



# ERP Comparison Whitepaper:

## Microsoft Dynamics, NetSuite, & Odoo

June 2018

# Introduction

## Introducing ERP offers available today

In the last 15 years, new technologies have pushed enterprises both large and small to rethink their process management with respect to the new dynamics created by the changing business landscape. Implementing an ERP is a step many businesses are taking to help organize and optimize the way they do business.

There are many business software offerings currently available on the market, however most are focused solely on the needs of large enterprises. This document aims to give you a good idea of the features offered by the main ERP solutions for SME's, with an emphasis on cloud-based solutions.

A cloud-hosted ERP solution offers a number of advantages over a traditional ERP that is installed locally, many of which are especially relevant to small businesses. A cloud-based ERP is often more flexible and able to adapt to a growing and changing business. Most of the time, startup and maintenance costs are much lower as well because they are included in the license fee.

## Feature Comparison

In order to offer a fair comparison, we have compiled a table of the most important features into ten categories: Sales, Customer Relationship Management, Accounting & Finance, Marketing, Warehouse Management, Manufacturing, Purchasing, Services & Projects, Human Resources and Usability & Productivity.

These categories encompass almost everything an SME might need to manage, develop, and evolve its business operations. The three products analyzed have extra third party apps, developed by partners. Microsoft Dynamics NAV, NetSuite and Odoo all have a public app store. As these modules usually come at an additional cost (licence fees and / or implementation service), we only reported features that are in the standard package within our analysis. We have also included a comprehensive list of the pricing conditions to better weigh the costs / benefits for each solution.

We will finalize this document with some observations on market trends and customer satisfaction as well as provide input on a more global solution for SME's.

# Microsoft Dynamics NAV

Microsoft offers Microsoft Dynamics NAV (formerly Navision) as part of the Microsoft Dynamics family of ERP software. The software can be hosted in the Microsoft Azure Cloud (for an additional fee). Two licenses are available: a perpetual license and a subscription license to an external service provider.

“ BUSINESS SOLUTIONS  
TAILORED TO YOUR NEEDS ”

Microsoft Dynamics NAV 2018 is split into two versions: the Starter Pack, which offers basic functions in finance, professional services, and distribution; and the Extended Pack, which adds manufacturing and warehouse management features. The purchase of the Started Pack is required in order to get the Extended Pack. We've chosen to use the Extended Pack in Microsoft Dynamics NAV 2018 for the purposes of this comparison.

3.8+  
million users

165+  
countries around  
the world

1st  
worldwide

190,000  
client  
organizations

# NetSuite

NetSuite is an integrated solution for mid- to enterprise-sized businesses. NetSuite separates its business management software into four products: NetSuite ERP for inventory, supply chain, and financials; NetSuite CRM for sales and marketing; NetSuite Commerce for both web and on-site sales; and NetSuite PSA for project management. The different parts of the system can be purchased separately, which gives some flexibility to the customer.

“ ONE BUSINESS SOFTWARE SYSTEM CONNECTING FINANCIALS, CUSTOMERS, AND COMMERCE. ”

NetSuite also provides a version of its software for multinational organizations called OneWorld, which offers the four above services with additional features for multinational companies, including managing multiple subsidiaries, multi-currencies, multi-accounting standards, and tax requirements.

In order to make a fair comparison of the features of each software, we took into account the entire integrated suite of NetSuite products (ERP, CRM, Commerce, and PSA).

#1

vendor of ERP  
Cloud Software

40,000  
client organizations

160  
countries

312  
apps in Suite Apps

# Odoo Online

Odoo is an open source software that is available in three versions, two of which are local while the other is hosted in the cloud. More than 14,300 apps are available thanks to the multiple developments made by Odoo S.A. and its community.

## “ GROW YOUR BUSINESS ”

The cloud-based Online Edition of Odoo ERP offers a customized solution specifically designed to solve SME needs.

In this highly modular solution, each business function is carried out by a dedicated app. This allows growing businesses to start with a few apps and to adopt more as their needs change and evolve.

For this comparison we've selected the cloud-hosted version, Odoo Online. The unique part of this offer is that it's completely customizable. There are more than 30 certified apps that cover the vast majority of business cases, all of which connect to the same database on Odoo's servers.

