

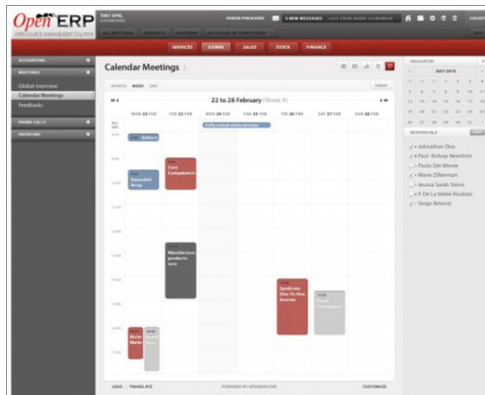
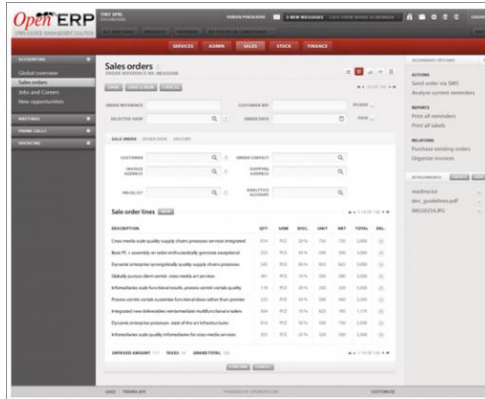


A changing world of Business Applications

www.openerp.com

Marnix Coenaerts mco@openerp.com

Market Opportunity



In only 6 years,
OpenERP developed the
most installed
&
advanced
management software for
SME's ever made

<http://apps.openERP.com/>

Market Opportunity

Today, companies from any size are choosing OpenERP, from small companies to large enterprises.

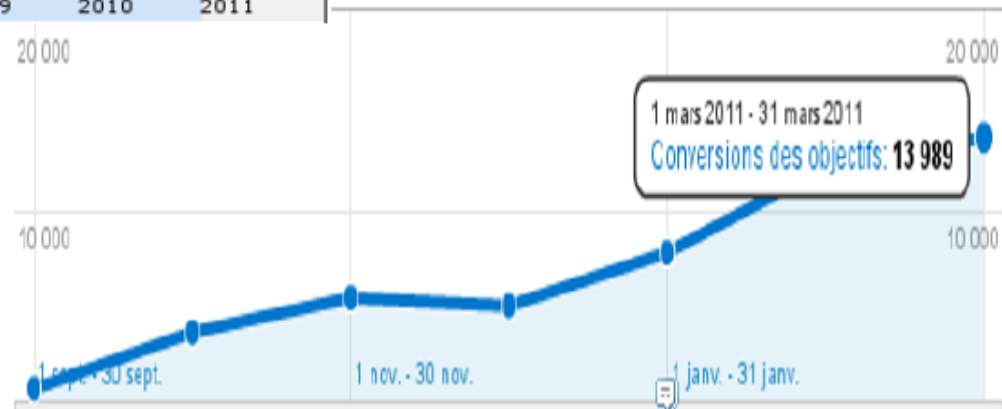
OpenERP has customers across sectors :
Services , Retail, Wholesale, Distribution,
Manufacturing, Public sector, Healthcare,...

