

DIGITAL BUSINESS SYSTEMS - DIGITAL TRANSFORMATION MANAGEMENT

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Introduction

Over time, Information Systems generate a hodgepodge of independent nonintegrated systems ultimately resulting in operational inefficiencies and to productivity. To maintain agility and adaptability, organisations must ensure that their information systems seamlessly integrate data, applications, and resources from various parts of the organisation, facilitating on-demand and just-in-time operations. Thus, through this report, we supported the fictional company "BIO'R Snack" in its digital transformation, by creating a reliable database on Odoo.

In order to establish a quality system for our company and ensure that the various tasks are carried out efficiently, we first looked at planning the framework of our business system to maximise our competitiveness. Indeed, all our systems encompass vital business functions such as stock management, financial accounting, supply chain management and customer relationship management. To do this, we chose to use the Odoo platform, which offers a wide range of modules adapted to different types of companies for managing their activities. This platform enables us to centralise all our company's information.

As far as the structure of the report is concerned, we will begin with a brief presentation of the company "Bio'r Snack". This will be followed by an explanation of how our proposal fits in with the IT strategy. We will then describe the organisation of our team and detail the planning of the tasks to be carried out using a Gantt chart. We will also explain how we set up the Odoo platform and its role in our project. Finally, we will highlight the connection with Zapier and the links between our proposal and the course. In conclusion, we will draw up an overall assessment that will include the lessons learned as a team, as well as the limitations of our work.

Company description

Bio'r Snack is a SME founded in 2018 by a group of students from UCLouvain that specialises in creating original, healthy and eco-friendly snacks. This SME first started in the production of insect-based biscuits, then expanded its range a few years later with coffee, tea, butter, chocolates, etc. They wanted to innovate by integrating less popular foods into their biscuits such as crickets. They also wanted to provide their quality products at an affordable price, in order to reach a wider customer base.

In terms of the supply chain, it starts with the food production taking place within their own dedicated workshop in Brussels. Indeed, Bio'r Snack takes full control of the entire process, crafting their products from inception to completion. All this merchandise is then stored in multiple warehouses in Brussels, complemented by the presence of three unloading bays designated for semi-trailers. These warehouses have been designed to minimise their impact on the environment, with green roofs and energy recovery systems. Finally, they sell their snacks all over Belgium in 4 sales outlets located in Lasne, Tervuren, Edegem and Wetteren to cover a maximum number of customers. We can therefore see that Bio'r Snack favours a short supply chain for its goods, and therefore promotes local produce and the environment.

In the offices, the company promotes a pleasant, healthy working environment for its staff. Therefore, the space is mainly open-plan to encourage communication and conviviality. The atmosphere is then relaxed, with hierarchy and control giving way to collaboration and sharing, reducing the risk of burn-out and depression. Furthermore, these offices are also at the cutting edge of technology thanks to virtual meeting rooms with touch screens, enabling them to move forward more efficiently and in a more modern way. In addition to all these rooms, there are also relaxation areas with games rooms, a place to meditate and even a garden. Everything has been designed to encourage personal development and a culture of performance.

As mentioned above, Bio'r Snack makes insect-based organic cookies like chocolate cricket, honey and grasshopper, strawberry and larva and lavender and locust biscuits, but there are still many products to discover in their range. First, they created different kinds of exotic and organic coffees, both ground and whole bean. They also wanted to take an interest in tea, offering some rather atypical tastes such as white tea with lavender and peach, white tea with ginger and pear, black tea with chocolate and peppermint, green tea with matcha and lime, green tea with jasmine and cucumber. They then delved into the realm of fermented foods like kombucha and kefir, which are gaining popularity among the younger generation. The company also wanted to add a touch of chocolate to its shelves by creating its own, sold separately or added to the creation of its granolas. The latest addition to the Bio'r Snack family is a range of different types of butter (almond, pistachio and nut).

In order to sell its products, Bio'r Snack had to set itself apart from the rest by developing a competitive advantage, which was none other than its qualitative and ecological aspect. The company wants to stand out from the crowd by differentiating its products, even if this means not being the cheapest. In fact, all their products are carefully selected from local producers and planet-friendly suppliers that guarantee snacks without pesticides, without GMOs, and without artificial additives. To demonstrate the excellence of our organic products, Bio'r Snack has obtained various organic certification labels such as Demeter, BE-BIO-01 (CERTISYS), AB and Fairtrade Belgium. In addition to that, they also obtained the BCorp certificate, which proves the quality of our social, responsible and environmentally friendly products. Finally,

they have the ISO 9001 label, which certifies the internal and professional quality of the company.

