

odoo

Odoo

Open Source Business Software

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About the company

Key figures & business model

Odoo: The New OpenERP

Moving into new territories, beyond ERP.



We decided to change our name to Odoobecause OpenERP no longer reflected what we offer.

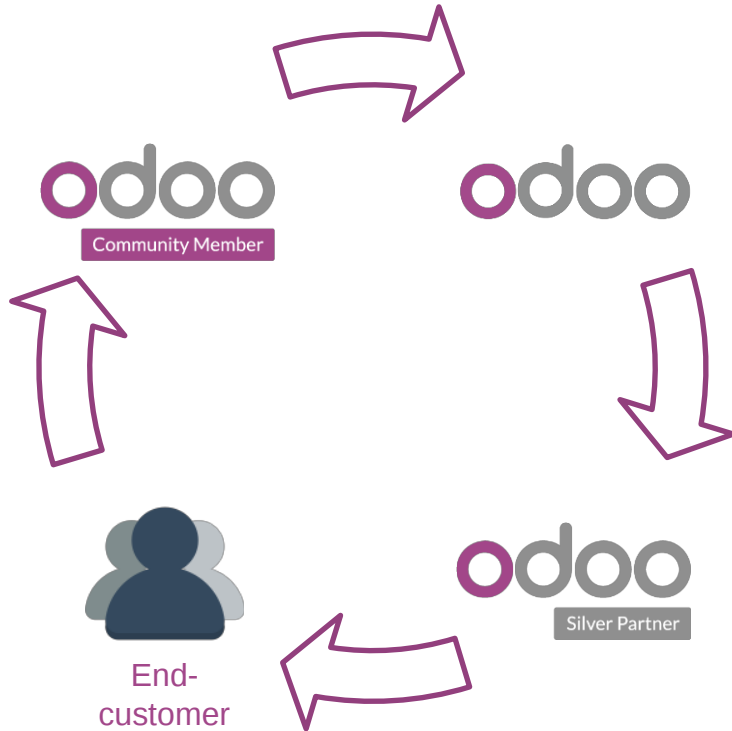
We have grown and ventured into areas where no other ERP system has . We have eCommerce, POS, and CMS applications.

But rest assured, Odoowill always remain open source.



