

Case study

PartnerLinQ Digitally Transforms North America's Leading Asset-based Freight Solutions Provider for Better **Visibility** and **Control**



PartnerLinQ
Connect Possibilities.

The Company

Founded in 1969, our client is a distinguished privately held Canada-based transportation company specializing in transportation services offering flatbed trucks, logistics and warehousing services for businesses. Managed by seasoned professionals, the client has built a formidable reputation as a provider of exceptional freight solutions and with a workforce of more than 4,000 highly skilled drivers and dedicated staff members.

Through organic growth and acquisition, the client has established an extensive transportation network spanning the United States, Canada, and Mexico and boasts one of the largest, safest, and most technologically advanced fleets in operation today. Their impressive fleet includes more than 3,000 tractors and an impressive array of more than 10,000 trailers and containers expertly deployed across North America landing them in the Top 100 year after year.

The client operations access an additional fleet of more than 30,000 trucks across North America, further enhancing its capacity to serve customers efficiently. Their operations include dry, heated, and refrigerated TL and LTL, dedicated contract, expedited, intermodal, cross-border services, transportation management, warehousing and distribution, and freight brokerage. They also benefit from container cube optimization strategies and priority access to rail networks spanning North America.



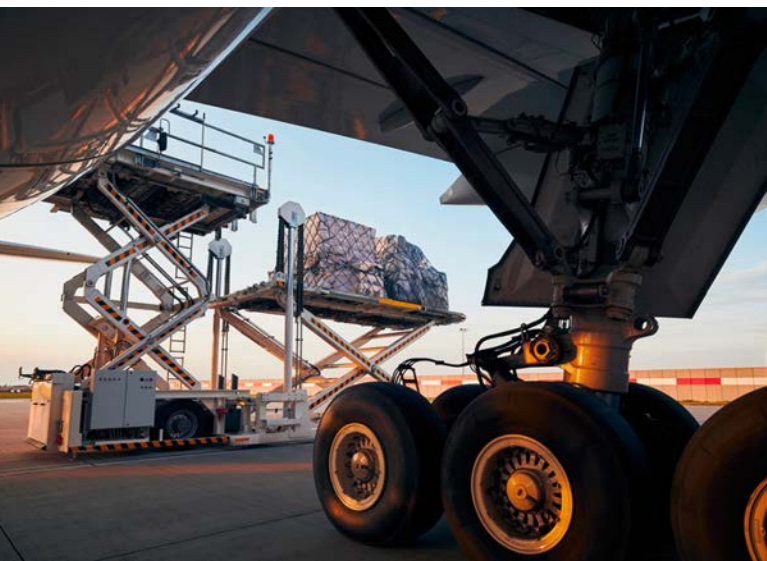
Business Challenge

Modernizing Legacy EDI Approaches

Our client encountered significant challenges due to its legacy approach to EDI. The systems the client was using at the time offered limited functionality and control that restricted the company's efficiency. To convert and transmit data from QUAL to X12, the client company relied on a Value-Added Networks (VANs), resulting in time-consuming logs review and manual data translation to identify transaction issues.

One of the key issues faced by the client was the need for comprehensive response messaging. While the existing solution could handle hundreds of VAN transactions for customers, it did not process the transactions received from the client's partners. As a result, the company lacked a clear indication of whether transactions had passed or failed. Instead, the company had to manually manage the transactions, adding further complexity to its operations.

Realizing the need for a more efficient and streamlined approach, the client expressed interest in exploring template conversion and data conversion languages. They sought a cloud-based strategy and a modernized B2B and EDI system to overcome the existing challenges and improve overall operational efficiency.



The Solution

Innovative solutions that lead the way

PartnerLinQ significantly enhanced business efficiency for the client by delivering a multi-phase approach with an eight-week initial delivery for 96 maps and 48 partners. As a modernized B2B EDI platform tailored to meet clients' unique needs, PartnerLinQ was able to deliver what the client needed to solve their connectivity challenges.

A crucial element in this achievement was the deployment of PartnerLinQ's robust canonical data model, which can understand all 323 X12 EDI transactions. This feature seamlessly facilitated the client's migration to X12, enhancing their business processes and capacity to manage electronic data interchange. With the cloud-native platform, the company substantially reduced its operating costs and provided a more flexible and agile business model.

Regarding communication protocols, comparing AS2 vs. VAN is essential to consider. In this project, PartnerLinQ's support for AS2 was critical to its success. AS2, a protocol known for its security and reliability, was a superior choice to VANs as it provided a direct and secure communication route for data transfer.

With these modern solutions, we helped the client streamline its operations and achieve its designated goals, effectively resolving underlying issues like time-intensive processes, limited functionalities, and outdated software. PartnerLinQ completed phases 2 & 3 within 9-12 weeks, successfully driving the tangible business outcomes for the client.





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, involving more than 1,000 partners and customers, was completed in less than 12 weeks.

Scalable transaction volume – The PartnerLinQ team helped the client recalibrate its forecast of 3 million to 15 million transactions. Considering the company's expanding carrier network, PartnerLinQ's hybrid cloud architecture ensured that the client's system could handle close to 800,000 transactions per day – nearly twice its required capacity.

Simplified IT infrastructure – PartnerLinQ integrated seamlessly with the client's legacy systems and newly developed TMS. 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 are essential to delivering consistent customer value at every touchpoint. PartnerLinQ helped the client turn around the falling service ratings with some of its biggest clients by providing greater visibility into the operations of its carrier partners. Now, the client is maintaining a track record of consistently meeting its service-level commitments.

The Future

Elevating efficiency and collaboration at scale with PartnerLinQ

With the modernized B2B EDI platform, the client has experienced a transformative improvement in communication both internally and with clients. PartnerLinQ's cloud-based platform has seamlessly replaced the outdated legacy system, allowing the company to efficiently reduce costs, enhance flexibility, strengthen security, and foster collaboration. By implementing PartnerLinQ, North America's leading freight based solutions provider is now equipped with a robust and cost-effective supply chain platform, enabling it to serve customers with unparalleled efficiency while ensuring streamlined operations and reduced time consumption.

Tools & Technologies



About the Company

Our client with over 50 years of industry expertise is a leading North American transportation company. Committed to safety, reliability, and efficiency, they offer a full range of transportation solutions across Canada and the United States. With advanced technology, cloud-based strategies, and modernized systems, the client ensures seamless communication and real-time tracking. Their eco-friendly practices and dedicated team make them a trusted partner for clients seeking exceptional service and sustainable transportation solutions.



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.



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

MaximilianstraBe 13,
80539 Munchen,
Germany

Toronto

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

info@partnerlinq.com
www.partnerlinq.com



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