

Optimizing E-Commerce & ERP Systems for a Global Retailer





PROJECT OVERVIEW

Luvina's Helpdesk & System Maintenance for Beato's E-Commerce and ERP Systems

Beato, a leading floral and gift-ordering service operating across multiple markets, including Singapore and Vietnam, relies on Luvina to ensure the seamless operation of its e-commerce (EC) and ERP systems.

Religion: Singapore

Industry: Retail

Scope: Order Management, Product Management

Duration: 10/2024 – Present

Total Engagement: 1.5MM (as of March 2025) | 40 hours/month

Services Provided

- ◆ **System Maintenance:** Add-on development, system updates, and ongoing maintenance.
- ◆ **IT Support:** System monitoring, issue investigation, and end-user assistance.
- ◆ **Helpdesk Support:** Providing assistance via email and WhatsApp.

Supported Platforms: WordPress, Odoo





PROJECT OVERVIEW

CLIENT & OBJECTIVES

- Beato, a premier online flower and gift-ordering service, operates across multiple markets. Their e-commerce platform runs on **WordPress**, with sales data synchronized to an **Odoo-based ERP system** to streamline operations.
- Previously, Beato's **EC system** was developed and managed by an **Indian vendor**, but delays in addressing system issues—such as **bug fixes, performance optimizations, and customer support**—led to **operational bottlenecks** and inefficiencies.
- Beato needed a reliable technology partner to enhance system stability, accelerate issue resolution, and ensure seamless helpdesk support.

CHALLENGES

- As Beato expanded into new markets, they required a long-term technology partner to enhance and future-proof their systems.
- Beato had no direct control over source code, hosting, or technical documentation, making vendor transitions difficult. Plus, Without an in-house IT team, Beato struggled to assess and select the right technology partner.
- Existing issues and critical bugs need to be resolve swiftly to ensure a seamless experience during upcoming peak sales seasons, preventing revenue loss and maintaining a strong brand impression in new markets.

LUVINA'S SOLUTIONS

- **Proactive Helpdesk & Maintenance** – Implemented priority-based issue resolution, automated monitoring, and real-time support via email & WhatsApp.
- **Optimized WordPress & Odoo System** – Fixed backlog issues, enhanced performance, and ensured stability during peak seasons.
- **Seamless Vendor Transition** – Retrieved system data, source code, and documentation, ensuring a smooth, disruption-free handover.

Long-term:

- **Scalable & Future-Ready Architecture** – Identified bottlenecks, optimized infrastructure, and planned upgrades for multi-language, multi-currency, and payment integrations.
- **Efficient Documentation & Knowledge Transfer** – Standardized system documentation and streamlined request handling for long-term efficiency.



PROJECT OVERVIEW

ACHIEVEMENT

SI

Seamless System Transition – Luvina took over Beato’s system within 5 **days**, ensuring zero downtime and uninterrupted operations for end users.

Accelerated Issue Resolution – Resolved **30% of backlog issues** within the first week, significantly reducing system disruptions.

Peak-Season Stability – Implemented critical hotfixes and optimizations, preventing service downtime during high-traffic sales events.

Proactive Bug Detection – Identified and eliminated **hidden system flaws** inherited from the previous vendor, enhancing overall system stability and performance.



