

PRIXITE × ZNN?



CASE STUDY

Bringing a Luxury Watch Trading Vision to Life with Odoo

ZnapWatch came to us with an ambitious vision: create a platform that would revolutionize how luxury watch dealers and collectors connect in the marketplace. They wanted to bridge the gap between traditional dealer networks and modern eCommerce, but needed the right technology partner to make it happen.

Their idea was compelling: build a system that automatically captures watch listings from WhatsApp dealer groups, integrates real-time market pricing, and delivers everything through both web and mobile platforms. The concept would allow dealers to list watches through familiar WhatsApp conversations, while buyers would get access to accurate pricing and comprehensive product information.

What made their vision unique was solving real problems in the luxury watch market without disrupting existing workflows. Instead of forcing dealers to learn new systems, ZnapWatch wanted to work with their existing WhatsApp processes while providing buyers with the transparency and convenience they expect from modern eCommerce.

I. The vision

ZnapWatch approached us with a clear understanding of the luxury watch market's pain points, but they needed technical expertise to transform their ideas into reality. Their initial plan involved customizing Shopify, but they quickly realized the complexity of their requirements demanded a more robust solution.

- ✧ They envisioned automated watch listing capture from multiple WhatsApp dealer groups without manual data entry
- ✧ Real-time pricing integration with WatchCharts was central to their market transparency goals
- ✧ They wanted both web and mobile access to reach dealers and buyers wherever they preferred to work
- ✧ A subscription model would provide recurring revenue while giving users premium features and dealer access

2. The challenge

ZnapWatch needed a comprehensive platform that could handle the unique challenges of luxury watch trading. Their vision required seamless integration with existing dealer workflows while providing buyers with accurate, up-to-date market information.

The platform had to process WhatsApp messages from dealer groups, extract watch details automatically, and present them in a professional eCommerce environment. Additionally, integrating real-time pricing from WatchCharts would ensure users always had access to current market values for informed purchasing decisions.

Key requirements included:

WhatsApp integration and automation

Automatically capture watch listings from dealer WhatsApp groups and convert them into structured product data without disrupting existing dealer workflows.

Real-time market pricing

Integrate with WatchCharts to provide historical and current pricing data, giving users transparency into market trends and watch values.

Comprehensive platform management

Create a system that handles product lifecycle management, user relationships, and subscription billing efficiently.

Mobile accessibility

Develop a mobile app that replicates web functionality, allowing users to browse, search, and connect with dealers from anywhere.

Scalable architecture

Build a foundation that could grow with their business and handle increasing dealer networks and user bases.

Dealer network support

Maintain easy listing processes for dealers while providing them with tools to manage their inventory and connect with buyers.

3. The strategic partnership

Prixite joined ZnapWatch as their technology partner to transform their vision into a robust, scalable platform. After evaluating their requirements, we recommended building the solution using Odoo as the foundation rather than customizing Shopify, providing better flexibility and comprehensive business management capabilities.

Odoo Platform Development

We built ZnapWatch's entire platform using Odoo as the core foundation. This decision provided access to Odoo's comprehensive suite of business applications, including eCommerce, inventory management, CRM, and subscription handling, all within a unified system.

Odoo's modular architecture allowed us to customize the platform specifically for luxury watch trading while maintaining the stability and scalability of a proven business platform. The integrated approach eliminated data silos and provided a single source of truth for all business operations.

Custom WhatsApp Integration

We developed custom Odoo modules that seamlessly integrate WhatsApp automation with Odoo's product management system. The Node.js-based scraper processes messages in real-time and creates structured product entries directly within Odoo's database.

This integration maintains all the power of Odoo's product management while automating the data entry process. Dealers can continue using WhatsApp while their listings automatically appear in Odoo's eCommerce system with proper categorization and specifications.

WatchCharts Price Integration

We built custom Odoo modules that integrate WatchCharts pricing data directly into the product management system. The Python-based crawler operates within Odoo's framework, updating pricing information and maintaining historical data for trend analysis.

This integration provides users with transparent market pricing displayed through Odoo's eCommerce interface, while giving administrators full control over pricing rules and display preferences through Odoo's familiar admin interface.

Mobile App Development

We created a Flutter-based mobile app that communicates directly with Odoo's robust API system. This approach ensures complete data consistency between web and mobile platforms while leveraging all of Odoo's business logic and security features.

The mobile app provides full access to Odoo's eCommerce functionality, subscription management, and user authentication, creating a seamless experience across all touchpoints.

4. The tech involved

Our collaboration centered around Odoo's comprehensive platform with strategic integrations:



Core Platform

Odoo provided the complete business foundation, including eCommerce, inventory management, subscription handling, CRM, and analytics, all within a unified system.



Deployment Infrastructure

Odoo.sh handled secure deployment and maintenance, providing enterprise-grade hosting with automatic backups and updates.



Custom Integrations

Node.js with Puppeteer powered the WhatsApp scraping system, while Python handled WatchCharts integration, both operating as custom Odoo modules.



Mobile Development

Flutter delivered cross-platform mobile functionality with seamless Odoo API integration for complete feature parity.



Cloud Infrastructure

AWS EC2 provided additional scalability for data processing, while Zyte offered proxy services for reliable external data collection.

5. The development process

Bringing ZnapWatch's vision to life required extensive customization of Odoo's core functionality while maintaining the platform's stability and upgrade path. Our approach emphasized leveraging Odoo's strengths while adding specialized features for the luxury watch market.

