BATTLE CARD

Product Name: Odoo 11

Pricing

Odoo offers 3 price structures: FREE, ONLINE, ENTERPRISE. The free plan free for life using up to 1 app (basicaly each app corresponds to a functionality or module). It's cloud-based and scalable. Basically, it's sized for testing the platform.

The Online plan is for less than 50 users and cloud-based, with services and support offered by Odoo SA and eventually by Partners. Odoo SA offers implementation packages (depending on data migration, number of users, and previous technology). The price is 20 EUR per user, per month with an additional monthly apps fee.

The Enterprise plan is for big corporations, onpremise or on cloud, with support offered only by partners.

A Community version is available for free.

Marketing Visibility

Odoo has develop a very impressive presence in the ERP community. Born as an OpenSource SFW, it involved a large number of independent developers over the past 3 years (Formerly OpenERP).

During this period, companies driven by the wrong idea that Open=Free, and by the general, expected product quality, started implementing it. Odoo has now moved to a commercial reality and the Community License is for certified developers only. The product is sold directly, but partners have a referral code and can drive sales getting 50% bonus on all the sales made by their respective referral code. Odoo competes with Standard ERP, MS Dynamics NAV, SAP B1, NetSuite and CloudERP.

Odoo can rely on 832 certified partners, more than 11,000 unofficial partners, and 40,000 independent developers. Partner consultancy fees may vary from 40 EUR per hour for Middle East (Egypt is the cheapest country), to 200 EUR per hour in Germany, UK and Belgium.

Verticals & Localizations

Odoo is structured with Apps. Every area has official apps, certified third-party apps, and thousands of unofficial apps. There is a Marketplace where developers can sell apps.

Integrations with every possible well known platform is available. Hotel, Restaurant, MRP, and Jewelry are available as well, but by certified developers. Officially, 23 countries are localized and second level support is provided by local gold partners, responsible for upgdating translations, legal requirements and settings. All other languages are supported unofficially.

In addition to the App Store, there is a Themes Store and a CMS WebShop store.

The user can buy and download the theme for the MP as it would a Magento or a Wordpress blog. All stores have ratings and search tools. There is even a SpaceX MPR module on the Community store for the aerospace industry.

Product Comparison

Odoo 11 Online

PROS
- Price per user. No Engine;
- High level Business Scope;
- Easy Friendly Interface;
- Big Corporations Reference (ie Toyota Jp);
- Support Ticket Module;
- Website Builder Module;
- Odoo App Builder (for free);
- Fancy, colorfull looking. Impressive UI;
- Forms Template marketplace.

CONS
- The client performances are related to the Web Browsers and the HW level;
- Prices for big solutions are quite high;
- Try to make a quotation on: https://www.odoo.com/
- pricingonline#num_ users=1&force_country=IT
- No Drill Down Reporting. Every report is a downloaded PDF.
- They are working actively to a Report Archive and Viewer, then the gap will be filled (expected for v. 11.1);
- Customizing reports can be painful.

Standard ERP

PROS
- Concurrent Users, more scalability;
- Drill Down Reporting;
- Local support is offered by the company;
- Strong Database;
- Native Clients for all OS;
- Long Product Lifecycle=Customer Fidelity;
- Skype/VoIP Integration
- Better Partner bonus policy

Note: This information is confidential and is only for use by HansaWorld and its Partners.

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