

How OSI Helped Pavlov Replace Microsoft Dynamics with Odoo ERP



Why You Should Read This:

See how the nation's largest private provider of internet and video services transformed its operations by replacing Microsoft Dynamics and a patchwork of disconnected systems with one unified Odoo ERP solution. We'll share how OSI helped Pavlov scale efficiently, improve FSM, and create a flexible, future-ready platform to support rapid growth across the U.S. and Canada.



Key Learnings:

- ✓ Strategic ERP Migration: How Pavlov transitioned from a fragmented tech stack to a fully integrated, multi-company Odoo ERP system.
- ✓ Optimized Field Service Operations: Leveraging Odoo customization to streamline scheduling, dispatch, and real-time asset tracking.
- ✓ Scalable Implementation: Building a sustainable foundation that improves efficiency today and supports long-term future growth.

Pavlov's Technology Challenge



"We needed to better manage field service operations," explains Sarah Gossett, Vice President, Informatics and Logistics at Pavlov Media. "Additionally, the CEO's vision is to have a single system that takes you from the beginning of the sales process all the way to accounting."

As Pavlov Media's customer base grew rapidly, the company faced a surge in complex construction projects involving multiple steps, from generating quotes and securing permits to coordinating installers and managing ongoing services. With thousands of locations across the U.S. and into Canada, Pavlov Media needed a unified platform to help their teams efficiently handle the demands of rapid expansion.

Pavlov's existing technology stack was fragmented. Key functions like accounting, inventory, warehouse management, and field service management (FSM) operated on separate systems, including Microsoft Dynamics GP for accounting, Microsoft CRM, and several custom-built internal tools for deliveries, leasing, and other processes. This patchwork approach made it difficult to manage new construction projects, install hardware, and provide seamless service to customers.

A connected system would allow them to move faster, adapt to customer needs, and deliver an exceptional onboarding experience for new clients. By streamlining operations, they aimed to better support infrastructure projects, including fiber optic cable installations, routers, and switches, laying the groundwork for continued growth.

OSI's Project Approach for Pavlov Construction

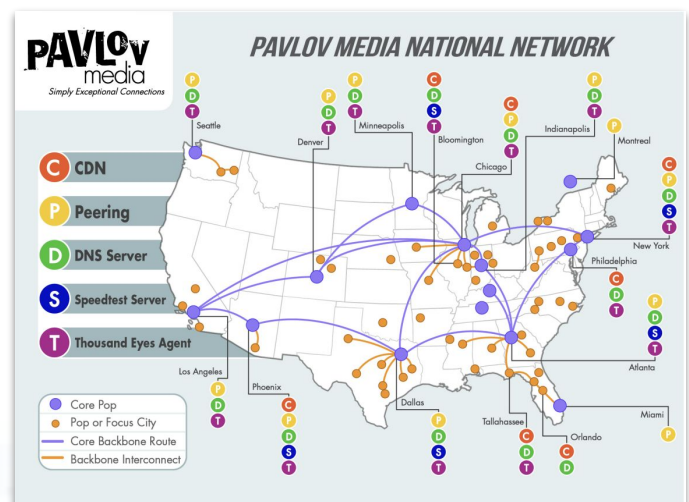
"The core function of our business involves field service and the operations of fiber optic networks," says Sarah Gossett, Vice President, Informatics and Logistics at Pavlov Media. "This includes turning on fiber service, deploying networking materials in the field, managing work orders and providing support services. Odoo has allowed us to do that because it's so flexible and customizable."

Pavlov Media turned to OSI for our specific expertise in innovative ERP solutions and knowledge in the construction industry. This helps us bring together the useful features of ERP software and blend them with the unique requirements of this industry. Having already seen success with open source technology, Pavlov wanted the flexibility and freedom it provided, which traditional proprietary software could not deliver.

With OSI's guidance, they adopted a phased implementation strategy. The first phase focused on a streamlined rollout designed to deliver measurable ROI within four to six months. Future phases would expand over the next 18 to 24 months, building on the success of the initial launch.

Pavlov selected Odoo as their open source ERP platform because it could seamlessly unify and manage multiple companies and back-office functions in one integrated system.

Pavlov Media brought together leaders from across the organization, including the CEO, to align on vision and strategy. The goal was to create one integrated solution that unified multiple departments and business functions.



OSI's Proven Process

At OSI, we always refer back to our proven 4-step process for ERP implementations, and of course, tailor our techniques to directly solve specific business challenges.

Analyze



OSI performed multiple workshops to assess Pavlov Media's organizational needs, including individual departments and teams. This facilitated focused conversations around project goals, roles, objectives, processes, and metrics for success.

Optimize



OSI partnered with Pavlov Media to adjust for process efficiencies and integrated workflows, as well as address functional deviations. This included accounting, purchasing, logistics, and more.