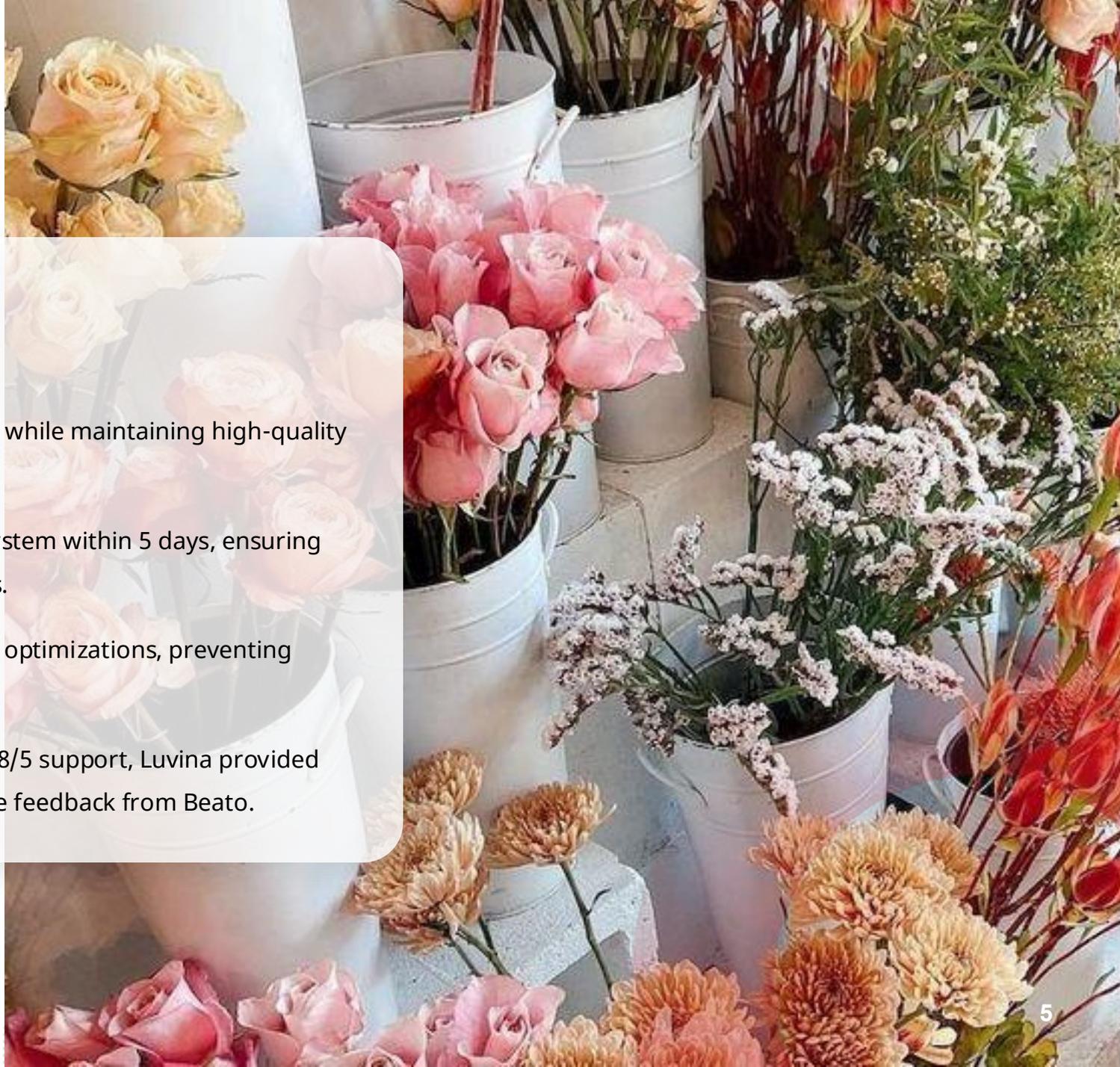


PROJECT OVERVIEW

ACHIEVEMENT

EU

- **Cost Efficiency** – Helped Beato cut IT support costs by 50% while maintaining high-quality service and rapid response times.
- **Seamless System Transition** – Luvina took over Beato’s system within 5 days, ensuring zero downtime and uninterrupted operations for end users.
- **Peak-Season Stability** – Implemented critical hotfixes and optimizations, preventing service downtime during high-traffic sales events.
- **Flexible & Responsive Support** – Although contracted for 8/5 support, Luvina provided scheduled assistance during peak holidays, earning positive feedback from Beato.



