Launching your ODOO SaaS Offer …

Xavier Pansaers
Chief Commercial Officer

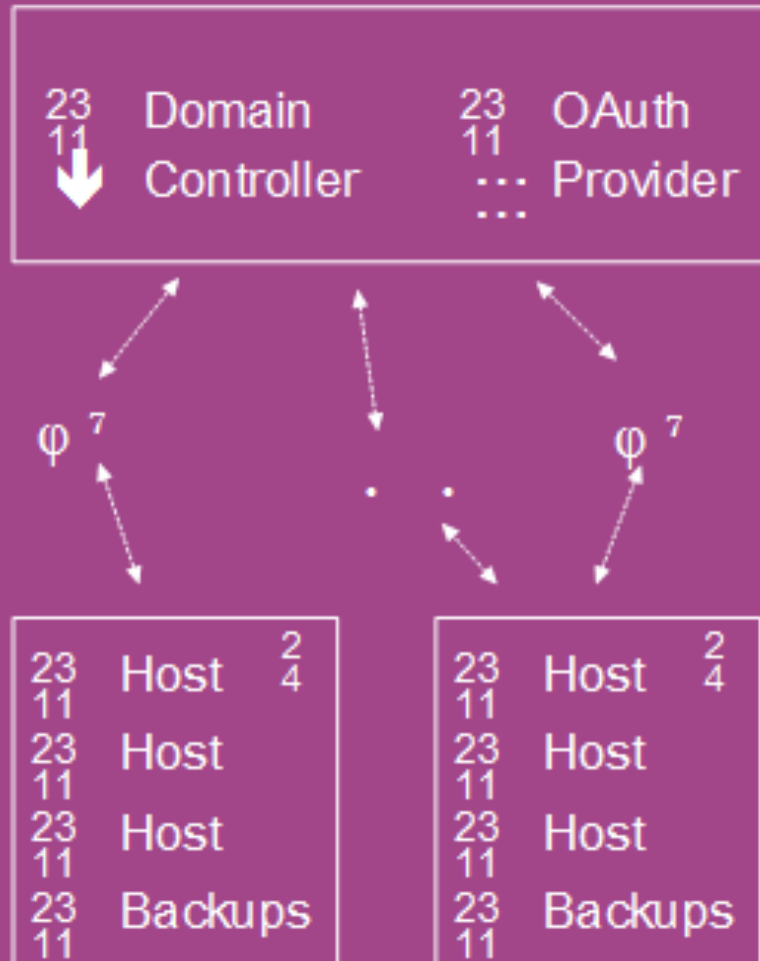# odoo

"The Long, Slow, SaaS Ramp of Death…"

