

White-Book

# **6 Reasons to Throw in an ERP into your Ecommerce Management Mix**

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According to a recent study conducted by Opinionway, **3 out of every 4 consumers regularly shop online**. E-commerce has, without a doubt, become a cornerstone of our modern consumption habits, and that's why 27,000 new e-commerce sites pop up every year.

But maintaining and **managing an online store** isn't an easy task. Badly diffused internal communication, a hard time adapting to business development, or even a **loss of time on mundane tasks**, these are just a few of the problems businesses face on a daily basis.

The solution? Just use an **ERP**!

Comprehensive, effective, and **all-in-one**, an **Enterprise Resource Planning**, or ERP, program **centralizes** the entirety of your activity to one platform to save you time, and automates those annoying, repetitive tasks.

But that's not all. Using an ERP in your e-commerce management can be a **real performance lever**. Why and how, you ask? The answer is right below, courtesy of Appvizer and **Odoo**.

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# ERP and E-commerce: A Winning Combination?

## How Does an ERP Work?

You've most likely heard of **ERP**, it's been around for a while. However, that doesn't necessarily mean that you know exactly what it is, and how using one can benefit you and your business.

Here's an easy-to-understand definition:

An **ERP**, or Enterprise Resource Planning, is a dynamic **management software system** that integrates all the aspects of managing a business to run operations by using **common data**. This data can be:

- Financial activity
- Logistics
- Operations, reports
- Production
- Human resources

👉 An ERP therefore gives teams constant, and **up-to-date information in real time**. It allows for **better transparency** and a unified approach when it comes to development, in the heart of your e-commerce team.



### 3 Reasons to Suggest You're in Need of an ERP

#### Your Database Isn't Adaptable

Your database software or CMS might be fine right now, but it's not going to last forever.

Maybe it really did help you up until now. But if it's **limiting your market expansion** and your capacity to **develop** your business on a **global scale**, it's probably time to think about adding a more powerful and comprehensive weapon to your arsenal, an ERP.

👉 No need to panic! **Transferring your most important data** and documents from one software to an ERP is a piece of cake. You can even **integrate your existing e-commerce CMS** into the new ERP.

#### Your Existing Tools Aren't Compatible With Each Other

Unless your management tools have changed over time, you've probably noticed that your system generally doesn't work well, it's like one isn't compatible with the rest.

Maybe you've decided to get a new, additional program and add it to your existing one, and you notice that navigating through the new one is sluggish. They just don't seem to work together.

👉 With **an ERP** you'll never run into that kind of problem. With **already integrated** e-commerce management features, you'll never have to look elsewhere.

## Essential Features Are Missing

Even if your current tools allow you to run your business, they could be missing key advanced or pertinent features specifically for e-commerce. This could be:

### → Order Management

Perhaps your current order management system isn't as intuitive as you'd like it to be, it might be missing some key modules, or maybe they're just too expensive.

An ERP program is extremely effective and efficient at managing all the e-commerce logistics for orders. It automates and takes care of certain steps like calculating shipping fees, or even automatically creating a shipping label.

### → Difficulty Changing Certain Parameters

ERP software programs allow you to make changes whenever you want, whether that be prices within a product category, modification of shipping costs in case of sales for example. The rest of the features that depend on it adjust automatically.



# Why and How to Use an ERP in E-commerce

## Management: 6 Reasons

### Be More Efficient By Centralizing Everything

We know, we know, we've said it before, but **centralizing your activity** is a key advantage, one which drastically improves efficiency and productivity. Imagine an **Open Source Software** where you can manage your supplier purchases, your accounting activity, stock, logistics, billing and every customer relations!

👉 By integrating your CMS with your ERP, your **data will be perfectly linked and will continually update itself**. Everything is automatically pushed towards your e-commerce site and your new customers, just like your new orders **are automatically sent to your ERP**.

### Cut Back on Mistakes and Operating Costs

By installing an ERP, the vast majority of your **tasks will be automated**. By linking your e-commerce solution to the ERP, information concerning payment, shipping, orders, and customer data will **automatically be integrated**.

👉 As soon as you start using it, the need for **human involvement** will be drastically reduced, and therefore the margin for possible errors is almost reduced to zero. You'd be avoiding mistakes like:

- Misspellings
- Double entering data
- Typing in wrong information

By pairing your ERP to your CMS you also reduce operation costs by **eliminating the amount of time, manually having to input information**, and double-checking. What's more, this type of data synchronization reduces the need to hire more employees to manage basic tasks.

For example, when a client places an order on your website, your stock is **automatically updated** in your ERP, same for:

- your product catalogue
- your sale promotions
- your prices

## Improve Internal Communication

More than anything, using an ERP allows for the **free circulation of information**. Everybody knows it, for a business to work effectively, data has to be able to be freely shared.

**Implementing an ERP** also allows for **information to easily circulate** between your ERP and e-commerce CMS. Your teams can also have access to crucial information like:

- stock availability
- shipping conditions
- customer information, etc.

