# What’s New in Odoo 15

## We report everything Fabien Pinckaers said in his keynote speech from the Odoo Experience 2021

*By Saloni Verma*

The Odoo Experience 2021 on October 6, 2021, was definitely that - an experience that you would have only once or twice in your life. It was all online, ran without any glitches and delivered on all promises. At Bloopark, we huddled together and saw the exclusive unveiling of what Odoo15 has in store for us.

The initial excitement and planning was so much that we were all glued to our seats, with our snacks. Click [here](#_2tgatefs5az5), if you want to skip to the new features directly.

It was a really fun start with silly noises, introductions and opening statements. After the warm welcome, they got right into the new features. It was created in the conversation style and each component was very well linked to the next. Fabien is a natural orator who kept the whole event exciting. The Experience also had some pre-filmed videos that added diversity to the presentation. This article highlighting the most important updates of Odoo 15 is written in a tweet-with-us style.

Braided with the event highlights are some of our notes, or comments as to how this would be beneficial for anyone using the open-source Odoo, be it the f[ree community version or Enterprise.](https://www.bloopark.de/blog/unser-blog-1/post/die-wiederverwendung-von-code-fur-bewahrte-geschaftspraktiken-480)

Following are the quick notes of the first day of the Odoo Experience

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### Checkboxes available on features

Simultaneous atomicity and isolation integrity.

* Example: Tests 1,2,3 can be independent while someone else is working on the test case.
* The invoices can be directly sent as an email to the customer.
* Sale and to see a number of hours billed.

It is blazing fast in terms of productivity.

### Website Builder

* The website builder is also now in E-commerce.

It brings in all the features of Shopify, but even better!

* AI engine creates our design for us.

Fabien shared the example of a university library.

* Pre-made colour palate. Or upload our colours. News, events, About us, are the simple drag and drop as earlier and then press ‘Build my Website’ to see the magic!
* Gradient system on text.
* Animations.
* We can easily add templates, banners, 3D zoom etc. insert anything to the website like this. Moreover, we can make it dynamic if we want.

The new website builder is 35 per cent faster than odoo15(sic). This is optimal for a quick load time of a website in terms of good SEO practices.

### Mass mailing

Mass mailing to launch and showcase the website to customers and all stakeholders.

* Mass mailing has all the advanced features of the website builder
* Launch A/B testing in Odoo15 itself.

How it works: The current version/test version should be sent to 10 per cent of the people on our mailing list and each set of people receive different variations of the code/design. Consequently, based on the received feedback of the people after the initial mailings, we can choose the best one and send the most likeable/most preferred to all people. Want more? We can also send the revenues generated from the same window!

Building on the premise that the revenue of the mass mailings is immense, we can only imagine how useful this feature integration could be for Odoo15 users.

### Online shop

* Repair, service linked to CRM now through the POS (Point of Sale)
* Promotions and coupons integrated.
* Browse Odoo product
* Product configurator right in the shop, new discounts in Odoo15
* Connected to the terminal without an IoT box, do registered payments
* Create a quotation for this customer, if the shop is empty for now.
* Send quote by emails
* Automated replenishment works

In POS: we can connect to the POS barcode

* We scan the product and the system filters which product belongs to the receipt.
* If a product is reserved for Deco Addict, for example, we keep it aside. We can print the new labels for the remaining 2 laptops
* If a quote for repair is required. We charge 100 euro per hour down payment which is required beforehand.
* The final bill subtracts the amount including the down payment and service charges. All services are in-house now!
* Print summary from the small icon. To show all services.

### Warehouse Management

For multiple stores, with the right amount of stock, we need to manage these services and operations well. New features are:

* Barcode scanner
* Inventory, picking, packing shipping are all here.
* It is incredibly fast and if we lose connection, it can run everywhere and sync up later.

We will be coming out with more and in-depth articles about the new Odoo15 version so keep watching this space.

If you want to build a website or want to commission someone to build an Odoo15 system, we are the people you are looking for. Contact us today for more information.

\Source: attended the Odoo Experience 2021 online as [saloni@bloopark.de](mailto:saloni@bloopark.de).

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