A strong brand : www.openerp.com

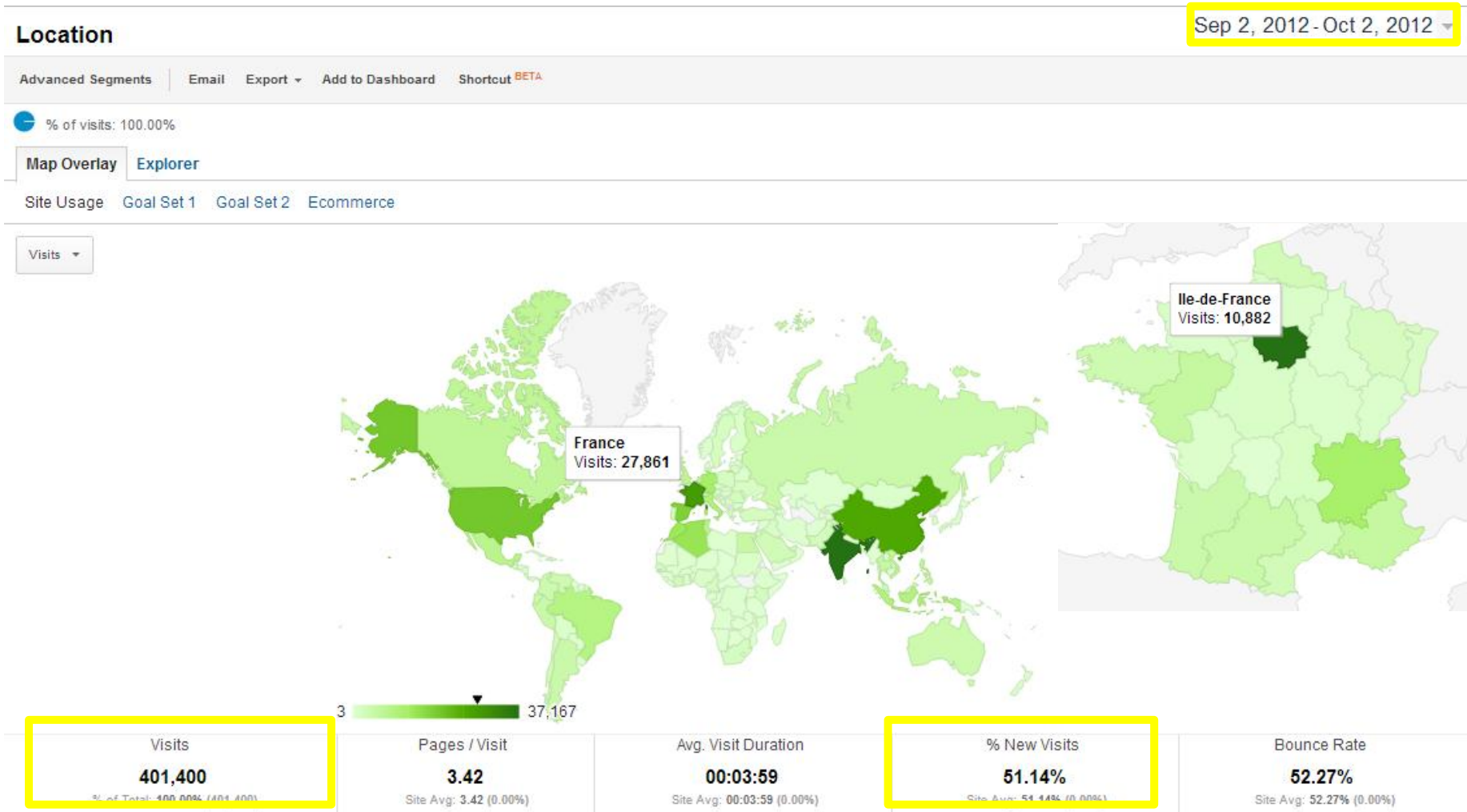


Twice the visibility of the #2 open source, 7x less fund raising :)

500 leads per day !



A strong brand : www.openerp.com



OpenERP growth

3,244,246 to 4,345,991 yearly visits

Sept 2010 – Sept 2011

Visits and Avg. Visit Duration by Country / Territory

Country / Territory	Visits	Avg. Visit Duration
France	271,147	00:05:42
India	199,507	00:05:15
United States	163,020	00:05:06
Spain	158,608	00:05:25
Belgium	132,467	00:05:28
Germany	131,267	00:05:46
Colombia	105,226	00:01:54
Venezuela	101,575	00:01:31
Mexico	91,422	00:03:37
Morocco	89,452	00:04:29