SOLUTIONS – KEY FEATURES

The screenshot shows the WordPress admin dashboard with the WooCommerce Orders page active. The interface includes a sidebar with navigation options like Dashboard, Facebook CAPI, Theme Panel, Posts, Media, Pages, Comments, AffiliateWP, BookingPress, WPClever, Layouts, Block Dates, Benefits, Contact, Portfolio, Services, Team, Testimonials, and Smart Search. The main content area displays the 'Orders' section with a search bar, filters, and a table of orders. The table columns include Order ID, Date, Status, Referrer Name, Bonus Points, Total, Affiliate Referral, Multi Shipping, and Origin. The status of all visible orders is 'Processing'.

Order	Date	Status	Referrer Name	Bonus Points	Total	Affiliate Referral	Multi Shipping	Origin
#39993 Sally Fong	2 hours ago	Processing	-	-	-	-	-	Organic: Google
#39992 Kristina Setiabudi	4 hours ago	Processing	-	-	-	-	-	Direct
#39991 ELSIE Lee	5 hours ago	Processing	-	-	-	-	-	Direct
#39990 Kevin Tan	19 hours ago	Processing	-	-	-	-	-	Direct
#39989 Joshua Adam	21 hours ago	Processing	-	-	-	-	-	Source: Google
#39988 Lauren Li	Feb 16, 2025	Processing	-	-	-	-	-	Source: Google
#39987 Wan Ting Wang	Feb 15, 2025	Processing	-	-	-	-	-	Source: Google
#39986 Joyce Choong	Feb 15, 2025	Processing	-	-	-	-	-	Organic: Google
#39985 Ryan Linardy	Feb 15, 2025	Processing	-	-	-	-	-	Source: Google
#39984 Wei Chan	Feb 15, 2025	Processing	-	-	-	-	-	Source: Facebook

For Customer Use

WordPress – E-commerce & Order Management

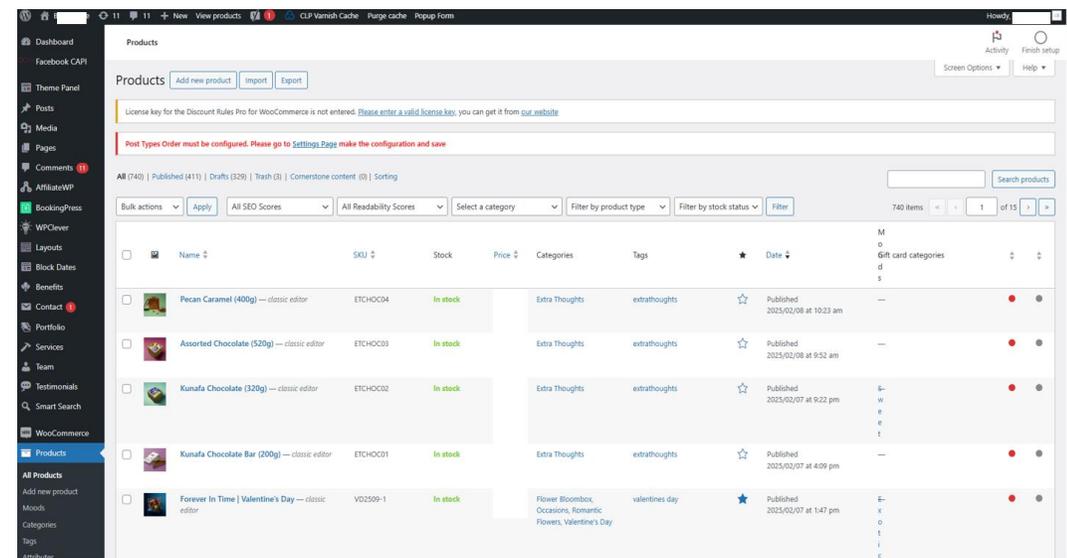
Feature	Description
Shopping & Checkout	Browse and add products to cart, apply discount codes, select shipping methods, and complete secure payments. Order confirmation emails are automatically sent.