950  
partners

3.9+  
million users

120+  
countries

14,300  
apps in Odoo Apps

# Feature Comparison

Sales	Microsoft Dynamics NAV	NetSuite	Odoo Online
<b>B2B Sales</b>			
Quotes to Orders	✓	✓	✓
Electronic Signature	✗	✗	✓
Online Payment	✓	✓	✓
Quotation Templates	✗	✗	✓
Upselling & Cross Selling	✗	✓	✓
Subscription Management	✓	✓	✓
<b>In-Store Sales</b>			
Point of Sale (retail)	✓	✓	✓
Point of Sale (restaurant)	✗	✗	✓
<b>Online Sales</b>			
eCommerce	✗	✓	✓
eBay Integration	✗	✗ <sup>1</sup>	✓
<b>Advanced Products</b>			
Multi-Level Variants / Matrix Items	✓	✓	✓
Configurable Products	✓	✓	✓
Kits	✓	✓	✓

<sup>1</sup> NetSuite used to have an eBay connector, but have since removed it in their January 2016 release

CRM	Microsoft Dynamics NAV	NetSuite	Odoo Online
<b>Sales Flow</b>			
Leads Nurturing	✗	✓	✓
Lead Scoring	✓	✓	✓
Leads Management	✓	✓	✓
Opportunities Management	✓	✓	✓
Pipeline Management	✓	✓	✓
Third Party Management	✓	✓	✓
<b>Communication Tools</b>			
Customer Multi-Address	✓	✓	✓
Calls / Meetings / Mail	✓	✓	✓
VOIP	✗	✗	✓
Email Integration	✓	✓	✓
Live Chat	✗	✗	✓
Full Customer History	✗	✓	✓
Email Templates	✗	✓	✓
Opportunities Analysis	✓	✓	✓

Accounting & Finance	Microsoft Dynamics NAV	NetSuite	Odoo Online
	Internal Process		
Analytic Accounting	✓	✓	✓
Alerts	✓	✗	✓
Budgets	✓	✓	✓
Expenses	✓	✓	✓
Assets Management	✓	✓	✓
Real-Time Inventory Valuation	✓	✓	✓
Analytic Reports	✓	✓	✓
<b>Daily Operations</b>			
Bank Interface / Automatic Sync	✓	✗	✓
Quick Reconciliation	✓	✗	✓
Deferred Revenues	✓	✓	✓
Checks Management	✓	✓	✓
<b>Invoice Management</b>			
Invoicing Management	✓	✓	✓
Batch Send (email, standard mail)	✓	✗	✓
Third Party Follow-Up	✓	✗	✓
Payment Automation (SEPA)	✓	✓	✓
<b>International</b>			
International <sup>1</sup>	✓	✗	✓
Multi-Company	✓	✓	✓
Multi-Currency	✓	✓	✓

1 More than 10 countries supported: chart of accounts, taxes, reports, etc.

## Marketing

**Microsoft Dynamics NAV**      **NetSuite**      **Odoo Online**

### Actions

	Microsoft Dynamics NAV	NetSuite	Odoo Online
Mass Mailing	✓	✓	✓
Blog / SEO / Web Pages	✓	✓	✓
Events	✓	✗	✓
Marketing Automation	✗ <sup>1</sup>	✓	✓
Drag & Drop Page Editor	✗	✗	✓
Marketing Campaign	✓	✓	✓
Contacts Segmentation	✓	✓	✓

### Follow-up

Survey	✓	✗	✓
Keyword Marketing	✗	✓	✓
Visitors Tracking	✗	✓	✓
Social Media Management	✗	✗	✗

1 Handled by the partner network.

Warehouse Management	Microsoft Dynamics NAV	NetSuite	Odoo Online
Basics Inventory Management	✓	✓	✓
<b>Routing</b>			
Multi-Warehouse (for one company)	✓	✗ <sup>1</sup>	✓
Pick-Pack-Ship	✓	✓	✓
<b>Products</b>			
Traceability, Lots, & Serial Numbers	✓	✓	✓
Expiration Dates	✗	✓	✓
Multiple Unit of Measures	✓	✓	✓
<b>Reporting</b>			
Stock Assessment (FIFO, CUMPS, etc.)	✓	✓	✓
Perpetual Reports (real-time, automatic)	✗	✓	✓
Forecast	✓	✓	✓
<b>Productivity</b>			
Logistic Rules (advance routings & push/pull rules)	✓	✗	✓
Storage/Picking	✓	✓	✓
Barcode Support	✗	✓	✓
Customer Portal	✗	✓	✓
Shipping Integration (DHL, Fedex, etc.)	✗	✓	✓

