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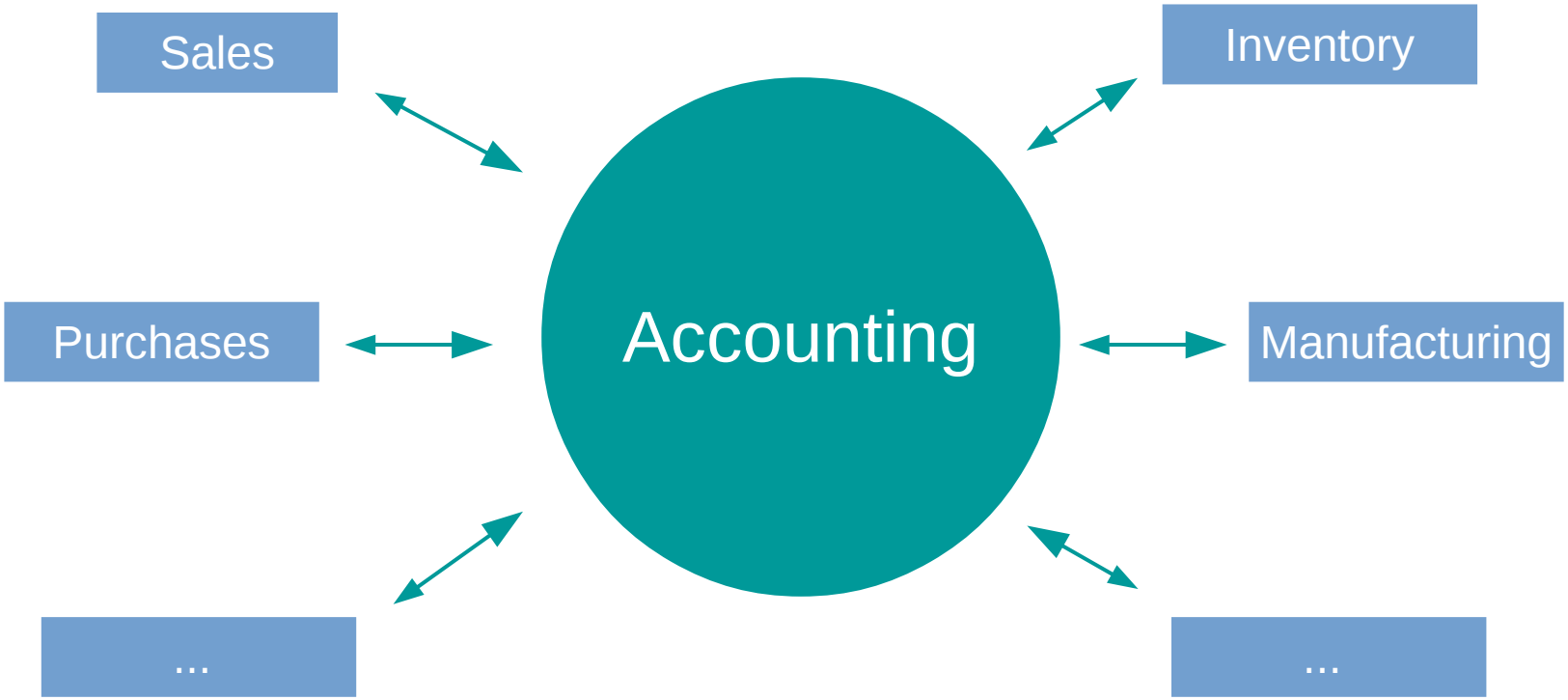
The Odoo Revolution

