



**We have an incredible product,
community and service offer!**

But to move forward to the next step, we have to fine tune to model to make it even better. We should protect what worked and improve friction points.



The Success of Odoo

Great product:

- Way more advanced than the competition
- Fast evolution

Great service offer:

- Partners in 120 countries
- Complementary services: strong vendor, huge partner network

Strong community

- High quality because of the feedback
- Apps Store

Development Model

Open Source

New releases by Odoo SA
Continuous improvement by
Community & Odoo.



Revenue Model

OE + Services

Sustainable for both
partners and Odoo SA



Highly valuable product at
A very low price for end users



Apps Store

All

Certified

Price

All

Free

Paid

Categories

All

Personal

Corporate

Creative

Ecommerce

Education

Entertainment

Nonprofit

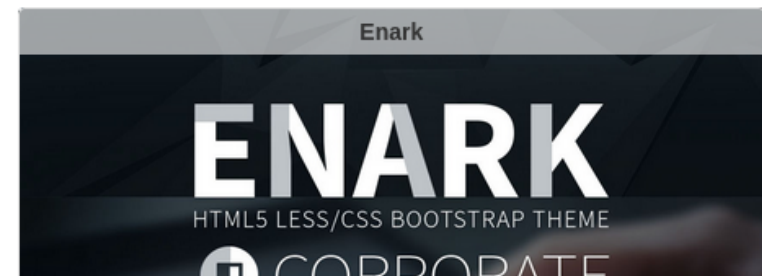
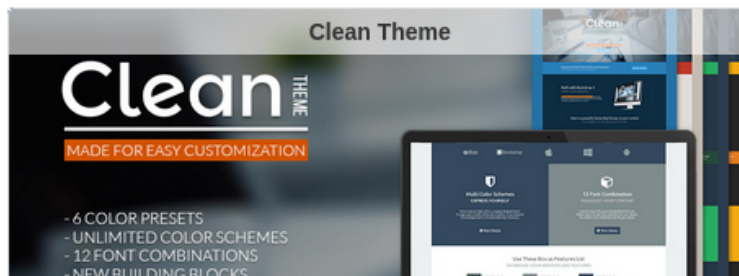
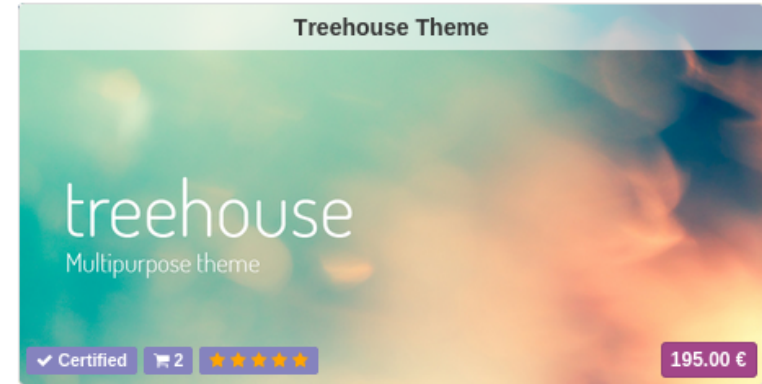
Retail

Services

Technology

Miscellaneous

Filter by Contributors



Apps Themes

Sort By: Relevance ▾

Series: All ▾

Prev

1

2

3

4

5

Next

Search...