Fabien Pinckaers,
OdooFounder

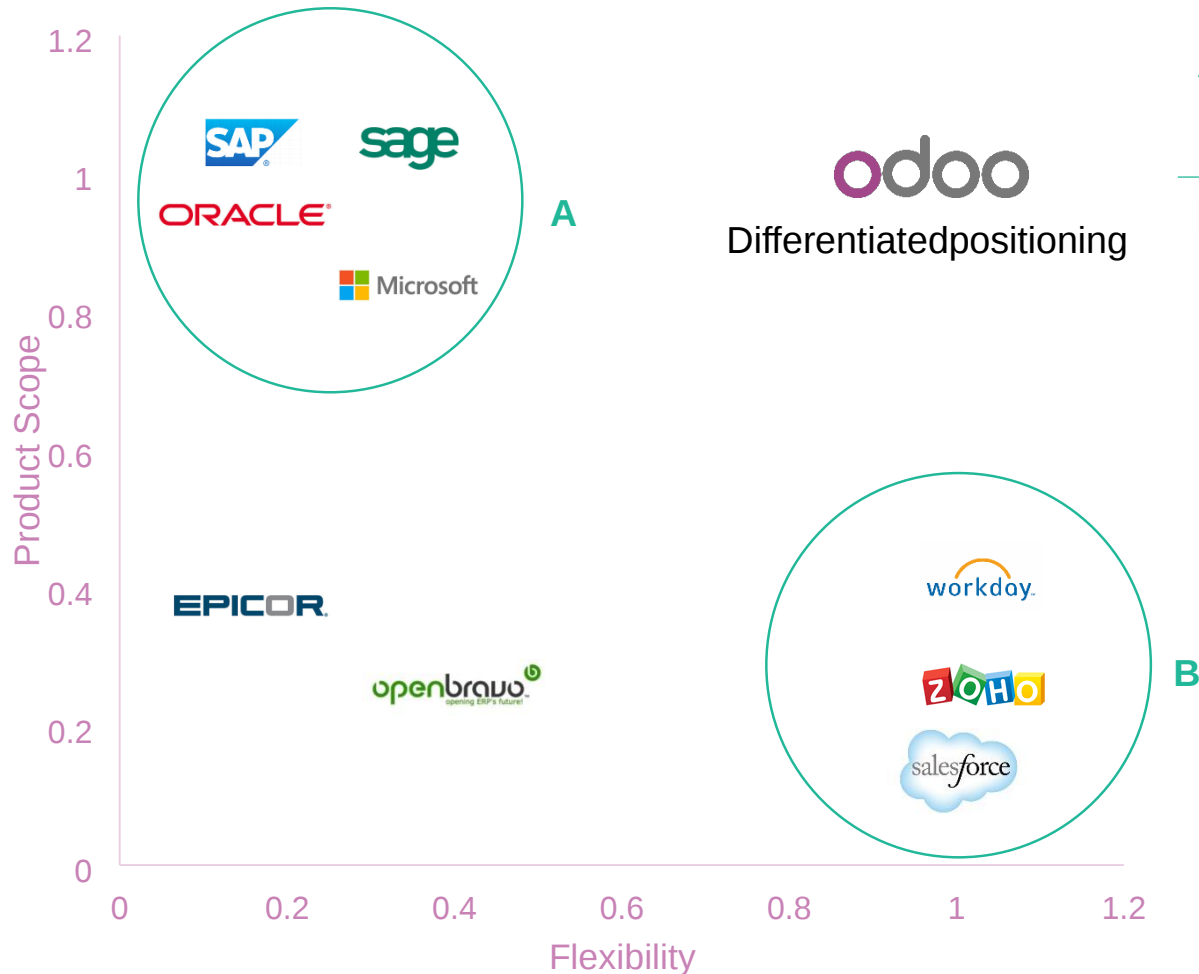
The ecosystem



Odoo's responsibility	Partner's responsibility
Product roadmap	Deliver customer implementation services
Long term vision and strategy	Sell OdooEnterprise to its customers
Services to partners	Develop new modules/features for customers
Support and maintenance	
Services to end-users	

Marketpositioning

□ Odoo has successfully positioned itself in a high-value and competition-free area



- | | |
|----------|--|
| A | <ul style="list-style-type: none"> • Large ERP vendors • Distribution on-premise • Proprietary software |
| B | <ul style="list-style-type: none"> • Vendors of vertical business applications • Cloud/SaaS offers • Proprietary software • Independent applications for specific verticals (CRM, HRM, etc.) |

Key figures about the company



- Headquarters in Belgium
- Offices in San Francisco, New York, Brussels, Hong Kong and Gujarat, India
- 3 employees in 2005
200+ employees in 2015



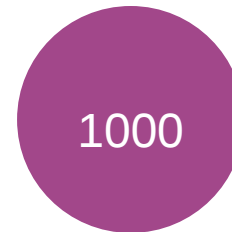
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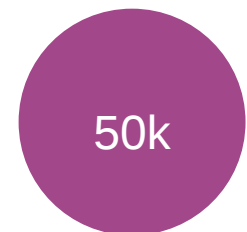
Worldwide employees