Current ERPs

Accounting Centric Model



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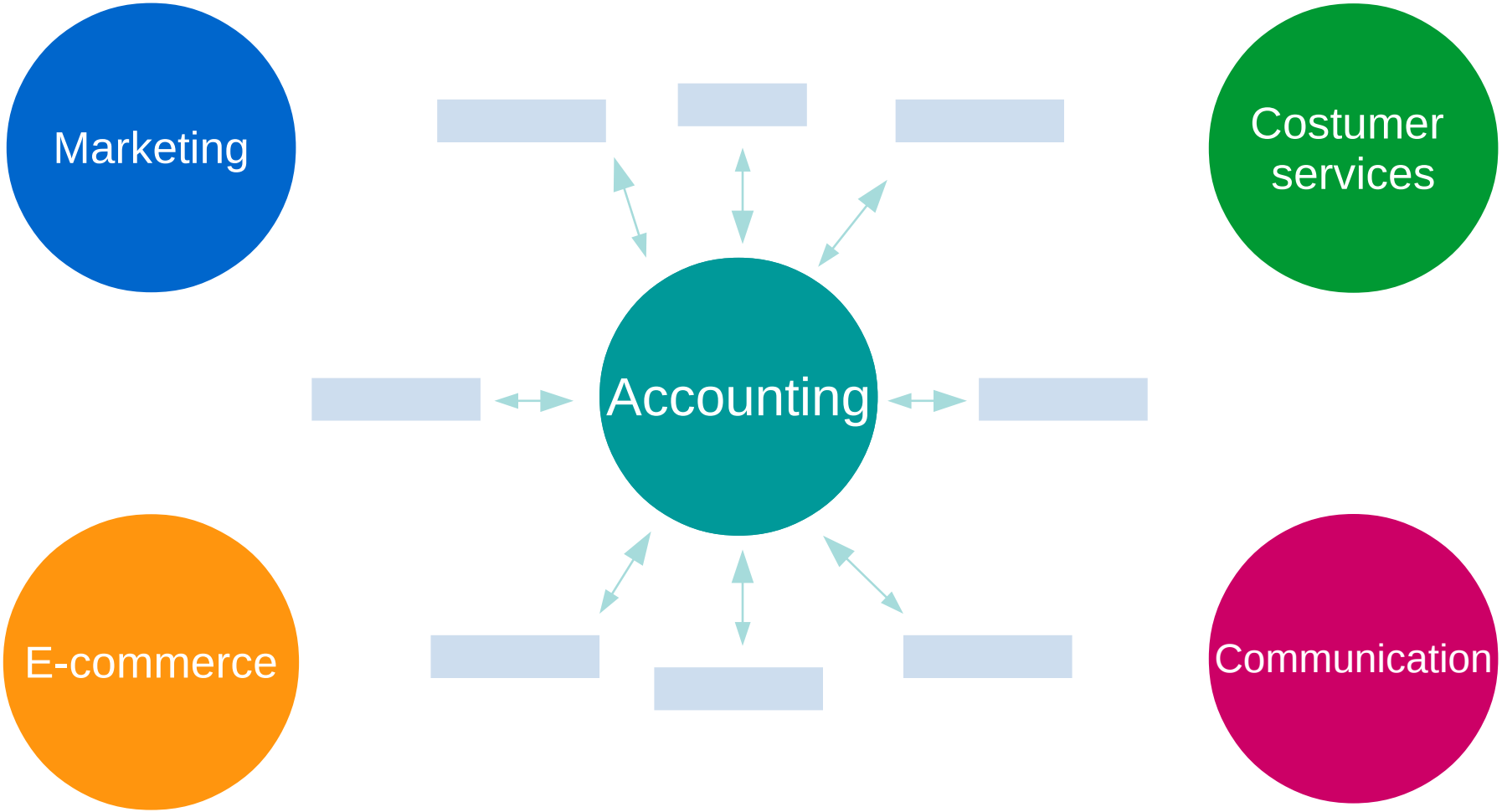
This approach is so 2000...

