

# Fine jeweler finds the perfect gem in odoo

Larson Jewelers is a jewelry retailer specializing in high-quality and fully customizable wedding bands tailored to fit any style and/or budget. Today, the US-based company is proud to have over 1,000,000 customers.

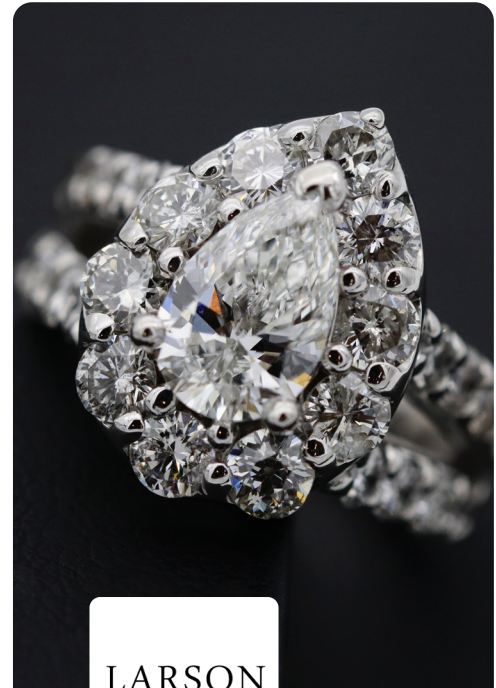
Before Odoo, the company used Magento and Quickbooks to manage its processes, accounts, and budgets. However, its system was neither fully comprehensive nor fully automated. Additionally, its eCommerce platform was outdated and built with third-party tools. This, combined with the complexity of its customizable products, made it extremely challenging to keep track of purchases, payments, and customizations effectively. To improve its system, the company chose Odoo for its integrated apps and ability to smoothly manage a variety of business processes from a single platform. For the implementation, Larson Jewelers partnered with Brainvire, a renowned Odoo partner.

## The ability to transform a business

To start, the Odoo Accounting app replaced QuickBooks. With Odoo's multi-company accounting, Larson Jewelers can now leverage a shared database and enhance its supply chain workflows.

The solution also organizes documents into multiple journals, which facilitates position-sharing among users and makes multi-journal transaction entries possible. The reconciliation feature successfully matches over 95% of the company's invoices and payments, increasing team effectiveness and ROI.

For its eCommerce, the company consolidated Odoo with its existing Magento system. That way, Larson Jewelers can benefit from both platforms, which simplifies and optimizes data storage. This integration also allows store partners to synchronize customers, purchase orders, stock catalogs, invoices, and more.



LARSON  
JEWELERS  
FINE & UNIQUE WEDDING BANDS

## At a glance

<b>Size</b>	<b>Industry</b>
<50	Retail, Jewelry
<b>Users</b>	<b>Country</b>
30+	USA

## Apps installed



Larson Jewelers simplified its procurement workflows, thanks to Odoo's procurement rules. The Inventory app allows reordering based on sales orders, stock prices, projected manufacturing orders, logistic rules, etc. Additionally, depending on the manufacturing and delivery techniques required for each product, the company can also use different replenishment approaches. The company can monitor order statuses, and component supply, directly within the app.

Thanks to Odoo, Larson Jewelers transformed its business processes. All activities at the company were merged in order to provide a full (and clear) view of all current business operations. The company was also surprised by how Odoo significantly boosted its customer journey and overall performance.