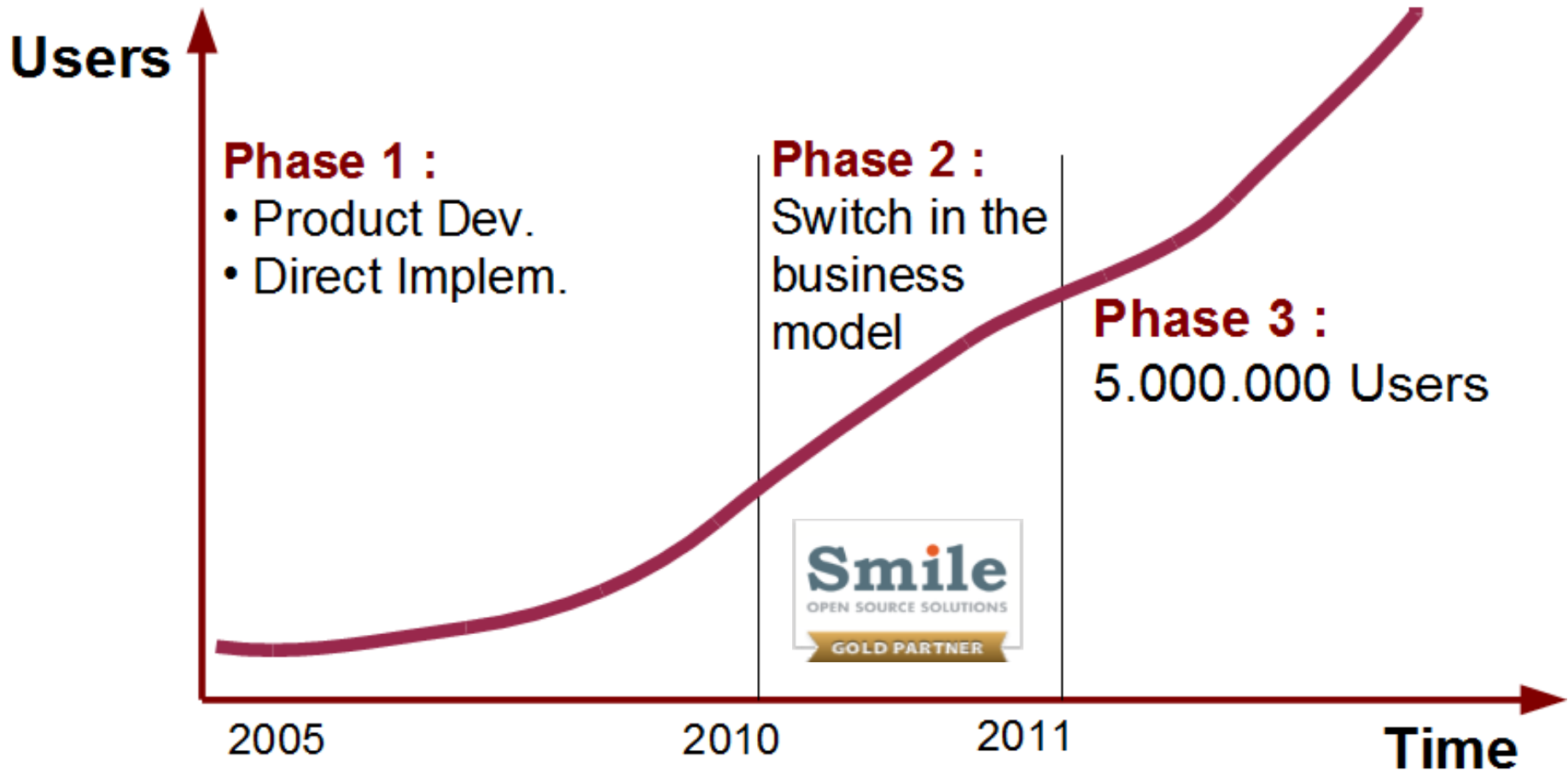
Sept 2011 – Sept 2012

Visits and Avg. Visit Duration by Country / Territory

Country / Territory	Visits	Avg. Visit Duration
India	358,469	00:04:13
France	349,141	00:04:17
United States	219,013	00:04:23
Spain	207,570	00:04:07
China	198,641	00:02:13
Germany	166,301	00:04:15
Morocco	162,457	00:02:47
Belgium	140,175	00:04:24
Algeria	130,569	00:01:16
Italy	111,761	00:04:39

OpenERP growth:

Business model change in 2010



OpenERP growth: Partner day 2010

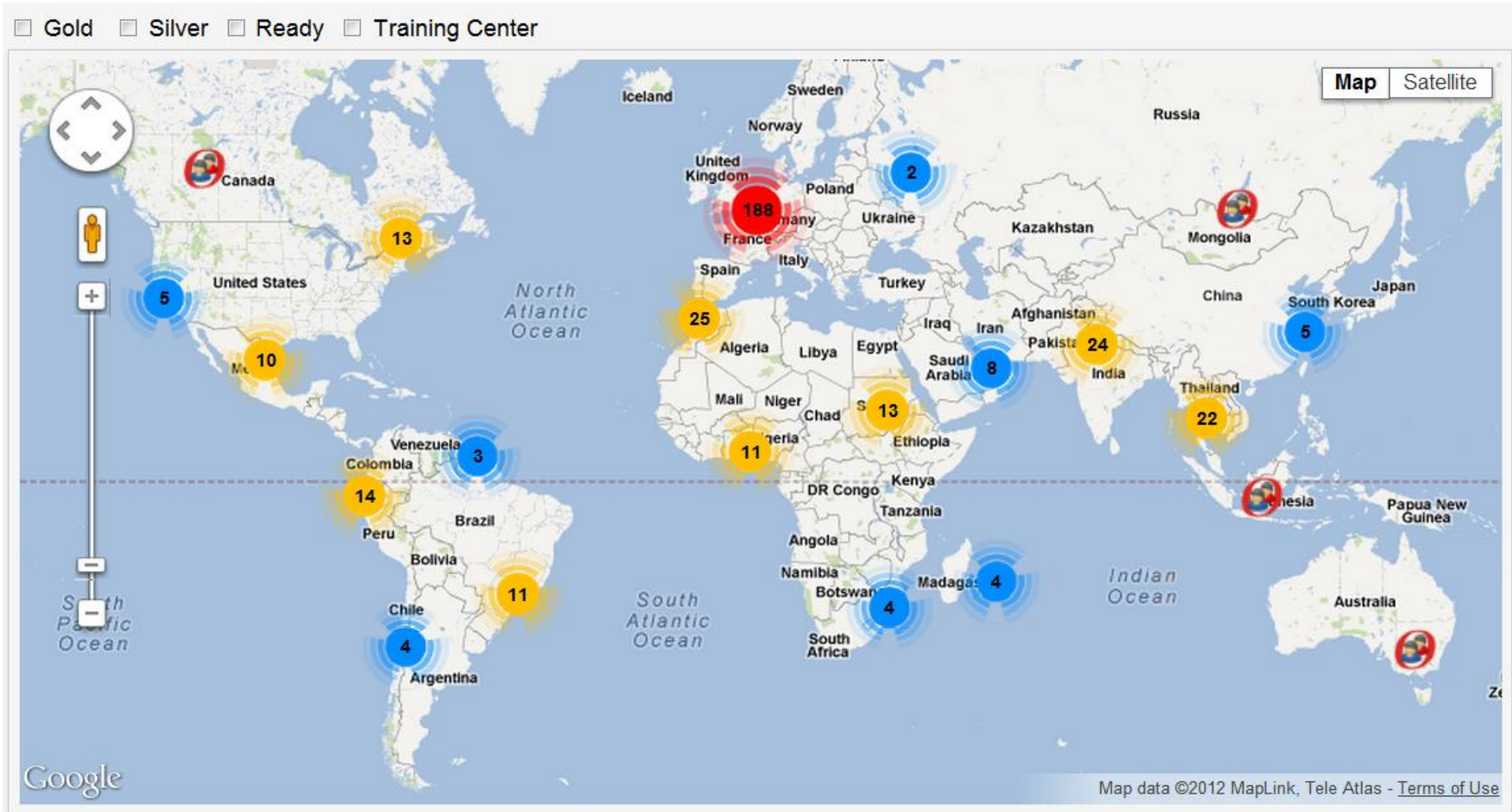


OpenERP Partner days 2012

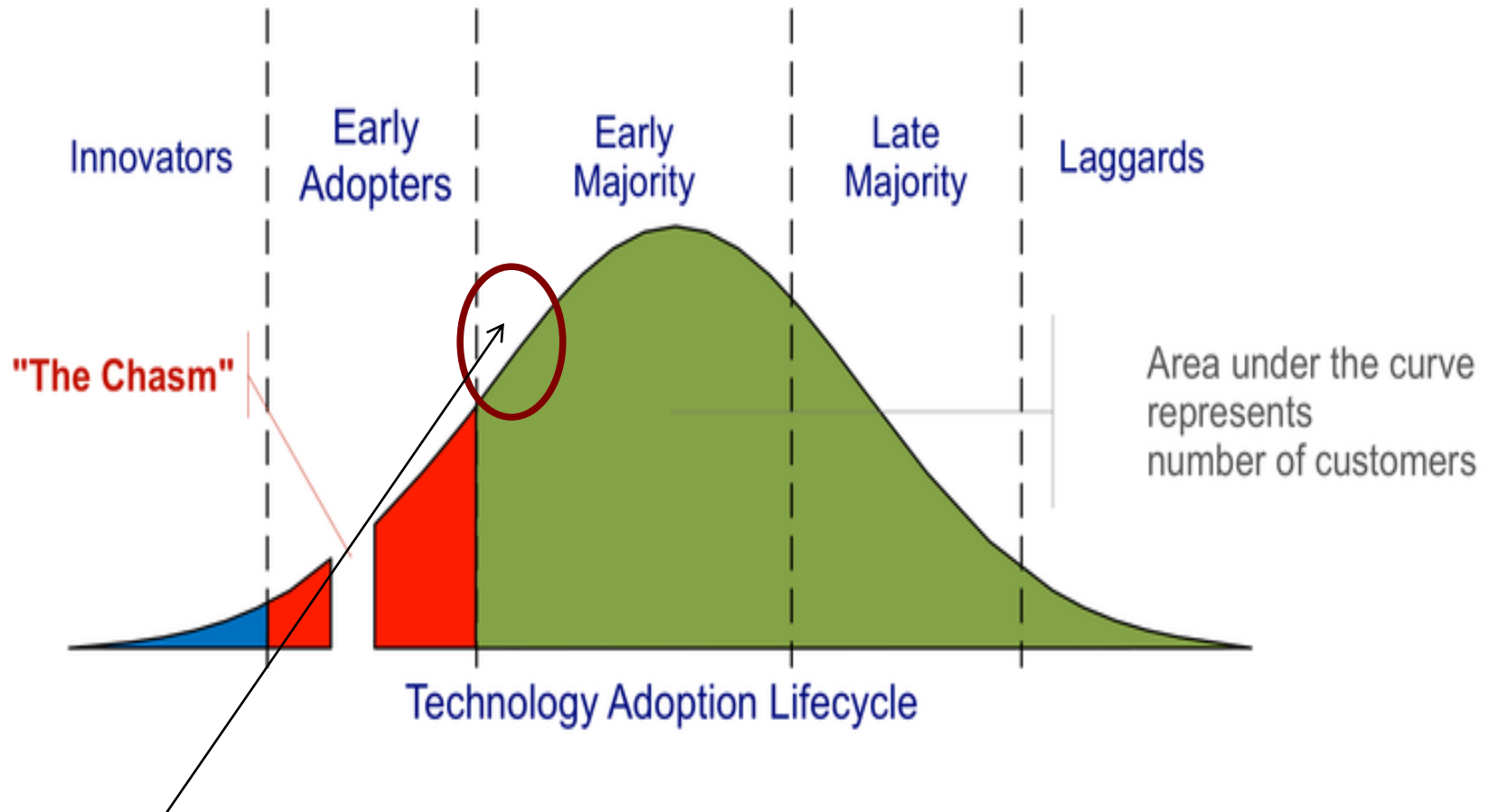
3 days, 600 participants & 50 presentations !



350+ Official OpenERP Partners



OpenERP growth: into Majority through Maturity



Some references



6/10/2010

OpenERP

Sales

Customers

Leads

Opportunities

Quotations

Sales Orders

Calendar

Phone Calls

Logged Calls

Scheduled Calls

Products

Products

Customers

Create

Customers x



Agrolait

Components Buyer Partner / IT Services

1 Opportunities 2 Sales
Wavre, BelgiumTel: +32 10 588 558
info@agrolait.com

Angel Cook

General Manager at Chamber Works
Detroit, United StatesTel: +1 313 222 3456
angel.cook@chamberworks.com

Arthur Gomez

Software Developer at Spark Systems
São Paulo, Brazil

Tel: +55 11 2402 2045



Axelor

Partner / Gold Services

Champs sur Marne, France

Tel: +33 1 64 61 04 01
info@axelor.com

Ayaan Agarwal

Director at Best Designers
Mumbai, IndiaTel: +91 22 3445 0349
info@bestdesigners.in

Bank Wealthy and sons

Consultancy Services Partner / Gold

1 Sales

Birmingham, United Kingdom

Tel: +44 121 690 4596
email@wealthyandsons.com

Benjamin Flores

Business Executive at Nebula Business
Rosario, ArgentinaTel: +54 341 324 9459
ben@nebula.ar