To offer access to their products to the whole of Belgium, they have created a website available in multiple languages, enabling you to order all the products of the catalogue. The company also provides an after-sales service, permitting product returns within 30 days of purchase for a full refund in cases of non-conformity. This digital platform also enables customers to contact each sales outlet and learn more about the company.

Bio'r Snack owes much of its current success to its incredible team. The heart and soul of the company is the CEO, Alexander Rebeuck, who happens to be the very founder of Bio'r Snack. Assisting them in a crucial financial role is Nathalie Lambert, who serves as CFO, while Sylvie Verhaeghe takes on the role of COO, overseeing the daily operations. It's this dynamic group of individuals that shapes the path and drives the growth of Bio'r Snack. Furthermore, their staff is spread across a number of departments, including human resources (6 employees), a dozen IT specialists who manage the online platform and store logistics, and 5 delivery drivers who connect the products from their production centre to various stores. In each of their stores, 5 salespeople are available for customer service and assistance. However, if orders are placed online, they will be delivered by an external delivery company in line with our values. Finally, The marketing team at Bio'r Snack, in charge of the company's communication and sponsorships, consists of four dedicated members.

Bio'r Snack's accounting is managed internally and is of crucial importance to ensure its viability and monitor its costs. Indeed, it is a process that encompasses all financial transactions and commercial operations such as purchases of raw materials, rental costs for kitchens, warehouses and stores as well as salaries. We also consider all costs regarding staff training, website, advertising and any type of deliveries.

In conclusion, Bio'r Snack is an environmentally conscious company that offers innovative, health-conscious snacks. Sustainability is a priority for them, with a short supply chain and eco-friendly warehouses. Their products are sourced from local, planet-friendly suppliers, certified organic, and socially responsible. A user-friendly website and customer service enhance accessibility. The company is led by CEO Alexander Rebeuck, with a dedicated and caring team across various departments, driving its growth and vision.

Positioning

Businesses have become highly complex, and their needs can no longer be met by a single information system. As discussed in our course, many companies continue to use siloed systems. Information silos, by definition, isolate data within each company department, which proves costly and inefficient in terms of time management. With our solution, Bio'r Snack is adopting a Pipeline business model characterised by vertical integration, linear value creation, rigorous control of transactions, and a focus on managing inventory and distribution costs. Within this framework, it is developing a platform around its main product while continuing to produce its own products.

Within this project, we propose to use two platforms, namely Zapier and Odoo. As for Odoo, it facilitates more effective collaboration within the organisation. As more employees interact on the platform, information flows more fluidly, reinforcing mutual knowledge and understanding. The result is greater productivity. With Zapier, you benefit from a network

effect. The more vendors there are, the more applications are attracted to connect to Zapier, which in turn attracts more interested customers.

Odoo, on the other hand, is based on an integrated system, using open source ERP software that centralises management within a database shared by all company departments. As a result, all modules interact harmoniously, simplifying the management of information flows between the company's various departments.

Most ERP systems today follow a three-tier architecture, comprising a client layer, an application layer and a data layer. This approach has a number of advantages. It offers great flexibility in terms of scaling, making it easy to add, modify or remove applications as business needs evolve. Flexibility also extends to resource allocation, greatly simplifying this task. In addition, centralising support and maintenance on a single server reduces the costs associated with these activities. Moreover, this architecture favours component reusability, making it easier to implement reusable elements in different parts of the system. However, it's important to note that despite these many advantages, this three-tier architecture can be costly and complex to implement, especially if you're not familiar with it.

The types and methods of monetization within the Odoo platform are based on a SaaS (Software as a Service) model, which consists of a software solution situated in the cloud and managed by a third party, outside the company or organisation.

This SaaS model offers on-demand accessibility via an Internet connection, with numerous advantages. Users are generally debited on a monthly subscription basis, depending on the number of users. This fee is fixed and covers all services subscribed to by the customer. Thanks to this SaaS model, users automatically benefit from software updates and upgrades.

In this project, we will use the vanilla model because of its many advantages. The Vanilla model involves using ERP as it is, based on its core functionality and following the best practices built into the system. This limits the need for extensive modifications to the source code, and reduces the need for process re-engineering.

On the other hand, the Chocolate model involves deeper modifications to the ERP source code to adapt it precisely to the company's specific business processes. This offers greater customization, but can make the system more complex, costly to develop and maintain, and can pose challenges when upgrading the software.

In terms of the IT strategy, the company should focus temporarily on information technology. It is consistent to have a high need for innovation, which would mean that you are making a difference to your competitors thanks to information technology.

