



MANY ORDERS. ONE INVOICE. ZERO MANUAL ENTRY.

Belform - a Romanian manufacturer of acrylic bathtubs, shower trays and bathroom products - needed to exchange electronic documents with major DIY retail chains on each chain's own terms, and wire that flow straight into its Odoo ERP. Infinite EDI made it the first company in its group to go live with DIY e-commerce document exchange.

The Challenge

Belform — a Romanian manufacturer of acrylic bathtubs, shower trays and bathroom products — supplies some of the largest DIY retail chains in the region. Each of those chains requires its orders, deliveries and invoices to be exchanged electronically, on its own terms, and wired straight into Belform's Odoo ERP. **Working with Infinite IT Solutions, which connects suppliers to their retail partners, Belform automated the whole flow — receiving orders, sending delivery notes and invoicing — with no manual step in between.** It became the first company in its group to go live with DIY e-commerce document exchange.



Why Infinite IT Solutions?

„Infinite's approach was professional and the communication with our IT department was efficient, so the project was a real success — Belform became the first company in our group to implement EDI in the relationship with DIY customers.”

Lilian Cazacu, Financial Manager, Belform



Custom Document Flow, Built Around the Customer

DIY chains each required documents in their own format — a clear example being the "several orders – one delivery – one invoice" flow. Rather than change how Belform works, Infinite mapped each customer's process exactly. **One connection now links Belform to every retail partner**, each in the format it mandates — no separate portal per chain, and new partners are added by configuring a mapping, not launching a project.

Direct ERP Automation

Orders and invoices no longer pass through human hands. Orders arrive in the Odoo ERP directly from the retailers' systems, in real time — no delays, no extra checks, no manual registration. Documents received over EDI are captured automatically, populating the lines the team once keyed by hand. Data exchange runs uninterrupted, with good speed and no lag, and the same automation sends delivery notes and invoices back to each retailer.

Implementation Results

After go-live, the platform settled into stable daily operation — uninterrupted data exchange, an intuitive interface, and fast, accurate processing. Workflow-presentation meetings and prompt early support drove confident adoption.

The improvements were significant and measurable. By feeding orders straight into invoices and pulling EDI orders automatically into the ERP, Belform cut manual line entry by roughly 90%. Invoices are taken over by the ERP automatically — no re-keying, and manual errors effectively disappear. **That is what EDI gives any supplier: documents move system-to-system in real time, errors vanish, and higher volumes or new partners are absorbed without extra headcount.**

90%

less time spent on order receipt

100%

automated capture
no re-keying

90%

less time spent on invoice processing

"The greatest long-term value is the 90% efficiency of the order-receipt process, the accuracy of the workflow and the elimination of errors. Important resources are freed up and can be redirected to add value to the products and services we deliver to our customers."

XYZ, IT Project Lead, Belform

Integrating EDI across a demanding network of DIY retail partners - each with its own standards - and wiring it directly into the ERP was a high-stakes, first-of-its-kind project for Belform's group. Infinite IT Solutions delivered it in production, and Belform considers the solution's capacity more than sufficient for today's data flows - and ready to scale with future volumes and new partners.

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