

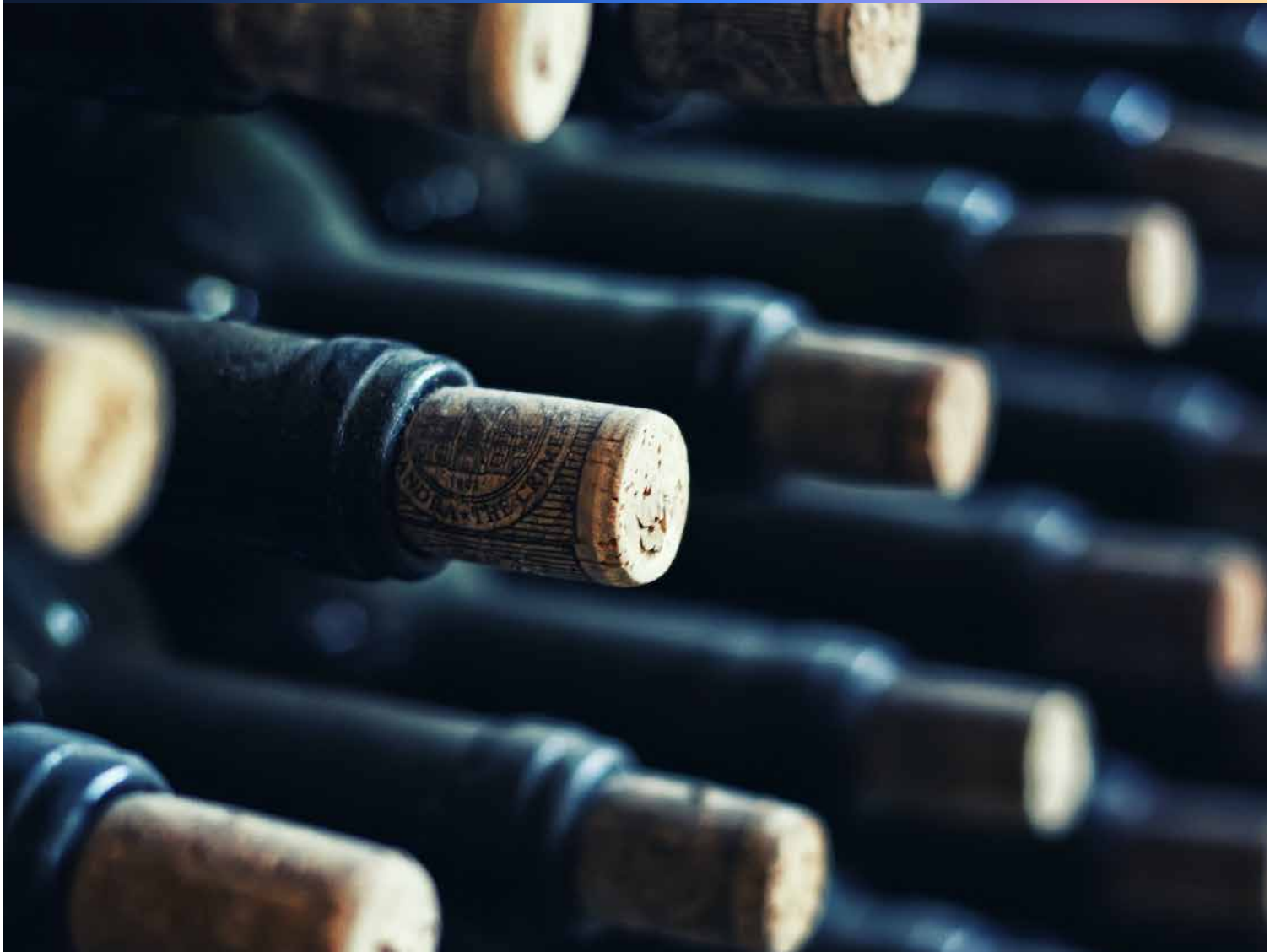
CASE STUDY



gray  
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logic

# How a Portuguese Wine Distributor Connected E-Commerce to Warehouse Operations Across Borders

*Vinha scales from 600 to 2,000+ SKUs with Odoo ERP, automating order fulfillment and margin visibility across EU operations*



# About Vinha

Vinha is an online wine and spirits distributor based in Sintra, Portugal, serving customers across the European Union. Founded as a web-based wine store with a focus on curation and customer experience, Vinha became the first web-based wine retailer to integrate the Vivino rating system directly into its platform. In 2019, owner Elisio Santos took the helm as General Manager and drove aggressive expansion. What followed was explosive growth—hundreds of percentage points quarter over quarter—expanding Vinha's product catalog from 600 to over 2,000 SKUs in a single year while managing complex, daily purchasing across multiple suppliers and peak weekend e-commerce volumes.

