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	**Distribution**	**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

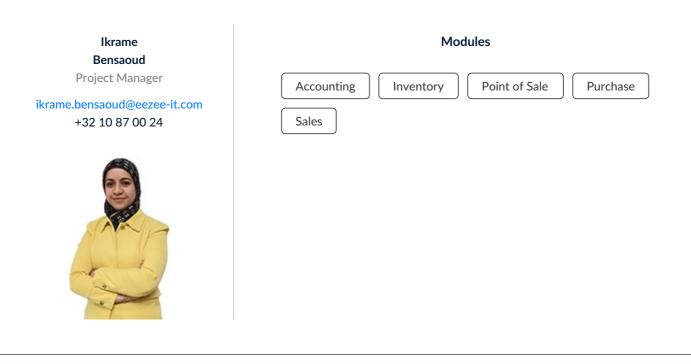The project was divided into two major phases:

1. Integration of the USA subsidiary to market Baobab products through the e-shop channels and the points of sale: migration of the US activities from the old system to Odoo in order to optimize the management of B2B and B2C orders, the integration with Shopify (e-shop platform) and the addition of the first physical shop on Madison Avenue thanks to the POS in Odoo.

2. Implementation of the European part included the integration of the production centre in Romania, the delivery centre in Belgium and the stores in several countries (Belgium, France and UK).

The entire project was conducted in a structured and methodological way. This helps to reduce the impact on change management and to implement optimal processes for work teams. Baobab was able to move forward with confidence by working hand in hand with Eezee-it. Together they divided the project into different stages and prepared Baobab's employees for the system change, in order to avoid the 'pain points' generally associated with a project of this scale.

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.

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Modules

| Accounting | Inventory | Point of Sale | Purchase |

| Sales |