Bio'r Snack needs to make use of the various opportunities offered by information technology. It is essential to determine the influence on the company's strategy and adapt it to the new opportunities offered by information technologies. This will also enable the organisational infrastructure to be derived from the business strategy.

To help Bio'r Snack, as IT manager, we play the role of catalyst, which means that we identify and evaluate new trends and help you to assist senior management in developing the company's vision. It is better to develop a promising technology in a small company, even if it doesn't make any money, than to end up losing money because you miss the next innovation. If you miss it, it is very probable that you will exit the market and have a new competitor who will take a very large share of your market.

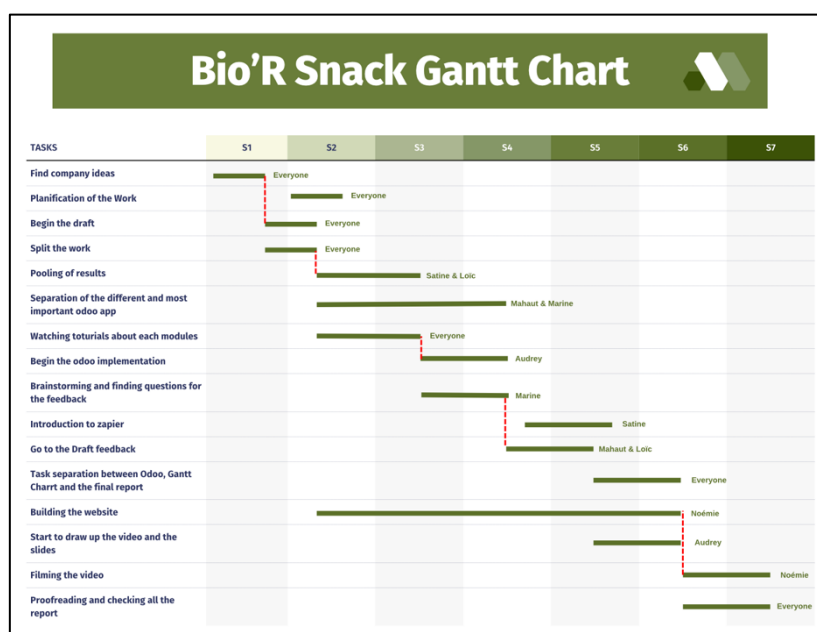
The cross-functional business process can involve people and resources from different functional departments working together and sharing information at any level of the organisation. The cross-functional organisational structure breaks down functional silos by opening up information flows from one department to another.

Despite all the advantages that digitalisation through Odoo can offer Bio'r Snack, we also recognise the importance of taking potential risks into account. We know that a company's reputation is a process that is built gradually and over the long term. As a team of young consultants, we are aware of the challenges that can arise when implementing digital solutions. Among the potential risks that could arise, it's important not to neglect the aspects linked to cybersecurity or resistance to change within the organisation. Indeed, numerous precedents have shown that the most complicated phase of a transition is often managing to convince employees, who are often strongly attached to the existing system. (Individual resistance to change can create problems and slow down the adoption process, requiring a strategic approach to overcoming these human obstacles.

In addition, we are aware that there is a risk associated with operational disruption during the transition phase. The integration of odoo may lead to temporary interruptions in the day-to-day operations of the 4 existing shops. Our anticipatory approach consists of anticipating these challenges by carrying out a continuous and meticulous analysis of the latest innovations and technological trends.

We are committed to staying at the forefront of advances to ensure that the solution we offer Bio'r Snack remains not only high-performance but also secure and adaptable to the ever-changing digital landscape. By fully understanding the potential risks, we are better prepared to mitigate them, ensuring a smooth and efficient digital transition for Bio'r Snack.

Organisation and planification



During the first week, we got to know the group work and immediately created a team of like-minded people to work in harmony. We then set up a meeting to plan our next steps and get to know each other. We had our first official meeting together on 26/09, where we talked and debated a great deal about our future project. Once our idea was completely established, we got together to start the draft and move forward as efficiently as possible. To do this, we divided the work

into 3 parts so that we could work 2 at a time for a few days, then, at the beginning of the third week, we pooled our research, standardised the text and worked on the final details of the draft

report. The next day, we reread one last time, waited for everyone's agreement and posted this first step on Moodle on Oct. 4.

We then moved straight on to the Odoo implementation on the same day. As with the first part, we divided the work into 6 parts, so that each person could learn more about a specific application. We each had to watch the video explaining our application, so that we could pool our knowledge at the next meeting. On October 10, we brainstormed all the applications and started implementing Bio'r Snack's data on Odoo. We also began structuring our final report and writing a few keywords.