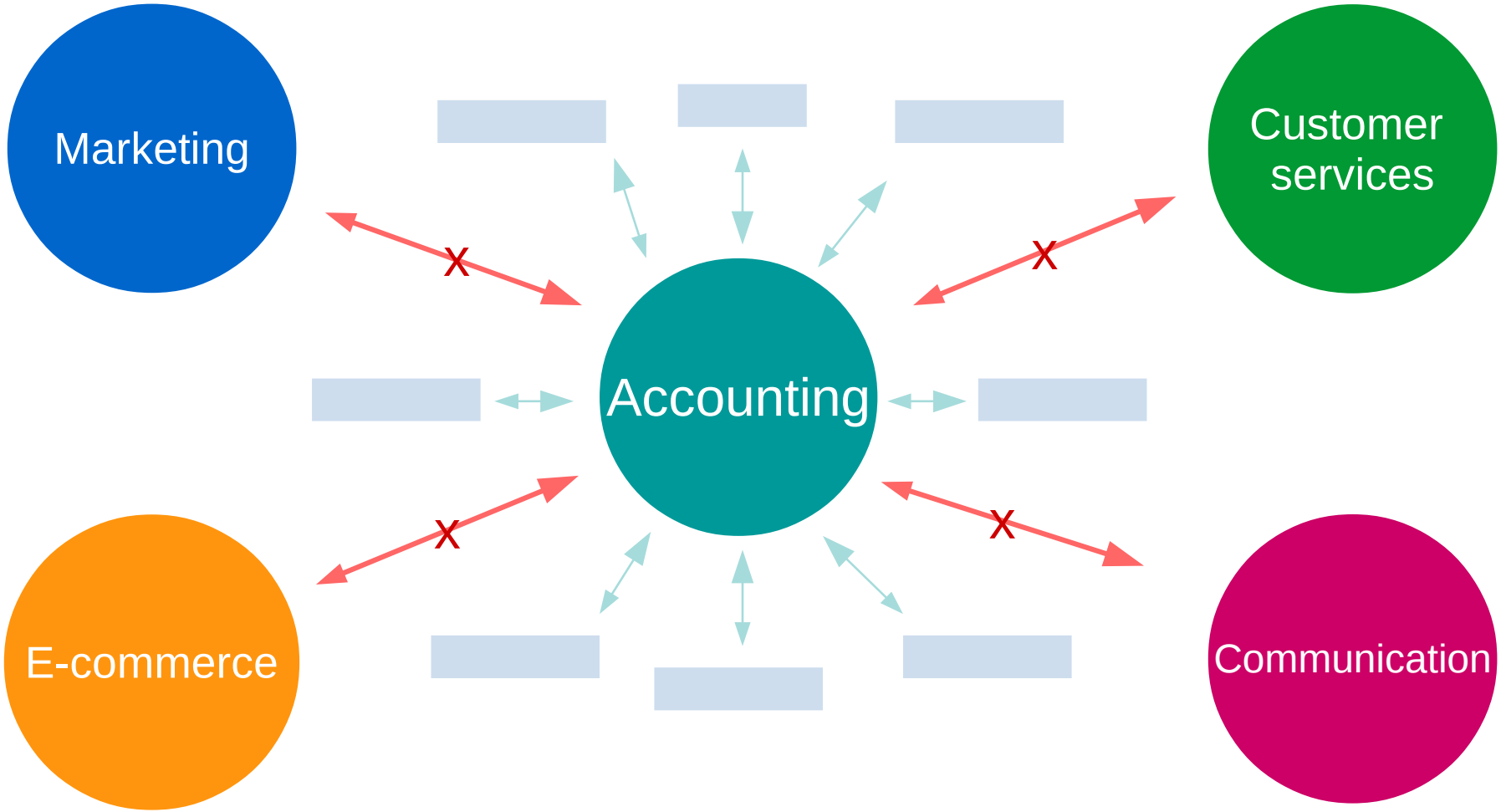
Modern companies face new challenges



Most companies have an ERP for the core and several extra apps, not fully integrated...

Modern companies needs

Modern companies face new challenges



Modern companies are not accounting centric, they are "**customer centric**"!