## 233%

Catalog Growth  
(600 → 2,000+ SKUs)

## 2,000+

Wine & Spirit SKUs  
Managed

## EU-wide

Geographic Operations

## At a Glance

Industry

**Online Wine & Spirits  
Distribution**

Headquarters

**Sintra, Portugal**

Operations Scope

**European Union**

Previous System

**WooCommerce + Spreadsheets  
+ InvoiceXpress**

New System

**Odoo ERP**

Key Team

**Elisio Santos (General  
Manager), Pedro Sarmiento  
(Operations Manager)**

## The Challenge

Vinha's explosive growth exposed the limitations of its patchwork technology stack. With daily purchasing from multiple suppliers, 2,000+ SKUs with volatile valuations, and peak weekend e-commerce traffic, WooCommerce and spreadsheets could no longer provide the visibility needed to manage inventory, calculate margins accurately, or process orders efficiently. Manual workflows were consuming time that should have been spent on strategy.

## Key Results

- + Order-to-buy process fully automated
- + Real-time margin visibility across 2,000+ wines
- + Inventory accuracy and slow-moving stock identification
- + Supplier bill control and procurement automation

# The Challenge

When Elísio Santos took over as General Manager in 2019, he inherited a wine distributor operating with tools that belonged in a different era. WooCommerce powered the online store. Spreadsheets held inventory and purchasing data. InvoiceXpress managed invoicing. Orders arrived from the web, but processing them required manual intervention. Purchasing decisions relied on guesswork rather than data.

That structure had worked at a smaller scale. But as Vinha's catalog exploded from 600 SKUs to over 2,000 in a single year—with each wine carrying a different cost, margin profile, and seasonal availability—the old system broke down entirely. Wine values fluctuate constantly by vintage, producer, and market conditions. Without a system to track product costs, packaging, delivery expenses, and inventory levels in real time, Vinha had no idea what its true margins were. Stock levels became a mystery. Purchases were made inefficiently. Peak weekend e-commerce volumes created bottlenecks that required overtime and manual heroics to clear.

As Santos reflected, "We were using a lot of our time doing tasks that I thought should be done by an automatic system. It was almost impossible to keep track of all the changes. This was the main driver to get reliable information that gives us the tools to decide over prices, over stock, and over assortment."

Vinha needed a platform that could manage complex multi-SKU inventory, integrate seamlessly with e-commerce, calculate margins accurately, and automate procurement. That's when they engaged Gray Matter Logic.

*Gray Matter Logic brings deep expertise in multi-supplier procurement, inventory scaling, and e-commerce integration—critical for wine and specialty retail operations where margin visibility and stock accuracy make the difference between profitability and waste.*



# The Approach

Gray Matter Logic began by mapping Vinha's end-to-end workflow: e-commerce on WooCommerce, inventory scattered across multiple locations and spreadsheets, purchasing from diverse suppliers across Europe, and invoicing through InvoiceXpress. The core insight was clear: Vinha needed an integrated backbone that unified sales, inventory, purchasing, and accounting—all while preserving the WooCommerce channel that customers relied on.

The solution centered on Odoo ERP as the operational platform, with a WooCommerce connector feeding real-time sales data into Odoo's inventory and financial systems. Rather than rip-and-replace the online store, the team kept WooCommerce as the customer-facing channel and used integrations to flow data where it mattered: into Odoo, where inventory could be tracked, margins calculated, and purchasing orchestrated.

The implementation focused on four operational pillars: automated sales order creation from WooCommerce; inventory management for 2,000+ SKUs with location tracking; purchase automation with vendor management and reorder rules; and integrated financial accounting linked to warehouse operations. The team configured Odoo's Purchase module with automated reordering logic, vendor shipment tracking, and documented storage locations—transforming ad-hoc purchasing into a systematic, data-driven process.