During S4, we debriefed our progress on Odoo and the limitations we had encountered. We then drew up a list of questions we were going to ask Ms. Aghakhani during the feedback session at the end of the week. We then went on to develop our Odoo database, and introduced ourselves to Zapier. Then, on the 13th of October, we received feedback on our draft from our assistant, which enabled us to unblock certain stages of our work.

To get week 5 off to a good start, we've summarised what was said during the feedback session and how to use it most effectively. There were then 4 tasks still to be completed; the final report, the rest of the odoo implementation, the Zapier part and the Ganttchart organisation. So we each specialised in one part of the project, in order to make the best possible progress. Satine took care of Zapier, Loic set up the Ganttchart planning, Noémie and Audrey continued the Odoo progress and Mahaut and Marine started writing the report. Thanks to this, we were able to do our first Odoo simulation at the end of that week, and the final report had progressed enormously with the first 3 parts already finished.

This teamwork enabled us to complete the Odoo implementation and all focus on the report. We finished writing the final project on October 26, and began drawing up the slides and structuring the video. We then filmed and edited the video and finished the slides at the start of S7, so that we could begin our blocus with peace of mind. November 1 was our team's last meeting, so we reread the report together and approved it unanimously. Then we watched the video to correct the last little details and posted the whole thing on Moodle. We are proud of our project and the way we have worked, and this is reflected in the quality of our work.

Description of the team

Our group is made up of six members and in order to ensure effective communication and maintain team cohesion, we have opted to form pairs. This decision is based on our belief in the importance of maintaining cohesion in our work and promoting diversity of ideas. Working in pairs allows us to provide constructive feedback on each other's contributions. As a result, we distributed the different tasks among the team members, ensuring that each individual felt comfortable with the task assigned to him or her. It became apparent that our team had a variety of personalities, a valuable asset for us.

First of all, we have Loic Guillaume on our team who, after obtaining a bachelor's degree in economics and management at Louvain-la-Neuve, Loïc Guillaume decided to continue his studies at LSM with a master's degree in management. His passion for figures led him to specialise in company auditing and chartered accountancy. He enjoys getting fully involved in group projects and seeing them through to a successful conclusion.

Then, Satine Van Beirs is in her first year of a Masters in Management Engineering at LSM and has decided to specialise in Energy Management. Dynamic and motivated, Satine is above all keen to get involved in projects in which she believes wholeheartedly.

Mahaut Debroux is a 21-year-old that just finished her bachelor's in economics. She just got accepted in the INEO master option which will develop her entrepreneurship skills and open her to the professional world. She is very responsible and has no problem taking initiatives; She is dynamic, spontaneous and quick to adapt to different situations.

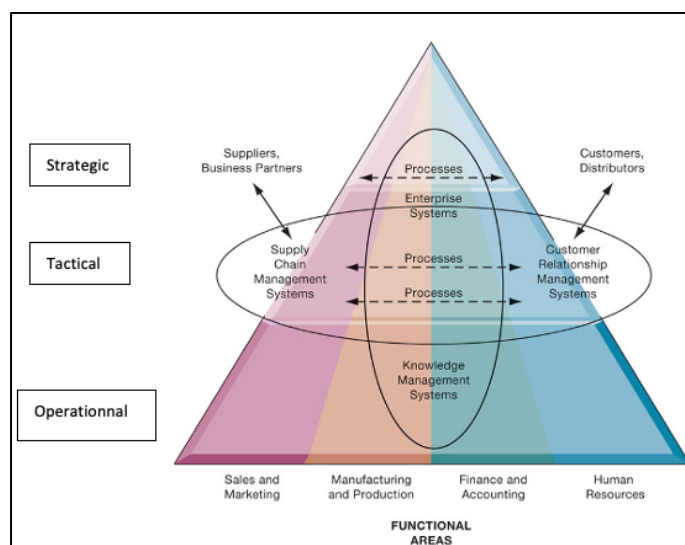
Regarding Marine Delvaux, she obtained her bachelor's degree in economics at UC Louvain and is currently doing a master's degree in management at LSM. She has a wealth of experience in business management with her minor in entrepreneurship. Her organisational skills and empathy make her a good project manager.

The next person in the team is Noémie Delbrouc. She is currently pursuing her first year of a Master's degree in Management Sciences at LSM, has chosen to focus her studies on sustainable business management. Noémie is also known for her flexibility, being able to adapt to change with ease. Her well-organised nature enables her to manage her time, resources and group activities effectively.

Finally, Audrey Palante, is a motivated student who is keen to learn more about the business world. In fact, she is on the entrepreneurial programme at the Louvain School of Management. Interested in improving the quality of companies, she can offer an alternative vision.

