GetDev**Done**
BY P2H®

CASE STUDY │ FASHION RETAILER

Shopify + ERP: scaling fashion growth with cost control and margin clarity

~82%
Forecast accuracy

80%
IT ops in-house

4K€
Savings (per month)

Executive summary

A mid-sized French fashion retailer (€35M turnover) faced a familiar dilemma: fragmented commerce systems, hidden costs from prior consultancy engagements, and eroding trust in technology investments. Their leadership set a clear mandate: restore control, reduce operational risk, and scale responsibly without locking the business into spiraling SaaS spend.

In partnership with their agency, GetDevDone delivered a phased commerce integration program anchored on transparency, ROI-first pilots, and governance-by-design. The program unified Shopify Plus, WooCommerce, and Odoo ERP into a single cost-controlled operating spine, balancing resilience with independence.

Strategic challenges

- Inventory volatility eroded customer trust: overselling and backorders reached ~7% of orders.

- ERP disconnects forced manual reconciliation, costing hours each week.

- Leadership lacked visibility into margin performance by channel, promotions sometimes ran at a loss.

- Previous "big consultancy" had left the business with over-engineered, high-license systems that couldn't be sustained.

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Business impact delivered

- **Operational discipline:** Overselling cut from 7% → 1.5% across all SKUs, restoring customer confidence.

- **Financial resilience:** SaaS avoidance saved ~€4,000/month in recurring costs; integration built on client-owned cloud.

- **Decision intelligence:** New dashboards gave board-level visibility into margin performance, enabling pricing based on profitability rather than guesswork.

- **Talent independence:** The IT team now manages the majority of daily operations independently, with GetDevDone engaged only for escalation.

- **Governance readiness:** GDPR and PCI DSS v4.0 compliance embedded, ensuring readiness for audits without external consultants.

Strategic opportunities unlocked

- **Cost-controlled scaling:** A pilot-first methodology ensured value creation before wider rollout.

- **Future compliance edge:** Foundation set for upcoming EU digital product passport regulations in apparel.

- **Sustainable expansion:** Infrastructure ready to extend into new marketplaces (ASOS, Farfetch) without exponential cost growth.

> "We were burned by a big consultancy before, so we demanded a pilot-first, no hidden costs. GetDevDone delivered exactly that.
> We saved thousands in SaaS fees and got real margin visibility. Today, my IT team runs 80% of the system. That independence is priceless."
>
> — COO, French Fashion Retailer