1 Support provided for multiple companies, but only one warehouse per company.

Manufacturing	Microsoft Dynamics NAV	NetSuite	Odoo Online
<b>Manage</b>			
MRP	✓	✓	✓
Routings	✓	✓	✓
Order of Assembly	✓	✓	✓
Costing	✓	✓	✓
PLM	✗	✓	✓
Work Sheets	✓	✗	✓
Traceability	✓	✓	✓
Quality Management	✓	✓	✓
Maintenance	✗	✗	✓
Tablets on Work Center	✗	✗	✓
Feedback Loop	✗	✗	✓
Overall Equipment Effectiveness (OEE)	✗	✗	✓
IOT Out-of-the-box	✗	✗	✓
Repairs Management	✓	✓	✓
<b>Schedule &amp; Plan</b>			
Scheduling	✓	✓	✓
Product Variants	✓	✓	✓
Multi-Level BOM's	✓	✓	✓

Purchase	Microsoft Dynamics NAV	NetSuite	Odoo Online
<b>Purchase</b>			
Request for Quotation (RFQ)	✓	✓	✓
Purchase Tender	✗	✗	✓
Pricing & Discounts	✓	✓	✓
<b>Fulfillment</b>			
Make-to-Order (MTO)	✓	✓	✓
Minimum Stock Rule	✓	✓	✓
MPS	✓	✓	✓
<b>Manage</b>			
Invoice Control	✓	✓	✓
Reception Control	✓	✓	✓

Services & Projects	Microsoft Dynamics NAV	NetSuite	Odoo Online
Basic Project Management	✓	✓	✓
Lean Approach/ Kanban View	✗	✗	✓
Planning <sup>1</sup>	✓	✗	✓
<b>Customer Oriented</b>			
Helpdesk/Support	✗	✓	✓
Timesheets	✓	✓	✓
Email Integration	✗	✓	✓

<sup>1</sup> Includes capacity management, multiple costs, and budgets.

Human Resources	Microsoft Dynamics NAV	NetSuite	Odoo Online
Recruitments	✓	✓	✓
Appraisals	✗	✓	✓
Leaves/Holidays	✓	✓	✓
Fleet Management	✗	✗	✓
Payroll	✓	✓ <sup>1</sup>	✗
Expenses	✗	✓	✓
Salary Configurator	✗	✗	✓

Usability & Productivity	Microsoft Dynamics NAV	NetSuite	Odoo Online
<b>Usability</b>			
Full Web Interface	✓	✓	✓
Theme Store	✗	✗	✓
Fully Responsive	✗	✗	✓
Customized fields out-of-the-box	✗	✗	✓
Mobile (Android / iPhone)	✓	✓	✓
Real Time Chat & Emails	✗	✗	✓
Dynamic Reporting/ Pivot Table	✗ <sup>2</sup>	✗	✓
Full Keyboard Support	✓	✗	✓
Keyboard Shortcuts	✓	✓	✓
Multi-language	✓	✓	✓
<b>User Interface</b>			
Kanban	✗	✗	✓
Gantt	✓	✓	✓
Calendar	✓	✓	✓

1 NetSuite Premier Payroll Service.

2 Power BI required.

# Pricing & Conditions

Pricing & Conditions	Microsoft Dynamics NAV	NetSuite	Odoo Online
<b>MONTHLY PRICING</b>	\$113/MO. PER USER	\$125/MO. PER USER	\$20/MO. PER USER <sup>1</sup>
Billing Term	Annual Only	Annual Only	Monthly or Annually
Free Trial	✗	✗	✓
Free Updates	✓	✓	✓
Upgrades to Future Versions	✗ <sup>2</sup>	✓	✓
Hosting & Maintenance	Extra Option <sup>3</sup>	✓	✓
Customer Support (Technical + Functional)	Extra Option	✓	✓

## Implementation Service

For Microsoft Dynamics, the implementation service is usually provided by a local partner. For NetSuite and Odoo Online, implementations are usually provided directly by the vendor. Odoo Enterprise implementations (the on-premise offer of Odoo) are typically performed by a local partner.

The implementation cost of Dynamics, and NetSuite is usually case by case and prices differ widely from one project to another. Odoo however has packaged implementation offers (between \$2,500 and \$5,500 for a standard implementation).

## Offers

Most of the offers through MS Dynamics cover one year. NetSuite usually sells multi-year contracts, with large discounts for long term contracts (~25% for 3 years). Odoo's default offers are monthly, without commitment, and typically includes a 16% discount with a yearly contract (paying for 10 months instead of 12).