Guarantee

All

Certified

Price

All

Free

Paid

Categories

All

Accounting

Human Resources

Localization

Manufacturing

Project

Purchases

Sales

Extra Tools

Warehouse

Filter by Contributors

5457 Modules found for category All



Odoo VOIP

Automate calls transfers, logs and emails
by **Odoo S.A.**

✓ Certified 6 399.00 €



Available quantity of products in POS

by **Ivan Yelizariev**

10 9.00 €



Product Images in Order Lines

Product Images in List-View/Order-Lines
by **Webkul Software Pvt. Ltd.**

3 ★★★★★ 25.00 €



Mail relocation

by **Ivan Yelizariev**

8 9.00 €



Snippet top product

by **O'Labs**

3 20.00 €



Clear cart button

by **Ivan Yelizariev**

6 9.00 €



Quick add items to shopping cart

by **Ivan Yelizariev**

5 9.00 €



Product compare

by **O'Labs**

2 20.00 €



Instant Messaging Group and notification



Discount for total amount of pos order

by **Ivan Yelizariev**

Today, a mobile phone without a strong app store is worthless. Tomorrow, an ERP without a strong apps store will be worthless too.

→ We can be the first real enterprise apps store

Having the ability for partners to sell modules will be a huge **boost in the quality of the available apps and the sustainability.**

And a lot of people will continue doing Open Source modules for area where its better.
Everyone choose its preferred way of developing.

License switch:

- Odoo 8 was AGPL
- Odoo 9 will be LGPL

Why?

- To allow partners to sell Apps (Apps Store)
- To allow Odoo SA to sell Apps (Odoo Enterprise)
- LGPL is suitable for a CMS, AGPL not

Open Source (LGPL & AGPL):

- can distribute, use, modify
- derivative work should be released with same license

AGPL (Odoo v8)

- Others modules that reuse your module must be AGPL, your module can not use / depends on non AGPL-compatible libraries
- you should provide source code to users

LGPL (Odoo v9)

- you can use any library in your module
- Modules that depends on your module can be proprietary
- you should provide source code with binaries

Everything is compatible. Odoo users can use AGPL, LGPL or non-free modules.

The main rule to respect is:

- you can not sell a module that depends on an AGPL module. (it has to be AGPL)
- A derivative work of a AGPL/LGPL module should be open source.

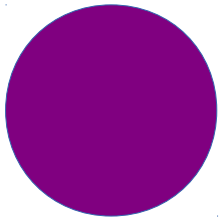


Editions



Odoo 8

■ Open Source

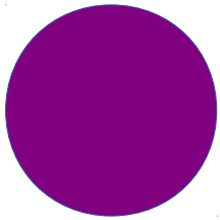


Odoo 8
(AGPL)

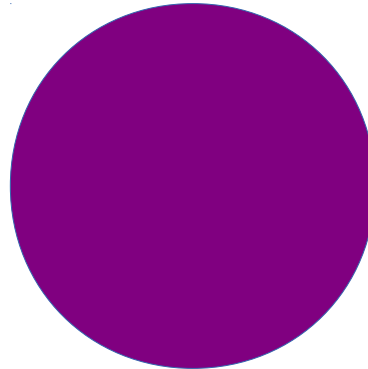


Odoo 9 Community

■ Open Source



Odoo 8
(AGPL)

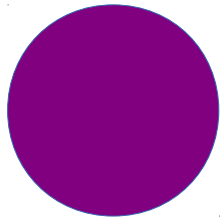


**Odoo 9
Community**
(LGPL)

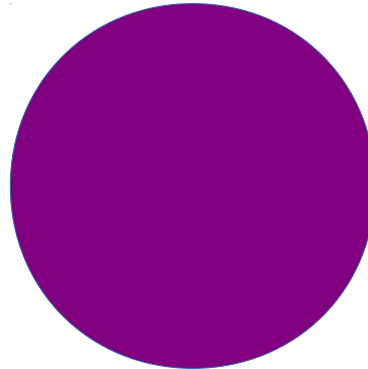


Odoo 9 Enterprise

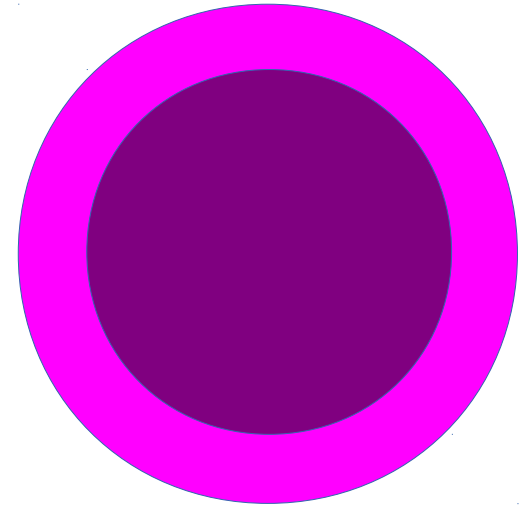
- Open Source
- Non-free



Odoo 8
(AGPL)