2015 Problems

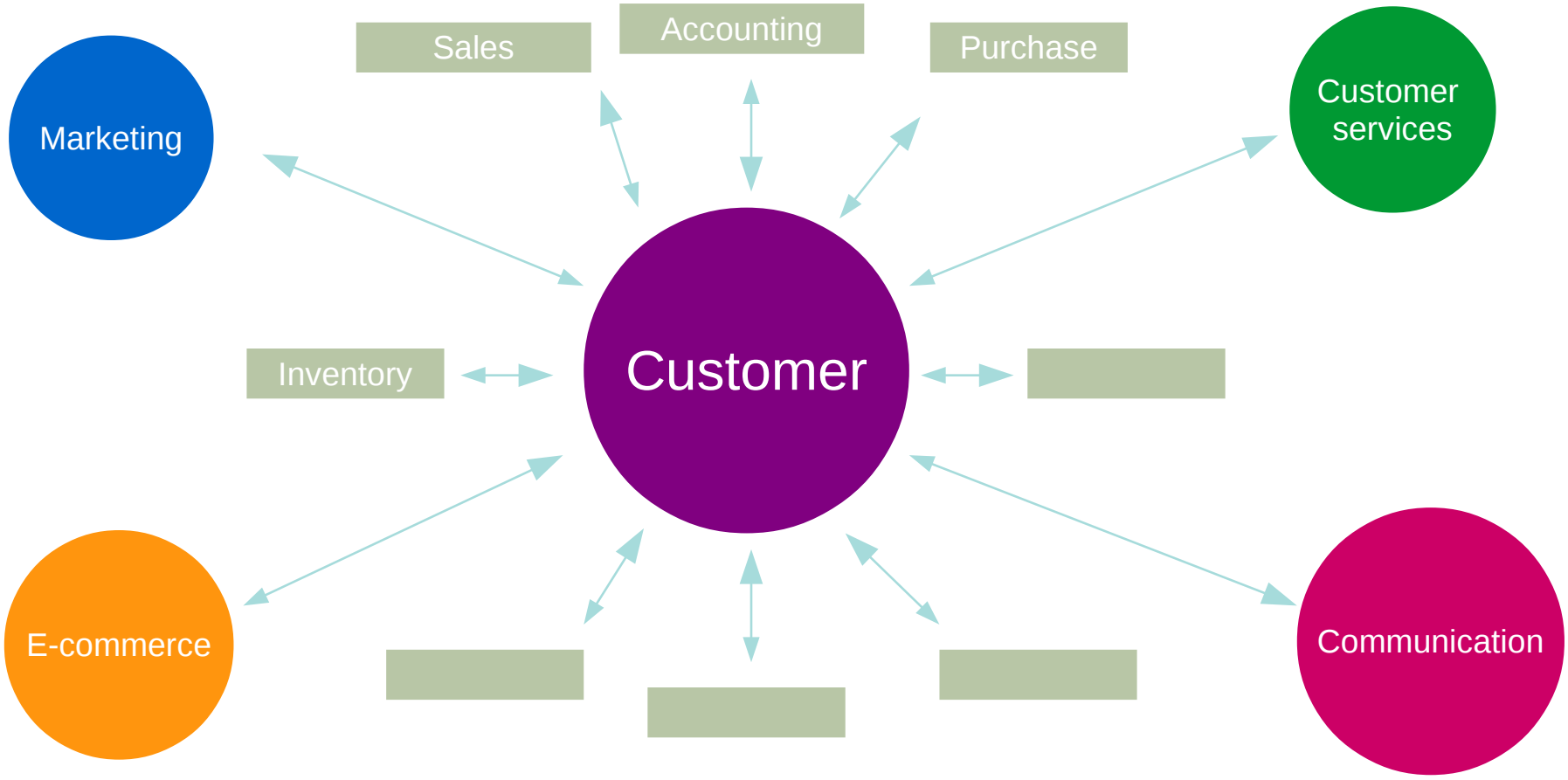
Customers became the challenge of modern companies, not only integrating accounting.

They use plenty of non integrated apps for customer related functions: POS, mass mailing, lead tracking, eCommerce, sales consolidation, after sales services, communication tools...

But you can't offer an amazing and unified customer experience without integration.

