

Bijoux Indiscrets boost sales over 15% with stronger eCommerce and process control

COMPANY
Bijoux Indiscrets

HEADQUARTER
Spain

WEBSITE
shop.bijouxindiscrets.com

PRODUCTS AND SERVICES
Fashion

IMPLEMENTATION PARTNER
Practics Business Solutions



Thanks to Openbravo, we have been able to integrate perfectly all our departments.

MARTA AGUIAR, CEO

A TRAILBLAZING COMPANY IN THE MARKET OF EROTICA AND SENSUAL PRODUCTS

Bijoux Indiscrets features a wide range of sensual accessories, erotic cosmetics, and intimate toys designed by women for women, with the purpose of empowering women, lighting up the passion and creating unforgettable moments of pleasure. From the time it was founded in 2006, in Barcelona, the brand has achieved position as a European and worldwide referent in the sector; and it's currently present in over 40 countries all over the world.

THE CHALLENGES

High quality products, reliable service around the world

Bijoux Indiscrets was searching for future-proof solution that would support its growth expectations without having to add new infrastructure.

The company also wanted to strengthen their online sales, improve purchasing and inventory management processes, and ensure the traceability of their products, particularly food products.



Now we have maximum control of all our operations — from the launch of new products to orders, shipments, invoicing, analytics, and supplies — thereby reducing delivery times and improving our product availability.

MARTA AGUIAR, CEO



THE SOLUTION

Streamlined management for eCommerce and operations

Openbravo provided a new management system which integrated easily with the company's Prestashop-based eCommerce platform.

The solution currently supports sales, purchasing, product preparation, inventory and financial management.

THE RESULTS

Higher annual sales, increased process optimization

With Openbravo's solution, the company has been able to support a greater volume of transactions, resulting in an increase of more than 15% of total annual sales.

They were also able to achieve real-time sales and inventory visibility, optimize financial and accounting processes, and improve their online store processes, thanks to a complete integration with back office processes for order management.



INCREASED
ANNUAL SALES



REAL-TIME
SALES AND INVENTORY
VISIBILITY



IMPROVED
ONLINE ORDER MANAGEMENT



OPTIMIZED
FINANCIALS MANAGEMENT