Automate

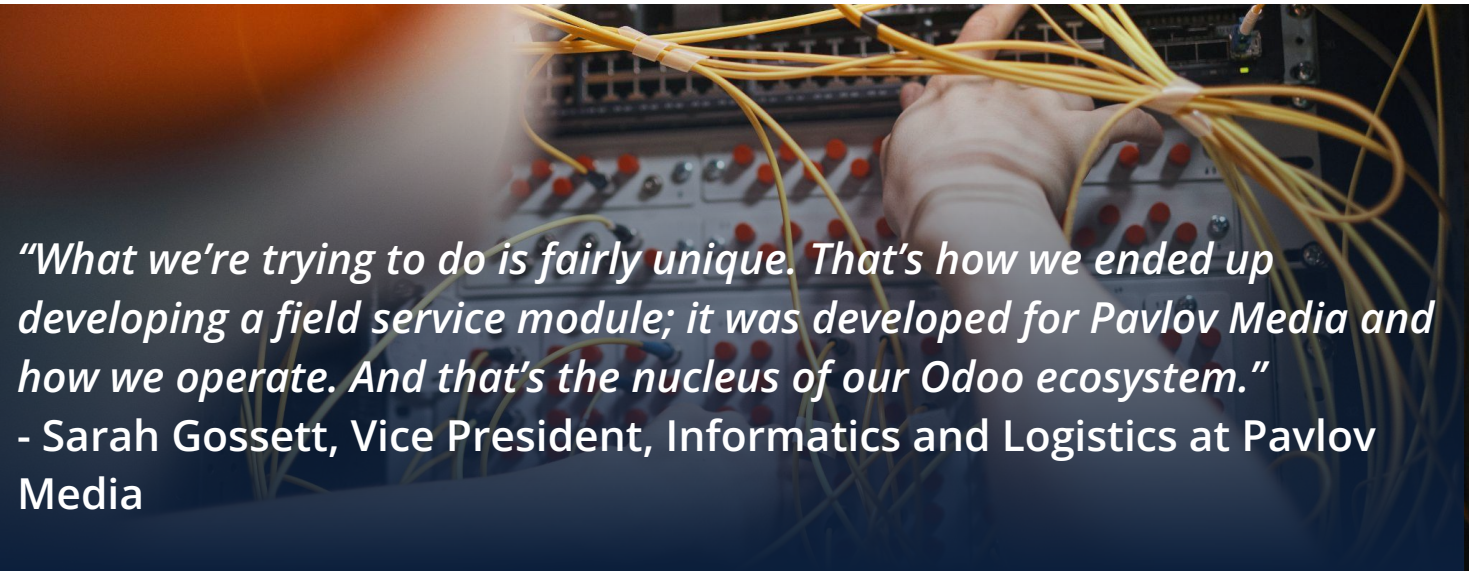


Streamlined and digitized critical processes related to FSM, including highly repetitive jobs. Pavlov Media developed and published 20 FSM modules to the OCA and the community.

Transition



OSI provided extensive technical and business process resources, which included helping Pavlov Media department leadership and staff with change management best practices to accelerate adoption.



"What we're trying to do is fairly unique. That's how we ended up developing a field service module; it was developed for Pavlov Media and how we operate. And that's the nucleus of our Odoo ecosystem."
- Sarah Gossett, Vice President, Informatics and Logistics at Pavlov Media

Pavlov Media and OSI designed an enterprise-level field service management strategy using Odoo's open source ERP platform as the foundation. A key challenge was resolving complex data modeling issues, such as handling hierarchical locations and tracking the many variables involved in delivering bundled services, one of Pavlov Media's core strengths.

Particularly for the FSM capabilities, we leveraged Odoo customization as well as integrated modules to effectively handle process such as:

 **Vehicle Tracking**

 **Scheduling and Dispatch**

 **Monitoring Material and Assets**

Because Pavlov Media operates several companies, some as separate legal entities, managing services and accounting was especially challenging. These entities frequently work together and share transactions, making it difficult to maintain clear records. Pavlov needed a single ERP system that could connect all companies, streamline service delivery, and simplify billing. This included managing a large data center in Champaign, Illinois, where services from multiple companies are consolidated into one customer statement.

To address this, OSI implemented a multi-company structure within Odoo using the Operating Units module. This setup streamlined inter-company sales and purchasing, automated key processes, and provided better visibility into products and services. Pavlov can now clearly define offerings from each business unit, track material and labor costs, and deliver a unified experience to customers.



"With OSI's help, we are developing an inter-organization purchase and sales order process so we can automate the flow of material and services that comprise the network and media solutions we sell. The net result is to create a scalable, sustainable organization that potential investors will find attractive."

ERP Project Results

The Impact of Partnering With OSI on an **Odoo** Implementation

Pavlov Media successfully completed the initial phases of its Odoo open source implementation, driven by strong leadership, a clear vision from the CEO, and the expertise of both internal teams and OSI.