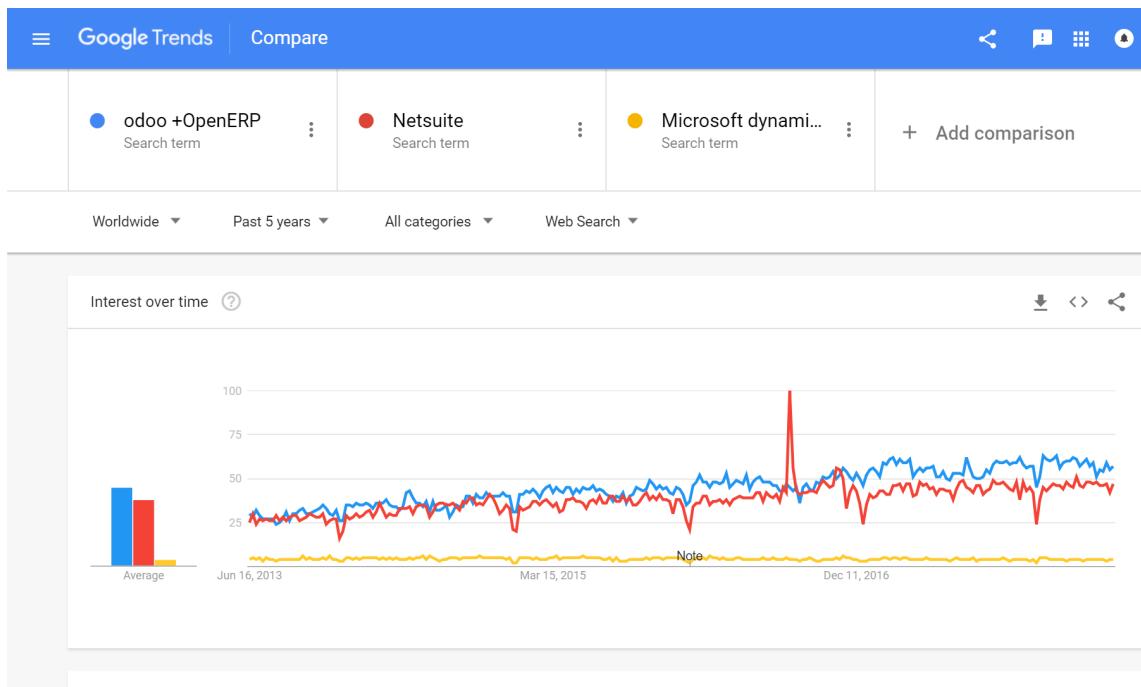
<sup>1</sup> In addition to the user price, Odoo Online has a monthly fee per app. Apps price are between \$15 and \$25 per month, independent of the number of users. For \$280/mo, you get the scope covered by this document: Sales, CRM, Accounting, eCommerce, Inventory, Manufacturing, Purchase and Services.

<sup>2</sup> New versions and service upgrades must be purchased individually.

<sup>3</sup> Extra option to host on Microsoft Azure cloud.

# Market Trends

The following graph was created with the Explore tool on **Google Trends**. The color curves show the number of Google searches for the associated keywords<sup>1</sup>. This metric shows the relative consumer interest in each software platform.



## Customer Satisfaction

Ratings	Microsoft Dynamics NAV	NetSuite	Odoo Online
G2crowd rating	★★★★★ 3.7 / 5	★★★★★ 4 / 5	★★★★★ 4.2 / 5
GetApp rating	★★★★★ 3.6 / 5	★★★★★ 3.9 / 5	★★★★★ 4.8 / 5
Capterra rating	★★★★★ 3.5 / 5	★★★★★ 3.5 / 5	★★★★★ 4.0 / 5

<sup>1</sup> Odoo was formerly known as OpenERP before 2014, so both keywords were used to reflect the growth since the beginning of Odoo.

# Conclusions

The intent of this comparison is to be as fair as possible. If you think that some important comparative information is missing, please email us at [feedback@mail.odoo.com](mailto:feedback@mail.odoo.com).

Often SME's will find they have a software need but are unable to implement one given the high level of overhead and complexity of the task. For growing companies, it is much more optimal to start small in a software solution and add new features little by little as the business expands and evolves. In most practical cases, a flexible and modular approach works best for SME's as it provides the business with the necessary freedom to adapt to change quickly.

Business needs will never stop fluctuating, especially in a growing company. Traditional practices for SME's are now becoming obsolete as more powerful and dynamic solutions become available. Selecting the best option is no longer just about which best suits your business today, but also which is best for your business in the future. Planning for long term success with an easily adaptable software solution can be the key decision in the long-term development and growth of your business.

This whitepaper was compiled by Odoo SA. We did our best to make it objective and fair. If you find a mistake or a missing feature, please report it to [feedback@mail.odoo.com](mailto:feedback@mail.odoo.com) and we will update this document. Our goal is to have a continuously updated comparison of the main competitors to be as accurate as possible.