



Edition
ventures

Edition Ventures

The Edition Ventures group has been serving Belgian readers for more than 30 years, with rich and innovative magazines, informing and entertaining 2.6 million Belgians every month. In addition, Edition Ventures is Belgium's leading women's bi-media group in circulation. Its print communication and web presence, coupled with the group's commitment to events, allows Edition Ventures to maintain a lasting relationship with their advertisers, while meeting the expectations of their readers. Magazines such as ELLE, Marie Claire, Psychologies, Déco idées, L'Officiel... are among the brands that the group has set itself the mission of making prosper in a changing press market. The group is based on three strong values: Passion, Innovation and Pleasure.

Business Solution
Distribution & Retail

Sector
Entertainment

Collaborators
20 - 50

Website
editionventures.be

CHALLENGE

Edition Ventures wanted to have a system that would give them a better view of their business situation. This was achieved by implementing efficient sales processes to free up time, having a centralized view of current offers and projects, having a central tool for communication with their customers, and using a tool to integrate human resources management, event creation and accounting.

SOLUTION

First of all, the implementation of a fully automated supplier invoice encoding and factoring workflow, then the development of a specific sales process with clear purchase orders for customers, a simplified overhead tracking for all entities of the group, not to mention a clear analysis of the quantities of magazines sold and a

press content management via the CRM. Also, creating communication between departments was a key improvement: rather than having processes that start and end within the same department, we encouraged team collaboration through the Odoo interface and consultancy work.

RESULTS

Versatility and autonomy of employees, a reduction in the time spent on daily tasks, a general simplification of administrative flows, as well as better cohesion between teams for greater efficiency.

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Modules

Accounting

CRM

Invoicing

Project

Purchase

Sales