The Odoo Approach

Modern Companies are Customer Centric



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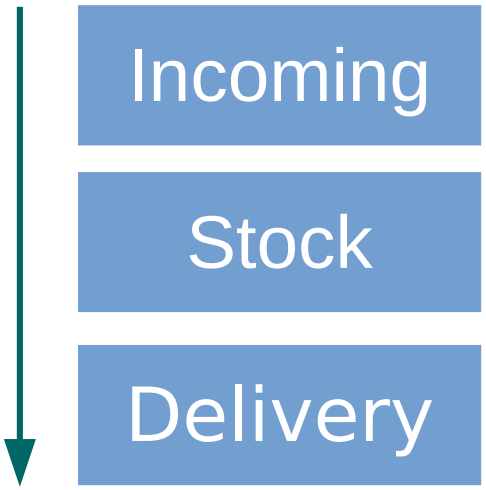
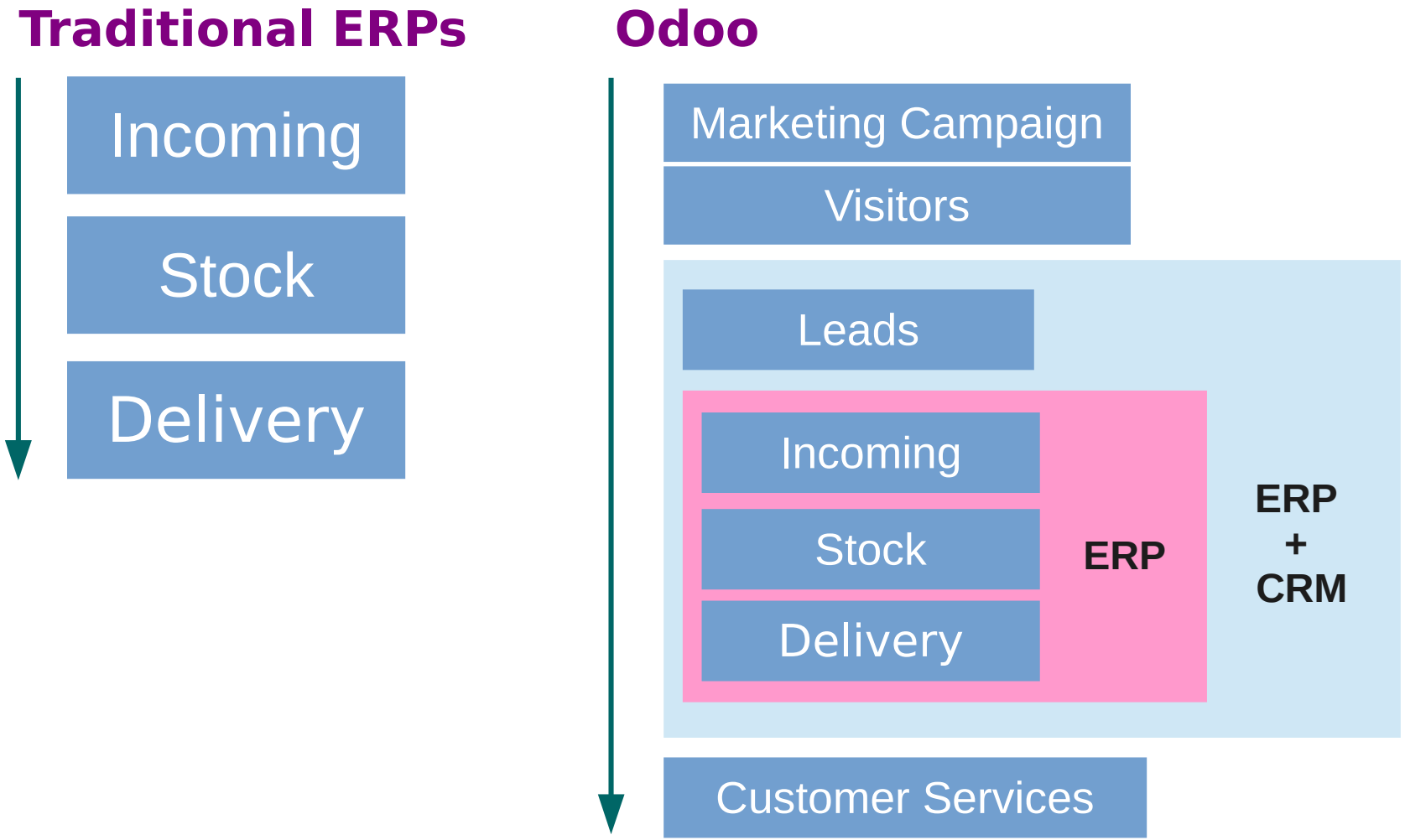
Being Customer Centric