Partners in 120 countries















































Downloads a day



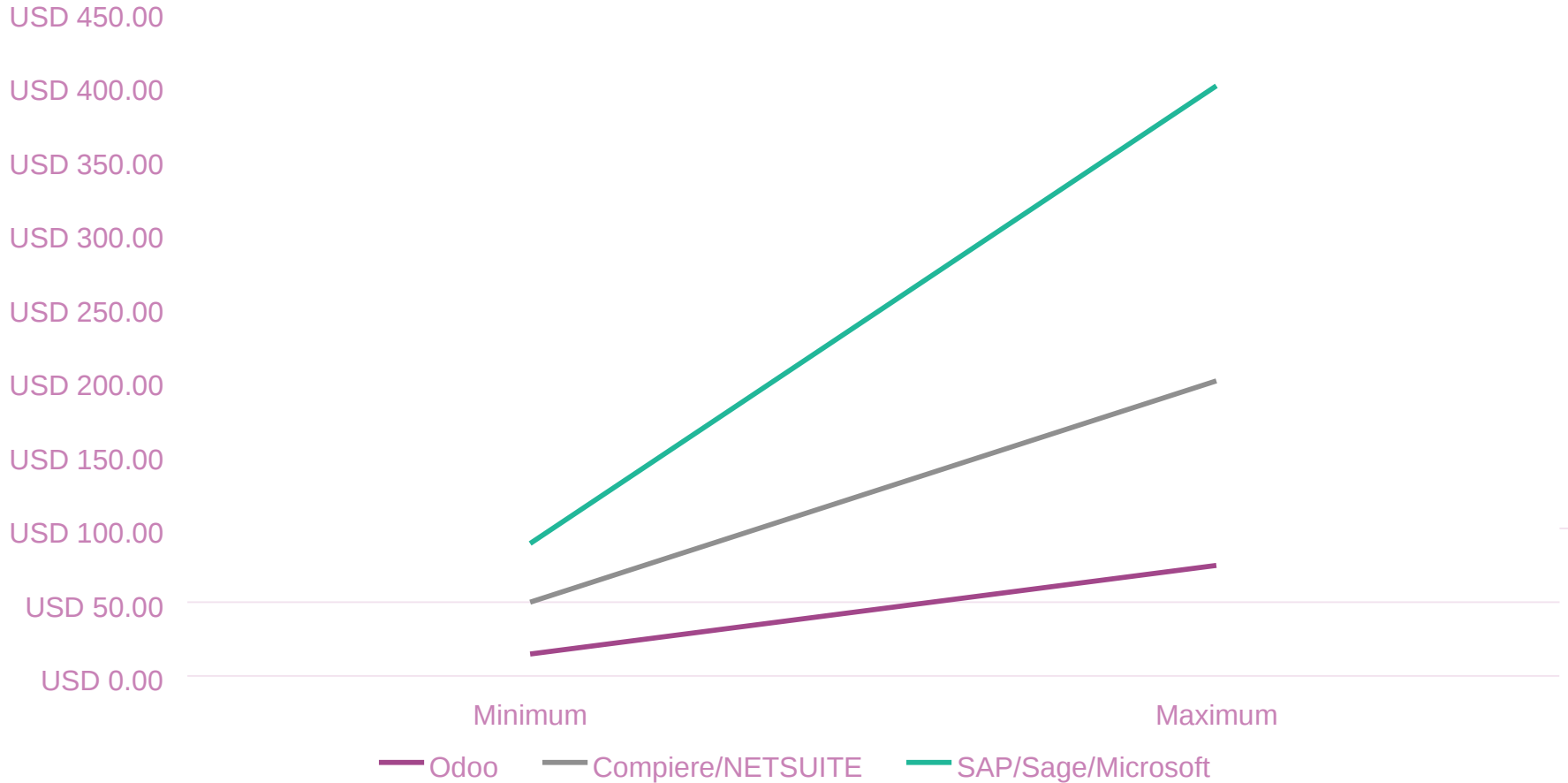
Companies using Odoo

Our customers

Industry	Number of users		
	5-50	50-500	500+
Education	 	 	
Utilities	 	 	 
Government	 	 	 
Telecoms	 	 	 
Distribution	 	 	
Manufacturing	 	 	 
Healthcare	 	 	
Services	 	 	
Others	 	 	

OdooValue Proposition

Highly competitive pricing



□ Free activation for 2 users on the Odoocloud!

