

Case Study

THE  
COLLECTED  
GROUP

# PartnerLinQ helps The Collected Group Achieve Omnichannel Excellence



**PartnerLinQ**  
Connect Possibilities.

# The Company

A leading designer, distributor, and retailer of lifestyle brands.

The Collected Group is recognized globally as a leading designer, distributor, and retailer of, consumer-inspired, women apparel lifestyle brands: Joie, Current/Elliott and Equipment. The company's products are available in more than 40 premium stores and specialty shops across the US, Canada, and Europe.

# The Challenge

Non-Integrated Systems  
Reducing Omnichannel  
Capability

The Collected Group is known for premium quality, incomparable service, and longstanding customer loyalty. To be consistent with its brand reputation, the Group needed a digital retail platform with end-to-end connected processes. But its legacy ERP and point-of-sale systems were not up to the task. Without a unified and well-integrated platform, the Group was storing customer data in different silos, which inhibited



robust business analytics for decision-making. A lack of inventory visibility and diminished partner collaboration also resulted in operational inefficiencies, leading to limited to no capability of handling multiple sales channels or international business.



# The Solution

## Unified Digital Connectivity to Drive Customer Engagement

Visionet proposed replacing The Collected Group's legacy retail operations platform with Microsoft Dynamics to improve efficiency in its shipping and warehousing processes, efficiently manage global store operations, and deliver better customer experiences. The platform enabled connected processes; this capability was further enhanced through integration

with PartnerLinQ – Visionet's proprietary digital connectivity platform. With PartnerLinQ, The Collected Group could drive partner collaboration and deliver a superior customer experience through a multi-tier and adaptive global supply chain network model. The integrated Dynamics-PartnerLinQ landscape helped optimize in-store retail operations, customer service, warehousing, and inventory and stock management, and provided end-to-end visibility across the entire supply chain.



# The Results



Reduced costs



Reduced order cycle times (DSO)



Reduced inventories



Reduced penalties for non-compliance (chargebacks)



Reduced clerical errors

# The Future

## Continuous Innovation for Sustainable Growth

The PartnerLinQ integrated platform with Microsoft Dynamics provided The Collected Group with a set of tools that facilitates expansion into alternative sales processes and business partnerships.

The Collected Group has leveraged Microsoft Dynamics to seamlessly manage its loyalty program database and boost customer retention. Additional deployments, including Visionet's intelligent fashion solution HauteLogic as well as an enterprise BI solution, have further streamlined business processes, provided omnichannel analytics through industry-standard dashboards



and scorecards, and enabled centralized management and a consistent brand experience across all channels. The Collected Group is now well-positioned to sustainably deliver innovations that optimize its business operations, improve the bottom line, and exceed customer expectations.



## Customer Testimonial

“ This omnichannel solution provides a cost-effective platform to facilitate our expansion and growth across all channels.

**Michael Saunders, COO**  
The Collected Group.





## 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 and helps your team achieve operational efficiency and gain real-time visibility.

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 support for integration with other ERP systems as well as e-commerce platforms.

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## Tools & Technologies

 PartnerLinQ Connect Possibilities.	 Microsoft 365
 Microsoft Azure	 HautelLogic

## About The Collected Group

Headquartered in Los Angeles, CA and New York, NY, The Collected Group is recognized globally as the designer, distributor, and retailer of three contemporary, consumer-inspired, apparel lifestyle brands – Joie, Current/Elliott and Equipment. This portfolio approach helps the Group appeal to a broad consumer base, while maintaining the focus and authenticity of each individual brand. The Collected Group employs a diversified and disciplined approach to product design, expansion, distribution, and geographies, which gives it a distinct competitive advantage leading to its success.

<https://www.joie.com/>