Gail Goodman, CEO Constant Contact

Technical Challenges

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o Domain Controller

  o DNS

  o Monitoring

o OAuth Provider

  o Authorization

  o Control center
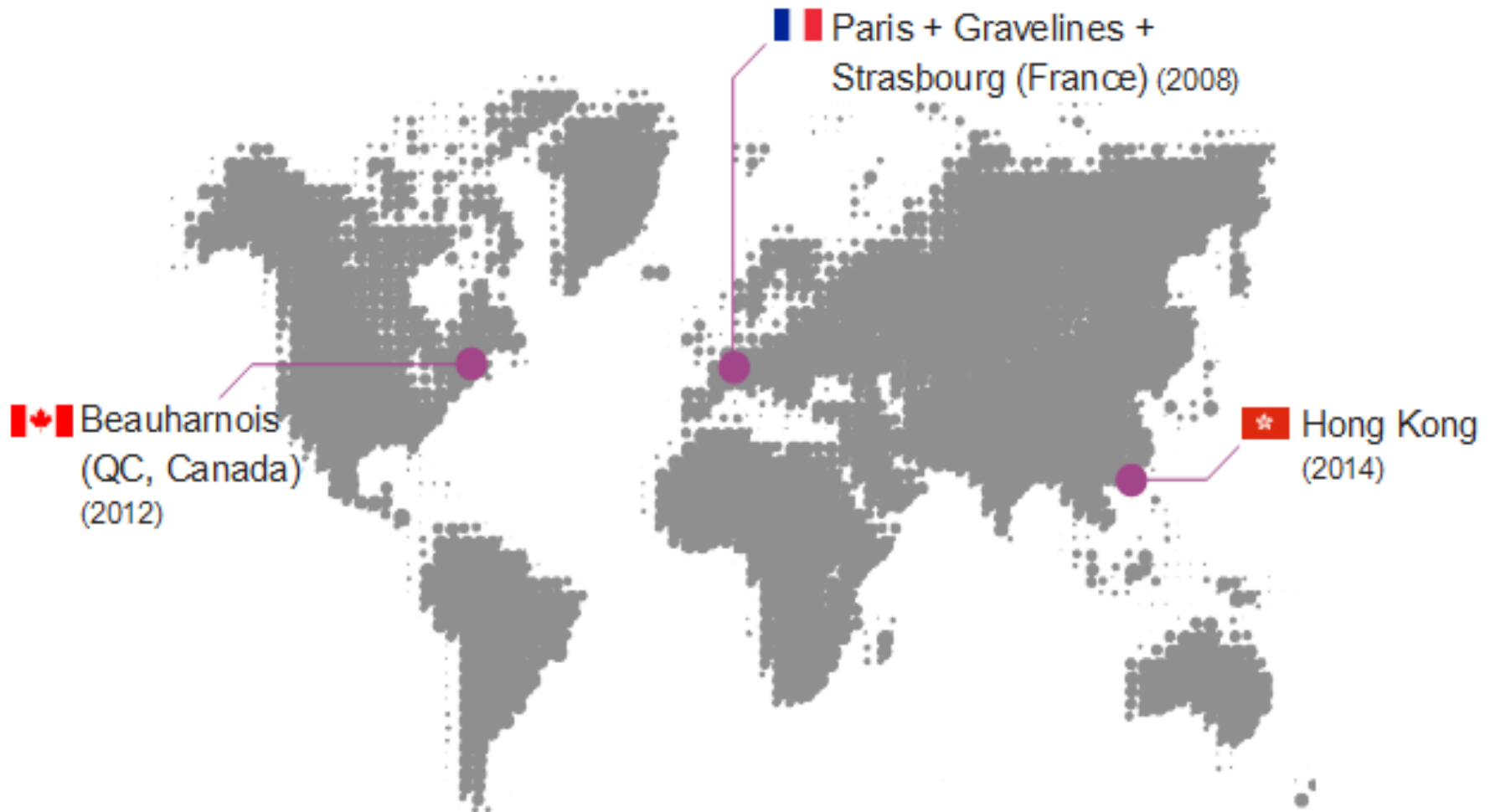
o Hosts

  o End-user server

o Physical hosts with Odoo *saas-x* series

o Local PostgreSQL cluster per host: 3k+ databases

o Off-the-shelf hardware: e.g. Xeon E3 8c/16t, 64GB RAM, SAS Raid-1

o Provisioning in tier1 DC: less than 1h

o 8 hosts in 3 continents and counting

o Fully scripted maintenance

Paris + Gravelines + Strasbourg (France) (2008)

Beauharnois (QC, Canada) (2012)

Hong Kong (2014)

[18] Latency and bandwidth matter!   EU-APAC:~250ms EU-US: ~100ms
US-APAC:~250ms

o 99.9% uptime (DC providers: 99.95%)

o 24/7 support via email, 8/5 via phone (FR/EN)

o Average response time: 1.5 hours during EU BH

o RTO: 4h | RPO: 24h (disasters so far: 0)

o Full backup x 14: 7 days, 4 weeks, 3 months

o Selling SaaS to SMB's is complex and long

o Selling Saas is time consuming

o Selling Saas urges a large inside sales staff

o Investments are huge – Customer acquisition cost ?

o ROI is slow and not easy to reach break event point

o Selling SaaS urges a true upselling approach

   o Features selling ; product knowledge is key

o MRR is the key metric to track your subscription based SaaS business

o Customer retention is the key to profitability

1. Running your SaaS operations like a traditional enterprise software company
2. Under-investing in lead generation or relying on field sales too early
3. Neglecting to build program to encourage – and track – product usage
4. Relying on a « build-it-and-they-will-come » mentality
5. Waiting to establish a customer success organisation
6. Underestimating the power of customer references
7. Neglecting user communities
8. Using traditional methodologies to deliver web-based applications or services
9. Building a technology infrastructure from scratch OR cobbling third-party solutions
10. Getting caught without an API strategy

o 3 Employees FULL TIME for 3 YEARS
  o 800 man days = 320.000 €
o Today Odoo Self-Subscription Revenue = 15.000€/ month
  o 180.000 € Revenue/year since 2 years
o Sales Costs are not included
o Marketing Costs are not included
o Support Costs 5/7 are not included

à And we do have a large notoriety and visibility
à And we do have a solid sales force
à And we do have a support team

o **Fremium Strategy - Free for 2 Users**
  o Reach a important users base
  o And then convert them by selling additional features or users

o **Free Trial Strategy – 15 days free trial**
  o Users test the product first
  o And then pay

o **Be Careful : You're NOT Salesforce.com**

o **Demonstrate the power to choose**

Summary

Tip of Advises

1. **Think « WHOLE » Product**

2. **Focus on Adoption and Consumption**

3. **It's All About Growth**

4. **Optimize Cost of Goods Sold**

5. **Strive for Independence**

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Thank You

Odoo
sales@odoo.com
+32 (0) 2 290 34 90
www.odoo.com

R&D and services office
Chaussée de Namur 40
B-1367 Grand Rosière

Sales office
Avenue Van Nieuwenhuyse 5
B-1160 Brussels