Benefits from using Odoo

Open source

No licensing fee

Accessible support

Unlimited functional support

Flexible

Multi-platform, modular and scalable

New technology

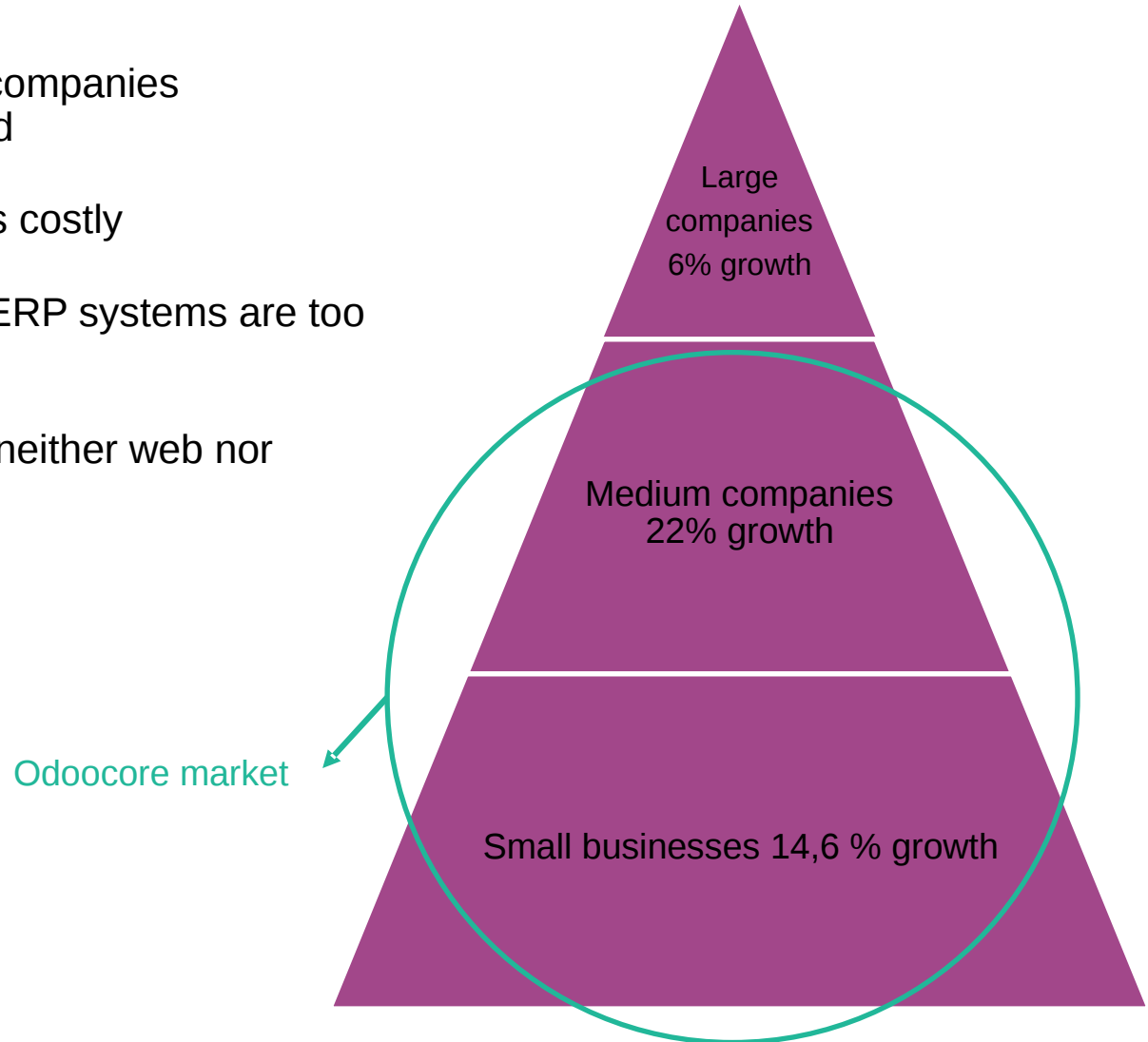
Python + PostgreSQL

Analysis of Investment Costs

	Traditional ERPs	Odoo
Project analysis	0%-10%	0% -10%
Licensing	25% (with support)	0
Support	25% (with licensing)	25%
Training sessions / Implementation	65% -75%	65% -75%

WhyOdoo?

- Small and medium sized companies (SMEs) are under-serviced
- Implementation of ERPs is costly
- Implementation times for ERP systems are too lengthy
- Traditional ERP solutions neither web nor cloud-based



OdooEnterprise



Our OdooEnterprise Contract is the key element
in guaranteeing the long term reliability of your
integration.



□ **What is OdooEnterprise?**

- A complete solution to all the critical pain points of an ERP project, during the project and after the project
- A fixed price contract that'll allow you to fully secure your budget
- The basis of our sound open source business model

□ **What OdooEnterprise is NOT?**

- A hidden LICENSE! We are fully open source. The product that we are offering you is a package of services that will help you grow your business
- A classical maintenance contract. We do more than just bug fix. Odoo's migration is fantastic!

□ **Is it an efficient product?**

- This is a key product for Odooso we have a fully-dedicated and professional team
- We carry out customer satisfaction surveys and continually improve the product
- We have happy customers! (La Poste, Danone, and many more)

Bunch of disruptive services



Bug fixing

Unlimited bug fixing on certified apps



Upgrade

Access to upgrades / migration to new versions of certified apps



Security alerts

Security alerts and patches



Private use of non-certified modules

Ability to use private use license



Functional support

Unlimited functional support

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