



PartnerLinQ

Connect Possibilities.

Case Study



Digitally Delivered with Aloha:

Y. Hata Leverages PartnerLinQ for Supply Chain Transformation



The Client

Y. Hata & Co., Limited has been an essential part of Hawaii's economy for more than 109 years. Yoichi Hata and his wife started the company as a "mom-and-pop" operation in 1913, selling products (wholesale) out of a family garage on the Big Island of Hawaii. But the visionary founder soon transformed the modest backyard operation into a prolific statewide network.

Incorporated in 1922, Y. Hata is now the largest independent, family-owned foodservice distributor servicing the State of Hawaii. With its fleet of temperature-controlled trucks, the company is setting the standard for foodservice companies and distributors in the Pacific region.

The Challenge

Lack of Unified Connectivity Leading to Inefficiencies

Y. Hata's partner network encompasses large and small food producers, who relied on divergent data formats, communication standards, and integration methodologies. As a result, the company had to handle a complex lattice of EDI and non-EDI transactions with a high degree of manual intervention and without end-to-end visibility.

Y. Hata wanted more and wanted to engage the leading edge of customer service and technology. Such goals needed a unified, central logistics platform capable of integrating with multiple enterprise level systems with a complete set of delivery channels.

Y. Hata believed that such a solution would go a long way to enhance its competitive edge, drive speed and accuracy, and bring much needed efficiencies to the entire network.

Handling a complex lattice of EDI and non-EDI transactions with a high degree of manual intervention and without end-to-end visibility.

The largest independent, family-owned foodservice distributor servicing the State of Hawaii.



The Solution

Integrated Solution for Enhanced Control

Y. Hata selected Visionet as its digitalization partner. Visionet, selected for its in-depth understanding of the foodservice sector and expertise in providing a full range of digital transformation services, deployed Microsoft Dynamics 365 as the centerpiece of Y. Hata's digital organization. Building on this agile and flexible foundation, Visionet added a B2B customer portal, mobile applications for sales, embedded business intelligence capabilities, and PartnerLinQ for EDI communication to tie its new broad-based foodservice and self-service supply chain together. With new tools in hand, the company could now leverage multiple technologies to strengthen its accounting, purchasing, sales, supply chain, and warehousing operations.

PartnerLinQ, Visionet's EDI solution, accelerated deployment while minimizing implementation risk—both were important factors in an effort of this magnitude. The PartnerLinQ platform was key to the automation and management of the integration layer, where all internal, external, systems, and partner communications were scheduled, received, processed, integrated, and responded to, providing a unified platform for integrations yet to come. The PartnerLinQ team facilitated the onboarding of 110 EDI and non-EDI partners through more than 40 system integrations. The client, now enhanced with PartnerLinQ, could enjoy end-to-end digitized processes, connectivity, and automated reporting across its entire trading partner network. PartnerLinQ delivered enhanced process transparency, end-to-end visibility, and higher customer satisfaction.

The Results



Improved transparency

With efficient communication across its partner network, Y. Hata has a clear picture of the availability of its products and prospective delivery schedules. Increased visibility has facilitated better decision-making and reduced response times in cases of bottlenecks or disruptions.



Reduced costs

PartnerLinQ has helped Y. Hata drive further cost optimization across its value chain by reducing unplanned or expedited movements. The company can now handle an increased number of orders; by reducing manual intervention, it has been able to free up people and resources, boosting productivity and efficiency through harmonized processes.



Increased customer satisfaction

The foodservice giant has been able to resolve customer complaints faster, thanks to improved visibility. In addition, better analysis of customer expectations, an ability to ensure on-time pick-up and delivery, and reduced waiting times have all added to its customer satisfaction metrics.



Reliable end-to-end connectivity

Hosted on Azure, PartnerLinQ has ensured availability and reliability of data across all nodes of the partner network. Y. Hata can now access, interpret, and report the data for real-time decision-making.

The Future

Delivering with Aloha

PartnerLinQ, Visionet's EDI solution, not only met Y. Hata's need for modernization, but also delivered on its future aspirations. For the 109-year-old company, continuous improvement has always been a key element of success. PartnerLinQ's flexible and agile technology, hosted on Microsoft's Azure Cloud, has streamlined Y. Hata's supply chain operations.

PartnerLinQ's advanced integration capabilities also allow Y. Hata to continue to innovate in foodservice in a stable cloud environment. The platform also continues to explore opportunities like the use of AI and other smart technologies as it strives to further enhance customer experience and remain on the cutting edge of digital innovation.



Customer Testimonial

“As our brand continues to rapidly increase in scale, more partners and more channels means more systems and platforms to link up with. PartnerLinQ has made integrating our systems a lot easier. Thanks to the solution, we can get down to doing what we do best— get our products out to market fast, just as our customers want it to be.”

Dean Penebacker,
Information Technology Director,
Y. Hata & Co., Limited

Tools & Technologies



About Y. Hata & Co., Limited

Y. Hata is the largest independent, family-owned foodservice distributor in the State of Hawaii. Founded in 1913 and incorporated in 1922, the company continues to be the market leader in the Pacific Region by effectively acquiring and utilizing an extraordinary workforce, advanced technology, efficient procedures, and continuous improvement through innovation.

<https://www.yhata.com>



About PartnerLinQ:

Enterprise Connectivity at the Speed of Business

PartnerLinQ is an innovative, process-centric, easy-to-use EDI solution that enables API-led, cloud-native integrations. With a simplified B2B communication engine that includes EDI, AS2, SFTP, and real-time APIs, PartnerLinQ is a fully integrated platform and easily handles both standard and proprietary file-based formats, including custom integrations. The solution is well-suited for retail, e-commerce, wholesale, transportation, 3PL, as well as distribution, digital, and analog partner ecosystems. It helps your team achieve operational efficiency and gain real-time visibility.

With more than 25 years of experience in providing industry-focused leadership in technology and consulting

PartnerLinQ is designed by a team with more than 25 years of experience in providing industry-focused leadership in technology and consulting and in the development of innovative solutions that drive global supply chain transformation from the factory floor to the consumer's doorstep. Hosted on Microsoft Azure, the PartnerLinQ platform integrates natively with Microsoft Dynamics 365, while also providing robust integration and support for more than 48 other ERP systems and e-commerce platforms.

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