II. SOLUTIONS – KEY FEATURES

For Seller Use

WordPress – E-commerce & Order Management

Product Management	Supports various product types (flowers, gifts) with multiple variants (colors, sizes). Enables inventory tracking with stock alerts and dynamic pricing options, including discount codes and promotions. Customers can leave reviews and upload real images.
Payment & Shipping	Integrates multiple payment gateways (Stripe, PayPal, etc.). Allows flexible shipping configurations, including location-based fees and delivery options.
Order & Customer Management	Tracks order status from placement to delivery. Generates invoices and sends automated email notifications for status updates. Manages customer profiles, purchase history, and loyalty programs.
UI Customization	Provides access to premium and free themes (Flatsome, Astra, OceanWP). Supports Elementor for drag-and-drop page design and built-in widgets for product display, cart, and checkout. Ensures mobile-friendly responsiveness.



II. SOLUTIONS – KEY FEATURES

Delivery Order	Delivery date	Requested To	Send To	Driver	Salesperson	Online Order	Number	Customer	Contact No	Item Desc	Total	Stylist	Invoice Status
BF02355907	18/02/2025	10am - 12pm		Assign Delivery	HAN		BF2352651			(Weekly) San ...		Ernesto Call...	Fully Invoiced
BF02355907	18/02/2025	Standard Del...		Assign Delivery	HAN	Production1	BF2354084			Bouquet Styl...		Ruo Sin	To Invoice
BF02355907	18/02/2025	By 10am		Assign Delivery	HAN	Production1	BF2353858			Venice / Flora...		Fauzan	To Invoice
BF02355907	18/02/2025	2-3PM		Assign Delivery	HAN	Beato Fiore	BF2353490			(Weekly) Leve...		Ernesto Call...	Fully Invoiced
BF02355907	18/02/2025	BF20210128...		Assign Delivery	HAN	Production1	BF2448191			(Weekly) Vht...		Ernesto Call...	To Invoice
BF02355907	18/02/2025	10am-12pm		Assign Delivery	HAN	Beato Fiore	BF2353486			Weekly - Bea...		Fauzan	Fully Invoiced
BF02355907	18/02/2025	Standard del...		Assign Delivery	HAN	Production1	BF2353981			Stylist / Pric...		Ruo Sin	Fully Invoiced
BF02355907	18/02/2025	Anytime bef...		Assign Delivery	HAN	Production1	BF2354981			Facial Styling...		Ernesto Call...	Fully Invoiced
BF02355907	18/02/2025	10am - 12pm		Assign Delivery	HAN		BF2449033			(Weekly) San ...		Ernesto Call...	Fully Invoiced
BF02355908	19/02/2025	Standard Del...		Assign Delivery	HAN	Production1	BF2353570			(Onkased) Fl...		Ray Tuh	Fully Invoiced
BF02355908	19/02/2025	BF20210093...		Assign Delivery	HAN	Beato Fiore	BF2353819			Facial Therap...		Tan See Liu	To Invoice
BF02355908	19/02/2025			Assign Delivery	HAN	Beato Fiore	BF2430519			Fresh Cut Flo...		Ray Tuh	Fully Invoiced
BF02355908	19/02/2025	After 1pm		Assign Delivery	HAN	Beato Fiore	BF2353494			(Weekly) Has...		Ernesto Call...	Fully Invoiced
BF02355909	20/02/2025	Standard del...		Assign Delivery	HAN	Production1	BF2350363			Logistic (Coil...			To Invoice
BF02355909	20/02/2025	Standard del...		Assign Delivery	HAN	Production1	BF2350362			Logistic (Coil...			To Invoice
BF02355909	20/02/2025	Standard del...		Assign Delivery	HAN	Production1	BF2350359			Logistic (Coil...			To Invoice
BF02355909	20/02/2025	Standard del...		Assign Delivery	HAN	Production1	BF2350357			Logistic (Coil...			To Invoice
BF02355909	20/02/2025	Standard del...		Assign Delivery	HAN	Production1	BF2350358			Logistic (Coil...			To Invoice
BF02355909	20/02/2025	Standard del...		Assign Delivery	HAN	Beato Fiore	BF2350386			(Weekly) Styl...			Fully Invoiced
BF02355909	20/02/2025	Standard del...		Assign Delivery	HAN	Production1	BF2350340			Logistic (Coil...			To Invoice
BF02355840	21/02/2025	10.30AM		Assign Delivery	Pending	Beato Fiore	BF2353504			(Bi Weekly) C...		Ray Tuh	Fully Invoiced
BF02355840	21/02/2025	At 1130AM		Assign Delivery	Pending	Beato Fiore	BF2353502			(Weekly) Cha...		Ray Tuh	Fully Invoiced
BF02355840	21/02/2025	before 945am		Assign Delivery	Pending	Beato Fiore	BF2353498			(Weekly) Kaf...		Ernesto Call...	Fully Invoiced
BF023455082	24/02/2025	BEFORE 12NN		Assign Delivery	Pending	Beato Fiore	BF2353902			(Weekly) Hua...		Ruo Sin	To Invoice
BF023455082	24/02/2025			Assign Delivery	Pending	Beato Fiore	BF2432789			Weekly Subs...		Ruo Sin	Fully Invoiced
BF023455082	24/02/2025	Morning (A...		Assign Delivery	Pending	Beato Fiore	BF2353482			(Weekly) Finc...			Fully Invoiced
BF023455082	24/02/2025	before 11am		Assign Delivery	Pending	Beato Fiore	BF2353908			(Weekly) Emp...			Fully Invoiced