## Make Stock Management Easier

As we said before, all data related to your orders, stock, and sales online automatically appear onto your ERP and **instantly link with other accounting, billing, and other modules**.

👉 By having stock be updated in real time, it allows you and your business to make more informed decisions and perform better.

## Dramatically Improve Customer Satisfaction

The **customer is king**. Even in online shopping, having an effective ERP can help you dramatically improve your **customer's experience**.

Firstly, having an ERP that helps deal with **suppliers, prices and promotions**, allows you to reduce costs. Reducing those costs allows you to then reduce the sales price for customers, even while **raising your margins**.

Secondly, an informed customer is a happy customer. Your sales teams, just like **customer service**, must have **access to key information** in order to be able to provide the best service possible to customers. This can include:

- Consumers
- Products
- Availability and order tracking details
- Stock

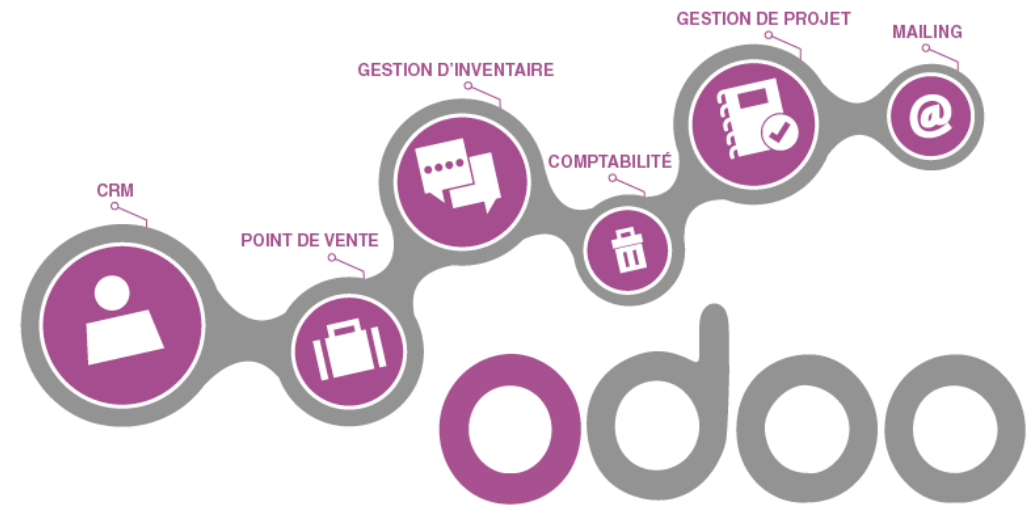
👉 For example, if one of your **customer service employees** is on the phone with a customer, they must have all the **necessary information** in order to answer any **potential question or concern** the client may have.

## Optimize Reporting Tools

Seen as all your data is stored on one platform, you'll have access to **advanced analysis and reporting in real time.**

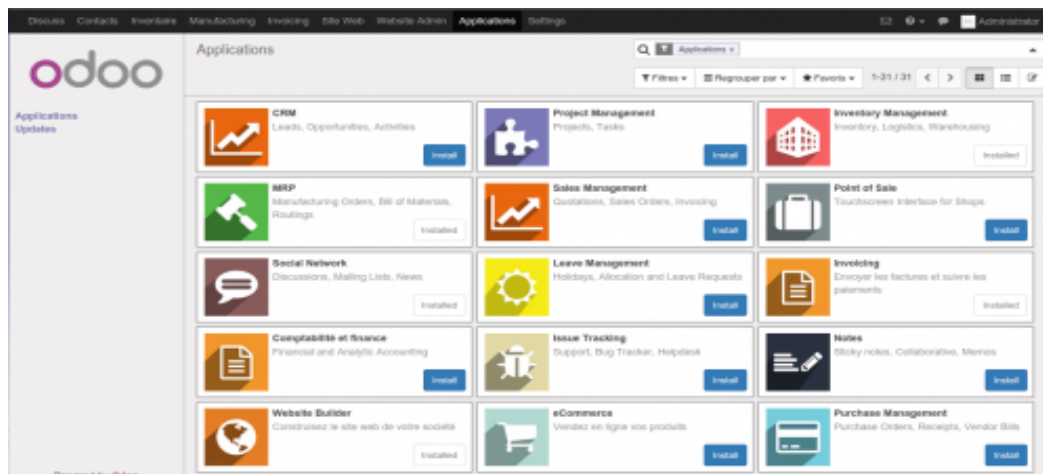
These tools will provide you with:

- An improvement in your forecasts
- A better understanding of customers
- An optimized and clear decision-making process
- Better preparedness in case of an unforeseen situation or problem



# Success Stories: 3 Businesses Who Have Improved Their Overall Performance Thanks to Odoo's ERP

[Odoo](#) is a **completely integrated, and customizable, open source ERP system**. It has hundreds of sales applications and modules designed by experts. It's an all-in-one software program designed to respond to any business need, whatever the size may be. You'll be able to answer **any customer concern** or need with the **45 modules**, divided into 8 main categories.



