

Case Study

PartnerLinQ for Visibility, Scalability, and Control: The Story of a Leading British Retailer



PartnerLinQ
Connect Possibilities.

The Company

Our client is a prominent British multinational retailer headquartered in London. The company specializes in offering a diverse range of products, including clothing, food, and home goods, and is dedicated to providing millions of customers worldwide with quality products at a great value. With its extensive television marketing campaigns, the retailer has cultivated a reputation for offering exclusive and luxurious food and beverage items.



The Challenge

Our client has been known for comfortable clothing at a great value, and as they have grown, like any business, they ran into a few issues. PartnerLinQ, through a consulting engagement with the British retailer, reviewed replacing the current Warehouse Management System (WMS) and implementation. The company was looking to implement a system to increase its warehouse efficiency and reduce costs. The thoughts turned to business processes in order to create smoother transaction routines, and as these ideas matured, the teams settled on recreating value in the value chain by extending its extensive uniform range. The client has a dedicated web store catering to the embroidered school uniform market for schools across the UK and worldwide. The products sold on the site are school-specific uniforms with embroidered school badges and school-approved plain (non-embroidered) products to fulfill the specific uniform requirements. To provide the retailer a strong foundation to achieve this goal, it was necessary to upgrade the legacy e-commerce store prior to the summer season to cater to the needs of high traffic volumes, provide a consistent branding and user experience, and guest checkout capabilities. This also meant an increased capacity for transaction and inventory processing. The legacy web store was built on outdated technology that was not cost-effective to update. The custom e-commerce solution was managed by a third party with concerns regarding the availability of resources to provide long-term support, and opportunities to update and upgrade the platform.

To grow the bespoke school wear business significantly, the retailer needed a solution that was robust, GDPR compliant & able to scale as the business grew.

The Solution

PartnerLinQ works with the world's most recognized brands and leading vertically integrated producers, marketers, and distributors; puts them in complete control of their B2B API & EDI supply chain, and delivers end-to-end visibility, limitless flexibility, connectivity, and control.

The PartnerLinQ team worked with client's team to replace their current WMS implementation. The company will have better control and smoother routine WMS operations by utilizing this warehouse system replacement, which would be able to provide on-demand customizations. This was a major requirement, especially for bespoke school wear business. The British retailer's assortment of school uniforms was considerably diversified with variations by colors, styles, sizes, and embroidered logo options. Approximately 21,000 unique SKUs were deployed to cater to this requirement. With the versatile product assortment management capabilities of Dynamics 365 and using DMF (Data Migration Framework), the whole product catalog was efficiently imported into Dynamics 365. E-commerce features like cart, checkout, user account management, product listings, and product descriptions were made available within the B2B API & EDI Platform.



PartnerLinQ is a cloud-native multi-tenant multi-geography B2B API & EDI hyper-scalable high SaaS performance platform that ensures supply chain resilience and delivers a seamless omnichannel experience across customers, suppliers, logistics providers, and partners for 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. Shipper, Transportation & Logistics using PartnerLinQ experience streamlined processes, automated workflows, and enhanced visibility across networks of customers and service providers. PartnerLinQ connects commercial Transportation Management Systems with thousands of carrier partners for fully integrated networks. Client-driven supply chain networks that provide boundless connectivity for buyers, sellers, & service providers, small and large, capable of processing more than 120 million transactions per month for unrivaled supply chain agility.

PartnerLinQ delivers a seamless omnichannel experience across Retail, CPG, General Merchandise, Fashion and Apparel, and Manufacturing and Distribution. PartnerLinQ's inclusive and simplified communication models unify sales and distribution channels, accelerating fulfillment operations across O2C and P2P processes, delivering more accurate and timely demand and inventory data for better analytics and forecasts, and improving access across channels and partners.

The Results



Optimized Inventories

PartnerLinQ's benefits include enabling the British retailer to optimize the inventory by ensuring the availability of bespoke uniforms across all the regions.



On Demand Customizations

PartnerLinQ delivered on-demand customizations as a major requirement of the client.



Multi-tenant Cloud Platform

A hybrid cloud architecture ensures that the retailer can handle upwards of 120 million transactions per month.



Enhanced Visibility

Real-time insights are key to addressing pain points and delivering consistent value at every touchpoint.



Integration at the Speed of Business

PartnerLinQ simplifies the partner onboarding process through its Common Processing Workflow, complemented by the Business Rule Manager, which increased school onboarding to months and not years.



Persona Based Access

We made it easy for the client to deliver success directly to the business users' desktop with human-readable formatted EDI.

Tools & Technologies



About the Client

The company was founded in 1884 as a small business that has since flourished into a thriving global enterprise with a workforce of over 60,000 employees. Throughout the years, the British retailer has continuously adapted and refreshed its brand to meet individuals' ever-changing needs and concerns worldwide. Today, it operates over 405 stores and 100+ websites globally, including 316 food stores that exclusively offer food products and a diverse selection of 5,000 product lines.



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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