We have also set up weekly meetings so that we can all get together to discuss the progress of the various tasks in the report. These meetings enable us to keep a constant eye on the progress of the work and maintain the cohesion of the team.

Odoo implementation



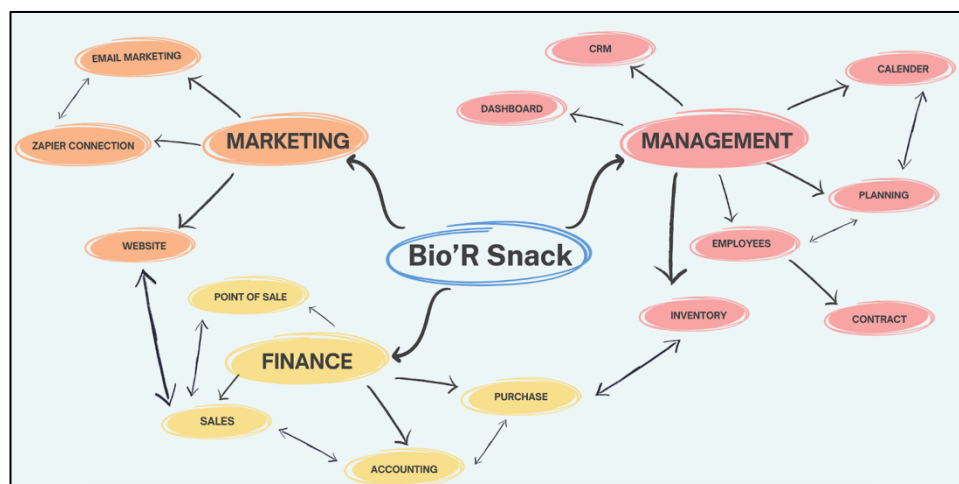
Bio'r Snack approached our team of consultants to implement an Enterprise Resource Planning (ERP) system tailored to their business units. We opted for Odoo, a solution as a cloud service (SaaS) that allows users to access the software via a web browser without having to manage the infrastructure, for a subscription fee. The choice of modules was guided by the system integration structure of Kolp M. (2023), illustrated in the following figure¹.

¹ Kolp, M. (2023). Information Systems and IT Project Management. Moodle.
https://moodle.uclouvain.be/pluginfile.php/448312/mod_folder/content/0/LSMSF2903-LC.pptx?forcedownload=1

The aim of integrating data and information from these different sources is to facilitate cross-functional business processes, and provide accurate data for informed decision-making. This pyramid structure adopts a vertical approach to management, with strategic management at the top, tactical management in the middle and functional operations at the bottom.

To simplify Bio'r Snack's operations and increase its agility, it was necessary to put in place a system consisting of an average of 10 distinct modules, favouring cross-functionality and covering the entire hierarchy. To achieve this, we chose to implement our Odoo by dividing the process into three sections, while establishing links between the different modules. Our approach was as follows:

- Marketing was managed at an operational level with the use of social marketing for campaigns via the email application, and at a strategic level thanks to the Website module. Zappier also helped with the connection, notably by sending automatic emails.
- Finance was managed at the operational and managerial levels by the single 'Accounting' module, which enables transparent management of the entire company. At the strategic level, the Purchasing module focused on the procurement of resources, goods and equipment. It should be noted that Bio'r Snack does not create its own products, but resells finished products. So we didn't need to install the manufacturing and maintenance applications. This section also contains the 'Sales' module, which is used to manage sales with our customers. This module is linked to the 'Point of Sale', which in turn is linked to the 'Point of Sale' that manages the logistics between our various shops.
- In terms of management, operations are managed using the 'Schedule Planning' module and 'Calendar', which are linked to the 'Employees' module for personnel management. The 'Contract' module is also added to the 'Employees' module. (and the strategic level was covered by the 'Recruitment' module for recruiting new staff and publishing job offers.) Another module included in the management section is the 'inventory' module, which essentially optimises stock management, improves product traceability and facilitates real-time decision-making for companies. We can also find the CRM module, which is a key component of the Odoo ecosystem for complete business management. Finally, there is a basic 'Dashboard' module that allows users to create customised dashboards to display key information about their business. This helps us by simplifying the monitoring and analysis of key data, thereby improving management and decision.



It is essential to note that some of these modules depend on the installation of other modules to function properly. For example, the CRM module requires the Discuss and Calendar modules to be present too, and uninstalling them would mean uninstalling CRM. Similarly, the Sales module depends on the Invoicing module, and so on.

