easily add new partners enables a self-service model for the brand, helping them to become wholly independent of a third-party service provider.



About the Client

Our client is a cooperative of more than 850 growers and shareholders who take pride in having a long family history in beet sugar. Some are 4th, or even 5th, generation growers who were born and raised in a lifestyle of hard work and long days passed down for generations. The longevity of the client's business extends to our employees as well, where some have worked with the cooperative for over 50 years. We aspire to build the same loyalty we have among our growers and employees with our customers by continuing to invest hard work into creating our high-quality sugar.



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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