



# De Ceuster

Looking for a new ERP tool that can manage our complex sales and rentals of site cranes across our 5 companies.

Business Solution  
Distribution & Retail

Sector  
Construction

Collaborators  
11 - 50

Website  
[www.deceuster.be](http://www.deceuster.be)

## CHALLENGE

*De Ceuster needed to replace the existing management tool composed of different devices by a central system that could include all the different flows.*

*In a sector with little digitalization (construction), the challenge was to offer added value to their customers with customized offers considering the regulatory constraints of crane transport requiring documents such as CRM with a very precise format.*

*It was also important to optimise the drivers' and technicians' planning.*

## SOLUTION

The implementation of the Inventory, Accounting, Sales, CRM, Project, Planning, Contacts, Employees, Fleet modules in Odoo provides De Ceuster with a complete and integrated management tool.

All requests for intervention, rental or sale of cranes come from an online form that is automatically entered into the CRM. From the CRM, offers are created and sent from Odoo. In addition to the offer, the catalog of the chosen product is automatically added to the email sent.

As soon as a sale or rental of cranes is confirmed by the customer, a contract is sent to him with the possibility of automatic signature. In addition, the date of the intervention is automatically recorded in the driver's and technician's planning with the necessary informations.

## RESULTS

The implementation of Odoo at De Ceuster made the administrative side of the sales flow more efficient while allowing a better organization and automation of the drivers' and technicians' planning.

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### Modules

Accounting

CRM

Helpdesk

Inventory

Project

Purchase

Rental

Sales

Timesheets

Website