SM Toys – Odoo Community Solution

Tailored Open Source ERP integration optimizing inventory, sales, and operations, enhancing efficiency and scalability for the toy manufacturing business.

SM Toys – Implementation of Odoo Community Solution

Background

SM Toys is a leading toy distributor with a wide network of suppliers, warehouses, and retail partners. As the business expanded, managing operations efficiently became increasingly complex. The company needed an integrated system to streamline its supply chain, distribution, warehousing, inventory, accounting, and finance in one centralized platform.

Key Challenges

SM Toys relied on multiple standalone software solutions, causing inefficiencies and data silos. Difficulty in tracking stock levels across multiple warehouses, leading to overstocking or stockouts. Time-consuming manual data entry for accounting, invoicing, and purchase orders resulted in errors and delays. Inability to generate real-time reports on sales, inventory, and

financial health. Existing systems couldn't support growing business demands and multi-location operations.

Our Solution

We implemented Odoo Community Solution, a powerful open-source ERP, to automate and integrate all key business functions. Streamlined procurement, supplier management, and order tracking. Automated stock tracking, barcode scanning, and real-time inventory updates across all locations. Centralized sales order processing, delivery tracking, and invoicing. Automated bookkeeping, invoicing, and financial reporting, ensuring compliance and accuracy. Custom Dashboards & Reports provided real-time visibility into operations, sales trends, and financial performance.

Tech Stack

ERP Platform: Odoo Community

Database: PostgreSQL

Hosting: On-premise / Cloud-based (as per business requirements)

Automation Tools: Odoo Workflow Automation

Integration: API-based integration with third-party logistics & payment gateways

Security: Role-based access control & data encryption

Value Delivered

Increased Efficiency – Automated workflows reduced manual work by 100%, improving operational efficiency.

Improved Inventory Accuracy – Real-time tracking minimized stock discrepancies, reducing stockouts by 40%.

Faster Order Fulfillment – Optimized warehouse operations led to 70% faster order processing and delivery.

Enhanced Financial Control – Automated accounting reduced errors and improved financial reporting accuracy.

Scalability & Flexibility – The modular Odoo system allowed seamless expansion as the business grew.