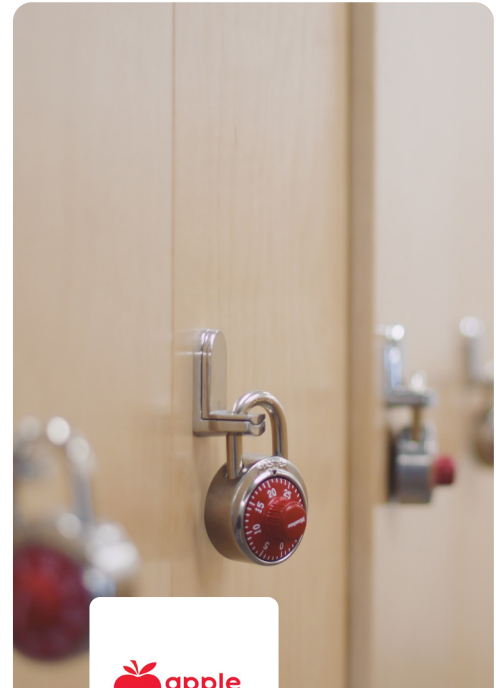# Revolutionizing storage space in Hong-Kong with Odoo

Apple Storage was founded in Hong Kong in 2015, at a time when storage services were still relatively new in the city. Initially, the company focused on providing basic storage solutions for household items. However, as Hong Kong's population density increased and space became a premium, the storage industry became an essential part of everyday life. Apple Storage has been a pioneer in this field since then.

From paper to digital productivity

Before implementing Odoo, the company's documentation was primarily paper-based. This system was chosen so all employees could access the same information, from back-office staff to drivers. However, it had a high chance of errors, inadequate information reporting, and the risk of losing important documents. Retrieving information became increasingly difficult and time-consuming, impacting customer communication, logistics, and delivery processes. Many records and delivery invoices were not immediately traceable, and it took a lot of administrative work and team effort to keep information up-to-date. In addition, customer communication was done through stand-alone chat applications like WhatsApp.

As operations and processes were scattered, Apple Storage began their quest for new software to guide them through their digital transformation.
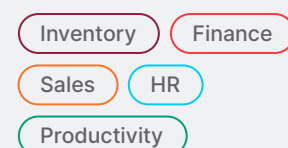
In their search for a solution, Apple Storage was looking for software to meet their future business needs and help them build an eCommerce platform. Apple Storage implemented a centralized system for managing and accessing all of its companies and warehouses, resulting in significant benefits. The system has streamlined operations and improved productivity, allowing employees to easily access information and update projects' statuses. From delivery and stock management to e-signature confirmations and storage status, everything is now easily accessible in just a few clicks.

At a glance

Size
50+

Industry
Services, Storage

Users
<30

Country
Hong Kong

Apps installed

Inventory   Finance
Sales   HR
Productivity

The system also improves internal communication, allowing employees to interact directly with each other and update projects' statuses. With boosted team productivity and increased efficiency, Apple Storage saved a significant amount of time to focus on what matters.

> " *The reason we use Odoo is that it is an out-of-the-box, flexible and modular solution. We were able to dive into the implementation very quickly. Looking forward to better economic times, we will expand consistently.* "
>
> — **Johnny Cheng**, Apple Storage IT Manager