Payments

License key for the Discount Rules Pro for WooCommerce is not entered. [Please enter a valid license key](#), you can get it from [our website](#)

Post Types Order must be configured. Please go to [Settings Page](#) make the configuration and save

This theme recommends the following plugins: [AI Engine: Booked Appointments](#), [Cookie Information](#), [Elegant Crypto Payment](#) and [Revolution Slider](#). The following recommended plugin is currently inactive: [Advanced Coupons](#). There are updates available for the following plugins: [Advanced Coupons](#), [Contact Form 7](#), [Elementor](#), [Instagram Feed](#), [MailChime for WP](#), [WooCommerce Hub](#) and [WooCommerce](#). [Begin installing plugins](#) | [Begin updating plugins](#) | [Begin activating plugins](#) | [Dismiss this notice](#)

Payment Methods

Installed payment methods are listed below and can be sorted to control their display order on the frontend.

Method	Enabled	Description
Direct bank transfer	<input type="checkbox"/>	Take payments in person via BACS. More commonly known as direct bank/wire transfer. Finish set up
Check payments	<input type="checkbox"/>	Take payments in person via checks. This offline gateway can also be useful to test purchases. Finish set up
Cash on delivery	<input type="checkbox"/>	Have your customers pay with cash (or by other means) upon delivery. Finish set up
PayPal Standard - PayPal	<input type="checkbox"/>	PayPal Standard redirects customers to PayPal to enter their payment information. Finish set up
SUMO Reward Points Payment Gateway	<input type="checkbox"/>	Pay with your SUMO Reward Points Finish set up
Stripe - 1 payment method	<input checked="" type="checkbox"/>	Stripe works by adding payment fields on the checkout and then sending the details to Stripe for verification. Manage

Odoo – Backend & Business Insights (for Seller Only)

Feature	Description
Invoice Management	Synchronizes order data from WordPress for accurate invoicing and payment tracking.
Sales & Revenue Analytics	Provides real-time sales monitoring, revenue analysis, and graphical reporting for business insights and strategic decision-making.