👉 It's intuitive database is more than capable of answering the vast majority of businesses needs, thanks to its:

- **App Choice:** choose which applications you want to use (CRM, sales, project)
- **Modules and applications:** install community applications and modules, making sure that your whole business is working more efficiently
- **Easy and Fast Implementation:** guarantees that you're up and running in no time with tools that are certain to drastically help your business
- **Affordable Prices:** only pay for what you use, with pricing that's based on the applications you download and the number of users.

💡 Odoo has thousands of users all over the world. We've decided to tell you about three customer experiences to give you a better idea of the system.

## XO2 and Reduced Maintenance Costs

**Overview :** XO2 specializes in providing cleaning, hygiene, and bathroom products to businesses all over Australia. Their mission is to give their customers products that create inspiring, happy, and clean environments where people can work, learn, and take care of themselves.

**Problem:** XO2 needed a program able to manage the unique way it sells and prices its products. Additionally, XO2 wanted to minimize the overhead of maintaining such a system. Odoo, and more specifically its service WilldoolT, provided exactly that with customizations to perfectly fit their business, all at an affordable price.

**How Odoo Helped:** They particularly appreciated the flexibility and amount of integrations that Odoo offers. The feedback that they got from their customers and team members were overwhelmingly positive.

Thanks to the integrated Odoo solution, the business' orders are delivered to customers in a way that exceeds their expectations. The new online store even had the same amount of sales as their brick and mortar, during the first month.

*"You really can't have limits when trying to provide a great experience to your customers and make them say WOW. Odoo has helped us give our customers that WOW factor."*

David Blamire, CEO

**A fresh start everyday.**



## Unionaire and Improved Internal Productivity

**Overview:** Unionaire is the parent company of a wide range of businesses in the manufacturing and distribution of household appliances. Today, Unionaire is ranked among the wealthiest private sector groups in Egypt and 70 other countries.

**Problem:** With the amount of employees at Unionaire, it's crucial to have a single platform to coordinate and organize the workflow. It was even more essential, for Unionaire, to have a program able to cover all their needs in accounting, in order to meticulously calculate costs, specifically in manufacturing, in order to create high quality products, and in customer service, to never disappoint their customers, whatever the case may be.

**How Odoo Helped Unionaire:** Now, Unionaire has a fully integrated system that includes all of their activities, from order confirmation to manufacturing, and product delivery, and even excellent after-sale service.

Thanks to their firm grasp and understanding of the needs and desires of customers, they were able to put in place a system that met all of the company's requirements.

The majority of the thousands of Unionaire employees were impressed by the level of flexibility, along with the ease-of-use, that Odoo offered.

*"Our experience with IT Systems Cooperation has proven this goal and we are pleased with the results of our joint efforts and the result we achieved, and we will continue our partnership to achieve further development and progress."*

- Yasir Ali Aref, Project Manager



## Coffizz and Boosted Customer Satisfaction

**Overview:** Coffizz is a B2B business that buys and resells office supplies and hardware printers and business food to small businesses and entrepreneurs. It has around 300 customers, and its range consists of more than 24,000 items that can only be ordered online.

**Problem:** Since their first day, Coffizz's objective has always been automation. The company started out being and continues to be run by one person, Kristiaan De Wachter, owner and director of Coffizz.

Coffizz's objective of automation was to avoid having any human involvement, because they knew that it would inevitably lead to delays and processing errors. To achieve this, Kristiaan decided to use Odoo to help automate Coffizz's commercial operations, starting from the first day, when the business was started in January 2019.

**How Odoo Helped Coffizz:** With the help of Niboo, a partner of Odoo, a fully automated program in Odoo was put in place with Odoo apps like Website, electronic commerce, purchases, sales, inventory, billing, and accounting. The content and configuration of the website were designed and done by Niboo, they were also able to work with a third-party company to get the exact look and feel that Kristiaan wanted.

In addition, Odoo linked the Coffizz online store to the program of one of its suppliers: Navision. All orders placed on the Coffizz site are almost immediately sent to the Coffizz supplier, every hour the system does a synchronized update. It's fully automated and Kristiaan receives all the information simultaneously in his backend.

Thanks to the automated system offered by Odoo, Coffizz is able to keep on growing and never be late with their customers. Coffizz now has an impeccable reputation among its existing customers, and continues to pull in more by the day.

*"Thanks to Odoo, I've been able to create a small Amazon business"* - Kristiaan De Wachter, Owner and Manager at Coffizz





Appvizer is the first media in Europe dedicated to professional software.

Its mission is to allow professionals to easily find the right software to be more competitive and work more pleasantly on a daily basis.



Odoo is a fully integrated and customizable open source software, containing hundreds of commercial applications designed by experts.

It is an all-in-one software solution designed to meet the needs of businesses, regardless of size (or budget).