

CASE STUDY



gray
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logic

PROSLAT

How a Garage Product Company Migrated From NetSuite to Odoo in 60 Days With Zero Lost Sales

Proslat replaces costly NetSuite ERP with Odoo to unify U.S. and Canadian operations, automate EDI, and scale direct-to-consumer growth



About Proslat

Proslat develops and distributes innovative PVC slat wall panels and organization products that transform garages, homes, closets, and retail spaces. Since launching its patented wall panel in 2010, the company has grown into a multi-national operation selling through The Home Depot, Costco, Canadian Tire, Amazon, and dozens of other major retailers across the United States and Canada.

60

Days to
Go-Live

\$0

Sales Lost
During Migration

100+

Custom Tasks
Delivered

At a Glance

Industry

Storage & Organization Products

Headquarters

Canada (with U.S. operations)

Company Size

**Multi-national manufacturer
& distributor**

Previous System

NetSuite

New System

Odoo ERP

Timeline

Phase 1: 60 days

Phases 2-3: Ongoing

The Challenge

Proslat had outgrown NetSuite. Expanding from wholesale into direct-to-consumer sales and operating across the U.S. and Canada meant the company needed an ERP that could handle two countries without running two separate systems — and without the prohibitive upgrade costs NetSuite demanded.

Key Results

- + 60-day migration completed on time and on budget
- + Zero dollars in lost sales during system transition
- + Seamless EDI integration with major retail partners
- + In-house Odoo development capability established

The Challenge

Proslat was growing fast — and its ERP couldn't keep up. The company had transitioned from being strictly a wholesaler to opening a direct-to-consumer division, with tremendous growth in the U.S. market. But NetSuite, its existing ERP, was expensive, limited in functionality, and would have required prohibitive upgrade costs to support two-country operations under a single system.

Meanwhile, EDI processes with major retailers were manual and time-consuming. Capacity planning lived in spreadsheets. Offshore procurement cycles stretched to 75 days with no automated visibility into lead times. The team knew how much revenue they were generating — but couldn't easily see profitability by product category, and had no way to systematically increase cross-selling and up-selling.

Betting the business on a 60-day ERP migration during the holiday season takes nerve. But staying on a system that charged a premium to do less than the company needed was no longer an option.

That's when Proslat engaged Gray Matter Logic.



The Approach

Proslat's VP of Operations, Michael Presseau, discovered that Odoo could deliver better performance at a lower cost than NetSuite — and chose Gray Matter Logic as the implementation partner. The mandate was clear: go live on January 1, with zero lost sales during the transition.

Gray Matter Logic brings a unique combination of deep business process expertise and open source technical leadership to every engagement — with implementations spanning consumer products, manufacturing, multi-country operations, and high-volume retail distribution.

OUR PROVEN FOUR-STEP INTEGRATION PROCESS



1. Analyze

See what others miss.

Identified Proslat's highest-priority pain points: lengthy manual EDI processes, spreadsheet-based capacity planning, 75-day offshore procurement cycles, and the inability to analyze profitability by product category. Mapped every workflow from order receipt through fulfillment across both countries.



2. Optimize

Strip away what doesn't serve you.

Streamlined workflows across accounting, e-commerce, product management, fulfillment, and shipping. Standardized processes for drop shipment, batch picking, and packaging. Designed a multi-country architecture that unified U.S. and Canadian operations on a single platform.



3. Automate

Let the system do the work.

Built EDI automation for order receipt, shipping notifications, and invoicing with major retailers. Developed kit handling and custom order fulfillment functions. Automated purchasing workflows to handle 75-day offshore procurement lead times with intelligent reorder points.



4. Transition

Walk into the new world prepared.

Executed an aggressive 60-day Phase 1 rollout to meet the January 1 go-live deadline — during the holiday season. Delivered hands-on 'training in the trenches' knowledge transfer, enabling Proslat to develop in-house Odoo customization capabilities for Phases 2 and 3.

The project delivered more than 100 Odoo customization and development tasks, plus integrations with external technology platforms — all within the 60-day Phase 1 window. A critical success factor was Michael's disciplined decision-making about what to include in Phase 1 versus what could wait for later phases, combined with Gray Matter Logic's commitment to staying focused through the holiday crunch.

“ Gray Matter Logic's biggest success was to get Proslat transactional by January 1. Other businesses we know of lost 10% of their sales during system migrations. Proslat didn't lose a dollar of sales. ”

MICHAEL PRESSEAU
VICE PRESIDENT OF OPERATIONS - PROSLAT

The Results

Proslat went live on January 1 — on time, on budget, and without losing a single dollar of sales. In an industry where companies routinely lose 10% of revenue during ERP migrations, Proslat's zero-loss transition stands as proof of what disciplined planning and expert execution can achieve.

EDI orders from major retailers now flow seamlessly into the system, with a foundation architecture designed so that onboarding new EDI customers is simple rather than expensive. The automation freed team members from manual order processing, allowing the company to reassign associates to higher-value work rather than hiring additional staff to handle growing demand.

Proslat now runs accounting, sales, CRM, inventory management, manufacturing, purchasing, RMA, and marketplace integrations on a single unified platform spanning both the U.S. and Canadian operations. Perhaps most notably, the knowledge transfer approach — 'training in the trenches together' — enabled Proslat to develop in-house Odoo customization capabilities, completing certain Phase 3 projects independently.

“ Gray Matter Logic consultants know what they're talking about. When they billed Proslat for consulting time, I knew we were investing in them working on our case rather than researching how to work on our case. ”

MICHAEL PRESSEAU
VICE PRESIDENT OF OPERATIONS - PROSLAT





About Gray Matter Logic

Gray Matter Logic gathers data and interprets the operational signals of a growing business. A fusion of human expertise and artificial intelligence applies meaning to those signals, revealing what's working, what's breaking, and what's changing. By forging connections between people, information, and workflows, Gray Matter Logic brings logic to complexity, transforming your business into a coordinated, fully functional system built for scale.

Ready to turn your complexity into clarity?

Book a free Complexity Audit.

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