

IT business reduces expenses by 64%

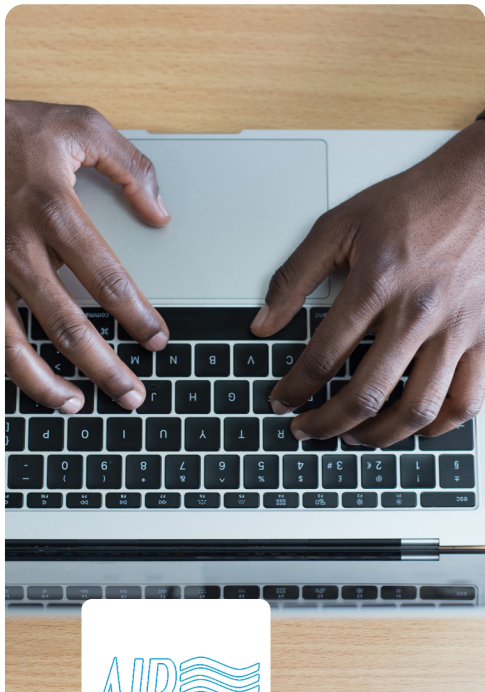
Wireless Cables Inc. has one main objective: to make quality products that use Bluetooth technology in order to eliminate the difficulties, inconveniences, and costs associated with connecting devices by cables or wires.

Back-end processes were always a big challenge for Wireless Cables Inc. Before implementing Odoo, Wireless Cables was juggling a multitude of non-integrated tools, such as customer online purchasing, website management, payment processing, product shipping through various carriers, bookkeeping, payroll processing, manufacturing ordering, and so much more. Keeping data and logs consistent was an absolute nightmare with manual double-entry data management. The company faced many challenges dealing with a website and eCommerce function that integrated with QuickBooks. After years of QuickBooks-related difficulties, Wireless Cables Inc. was ready to switch to an integrated solution that would save them time, and keep all processes organized within a single interface.

Odoo helped create a professional front-end for Wireless Cables' web presence, with online website editing to quickly add content and product updates in real-time.

By adding Odoo eCommerce to its database, shopping, payment processing, and shipping were all made easy and enjoyable for its customers.

Additionally, the integration of the Odoo marketing tools, along with other apps, provided them with the possibility to utilize inter-app analytics, which saved time and enabled them to gain greater insight on metrics and sales trends. Before Odoo, the largest back-end challenge that Wireless Cables Inc. faced was related to statement reconciliation.



At a glance

Size	Industry
<50	Technology
Users	Country
<30	USA

Apps installed

- Inventory
- Website
- Finance
- Sales
- Purchase



More engaged and less focused on data management

With Odoo, Wireless Cables Inc. was able to reduce its expenses for back office management and bookkeeping by 64%. This gave the company the ability to focus more on communicating with its customers. With the saved time from an intuitive software solution, the CEO was able to publish an average of 2 technology articles per month, keeping him more engaged with his industry, and less focused on data management.