

Odoo ERP Integration with B2B e-Commerce Healthcare Procurement Platform

Project **Summary**



Industry:
E-commerce



Region:
India



Challenges/Objectives:

Data silos. Supply chain delays, financial disorder, and inefficient customer services.



Solution:

Odoo ERP Integration with Kogland's Magento-based B2B Ecommerce platform



Results:

Streamlined operations, enhanced data integrity, and centralized management capabilities.

About **Kogland**

Kogland is a leading B2B E-commerce marketplace that facilitates streamlined healthcare procurement. Its team comprises healthcare professionals and technology experts who envision transforming traditional wholesale procurement models into digital procurement channels. Kogland aims to solve the burning challenges of healthcare procurement by offering an expanded network of healthcare brands and organizations.



The Challenge

Kogland's B2B Ecommerce platform seamlessly connects medical distributors to hospitals, clinics, and healthcare providers for easy medical procurement. The platform eliminates the need for middlemen or extra distribution costs. For healthcare providers, the platform facilitates a hassle-free shopping experience.

However, like any other ecommerce business, the growing demands challenged Kogland's operational efficiency. They lacked transparent and instant access to rich insights on order histories, past invoices, product comparisons, ratings, reviews, descriptions, warranty, usage, previous customer interactions, service histories, and more. These affected their internal process efficiency, employee productivity, and customer service. Here's a look at their top challenges:



Kogland used Excel spreadsheets to manage purchases, sales, inventory, and stock value data. This created data silos and failed to provide visibility across the enterprise.



Coordination between device/drug manufacturers and dealers was error-prone, time-consuming, and inefficient, resulting in supply chain delays.



Financial disorders, inefficient customer data tracking, and communication challenges resulted in poor decision-making.



A service agent attending a customer query/ request had to strenuously research details such as past communication, feedback order status, and service history, which hindered them from providing personalized services.

Fingent's Approach - **Odoo ERP Integration**

After analyzing the company's operational workflow, Fingent realized the need for a powerful ERP system integration. Since Odoo ERP offers a comprehensive, flexible, and scalable solution, Fingent found it a perfect fit for Kogland's ecosystem.

With Kogland's E-commerce platform built on Magento, integrating Odoo ERP was an apt solution. Magento's powerful APIs allow easy integration of ERP software and can be customized to enable innovative features in the platform.

Fingent, being an official Odoo Partner, seamlessly enabled Kogland to integrate Odoo ERP for streamlined order, purchase, and inventory management.



How Did the Odoo ERP Integration Benefit Kogland?



Eliminates duplication of data and allows centralized access to all critical insights.



Simplified planning, budgeting, forecasting, and generating financial reports.



Easy to plan inventory and sales, which helps cut costs.



Instant generation of useful reports and analytics at any time.



Eliminates repetitive processes and reduces manual data entry work.



Reduced human errors and inaccurate data.





Easy to monitor inventory regularly.



Eases tracking of future consignments as well as consignments currently in transit.



Streamlines business processes with easy data collection and management.



Easy tracking of functions across departments without the frustration of multiple spreadsheets and emails.



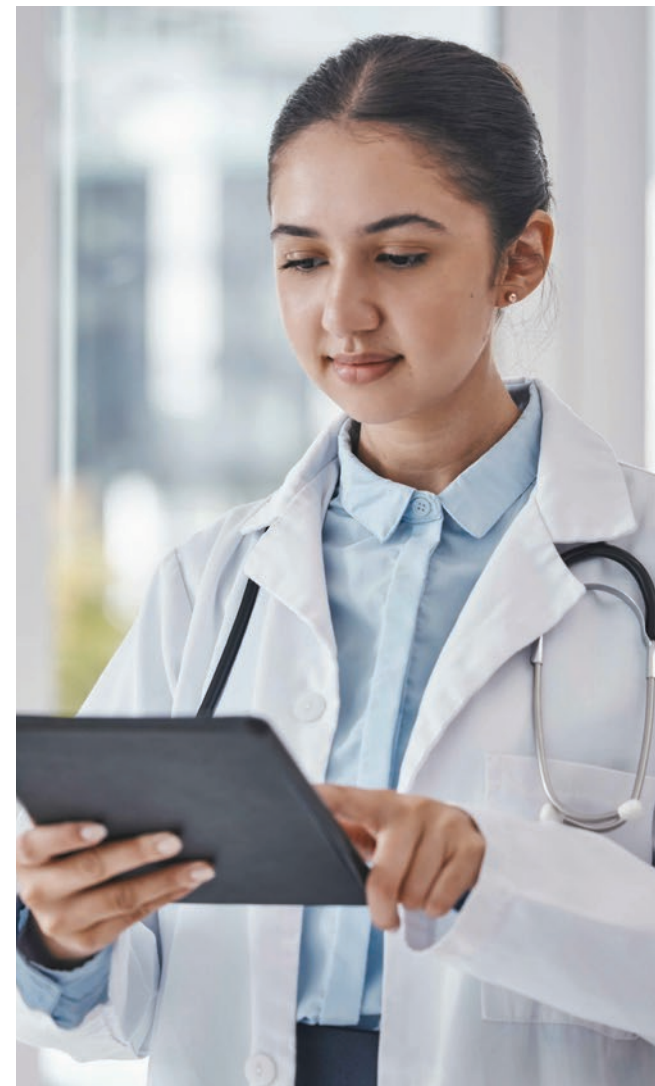
A single repository of information to improve business data's accuracy, consistency, and security.



Real-time updates improve communication across the organization.



Allows mobility, shortened lead times, accurate deliveries, and responsive supply chains.



The **Impact**

The integration of Odoo ERP transformed Kogland's operations by eliminating data duplication and providing centralized access to critical insights. Planning, budgeting, and forecasting became more efficient, while financial reporting was simplified. The company significantly reduced costs and improved operational accuracy with enhanced inventory and sales planning.

The solution enabled real-time data synchronization across departments, reducing manual errors and improving decision-making. As a result, Kogland experienced faster order processing, optimized stock management, and improved customer satisfaction.



About Fingent

We are a **Global IT company** providing strategic technology solutions for business complexities. Our technology and industry expertise enable us to deliver cutting-edge, scalable, secure, and easy-to-use software applications that empower enterprises to do more. We believe that, the judicious use of technology and a simple design can bridge gaps, deliver more success, and touch more lives through technology.

Reimagine your business today!

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