III. MILESTONES

2024/9

Building the Team

Self-training: Build the environment and learn basic functions

2024/10

Preparation for Helpdesk handover

1. Create helpdesk operation management system
2. Create Helpdesk procedure
3. Helpdesk operation simulation and on job training.
4. Handover from the former vendor.

Present

The project is still running stably

All team members co-operate with each other to offer the best services to end users.

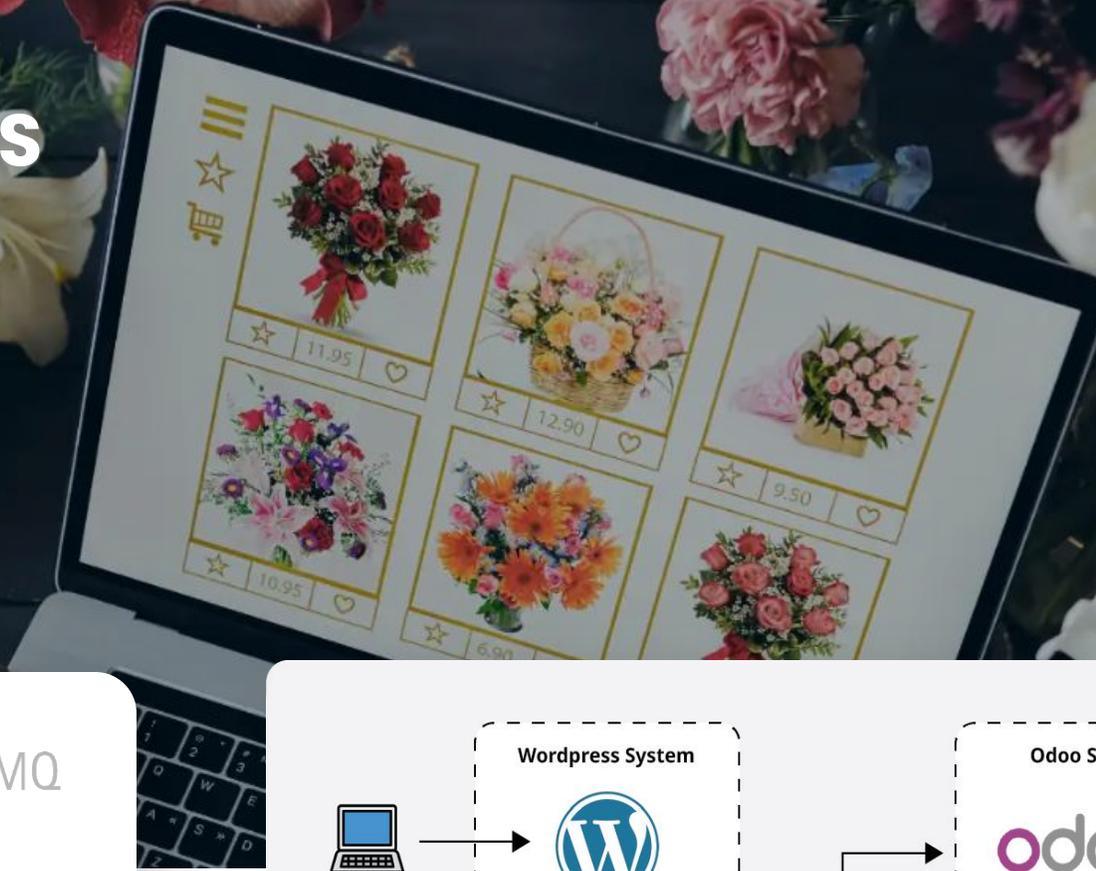


What we do

Phase	What we do		Output
Project Initiation 2024/09 – 2024/10	System Analysis & Preparation		<ul style="list-style-type: none">• Plan project transition from the previous partner.• Set up and configure Odoo and WordPress environments locally at Luvina.• Configure data synchronization between Odoo and WordPress.• System Analysis
Transition & Operation 2024/10 – Present	Handover from Previous Partner	Knowledge Transfer	<ul style="list-style-type: none">• Acquire environment details.• Receive source code.• Gather outstanding request lists.
		System Migration	<ul style="list-style-type: none">• Deploy Odoo and WordPress on a new host based on the provided source code.• Conduct flow testing to ensure system stability.• Transfer the latest database from the old system to the new environment.
		Full Transition	<ul style="list-style-type: none">• Establish processes and take over full Helpdesk operations from the previous vendor.
	Operation & Maintenance	End-User Support	<ul style="list-style-type: none">• Handle client QA inquiries via email and chat.• Perform hotfixes on data to resolve existing system bugs and ensure stable operations.
		Request Handling	<ul style="list-style-type: none">• Fix bugs based on the client's request list

