



Savoir-faire
LINUX

Business Digitization made easy with Odoo

Special Odoo Toronto Meetup @ Brightlane (June 2017)

By Marc Lijour

June 28, 2017



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- Where is Odoo going next?

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Presenters

We are your neighbours at Brightlane!

Marc Lijour, Savoir-faire Linux

Business Digitization Consultant helping organizations use technology to make their lives easier and their business more impactful.

Other Board & Advisory roles @ ICTC, ColliderX, Toronto French Business Network, Techweek, Prepr

Daniel Dico, OERP Canada

Founder @ OERP Canada and Consultant
Odoo expert

Agenda

This [special session at Brightlane](#) of the Odoo Toronto meetup group has 2 main objectives:

- 1 Introducing the Brightlane community to our work with Business Digitization and why we use Odoo
- 2 Presenting the Odoo community

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Digitization: our #1 business challenge

Troubling facts:

- Canada gets a D mark on productivity
- 40% of Ontario businesses lack an Internet presence
- Adoption of technology is slow

Automate, Assist, Amplify

Why aren't we there yet?

- Complexity

Why aren't we there yet?

- Complexity
- Cost

Why aren't we there yet?

- Complexity
- Cost
- Lack of choice

Why aren't we there yet?

- Complexity
- Cost
- Lack of choice
- Long and cumbersome implementation process

A business owner conundrum

How do I choose between

- a complex system that does everything but expensive in terms of raw dollars and time to implement?
- smarter and leaner systems very good in their niche, but exponentially difficult to integrate to fit the business needs?

A Short Introduction to Odoo

Odoo in a few words

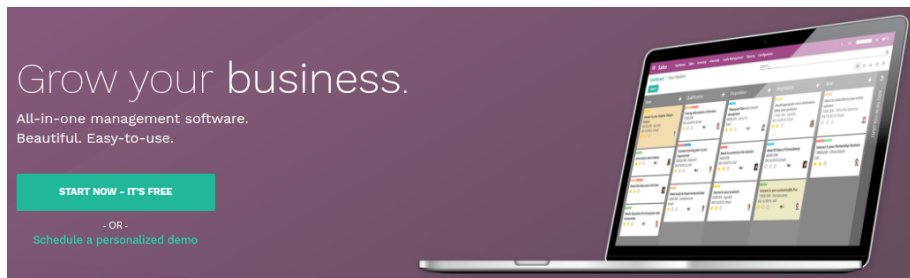
A promotional banner for Odoo. The background is a solid dark purple. On the left, the text "Grow your business." is written in a large, white, sans-serif font. Below it, in a smaller white font, are the phrases "All-in-one management software." and "Beautiful. Easy-to-use." Further down is a bright green rectangular button with the white text "START NOW - IT'S FREE". Below the button, centered, is the text "- OR -" followed by "Schedule a personalized demo" in a smaller white font. On the right side of the banner, a laptop is shown at an angle, displaying the Odoo web application interface. The interface has a purple header bar and a main content area with a grid of various business management tools like sales, projects, and HR.

Figure: <https://www.odoo.com> (Odoo SA, 2017)

An Operating System for Small Business

The Fun way to doing more, faster, better, and cheaper...



Figure:

<https://www.youtube.com/watch?v=2dhyhamLm6M&list=PL1-aSABtP6AAIAUX4hW2TyYlioOVEGQ3yf&index=6>

A Short Introduction to Odoo

Value Proposition

A unique value proposition

Everything you need within a top notch user experience.

The **open source model of Odoo** has allowed us to leverage thousands of developers and business experts to build hundreds of apps in just a few years.

With strong technical foundations, Odoo's framework is unique. It provides **top notch usability that scales across all apps**.

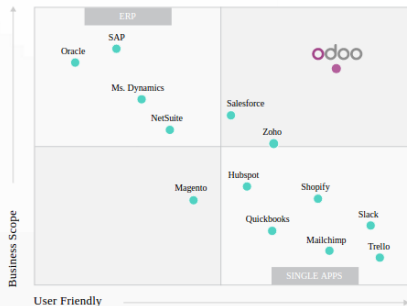
Usability improvements made on Odoo will automatically apply to all of our fully integrated apps.

That way, Odoo evolves much faster than any other solution.