**Odoo 9
Community**
(LGPL)

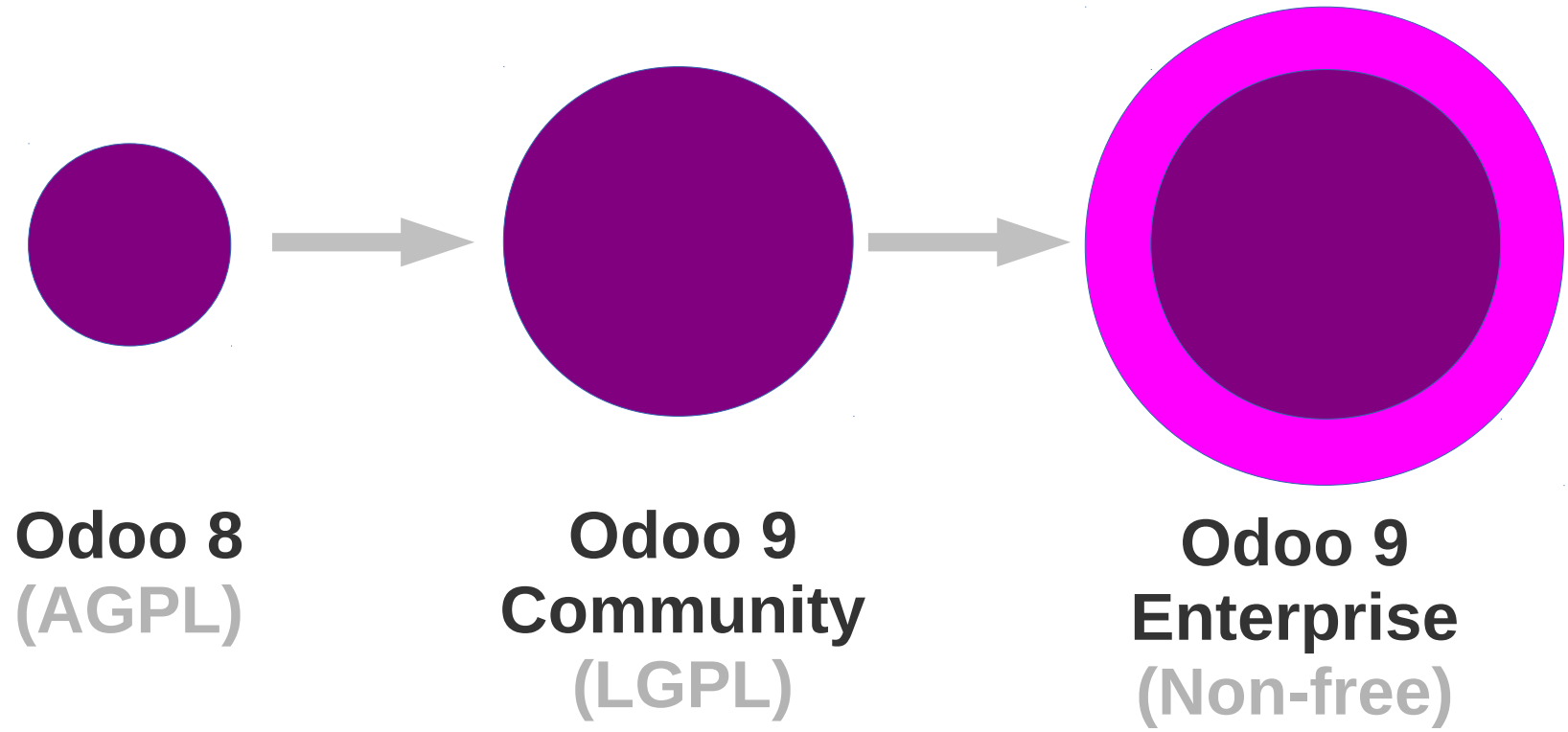


**Odoo 9
Enterprise**
(Non-free)



Odoo 9 Enterprise

- Open Source
- Non-free
- Upgrade path





The Enterprise Apps Store

Odoo Community is the foundation of Odoo Enterprise, both editions are linked to each others.

The **success** of one will **bring the success** of the other. → it's sustainable

Evolution of Odoo Enterprise will require to improve Odoo community (core modules dependencies) and the more people use Odoo Community, the more users we can upgrade.

Odoo Enterprise relies on Odoo Community. It's a set of extra modules → It means, we will always maintain and improve Odoo Community over the time, its still our core product.

The collaborative development on Github does not change.
→ Odoo Enterprise repo is open to all partners.

Everything that is currently open source (SaaS 6) will stay open source → No feature become prorietary, only new ones.

Our strategy: attract people with a great community software, upgrade some of these of users into Enterprise users. → the community version of Odoo should be super good.

We want Odoo Community to be the best open source management software in the world.
(not a secondary, less important product)

We want extra features in Odoo Enterprise to upgrade some of these users.

→ We plan to invest in both and the success of one will allow us to invest more in the other.

What does it change?



Impact of new model

Odoo SA can focus on a single source of revenues (extra features) and we don't need anymore to monetize extra services: support, training, documentation, bugfixes, etc.