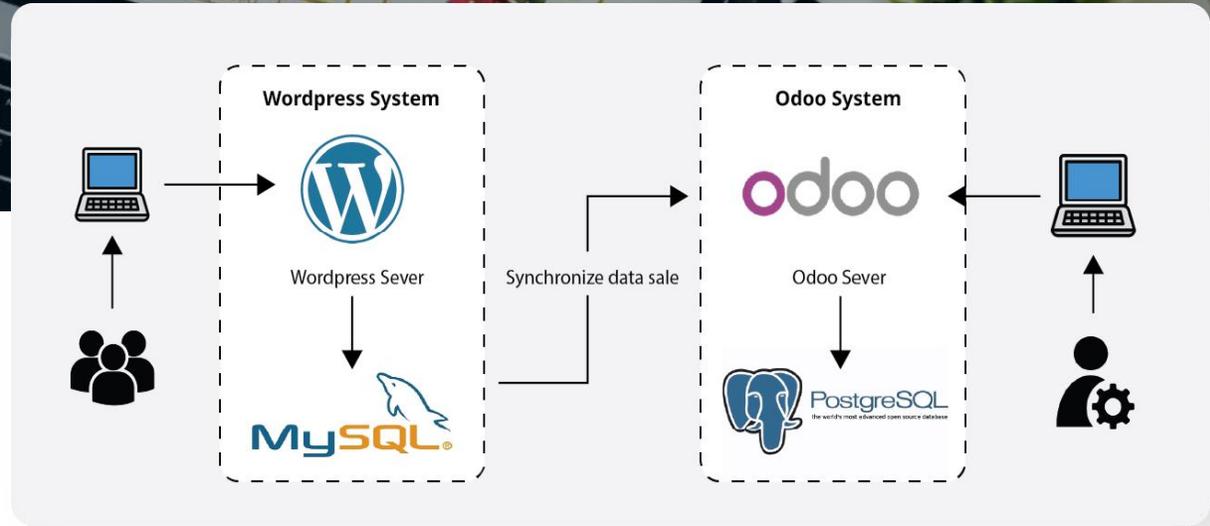


TECHNICAL DETAILS



MySQL PostgreSQL PHP RabbitMQ
OutSystems Python
Odoo Java

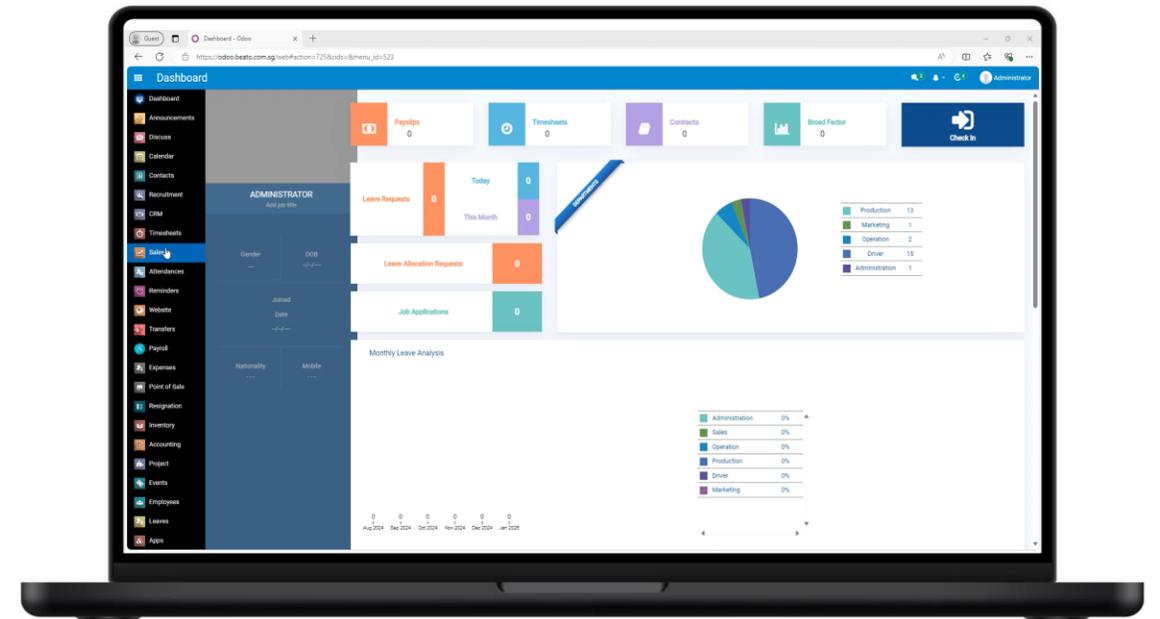