Example 1: Traceability

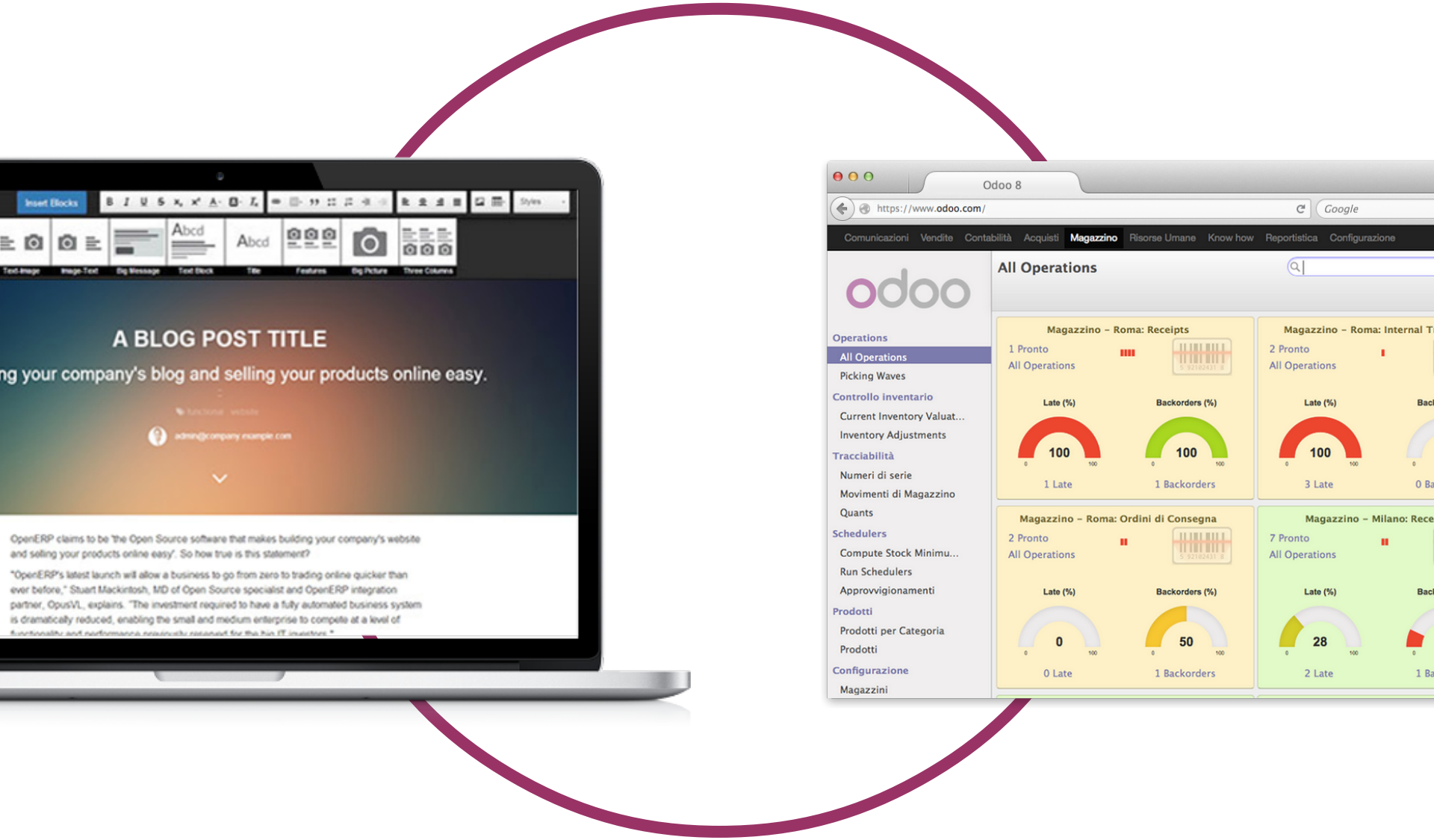
Traditional ERPs



Example 1: Traceability

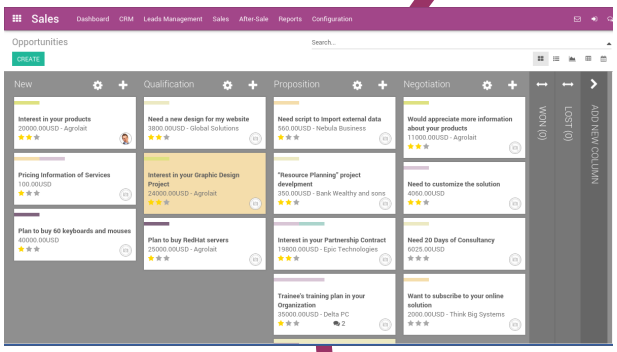


Frontend / Backend integration



Integrate ALL sales channel

CRM



Point of Sales

E-Commerce

Traditional ERPs

- [x] For managers
- [ ] For Users

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- [x] For managers
- [x] For Users

but the most impressive is...

It works out-of-the-box

- ☑ Easy to use
- ☑ Low configuration required
- ☑ Super flexible
- ☑ Cover all best practices

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Odoo is much more than just a product...

Not only a product...

Strong Product

2.000.000 users

+

A Global Offer

600 partners
Huge community

+

Great Brand

130 Countries

All you need to transform a market

Root cause of the success

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

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Next Steps

Going grom 2M users to 10M users!

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1

Massively Invest On The Product

Odoo 9 ETA

Q3 2014

Online users

Q4 2014

On premise users

Version 10: reaching perfection

Focus on usability:

- Reduce implementation costs (config, on boarding...)
- Not only the product but platform, docs, translations...
- Super fast & mobile

With the user in mind:

- Boost employee productivity (do more with less efforts)

Reaching perfection:

- Thousands of small details (rather than a few new apps)

Huge improvement on community apps:

- Apps store (as a way to finance evolution for partners)