The price will not change as these values will be replaced by other values: selling Github access to Odoo Enterprise instead of trainings.

→ Only one goal: help people use Odoo

Tutorials



Theme Tutorial



Building a Website



Building a Module



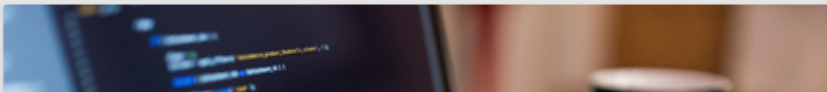
Building Interface Extensions

Web Service API



Web Service API

Setting Up





For partners

Odoo Enterprise's repo is accessible to all partners on GitHub. → nothing change on the way we collaborate!

Odoo Community's repo is accessible to everyone publicly on GitHub. → nothing change on the way we collaborate!

Odoo Enterprise still includes maintenance services:
unlimited bugfix and upgrades.

No change in the price.

In order to distribute it to a customer, you need to either:

1/ use Odoo Community or

2/ buy Odoo Enterprise.

→ Depending on the features you need.



List of Features



List of Features

Services	Odoo 8	Odoo 9 Community	Odoo 9 Enterprise
Community Forum	X	X	X
Upgrades to future versions	/	/	X
Bugfixes Guarantee	/	/	X
Support	/	/	X
Features		Odoo 9 Community	Odoo 9 Enterprise
Accounting			
Basic Accounting	X	Improved	Improved
Accounting Reports	static	static	dynamic
Statement Import: Coda	X	Improved	Improved
Accounting Dashboard	/	X	X
Bank Interfaces (U.S., NZ, Canada)	/	/	X
Statement Import: OFX, QIF	/	X	X
Check Printing & Deposit	/	/	X
Customer Follow-ups	basic	basic	X
User Interface			
Desktop	X	Improved	Improved
Android CRM	/	X	X
Mobile UI	/	/	X
New Design	/	/	X
Project Management			
Tasks	X	Improved	Improved
Issues	X	Improved	Improved
Timesheets	Former version	Improved	Improved

Draft List of Features: <http://bit.ly/1dGT3iN>

QUESTIONS?

THANK YOU!