Let's start with the **purchasing module**, which is essential to the proper management of our business. Within this module, the company has the initial capability to compile a roster of its suppliers. Upon making a purchase, the system facilitates the linkage of each transaction to its corresponding supplier. This functionality ensures that the company maintains a comprehensive record of its diverse purchases from individual suppliers. In this module, it is also possible to display a precise listing of the different products that the company sells. One of Odoo's main interests is the interconnection between the different modules. Adding a product to the product drop-down menu in the purchasing module automatically means that it is included in the range on our website. All you have to do is make it visible to all users at the touch of a button.

Closely related to the previous module, the **sales module** also allows a multitude of actions. For example, it is possible to display a summary table of all customers, as well as graphs showing sales statistics, best-selling products and daily sales histories. Within this module, companies can register sales by detailing the exact contents and choosing the quantities. At the touch of a button, the detailed order can be sent directly to the customer's mailbox. Once the order has been registered, you can generate an invoice, preview its contents, and send it directly to the customer or print it out as you wish.

Between the 2 modules presented above is the **inventory module**. It acts as a link between the purchasing and sales modules, updating the status of remaining stocks in real time. It is also possible to automate stock replenishment by programming threshold levels, automatically triggering a new order. This module provides us with a complete overview of our product inputs and outputs, as well as a complete view of deliveries to be accepted, those to be received and potential returns.

The **point of sale module** alone enables us to manage the logistics between our different shops. It also allows us to monitor the status of our orders, our stocks in real time and our reporting. So we created our 4 points of sale (Edegem, Lasne, Tervuren and Wetteren) and simulated sales paid for by cash or bank card. The variations in the cash register were well recorded in our accounts, and the stock diminished appropriately. Receipts can either be printed out or e-mailed to the customer. We have tested this feature and it works very well. All orders are listed in the order tab, along with the total amount of money earned. The products are displayed in the module with the remaining stock of each of them in order to replenish in time.

The **Employee** application lists all the company's employees. It is possible to sort them by department or according to their respective manager, giving a better overview. In the case of Bio'r Snack, for example, it might be useful to divide employees according to their department, such as marketing, human resources, finance, delivery & logistic, IT and sales. Given that the company has 4 shops, it might be a good idea to create 4 Sales departments so that you can easily identify which employee works in which shop. For each employee, it is possible to create a sheet containing all their useful information. Firstly, the employee's contact details are entered, as well as the department to which they belong, their role within the company and their manager and mentor.

It is also easy to enter work-related information, such as the employee's place of work, working hours and schedule. It is then possible to enter all the employee's personal information, such as their educational background, family status, emergency contacts, etc.

In the employee file, you can see an organigram showing the employee's hierarchical superiors and/or subordinates. The employee file also includes the contract between the employee and the company, with details of the duration, working schedule, monthly wage and much more. The employee file includes a link to the employee's personal schedule and any equipment assigned to him or her.

Once we've created employee profiles with contact details and departments, and drawn up contracts for them, we can turn our attention to planning. We're going to use the **planning** module. With this module, we can create a timetable for each person and allocate orders to them. We can create schedules based on resources (by person), by function (by department) or by purchase order. When we create a new shift, we enter the name, the role and the item if there is one, and we enter the working hours. Then we can make sure that this schedule is repeated every day or every week. Once we've crafted our employees' schedules to our satisfaction, we publish and send the timetable to all our employees concerned. Once the schedule is finished, it can be organised by department, by employee or by order as we see fit. At the end of the year, the planning module makes it easy to see the total hours and days worked. You can also view this total by department, order or person. It's easy to create a spreadsheet with the summary you want.

In parallel with the planning module, we use the **calendar** module. This is used to enter appointments within the company. When we click on the button 'new', we can enter the subject of the appointment, the start and end times/dates and the duration. We can also make this event a recurring event. Then we create a reminder by sending a notification or an e-mail and choosing when it is sent. After that we also send a notification to participants by text message or email. This calendar is complete because it is possible to add a description and a URL with a link to a video call to each appointment. Finally, we can modify the confidentiality of this event.

Customers can order online via the company's **website**. After selecting their items, they can add them to the shopping order and proceed to checkout by providing their personal details for order processing. In addition, the website contains important information about the company for visitors, such as our various labels and our history.

The **email marketing module** will be the centrepiece of our customer communications. It will allow us to send emails or targeted advertising to our customer database. This channel will also allow us to send codes or promotional offers to our most loyal customers. We have created a marketing campaign for 3 new products by personalising our email. To do this we planned the mailing, selected the list of our customers and were able to monitor the campaign's performance. This module allows us to manage customer relations globally and effectively.

Then, the **accounting module** is where we record invoices and monitor our payroll. Thanks to this module, we can easily automate our accounting processes and account management. This module can also generate various financial reports such as balance sheets and profit and loss account.