5400+
developers

312 ^{new}
per month
apps

23
languages



Better, Faster, Cheaper

Ratings	Salesforce	Odoo Online
Subjective Ratings		
Navigation and Search	★★★★☆	★★★★☆
Opportunities Pipeline	★★★★☆	★★★★★
Mobile App	★★★★☆	★★★★☆
Reports Flexibility	★★★★☆	★★★★☆
Speed/Page Reloads ¹	★★★★☆	★★★★★
User Satisfaction		
Ratings on g2Crowd	4.1 / 5	4.6 / 5
Ratings on GetApp	3.9 / 5	5.0 / 5
Ratings on Capterra	4.5 / 5	5.0 / 5

Figure: Better UX can also be 5x cheaper, see [Odoo vs. Salesforce](#)

Great User Experience Award and the 2017 Rising Star



Figure: Odoo News April 2017

Odoo is growing faster than Salesforce

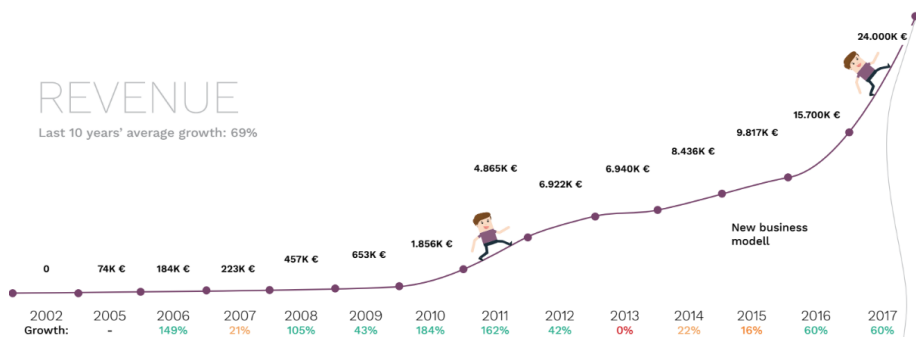


Figure: Odoo Revenue Growth, available at <http://bit.ly/2pnexIa> –tweeted by Fabien Pinckaers (@fpodoo) April 14, 2017

Odoo is growing faster than Salesforce

Trend REVENUE GROWTH

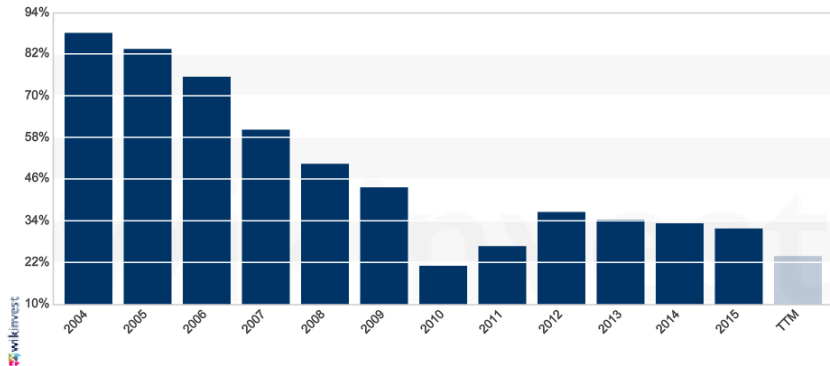


Figure: Salesforce (SFDC) Revenue Growth from [wikinvest](#)
(started in 1999, SFDC raised US\$110 million in its June 2004 IPO)

Odoo is a great deal

- US\$1 a day per user

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- Free/Free Community version (ability to innovate)

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- Free/Free Community version (ability to innovate)
- A fairly good **Odoo partner ecosystem** in Canada


Thousands of free apps curated by the Odoo Communication Association (OCA)

Odoo Community Association (OCA) Apps

1619 Modules by Odoo Community Association (OCA) found for category All

Sort by BEST SELLERS Version ALL


1 2 3 4 5 NEXT



Mass Editing

Mass Editing
by Serpent Consulting ...


FREE
5278



Hotel Management

Hotel Management
by Serpent Consulting ...


FREE
10157



Hotel Reservation Management

Hotel Reservation Manag..
by Serpent Consulting ...

FREE
3885



Report to printer

Report to printer
by Agile Business Grou...

FREE
4952

Figure: See the OCA section on Odoo.com and <https://github.com/OCA> (OCA 2017a, 2017b)

Odoo is a modern,
extensible platform,
with a lively community

It's easy to create Apps (even for non-developers)

