Streamlining Subscription Workflow

Industry:
Entertainment (IPTV & Online Cinema)

Employees:
50+

Location:
Germany

Modules

SALES   CRM   ACCOUNTING   INVENTORY   WEBSITE
PORTAL

Services

IMPLEMENTATION   CUSTOMIZATION   UI/UX DESIGN   INTEGRATION
TRAINING

The Challenge

An IPTV and online cinema provider needed to transition from a legacy one-time membership model to a scalable, recurring subscription-based system.

At the same time, the company wanted to:

→ Enable dealers to manage subscriptions independently;

→ Replace outdated, disconnected tools that slowed down operations;

→ Modernise its client onboarding experience;

→ Attract younger, tech-savvy audiences with a more intuitive sales approach.

The company lacked an integrated platform to manage sales, subscriptions, and reporting, which limited both visibility and scalability.

Key Objectives

→ Implement a flexible subscription model and migrate existing customers;

→ Centralise all business operations within a unified ERP system;

→ Automate and streamline the sales workflow;

→ Launch a self-service dealer portal to manage subscription sales;

→ Provide real-time reporting and insights for smarter decision-making;

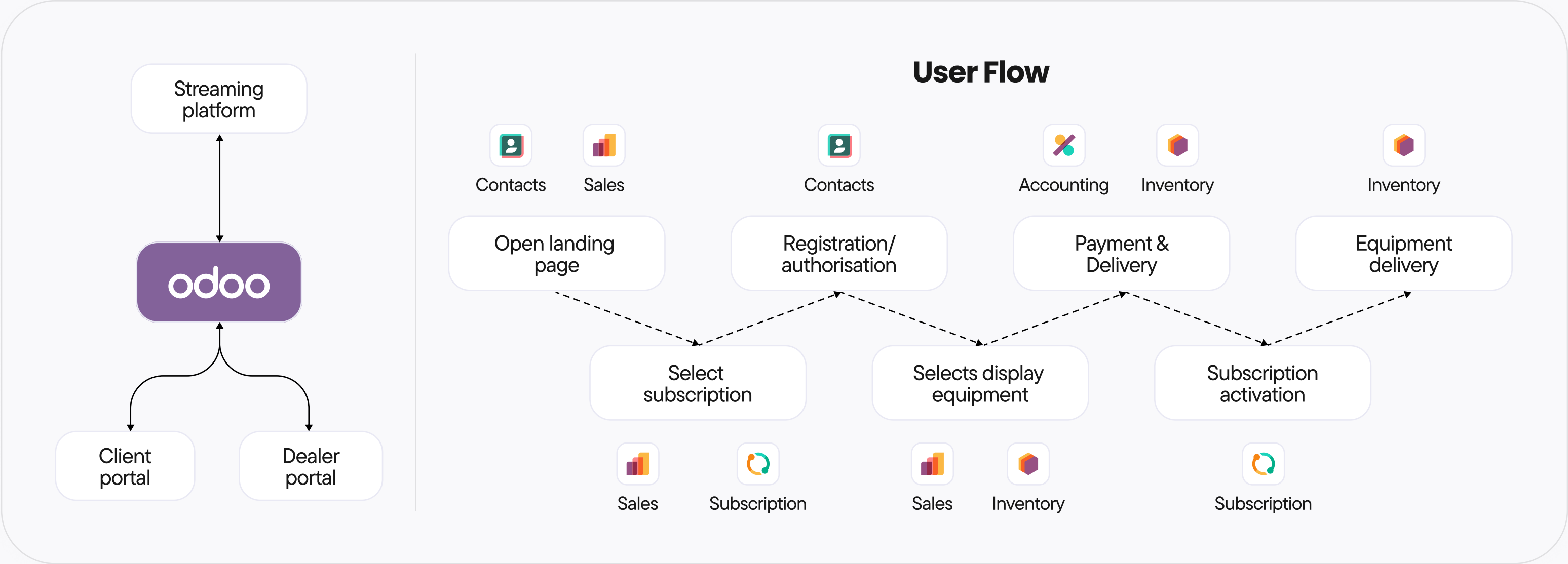→ Improve operational transparency across departments.

aiboost's Solution

After a comprehensive business analysis, our Odoo-certified team **implemented** and **customised** the following modules:

→ **Sales & CRM:**
Enable dealers to manage subscriptions independently.

→ **Accounting:**
Integration with DATEV for localised financial compliance and invoicing.

→ **Inventory** (for devices/TV boxes)**:**
Real-time tracking and reordering.

→ **Portal & Website:**
Custom Onboarding Flow: A user-friendly front-end for new customer registration and subscription activation and Dealer Portal: A fully custom web portal allowing dealers to onboard clients, track performance, and manage recurring sales.

We also **integrated third-party services** via REST APIs, including payment gateways and logistics systems, and **trained** over 50 employees across departments with tailored documentation.

User Flow

- Contacts
- Sales
- Open landing page
- Select subscription (Sales, Subscription)
- Contacts
- Registration/authorisation
- Selects display equipment (Sales, Inventory)
- Accounting
- Inventory
- Payment & Delivery
- Subscription activation (Subscription)
- Inventory
- Equipment delivery

Streaming platform — odoo — Client portal / Dealer portal

Provided Services

→ **Discovery Phase:**
Business analysis, requirements gathering, and architecture planning.

→ **Implementation & Customization:**
Setup and adaptation of core business processes within Odoo ERP.

→ **Custom UI/UX Design & Development:**
End-to-end design and front-end development for client and dealer portals.

→ **A/B Testing:**
Iterative testing of onboarding and checkout flows to optimize conversion.

→ **Go-live & Ongoing Support:**
Deployment assistance, user training, and continuous support for future Odoo updates and releases.

Key Achievements & KPIs

Metric	Before Odoo	After implementation	Impact
Dealer Sales Contribution	9% of new subscriptions	25% of new subscriptions	Major growth channel via dealer portal
Avg. Onboarding Time	2 hours per user	1.1 minutes per user	Reduced drop-offs by 40%, improved UX

Technologies Used

Odoo v16 Enterprise

PostgreSQL, Docker

REST API Integrations:
Payment systems, third-party logistics, DATEV

Client Testimonial

"We really needed to modernise how we worked - the old membership model was holding us back. aiboost helped us switch to subscriptions, set up an awesome dealer portal, and made the onboarding flow way smoother. Our internal team and resellers are finally working in sync. We're happy with the results!"

CEO
IPTV/Online Cinema