



Success story

How real-time gold rate automation transformed operations for a Jewellery retailer in TURKEY

Smarter Jewellery Management with

Odoo v17



Our client

Mr. Musab - A retail jeweller from TURKEY

Turkey's jewellery retail market moves at lightning speed, where price sensitivity and accuracy determine success or failure.

Our client operated with a lean team of just 2–3 staff managing both reception and sales operations.

The challenge was clear

👉 Manual gold pricing updates created delays and errors that threatened profitability.

Since gold prices can change minute-to-minute, the manual process often lagged behind the actual market, leading to pricing errors, revenue leakage and frustrated customers.



That's when Mr. Musab chose **Pragmatic Techsoft** as his trusted Odoo implementation partner to revolutionize his operations.





Let's look at his challenges

Manual Gold Rate Updates

Gold rates had to be keyed in by hand every day - slow, error-prone and never fully in sync with the live market.

No Formula-Driven Pricing

Lack of systematic approach for purchase and sales pricing calculations

Profit Leakage Risk

Real-time accuracy needed to prevent financial losses from pricing errors

"Without real-time accuracy, every transaction was a gamble with our profit margins." Mr. Musab

Our Solution Approach



01

Requirement Mapping

Comprehensive sessions to understand daily pricing workflow and business needs

02

Phased Customization

Designed tailored Jewellery ERP solution with strategic implementation phases

03

Odoo Module Integration

Implemented Sales, Purchase, Inventory, Invoice and Products modules

04

JSON Integration

Connected with client's custom JSON link for automated gold rate fetching

05

Automated Scheduling

Cron-based updates push formula pricing live on schedule - with audit logs and instant rollback.



Results & outcomes

Quantitative impact

0

Manual Updates

Reduced from hours daily to zero manual intervention

100%

Pricing Accuracy

Real-time gold pricing eliminated all pricing errors

3x

Transaction Speed

Boosted customer service and built stronger trust

Qualitative impact

Pricing confidence

Consistent, transparent pricing builds customer trust and business credibility

Enhanced focus

Staff freed from manual data entry to concentrate on exceptional customer experience

Future-ready foundation

Scalable platform set for advanced jewellery ERP features and business growth

Highlights Automated Gold Rate Integration

- **JSON Integration**

Fetches live gold rates automatically from market sources

- **Odoo Updates**

System automatically updates all pricing data in real-time

- **Formula Application**

Dynamic pricing calculations ensure optimal profitability

Accurate Pricing

Always market-aligned price updates

Hands-Free Ops

Zero staff intervention required

Full Automation

100% automated pricing workflow

Profit Protection

Dynamic formulas preserve margins



Our system easily expanded for Musab to cover diamonds, silver, platinum or any other precious metals his or any jewellery business required



1 Week. 100% accuracy. Ready for business expansion.

Manual chaos to automated confidence!

Mr. Musab's jewellery store now operates with the precision and confidence that only comes from accurate, automated, real-time pricing. What once required hours of manual work and constant worry about errors now runs seamlessly in the background.

With **Pragmatic Techsoft's** expertise and deep understanding of the jewellery industry, this complete transformation happened in just 1 week.

The peace of mind knowing our prices are always accurate and competitive has transformed how we do business - Mr. Musab

Ready to bring the same efficiency to your business?

Pragtech Jewellery Management

Built for Precision, Built for Growth

- 💎 **Real-Time Market Sync** → Automated updates of gold, silver, diamond and platinum rates
- 💎 **Formula-Driven Pricing** → Dynamic calculations for purchase, sales and making charges
- 💎 **End-to-End ERP** → Seamless integration with Sales, Purchase, Inventory, Invoicing & HR
- 💎 **Waste & Purity Control** → Manage jewellery purity, gold waste % and per-gram labor charges
- 💎 **Smart Reporting** → Custom quotations, purchase orders, invoices and delivery slips



Pragtech Jewellery Management
by Pragmatic TechSoft Pvt Ltd.

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- Sales (sale_management)
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Odoo Apps Dependencies

Never lose a gram of profit again

Streamline your jewellery business with Odoo

Schedule a free consultation call with our experts or book a free demo to see it in action