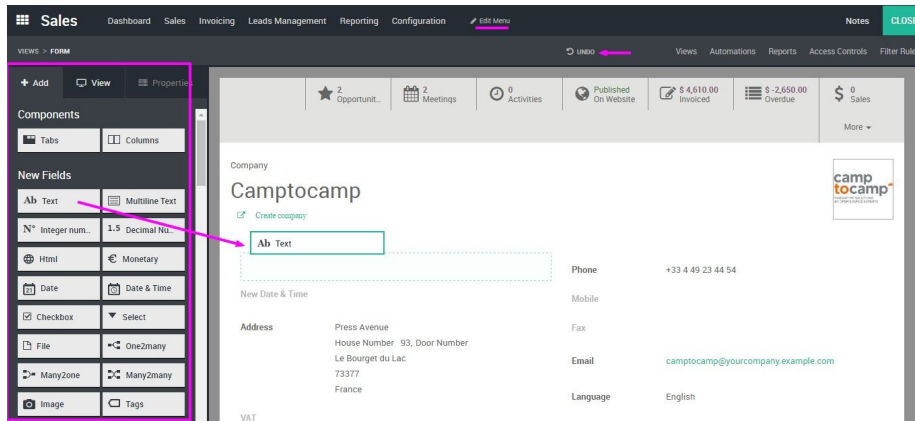


Figure: Odoo “Studio” is available on the Enterprise and Online versions

Support from the Odoo Communication Association (OCA)

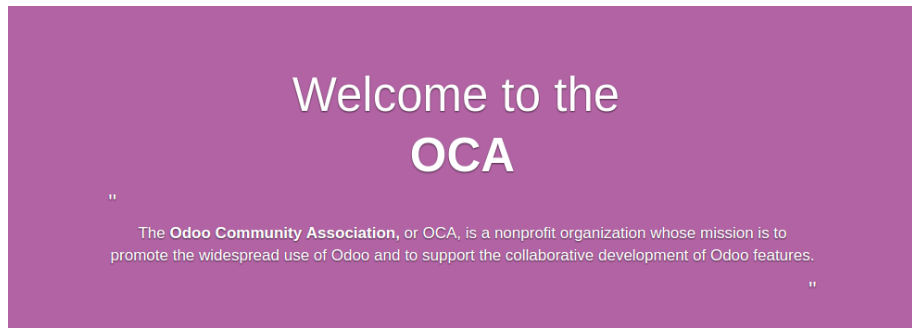


Figure: <https://odoo-community.org> (OCA, 2017c)

Developers love Python

May 2017	May 2016	Change	Programming Language	Ratings	Change
1	1		Java	14.639%	-6.32%
2	2		C	7.002%	-6.22%
3	3		C++	4.751%	-1.95%
4	5	⬆	Python	3.548%	-0.24%
5	4	⬇	C#	3.457%	-1.02%
6	10	⬆	Visual Basic .NET	3.391%	+1.07%
7	7		JavaScript	3.071%	+0.73%
8	12	⬆	Assembly language	2.859%	+0.98%
9	6	⬇	PHP	2.693%	-0.30%
10	9	⬇	Perl	2.602%	+0.28%
11	8	⬇	Ruby	2.429%	+0.09%
12	13	⬆	Visual Basic	2.347%	+0.52%
13	15	⬆	Swift	2.274%	+0.68%
14	16	⬆	R	2.192%	+0.86%
15	14	⬇	Objective-C	2.101%	+0.50%
16	42	⬆	Go	2.080%	+1.83%

Figure: The TIOBE index shows Python's popularity thrives after 25+ years of existence

Thousands of Open Source modules in developer-friendly format



Stéphane Bidoul
@SBidoul

Following

I'm happy to report there are now 2120 @OdooCommunity modules on pypi. New modules uploaded nightly. [pypi.python.org/pypi?%3Faction=b...](https://pypi.python.org/pypi?%3Faction=browse)

Module Counts

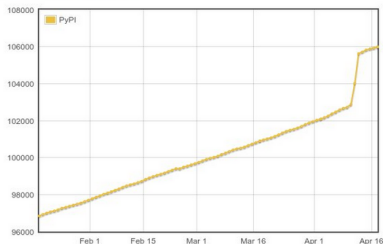


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Versions of Odoo

Opencore Model

- Odoo Community

✓ Open Source, Free, Forever

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- Developer version

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- See <https://www.odoo.com/pricing>
and <https://www.odoo.com/page/editions> for more details

Getting started with Odoo

Pick your deal

Pricing			
	FREE PLAN	ONLINE	ENTERPRISE
	Free for One App	from USD 25.0 /user/month	USD 30.0 /user/month
Suitable for:	< 50 users self-service	< 50 users service by Odoo	> 50 users service by partner
	START NOW	VIEW PRICING	BUY NOW
Apps Included	1 App	Pay as you grow	All Apps
Billing	Free	Monthly	Annually
Cloud Hosting	✓	✓	×
Implementation Service	×	✓	×
Customization	×	✓	×
Support	×	✓	×

The free plan is a good place to start

Let's try Odoo!