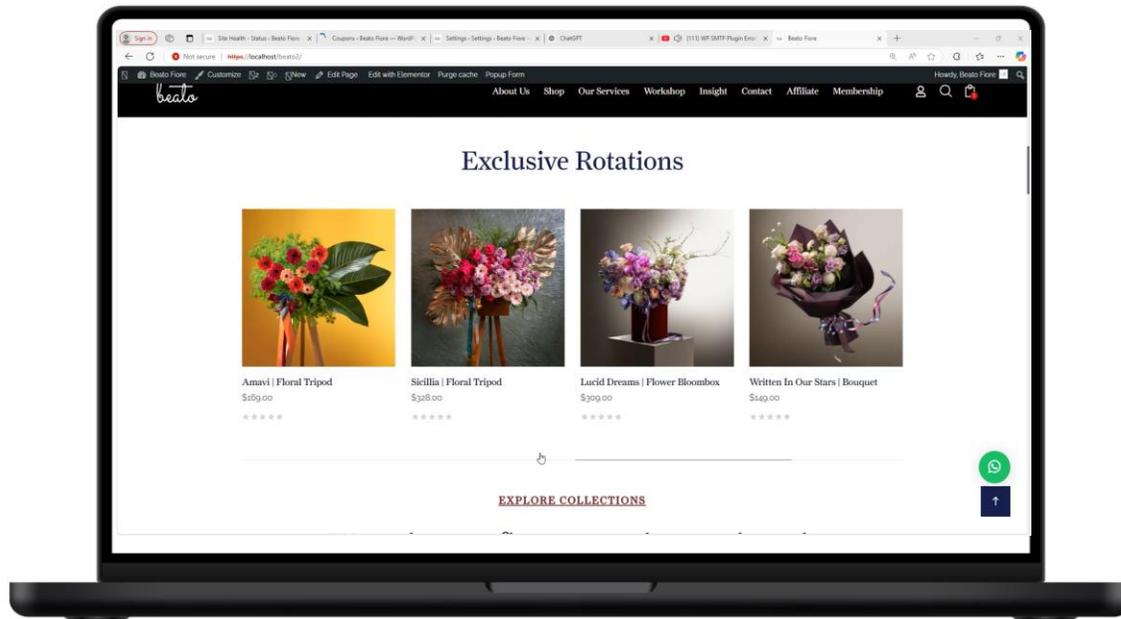
Tech Stack



System Structure



DEMO PRODUCT



Thank You

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