The Enterprise Apps Store

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

→ Odoo = the first enterprise apps store

Theme Store

All
Certified

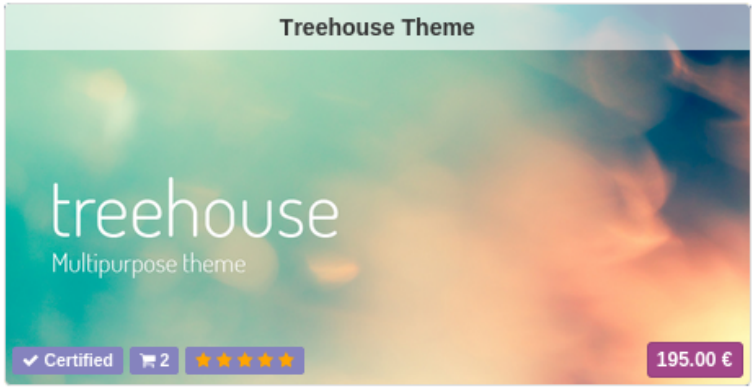
Price

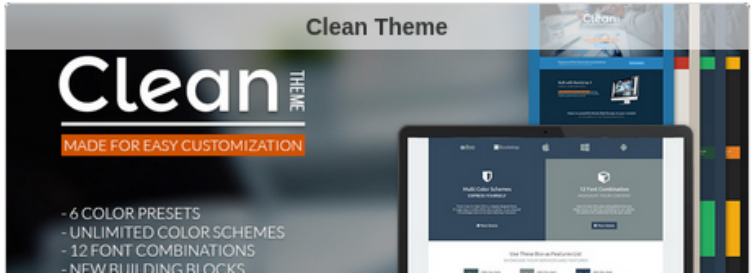
All
Free
Paid

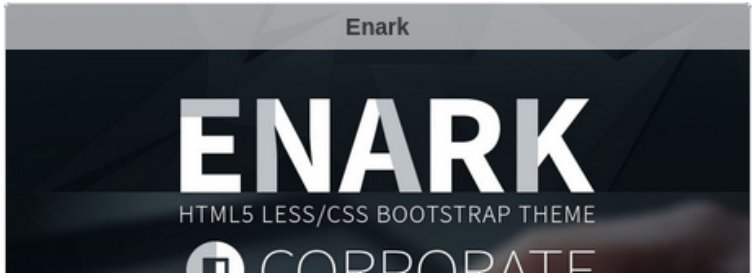
Categories

All
Personal
Corporate
Creative
Ecommerce
Education
Entertainment
Nonprofit
Retail
Services
Technology
Miscellaneous

Filter by Contributors







Apps Store

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

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2

User Experience And Customer Success

User Experience

Marketing:

- **Focus on** user experience: new website (ERP → Apps), docs & tutorials, customer feedback, translation to french, SaaS on boarding review, etc.
- **Work less on** attracting visitors / lead generation

R&D:

- User on boarding
- Planners & configuration tools
- Fix all customer pain points

Sales:

- Renewal teams → Customer Success team

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3

Align Everyone's Interests

Community,
Partners,
Customers,
Odoo

Currently: too much friction

Odoo SA's services include: selling documentation, training, upgrades, support, bugfixes (of the core), etc.

