

Case study

Driving Success: PartnerLinQ Empowers an Automotive Products Provider with **Connectivity, Visibility, and Agility**



The Company

Having held a strong reputation for delivering top-quality automotive replacements since 1964, our client is deeply committed to upholding excellence in both the quality of its products and the level of services it provides to its customers. A leading manufacturer and global distributor of aftermarket auto parts, the company stocks nearly all of their part numbers in their five distribution facilities across the U.S. Each of these strategically located facilities provides our client the means, geographically, to deliver to customers within 2 days.

The company's dedication to quality is evident in its continuous efforts to enhance and innovate its products. These advancements give the company the ability to offer its customers vehicle parts of exceptional quality and unparalleled customer service

Our client also prides itself on cutting-edge manufacturing technologies, employing acclaimed design engineers and incorporating innovative robotics into its production processes. These resources and investments in the future help the company create some of the most advanced automotive products in the market today.



Business Challenge

A Disconnected Supply Chain Ecosystem

Our client, a top-notch automotive replacement parts provider, faced a significant hurdle not altogether unique in the automotive industry. The hurdle was how to strengthen its global presence, supply chain, and operational efficiency with an outdated, disconnected, and largely manual operation and an aging ERP system. The company embarked on a series of system modernization efforts to integrate its EDI systems with inventory suppliers in Asia. The process involved establishing seamless EDI connections with trading partners worldwide while efficiently managing their extensive inventory of parts and materials in strategically located facilities across the U.S.

The company was also looking to enhance visibility within the supply and demand chains. They sought to empower customers with real-time inventory availability, to enable freight carriers to submit invoices, and to facilitate Advanced Shipping Notices (ASN) through APIs in order to seamlessly integrate with popular online commerce platforms like Amazon. Each of these integrations was critical for expanding the client's international reach, implementing modern marketing campaigns, and reaching an expanding audience. Key objectives in overcoming the obstacles of an aging infrastructure were streamlining the order-to-cash cycle, integrating the customer experience and optimizing both B2B and B2C operations.



The Solution

Systemic Modernization and Online Commerce Powered by PartnerLinQ

The company began the journey by collaborating with the PartnerLinQ team. Together with cutting-edge technologies and solutions in hand they set out to establish a modern digital partner network, a transformative seamless communication platform for our client, one that would work across physical and technological borders. The collaboration revitalized the company's internal communications, strengthening the company's global presence and facilitating efficient data-sharing with partners new and old.

Replacing its outdated ERP system with Dynamics 365 Finance and Operations as part of the integration process this transition significantly enhanced the company's multi-channel communications capabilities

and facilitated the establishment of a new online store using D365 Commerce. The PartnerLinQ team designed a personalized API that propelled the client's online communications and commerce to new heights.

The completed solution enabled faster collaboration internally and dramatically improved communications with both shippers and customers. Invoicing processes were streamlined for carriers, and valuable insights into the international flow of goods were also obtained, providing real value, insight, and visibility into the end-to-end flow of goods in near real time. The API integration with Amazon Seller Central empowered our client to finally able to execute virtual marketing campaigns and adopt modern approaches to online sales.

The Results

Seamless Integration with Global Partners:

PartnerLinQ makes it easy with out-of-the-box integrations with Daimler, General Motors, Harley Davidson, Navistar, Nissan, Suzuki, and other industry-leading business partners, meeting specific business needs of the company, ensuring a seamless process and an optimized data flow, solidifying communication between systems.

Simplified Invoicing with a digital supply chain platform:

PartnerLinQ simplified the invoicing process by digitizing and automating invoicing procedures, the client has seen a dramatic reduction in invoicing errors, has streamlined operations, and enhanced efficiency.

Integrations with online stores:

PartnerLinQ has revolutionized the client's online presence by seamlessly integrating the company's products with major online stores, thereby creating and expanding its reach to more effectively listing and selling products on a variety of online platforms all while improving customer experience.





The Future

Transformational Connectivity

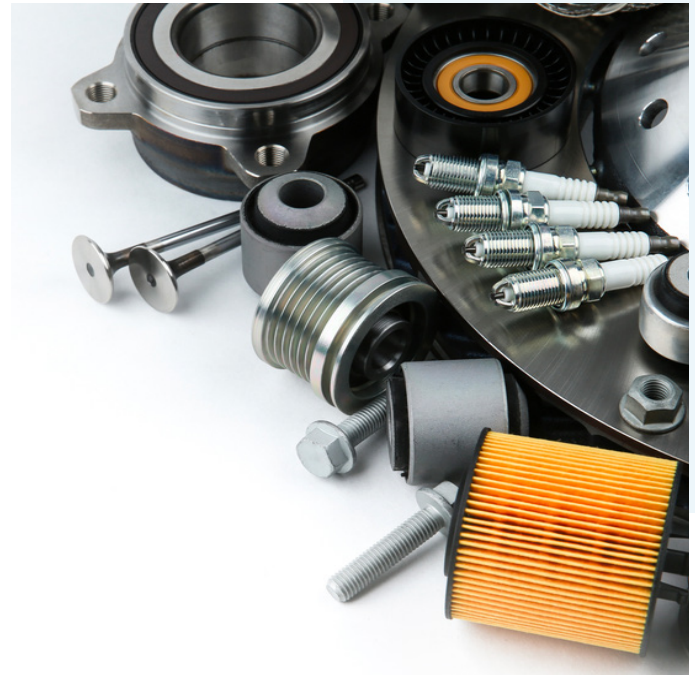
The company has achieved significant advancements in its online communications and is fostering stronger connections with partners and consumers with the end-to-end connectivity solution provided by PartnerLinQ. Our client now enjoys unparalleled visibility and control over its supply chain and is empowered to make informed decisions. The transformative solution brought to bear sets the stage for a hyper-scalable, high-performance supply chain network that will be an appreciable asset for many years to come, further enabling the company to expand its online commerce capabilities and enhance its own internal communications. The future holds boundless opportunities for our client's growth and success with PartnerLinQ.

Tools & Technologies



About the Company

The company is a renowned leader in the automotive industry, specializing in high-quality replacement parts. Its unwavering commitment to innovation and customer service sets industry benchmarks and delivers unparalleled product quality and exceptional customer service. The use of state-of-the-art technology has established them as a trusted leader in the automotive replacement parts business, and at PartnerLinQ – We're proud to be a part of it.



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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