

Scaling E-Commerce with Odoo ERP



Industry:

E-Commerce (Multi-brand fashion retail)

Employees:

40+

Location:

Germany

Modules

ACCOUNTING

INVENTORY

SALES

Services

INTEGRATION

IMPLEMENTATION

The Challenge

The client, a fast-growing online retailer operating across Central Europe, managed Shopify store multiple warehouses with warehouse system using spreadsheets and disconnected tools. This created operational blind spots in inventory accuracy, fulfilment delays, and difficulties consolidating financial and sales data across platforms.

To prepare for international scaling, the client required an integrated ERP system to unify e-commerce operations, inventory, logistics, and accounting, all while maintaining seamless integration with their front-end store.

Key Objectives

- Centralise inventory, orders, fulfilment, and accounting in Odoo;
- Integrate multiple warehouses & Shopify storefront with Odoo in real time;
- Automate order picking, packing, and shipping workflows;
- Enable multi-language and multi-currency support for cross-border sales;
- Improve reporting and profitability tracking across channels.

aiboost's Solution

Our team delivered a comprehensive end-to-end Odoo **implementation** that seamlessly connected the front-end (Shopify) with the back-end ERP, enabling real-time operations.

Key modules and customisations included:

→ **Inventory:**
Automated stock movements with real-time sync with the online store.





→ **Sales:**
Order capture, invoicing, and returns workflows.

→ **Accounting:**
Localised VAT, multi-currency, and Shopify payment reconciliation.

→ **Website/Shopify Connector:**
Bi-directional sync of products, orders, stock, and customers.

→ **Shipping Integration:**
Real-time rates and label generation via DHL, DPD.

→ **Custom Dashboards:**
Channel-wise profitability and logistics KPIs.



Provided Services

→ Discovery & Business Process Mapping;

→ Shopify <-> Odoo Connector Setup & Testing;

→ Warehouse Flow Optimization (pick-pack-ship);

→ Custom Reporting & KPI Dashboards;

→ Go-live Support & Staff Training;

→ Odoo Accounting Setup with EU VAT Compliance.

Key Achievements & KPIs

Metric	Before Odoo	After implementation	Impact
Order Processing Time	10-15 mins/order	2-3 mins/order	85% faster fulfilment
Inventory Accuracy	~76%	95%	Real-time stock sync
Return Processing Time	3-5 days	< 1 day	Automated credit notes


Technologies Used

Odoo v17

Shopify connector & Webhooks

Docker, PostgreSQL

Shipping APIs:
DHL, DPD



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Client Testimonial

"We were growing rapidly and needed significant assistance with our backend systems. Our Shopify stores weren't connected to anything - stock was off, reports were a mess. aiboost helped us set up Odoo with real-time sync, automated shipping, and solid accounting. It just works now -huge win for our team."

CEO
E-Commerce & Multi-brand Fashion Retail