Partners services include: training, support, bugfixes (their modules + core), custom developments, implementation services

→ **Too much overlap!**

Future

In the future, Odoo SA will focus on a single source of revenues: extra features. We will not need anymore to monetize extra services.

Impact:

- Free documentation
- Free trainings
- Free upgrade tools (in 2016?)
- No need to sell bugfixes (just do it)

→ Only one goal: help people use Odoo
→ Less friction with partners and OCA (e.g. OpenUpgrade)

Example: new doc

odoo doc | Tutorials | Web Service API | Setting Up | Reference | Business Mementoes

Tutorials

Theme Tutorial

Building a Website

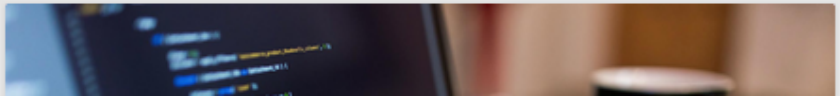
Building a Module

Building Interface Extensions

Web Service API

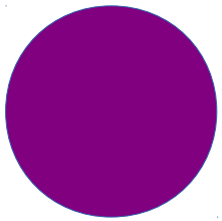
Web Service API

Setting Up

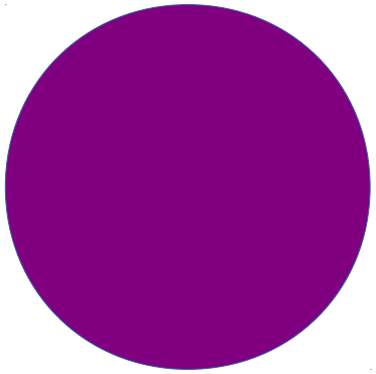


Odoo 9 Enterprise

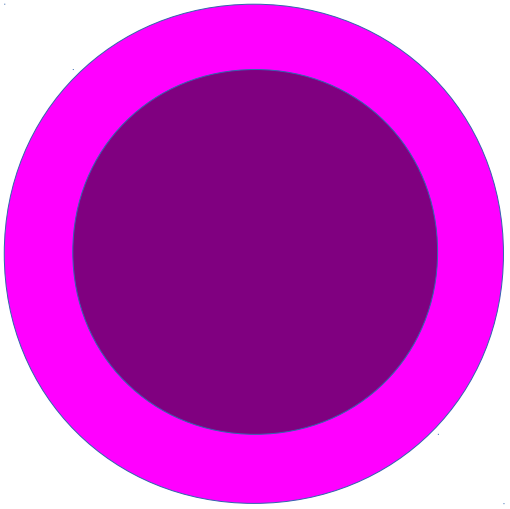
- Open Source
- Non-free features



Odoo 8



Odoo 9 Community



Odoo 9 Enterprise

All of this while maintaining a fun working environment and a sane relationship with partners, community and customers.

THANK YOU!