

Case Study

# **PartnerLinQ:** The Next Chapter in Supply Chain Visibility, Resilience, and Control



**PartnerLinQ**  
Connect Possibilities.

# The Company

Our client is one of the world's largest home retailers. The online furniture colossus is headquartered in Boston with a second head office strategically located in Berlin, Germany. It has more than 18 fulfillment and 38 delivery centers, and offers more than 33 million products including furniture, décor, houseware and home improvement products. The client has been among the fastest growing e-commerce companies in the world. The organization is a truly global operation, reporting some \$12.4 billion in net revenue for the 12 months ending September 30th, 22.6 million customers and a footprint of roughly millions of square feet and spread across the US, Germany, Canada, and the UK.



# The Challenge

Initially, the client team identified IT challenges related to modernization and agility. Upon further analysis, they identified their five biggest B2B API & EDI challenges, which turned out to be very similar to the challenges reported by other companies of similar scale:



Infrequent and unreliable updates from the current provider



Gaps in automation and locally installed software to support business processing



Lack of advanced reporting functionality for system, transformation, and trading partner health



A lack of fast and responsive web interface and a reliance on locally installed tools and processes



A need for visibility and control in a single view for ease of use and scaling

The client team's discovery process revealed surprising insights into their current EDI/API integration products and services. One of the most significant issues was the heavy reliance on locally installed software, which affected around 350 end users. In addition, the team found that advanced user requirements and infrastructure needs were not being met, as demonstrated by the heavy use of custom SQL queries among business users. The high volume of custom SQL usage also suggested that client's current system was inadequate to meet their current needs, and could not advance their business goals.



The team identified various tools to address these shortcomings, including advanced reporting, report delivery to end users, web-based query tools, system health monitors, automated self-service, and general support. These features were critical to meeting the expectations of the client's modern user community.

The production environment was organized in hosted clusters of EDI servers, following best practices from prior to 2010. These clusters are designated for specific business functions, such as suppliers, carriers, marketing, and finance. Mass updates were executed via SQL across clusters using locally installed software tools. However, despite the hosted environment, no cloud-native features supported scaling.

The client was searching for a replacement system for some time and was keenly interested in a most-valuable product [MVP] approach to finding resolutions to their current challenges and a path forward. Additionally, the team expressed a strong interest in business process automation.

Although 1900 maps were already in place, automation in critical areas such as Procure to Pay, allocation and inventory statuses, Third Party Logistics [3PL], order status and inquiry, and invoice transactions, including rejection responses, all required improvement. The complexities of the clustered infrastructure, combined with growth over time, may have contributed to this issue.

Identifying roughly 1500 unique partners (endpoints) and 3200 'Ship from' locations also added to the technical overhead built into the existing process by combining time, solution, provider, and architecture. Given these challenges, the client recognized the need for a modern, unified digital connectivity platform to streamline and improve its business processes.

# The Solution

PartnerLinQ is a global leader in providing comprehensive supply chain solutions to some of the world's most recognized brands and leading vertically-integrated producers, marketers, and distributors. The company empowers its clients with complete control over their B2B API & EDI supply chain and delivers end-to-end visibility, flexibility, connectivity, and control.

Built on a cloud-native multi-tenant multi-geography platform, PartnerLinQ offers a solution that ensures supply chain resilience and delivers a seamless omnichannel experience across customers, suppliers, logistics providers, and partners. The platform caters to a diverse range of industries, including retail, general merchandise, CPG, fast fashion and apparel, logistics, transportation, services, and manufacturing.

PartnerLinQ accelerates revenue capture from farm to table, order to cash & PO to payment with a digitally connected supply chain for Food & Beverage companies. The platform also streamlines processes, automates workflows, and enhances visibility for Shippers, Transportation & Logistics providers, connecting commercial Transportation Management Systems with thousands of carrier partners for fully integrated networks.

PartnerLinQ's client-driven supply chain networks provide boundless connectivity for buyers, sellers, and service providers, regardless of their size. Capable of processing more than 120 million transactions per month, PartnerLinQ offers unrivaled supply chain agility, delivering a seamless omnichannel experience across Retail, CPG, General Merchandise, Fashion, Apparel, Manufacturing, and Distribution.

PartnerLinQ deliver a seamless omnichannel experience across retail, CPG, general merchandise, fashion, and apparel, manufacturing and distribution. Inclusive and simplified communication models unify sales and distribution channels, accelerating fulfillment operations across O2C and P2P processes. The platform improves access across channels and partners by providing accurate and timely demand and inventory data for better analytics and forecasts, ultimately driving business growth and profitability.



# The Value Proposition



## Multi-Tenant Cloud Platform:

PartnerLinQ's hybrid cloud architecture was designed to handle the client's massive transaction volumes. With the ability to process an estimated 120 million transactions per month, nearly three times the current volume, PartnerLinQ ensured that the client's system is always ready to meet growing demand.



## Simplified IT Infrastructure:

PartnerLinQ's seamless integration with both legacy systems and the Google Cloud Platform architecture ensures that the client can continue to drive greater efficiencies with cooperative technologies. This includes automation, modern reporting, web-based query tools, email alerting, self-service, and automated support for both users and tools. With real-time updates and actionable insights, the client can deliver consistent value to its consumers and partners at every touchpoint.



## Enhanced Visibility to Address Pain Points

Real-time insights are crucial for the client to maintain its service-level commitments and deliver consistent value to its customers and partners. PartnerLinQ helped the client turn around its internal service ratings by providing greater visibility into the operation. As a result, the client is on course to consistently deliver on its service-level commitments.



## Google Cloud Platform

PartnerLinQ allowed the client to deliver the Google Cloud Platform and a suite of cloud computing services to its internal business and technical users. This platform runs on the same infrastructure that Google uses for its end-user products, such as Google Search, Gmail, Google Drive, and YouTube.



## Infinite Scalability with Large Transaction Volumes

PartnerLinQ helped the client re-calibrate its view of the tens of millions of transactions it was processing. It did so by counting them among its key data assets rather than burdensome manual processes scheduled and performed after hours. This enabled the client to achieve infinite scalability and process large transaction volumes with ease.



## Integration at the Speed of Business

PartnerLinQ simplifies the partner onboarding process through its Common Processing Workflow, complemented by the Business Rule Manager. With this approach, thousands of partners can be regularly integrated in months rather than years.



## Persona-Based Access

PartnerLinQ makes it easy to deliver success to business user desktops with human-readable formatting delivered on-demand to users. This ensures that business users have access to the information they need to make informed decisions and drive success.

# Tools & Technologies



## About the Client

Our client is a Boston-based American e-commerce company that specializes in selling furniture and home goods online. Originally founded in 2002 as CSN Stores, The client now offers a selection of over 14 million items from more than 11,000 global suppliers, making it one of the largest online retailers of home furnishings in the world.

With offices and warehouses located throughout the United States, Canada, Germany, Ireland, and the United Kingdom, the client has a global presence that enables it to serve customers in many different regions.



## 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.



Drive exceptional business outcomes with our committed team across our 14+ offices globally.

For more information, visit: [www.partnerlinq.com](http://www.partnerlinq.com)

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