The **CRM** application is used to list new and potential customers. Given that Bio'r Snack only sells goods to consumers (B2C), the CRM application loses some of its meaning. In fact, it is better suited to a company that gets in touch with potential customers by drawing up a quote before going through a negotiation phase and eventually finalising the deal. In the specific

case of online and in-store sales, no information is known about the customer before an initial purchase is made. It is therefore impossible to encode it in the CRM application before moving on to the last stage of the process initially proposed by the CRM application: Won.

However, it can be interesting to use the CRM application to manage another type of task. The Bio'r Snack website has a Contact us tab that allows visitors to the site to contact the company if they have any questions. These requests must be handled by a Bio'r Snack marketing manager. In order to monitor these requests, it may be useful to view them in the CRM. In this way, the manager could move each request according to its status. It is possible to imagine statuses such as: *new*, *in progress* when a manager has been assigned and *completed* when an email has been sent to the customer who made the request.

Finally, **Odoo's dashboard module** provides the ability to design customized dashboards including charts, reports, and lists to monitor performance, sales, and other important business data in real-time. These customized dashboards make it easier to monitor and analyze important data to make better decisions.

You can access our Odoo Bio'r Snack by entering the following identification data.

Email/Username : satine.vanbeirs@gmail.com

Password : groupe60

Zapier description

Zapier is an automation platform that connects different applications that initially functioned separately. Zap" allows several applications to be connected so that a specific task in one application automatically triggers a task in another. The use of these Zaps has many advantages, but above all it is time-saving, increases productivity and avoids human transcription errors.

As part of the digital development of a company such as Bio'r Snack, which sells a range of products both online and in-store, it is possible to imagine a number of highly effective zaps. We've mainly thought of two connections that allow the company to save important data and maintain customer relations effortlessly.

We first thought of creating a Zap connecting the odoo CRM with the Microsoft Excel application. As explained above, the CRM application is used to manage the requests made by customers in the 'Contact Us' section of the website. As each request is transformed into a "lead" in the CRM, the Zap allows each new lead and thus each new request to be added to an Excel file external to the Odoo platform. This obviously makes it possible to save all the data in the first instance. It is also possible to imagine outsourcing the task of responding to customer queries by entrusting it to an external person, for example. By simply giving him access to this Excel file, he would be able to answer all customer questions.

Secondly, and still in the context of request management, we imagined a Zap connection that would link the odoo CRM application with the Google Gmail application. This connection allows an email to be sent automatically as soon as a new lead is created in the CRM. Again, as each lead represents a customer who has asked the company a question, they receive an email thanking them for their question and informing them that Bio'r Snack has taken note of their request.

Conclusion

Thanks to the Odoo platform, we have created an information system to digitise and improve the productivity of Bio'r Snack. Using Odoo, we have standardised the systems and made them easier to use. Now, Bio'r Snack has an integrated and more agile system for all its operations.

Odoo has a lot of advantages in its use. For example, starting from scratch we were able to quickly understand how the platform worked and quickly standardise the business.

We have also identified certain limitations to the use of this system. We just had a few difficulties at the point of sale and using the website to buy products online. In fact, the use of bank details and the link with real banks went a little too far in our fictitious example. We could go as far as the final stage of the sale, but no further than filling in the bank details.

Also, when we encountered problems implementing the Odoo service, we had difficulty understanding the information made available by Odoo. Indeed, there were modifications between our modules and the Odoo website. The site had not been updated with the latest developments and changes.