## OUR PROVEN FOUR-STEP INTEGRATION PROCESS



### 1. Analyze

*See what others miss.*

Audited Vinha's existing systems: WooCommerce frontend, spreadsheet inventory, manual purchasing workflows, and disconnected invoicing. Identified the critical integration points and diagnosed that margin blindness and inventory chaos were the core blockers to scaling.



### 2. Optimize

*Strip away what doesn't serve you.*

Designed a centralized architecture: WooCommerce connector pushing sales data to Odoo, unified inventory management across all storage locations, cost and margin tracking for every SKU, and automated reorder rules based on supplier lead times. Configured Odoo's Purchase module to handle the complexity of daily multi-supplier buying.



### 3. Automate

*Let the system do the work.*

Automated the order-to-buy pipeline: Sales orders flow from WooCommerce into Odoo automatically. Inventory is reserved and tracked in real time. Purchase orders generate automatically for low-stock items. Vendor shipments are tracked and reconciled. Supplier bills are matched and paid. Real-time dashboards show margins, slow-moving stock, and inventory value.



### 4. Transition

*Walk into the new world prepared.*

Rolled out the system with hands-on training for the operations and warehouse teams. Provided reporting templates and dashboards so the leadership team could see—for the first time—the true financial and operational picture of the business across EU markets.

A critical design choice was to keep WooCommerce as the storefront while moving all operational intelligence to Odoo. This preserved the customer experience that had built Vinha's brand while routing data where it belonged: into a system designed to handle complexity, track costs, and automate workflows. The alternative—migrating to Odoo's eCommerce module—would have disrupted customers and delayed time to value. Instead, the WooCommerce connector became the bridge that let Vinha run a sophisticated back-office without disrupting the front-office experience.



The wine industry adds layers of complexity that most generic ERP systems ignore. Vintage year, producer, region, alcohol content, packaging type—each affects cost and margin. Vivino ratings influence demand. Supplier lead times vary from days to months. Storage conditions matter. Gray Matter Logic configured Odoo to capture these dimensions, turning Vinha's most complex asset—its 2,000-SKU catalog—into a source of competitive advantage through superior inventory and margin management.



**“ We were using a lot of our time doing tasks that I thought should be done by an automatic system. It was almost impossible to keep track of all the changes. This was the main driver to get reliable information that gives us the tools to decide over prices, over stock, and over assortment. ”**

ELISIO SANTOS  
GENERAL MANAGER, VINHA

# The Results

Post-implementation, Vinha achieved what had seemed impossible just months earlier: complete visibility into a 2,000-SKU portfolio with margin accuracy down to the individual bottle. Orders that once required manual intervention now flow automatically from WooCommerce through to warehouse fulfillment. Purchasing, which had consumed countless hours of spreadsheet wrangling, is now governed by reorder rules tied to sales velocity and supplier lead times.

The operational impact was immediate. Slow-moving stock became visible—and actionable. The team could now see exactly which wines were tying up capital and adjust pricing or promotional strategy accordingly. Inventory accuracy improved dramatically, reducing waste and preventing out-of-stocks on fast movers. Supplier bills integrate automatically with purchase orders, streamlining accounts payable and eliminating reconciliation guesswork.

*“ Odoo helped us to control visibility, margins, and stock. Before Odoo, we had to do everything by hand. Now, it's much better. ”*

PEDRO SARMENTO  
OPERATIONS MANAGER, VINHA

For the first time, Vinha's leadership team had a unified, real-time view of the business. Margins by product, inventory turns by location, supplier performance, cash flow—all visible in Odoo dashboards. The team could now make strategic decisions about assortment, pricing, and expansion into new EU markets based on data, not intuition.

Perhaps the most telling outcome was the team's observation about the partnership itself. As Santos noted, "The relationship has been more than professional. They [the team] are available whenever you need them. The whole team does everything they can to make things happen." In high-growth, high-complexity engagements, execution speed and responsiveness are as important as technical expertise. Gray Matter Logic's model of embedded implementation and long-term partnership gave Vinha the support it needed to scale confidently across an increasingly complex EU operation.

*“ I was happy when we decided to go with Odoo. You can have actionable, real-time insights into what's going on in the warehouse and sales. ”*

OLIVER FONTEIN  
MANAGEMENT, VINHA



## 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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