The new ERP system delivers end-to-end integration across key functions, including accounting, purchasing, logistics, billing, customer service, and more. It provides seamless visibility across departments and streamlines workflows. Sales teams can now track leads and opportunities, generate quotes, and manage contracts more effectively. Support teams benefit from better communication with engineering, while vendors and customers experience a more connected and efficient process.

Key Highlights:

 **Better Operational Insight**

 **Efficient Use of Resources**

 **Optimized Field Service Assignment**

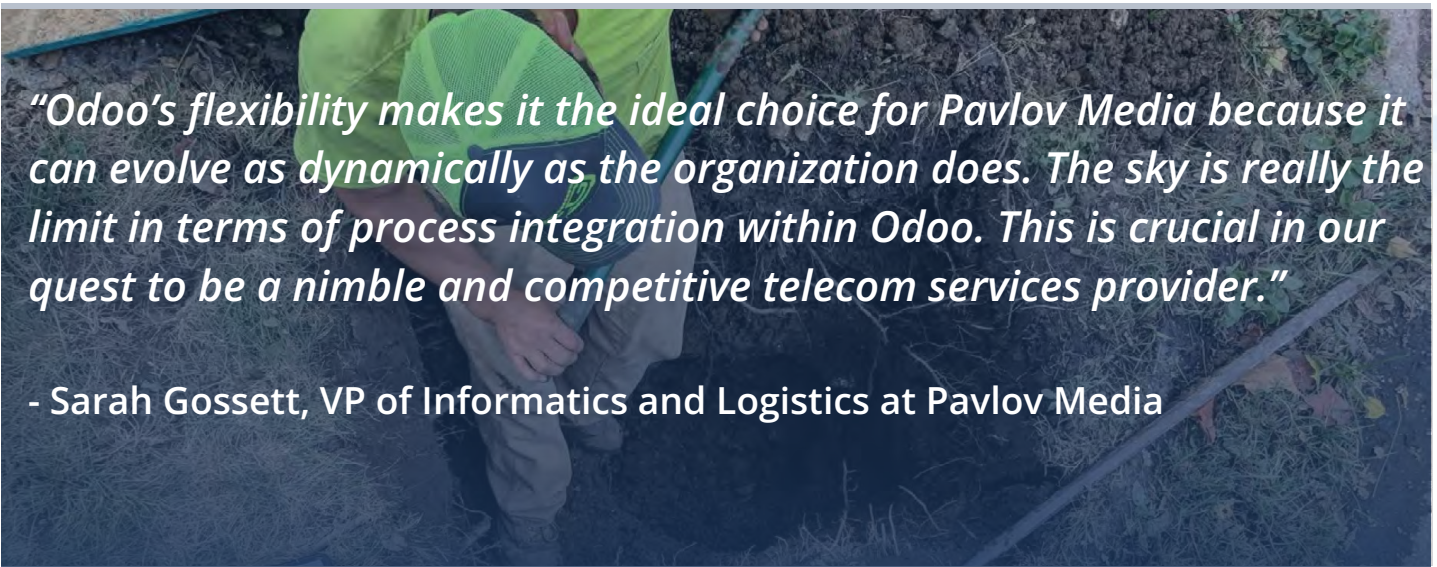
 **Improved Customer Response Time**

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Automation and improved workflows have led to significant time savings throughout the organization. Ordering, manufacturing, and inventory processes are faster and more efficient, while easy access to data has reduced operational costs. Field Service Management (FSM) modules play a central role by improving tracking of items, pricing, and revenue. In addition, accurate, real-time KPIs such as service call performance and equipment usage give decision-makers the insights they need to keep operations running smoothly.

From the start, Pavlov Media aimed to leverage the power of the open source community for continuous improvement. Together with OSI, they published 20 FSM modules to the OCA, encouraging collaboration and lowering future upgrade costs through shared development.

Pavlov Media has multiple projects planned for future implementation. They plan on continuing to leverage Odoo for tracking bandwidth buying and selling. Further integration of the FSM mobile map will also provide real-time tracking of the mobile workforce, which will include a rolling inventory of trucks. We're excited to see this enhance scheduling and routing to minimize costs and help with rapid responses to high-priority or emergency tickets.



"Odoo's flexibility makes it the ideal choice for Pavlov Media because it can evolve as dynamically as the organization does. The sky is really the limit in terms of process integration within Odoo. This is crucial in our quest to be a nimble and competitive telecom services provider."

- Sarah Gossett, VP of Informatics and Logistics at Pavlov Media



In Conclusion

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VP of Informatics and Logistics at Pavlov Media

Schedule a Free Consultation Today

Contact Our Experts

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Ready to start exploring system modernization and an open source ERP like Odoo?

Talk to OSI's team of experts and schedule a free consultation to see how you can transform your manufacturing operations.