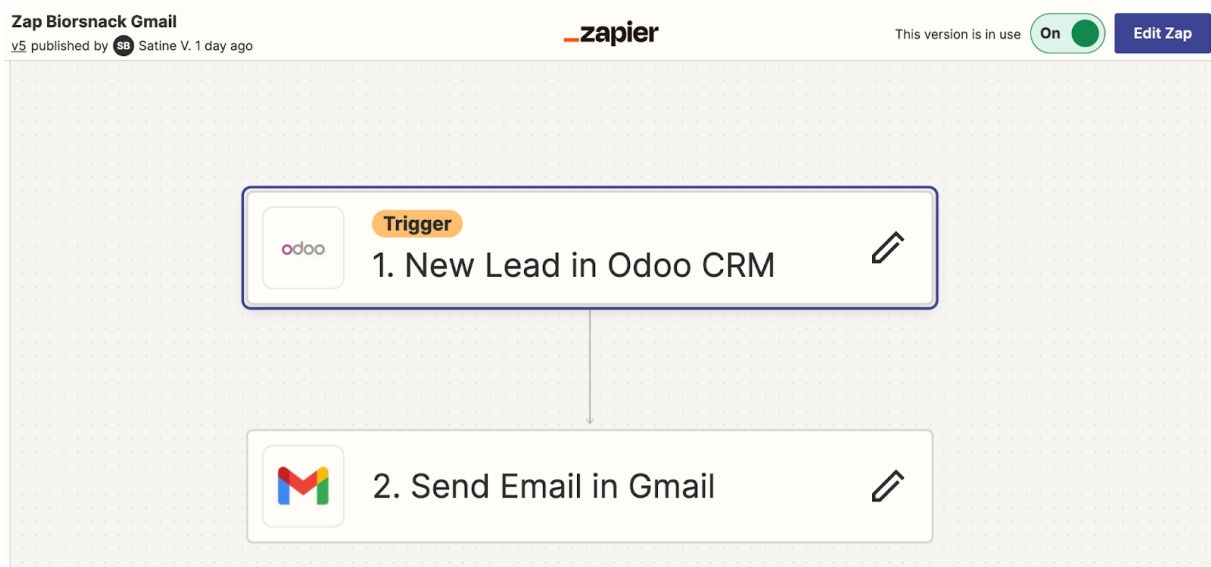
Looking at the modules available, we noticed that the company was missing a certain legal aspect. The legal side of operations.

In addition, when we use the 'employee' module for human resources, it is complete for the practical and quantitative side of human resources, but not for the qualitative side. In fact, we have practical information, contact details, contracts, schedules, and so on. But we don't have employee monitoring such as well-being, training, career tracking and qualitative data. For future work, we could use the "skills management" module to improve human management.

Using Odoo can be really comprehensive. For future projects, we could improve the internal and external quality of the company. Once we've been able to digitise the various operations, we'll be able to go even further and improve the company's quality. For example, by adding a section for online recruitment, the online job module or the recruitment module with a section to propose jobs on our website. Or improving online employee training with the e-learning module, the skills management module or knowledge module. Also for our labels, adding the Quality module to check the quality of our products. Or the studio module to improve the design of our modules and our Odoo platform. In this way, we could add a whole new, more qualitative dimension to our company.

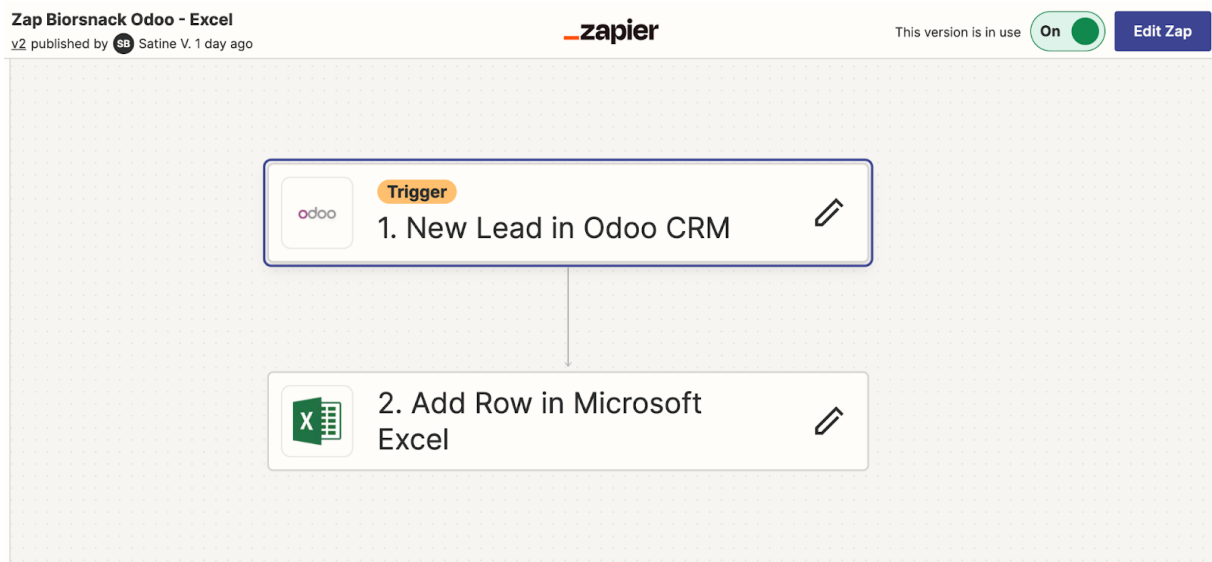
Appendices

Appendice 1 : Zapier



Proof of the zapier connection between Odoo CRM application and Google Gmail

Appendice 2 : Zapier



Proof of the zapier connection between Odoo CRM application and Microsoft Gmail

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