



Baobab Collection

Baobab Collection is a Belgian creator and retailer of diffusers and luxury crafted candles. The collections are unique in terms of the size, quality and originality of their creations. The know-how, the selection of materials and especially the promotion of European craftsmanship have contributed to the reputation of Baobab, which operates internationally through its stores and e-shops.

Business Solution	Sector	Collaborators	Website
Distribution & Retail	توزيع	37	www.baobabcollection.com

CHALLENGE

Baobab is a company that consists of several companies: Baobab Europe, Baobab USA, many different points of sale around the world and an online shop.

Before the integration, Baobab did not have real-time synchronized data. Several systems operated wholly independently in different countries and companies. A centralized and complete view was essential, in order to save time and energy and to optimize the work while increasing profitability.

The project's main challenge was to create a central and integrated database that could include the various Baobab companies and all stages of the business. The goal was to achieve a global view of all the companies in real time, plus better control over the production (stocks, deliveries, etc.).

SOLUTION

Het project was opgesplitst in twee belangrijke stappen:

Eezee-it

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1. De integratie van de Amerikaanse dochteronderneming. Dankzij deze integratie kunnen Baobab-producten op de markt worden gebracht via e-shopkanalen en verkooppunten: de migratie van Amerikaanse activiteiten van het oude systeem naar Odoo om het beheer van B2B- en B2C-bestellingen te optimaliseren, de integratie met Shopify (e-shopplatform) en de implementatie van de eerste fysieke winkel op Madison Avenue dankzij de POS in Odoo.

Het volledige project is gestructureerd en methodologisch uitgevoerd. Dit maakt het mogelijk om de impact op het niveau van change management te verminderen en om optimale processen voor de werkteams in te voeren.

Baobab kon vol vertrouwen verdergaan door nauw samen te werken met Eezee-it. Zo heeft Eezee-it het project opgedeeld in verschillende fasen en de medewerkers van Baobab voorbereid op de systeemverandering om de 'pijnpunten' te vermijden die meestal gekoppeld zijn aan een project van dergelijke omvang.

RESULTS

- The various Baobab companies are now part of the same centralized system within Odoo. This allows Baobab to provide all the information in real time: the management of production monitoring, the inventory data, the stocks, the valuation, the production and the delivery flows are centralized in Odoo.
- Eezee-it has also developed APIs (Application Programming Interfaces) to link the Shopify e-shop platform, the accounting and the reporting to Odoo.
- Eezee-it continues to follow Baobab by offering support, adaptations and changes within the project. This allows the program to evolve with Baobab, based on future requests and projects that will also be processed methodologically and sequentially.

Project Manager

Modules



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