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Requirements Analysis

We worked closely with ZnapWatch to understand their market needs and translate their vision into technical specifications that maximized Odoo's capabilities.

Custom Module Development

We developed specialized Odoo modules that extended the platform's capabilities without compromising core functionality. This approach ensured the platform could benefit from Odoo updates while maintaining specialized features.

Integration Development

Each external integration was built as proper Odoo modules, ensuring seamless data flow and maintaining Odoo's security and user management systems.

Quality Assurance

Comprehensive testing ensured all custom modules worked harmoniously with Odoo's existing functionality. We implemented monitoring systems to track performance and identify issues quickly.

6. Results!

The collaboration successfully transformed ZnapWatch's vision into a comprehensive Odoo-powered platform that revolutionized their approach to luxury watch trading.

Vision Realized: ZnapWatch's concept of automated dealer integration and transparent pricing became a fully functional platform that serves both dealers and buyers effectively.

Unified Business Management

Odoo's integrated platform eliminated data silos and provided complete visibility into all business operations, from product management to customer relationships and financial reporting.

Automated Operations

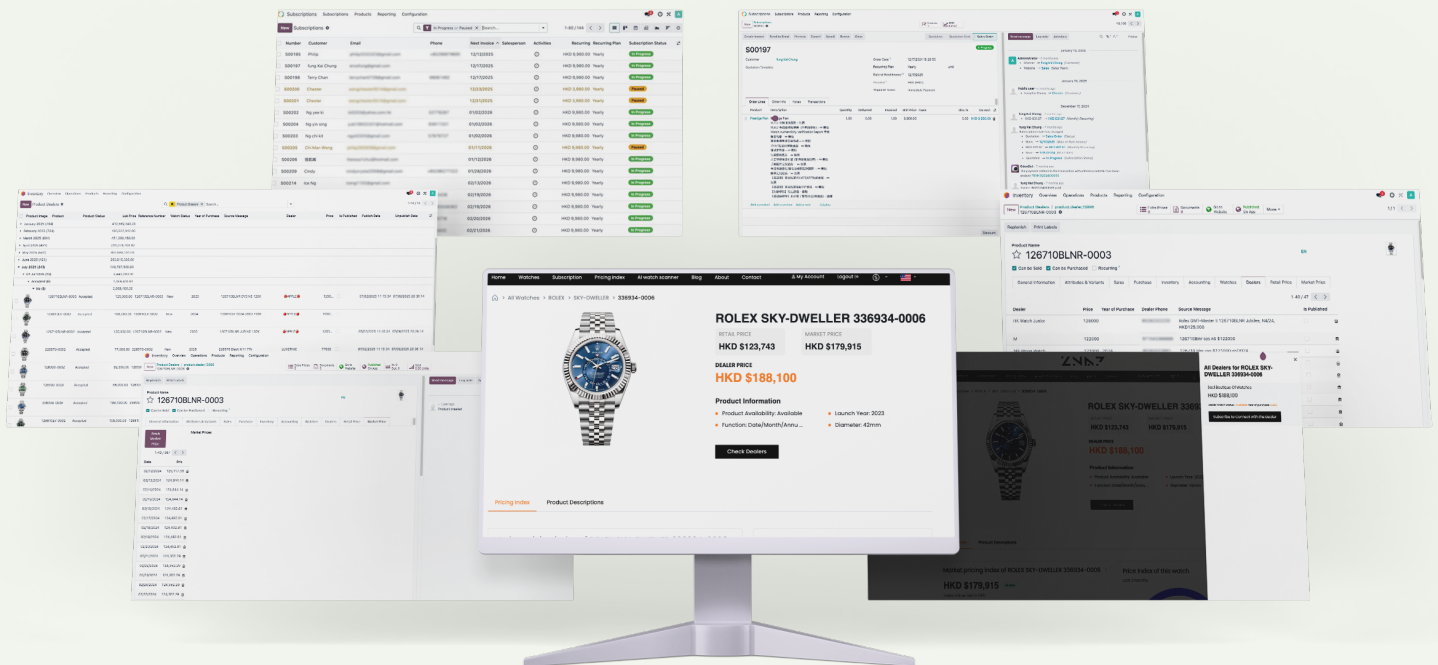
Custom Odoo modules automated WhatsApp processing and pricing updates while maintaining full integration with Odoo's eCommerce and inventory systems.

Scalable Foundation

The Odoo-based architecture provided a robust foundation that can grow with ZnapWatch's business and adapt to changing market demands.

Market Success

Both the web platform and mobile app launched successfully and are currently in production, serving dealers and buyers in the luxury watch market.



7. So, what do they think?

The ZnapWatch team has been thrilled with how their vision came to life through the Odoo platform. The comprehensive business management capabilities combined with specialized automation features have exceeded their expectations for what the platform could accomplish.

8. TL;DR

Today, ZnapWatch stands as proof that innovative ideas can be transformed into powerful platforms with the right technology partner. Their vision of bridging traditional dealer networks with modern eCommerce became reality through Odoo's comprehensive business management capabilities.

The partnership achieved exactly what ZnapWatch envisioned: a scalable platform that serves both dealers and buyers effectively while creating sustainable revenue streams. The robust Odoo foundation ensures ZnapWatch can continue growing and adapting to market demands.

Ready to bring your vision to life with Odoo?

Contact Prixite to discuss how we can help
transform your ideas into powerful
business platforms.