<https://www.odoo.com/trial>

Experiment with different versions of Odoo

odoo runbot

odoo/odoo odoo-dev/odoo odoo/enterprise odoo-dev/enterprise odoo/design-themes Sign in

github.com/odoo/enterprise - Filter Search Search

runbot10.odoo.com: 0 testing, 70 running runbot11.odoo.com: 0 testing, 30 running runbot5.odoo.com: 0 testing, 70 running runbot8.odoo.com: 0 testing, 70 running runbot9.odoo.com: 0 testing, 70 running Pending: 0

Branch				
★ 10.0 4h Branch or pull	<p>[MERGE] forward port branch saas... Christophe Simonis 213806-10-0-4ade9 on runbot10.odoo.com 👍 age 4h time 25m</p>	<p>[MERGE] forward port branch saas... Christophe Simonis 213804-10-0-4ade9 on runbot11.odoo.com ⚠ age 5h time 24m</p>	<p>[MERGE] forward port branch saas... Christophe Simonis 213803-10-0-4ade9 on runbot11.odoo.com 👎 age 5h time 24m</p>	<p>[MERGE] forward port branch saas... Christophe Simonis 213802-10-0-4ade9 on runbot11.odoo.com ⚠ age 5h time 24m</p>
★ 9.0 1d Branch or pull	<p>[FIX] voip: Monkey patch the sip... fwi-odoo 213289-9-0-ca7f9d on runbot9.odoo.com 👍 age 1d time 20m</p>	<p>[FIX] web: make DB name more file... Nicolas Martinelli 212951-9-0-d0de4f on runbot8.odoo.com 👍 age 1d time 19m</p>	<p>[18N] Update translation terms ... Odoo Translation Bot 212894-9-0-946a1e on runbot5.odoo.com 👍 age 3d time 20m</p>	<p>[FIX] web_enterprise: kanban_sta... Nicolas Lempereur (👉 Christophe Simonis) 212737-9-0-16aa20 on runbot10.odoo.com 👍 age 4d time 22m</p>
★ master 4h Branch or pull	<p>[IMP] generic: default view shou... Dhaval Panchal (👉 Yannick Tivisse) 213805-master-f2e3be on runbot8.odoo.com 👎 age 4h time 25m</p>	<p>[IMP] generic: default view shou... Dhaval Panchal (👉 Yannick Tivisse) 213782-master-f2e3be on runbot5.odoo.com 👎 age 10h time 32m</p>	<p>[MERGE] forward port branch saas... Christophe Simonis 213733-master-248c47 on runbot9.odoo.com 👎 age 12h time 28m</p>	<p>[FIX] mrp_mps: client action: il... Aaron Bohy 213595-master-ad0e79 on runbot9.odoo.com 👍 age 15h time 32m</p>
★ saas-11 15h Branch or pull	<p>[MERGE] forward port branch 9.0 ... Christophe Simonis 213575-saas-11-4fcb3e on runbot9.odoo.com 👍 age 15h time 22m</p>	<p>[FIX] inter_company_rules: from ... Lucas Perais (lpe) 213336-saas-11-45451b on runbot10.odoo.com 👍 age 1d time 24m</p>	<p>[MERGE] forward port branch 9.0 ... Christophe Simonis 210467-saas-11-85ec88 on runbot10.odoo.com 👍 age 13d time 21m</p>	<p>[FIX] inter_company_rules: _prep... Goffin Simon 209707-saas-11-051b92 on runbot8.odoo.com 👍 age 15d time 21m</p>

github.com/odoo/enterprise: 0 testing, 68 running, 0 pending.

Figure: <http://runbot.odoo.com/runbot>

The future of Odoo



Odoo 2020 - Vision & Strategy

Odoo

3,449 views

Discover the strategy of Odoo for the next years, the direction the product will take and the way we plan to develop the business with our partners. ...

Figure: <https://www.youtube.com/watch?v=v8eumtr3X1Q>



Odoo 10 - Product Keynote

Odoo

6,869 views

In this 1.5-hour session, Fabien Pinckaers, Odoo CEO & Founder, will walk you through all the developments of Odoo 10. The opening keynote of the Odoo Experience 2016 is creative an...

Figure: https://www.youtube.com/watch?v=TMno_mDkBRE

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Odoo: the course ERP I

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- OCA. (2017b). OCA's section on odoo.com. Retrieved from [https://www.odoo.com/apps/modules?author=Odoo%5C%20Community%5C%20Association%5C%20\(OCA\)](https://www.odoo.com/apps/modules?author=Odoo%5C%20Community%5C%20Association%5C%20(OCA))
- OCA. (2017c). Odoo Community Association (OCA). Retrieved from <https://odoo-community.org>
- Odoo SA. (2017). Odoo Website. Retrieved from <https://www.odoo.com>