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• ODOO & SHOPIFY CAPABILITIES • BOHIOSYSTEM

Odoo and Shopify Capabilities

What each platform covers, how they complement each other, and how we connect them so operations flow without manual work.

DOCUMENT

BS-SVC-03B

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THE TWO PLATFORMS

Odoo governs internal operations. Shopify governs the sale to the public. The real value appears when both share the same data without anyone typing it twice.

This document details which modules and capabilities we implement on each platform, and how we solve the integration between them, which is where these projects get complicated.

ERP

ODOO: OPERATIONS

e-Commerce

SHOPIFY: SALES

Bidirectional

SYNCHRONIZATION

Real time

INVENTORY

01

Odoo: modules we implement

They are not all implemented at once. We start with the operational core and expand in phases.

AREA	WHAT IT COVERS	TYPICAL PHASE
Sales	Quotes, orders, price lists, discounts, and commissions.	Phase 1 · core
Inventory	Warehouses, locations, lots and serial numbers, replenishment rules, and traceability.	Phase 1 · core
Purchasing	Requisitions, orders, vendors, receipts, and cost control.	Phase 1 · core
Invoicing and accounting	Invoices, collections, payments, bank reconciliation, and closings.	Phase 2
CRM	Opportunities, sales follow-up, activities, and forecasting.	Phase 2
Projects and services	Tasks, timesheets, per-project profitability, and hourly billing.	Phase 2
Manufacturing	Bills of materials, production orders, and capacity planning.	Phase 3 · if applicable
Human resources	Employees, time off, evaluations, and expenses.	Phase 3

02

Shopify: what we build

A store that sells is not a pretty store: it is one that loads fast, works on mobile, and does not generate manual work for every order.

Store and catalog

- Custom theme with the brand identity.
- Catalog with variants and collections.
- Working search and filters.
- Mobile optimization.

Operations

- Local and international payment gateways.
- Shipping and tax rules.
- Branded transactional notifications.
- Returns management.

Conversion

- Streamlined checkout process.
- Abandoned cart recovery.
- Cross-sells and upsells.
- Reviews and social proof.

Measurement

- Analytics and conversion events.
- Instrumented purchase funnel.
- Campaign tracking.
- Product and margin reports.

03

The integration between the two

This is where these projects are won or lost. These are the flows we connect and how they behave.

FLOW	DIRECTION	BEHAVIOR
Inventory	Odoo → Shopify	Available stock is published to the store. Odoo is the source of truth; the store never modifies it on its own.
Products and prices	Odoo → Shopify	New items, price changes, and discontinuations propagate from the ERP, with control over which side governs which fields.
Orders	Shopify → Odoo	Every sale creates the order, reserves stock, and triggers the invoicing and fulfillment flow.
Customers	Bidirectional	A single record with an agreed deduplication rule, so you don't end up with the same customer three times over.
Returns	Shopify → Odoo	Generates a credit note and stock re-entry according to the defined policy.

FLOW	DIRECTION	BEHAVIOR
Shipping	Odoo → Shopify	Tracking number and status are returned to the store so the end customer can look them up.

WHAT ALMOST NO ONE DEFINES, AND THAT ALWAYS BREAKS

What happens when synchronization fails. We define this in writing before building: what gets retried, how many times, what stays queued, who receives the alert, and how manual reconciliation happens if needed. Without that, the integration works until the first network outage, and after that no one knows which orders were lost.

04

How to choose your starting point

Not every company needs both platforms, or in the same order.

— Start with Odoo if...

Internal operations are the bottleneck: inventory that doesn't add up, manual invoicing, no visibility into costs. The store can wait; internal disorder would spread to it.

— Both at once if...

You are setting up operations from scratch or migrating from a system being fully abandoned. It is the most demanding scenario, and the one that ends up the most organized.

— Start with Shopify if...

Internal operations work reasonably well and the urgency is to open or rebuild the online sales channel. It gets integrated with what already exists, and the ERP gets sorted out afterward.

— Neither one if...

The process is not yet defined. Automating a mess only makes it faster. Sort it out first, and sometimes that doesn't require buying software at all.

OUR POSITION

We would rather tell you that you don't need the platform you came to buy than sell you an implementation that ends up abandoned within a year.

Let's talk

NEXT STEP

Write to us and we'll schedule a working session at no cost to review your specific case.

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