Best Designers

Partner / Bronze Partner / IT Services

Mumbai, India

Tel: +91 22 3445 0349
info@bestdesigners.in

Brian Williams

Computer Technician at Delta PC
Fremont, United States

Tel: +1 510 340 2385



Camp to camp

Partner / Gold Services

Le Bourget du Lac, France

Tel: +33 4 49 23 44 54
info@c2c.com

Chamber Works

Components Buyer Partner / IT Services


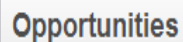
1 Sales

Detroit, United States

Tel: +1 313 222 3456
info@chamberworks.com

Chao Wang

Marketing Manager at China Export
Shanghai, ChinaTel: +86 21 6484 5671
chao_wang@chinaexport.com



Products

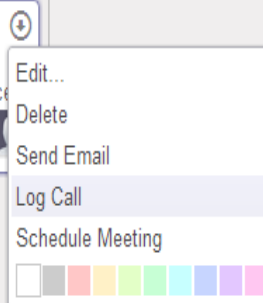
+

Expected Revenues: 8825

Need a new design for my
website - 3800 R\$
Global Solutions
10/01/2012 : Convert to quote



Need to customize the solution - 4060 R\$
Conf call with technical service

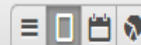


OpenERP

Customer In... / Invoice

Edit Create

Print More



Validate

Draft Open Paid

Customers

Customer Invoices

Customer Refunds

Sales Receipt

Customer Payment

Customers

Suppliers

Supplier Invoices

Supplier Refunds

Purchase Receipt

Supplier Payment

Suppliers

Draft Invoice

Customer

Agrolait
69 rue de Chimay
1300 Wavre
Belgium

Invoice Date

Fiscal Position

Invoice Lines

Other Info

Payments

Product	Description	Quantity	Unit Price	Taxes	Subtotal
[LAP-E5] Laptop E5023	Laptop E5023	3.000	2950.00		8850.00
[PD-SP4] Pen drive, SP-4	Pen drive, 16GB	5.000	145.00		725.00
[HEAD-USB] Headset USB	Headset USB	2.000	65.00		130.00
Untaxed			9705.00		
Tax			0.00		
Total			9705.00		

Payment Term

Additional Information





- Feeds
- My Feeds
- My Posts
- Organizer
- Calendar
- My Groups
- Sales
- Whole Company
- Join a group

News Feed

Search bar with magnifying glass icon and a dropdown arrow.

Post creation form with a profile picture placeholder, a text input field containing "What are you working on ?", a dropdown menu with "Add contacts to notify...", a "Post" button, and icons for attachments and rich text.

9795.60 Customer Payment **reconciled**.
Administrator · about 3 hours ago · +1 · Reply

9795.60 Customer Payment 'BNK1/2012/0003' is **posted**.
Administrator · about 3 hours ago · +1 · Reply

9795.60 Customer Payment **created**.
Administrator · about 3 hours ago · +1 · Reply

Your Company Invoice (Ref SAJ/2012/0003)
Hello Bank Wealthy and sons,
A new invoice is available for Bank Wealthy and sons:

REFERENCES
Invoice number: SAJ/2012/0003
Invoice total: 9795.6 EUR
&
... read more
SAJ/2012/0003 · Administrator · about 3 hours ago · +1 · Reply

A True Application Business Suite

CRM & Sales

- Leads & Opportunities
 - Quotations & Sales
 - Phone Calls
 - Shared Calendar
 - Revenue Forecasts
 - Outlook Plugin
 - E-commerce Integration
 - After-Sales Services
-
- Project Management
 - Gantt & Calendars
 - Issues Tracker
 - Contract Management

HR

- Timesheets/ Attendances
 - Leaves Management
 - Expenses Tracking
 - Periodic Evaluations
 - Recruitment
 - Payroll
-
- Touch screen
 - Disconnected Mode
 - Fully Integrated

Accounting

- Financial Accounting
- Analytic Accounting
- Bank Interfaces
- Multi-Currencies
- Multi-Charts
- Validation Workflows
- 26 Countries supported
- Dashboards & KPI
- Consolidation

Logistic

- Multi-Warehouses
- Push/Pull Flows
- Delivery Mgt

Marketing

- Multi-Channel Campaigns
- E-Mails templates
- Website Integration
- Mail Gateway
- Segmentation & Profiling
- Template of Report

Purchase

- Rfas
- Purchase Tender
- Supplier QoS

MRP

- Multi-Level BoMs
- Flexible Routings
- JIT, Kanban, MTO
- Full Traceability

Document MGMT

- Workflows
- Integration

OpenERP

Modules

Modules

Configuration

Sales

Warehouse

Accounting

General Settings

Companies

Companies

Users

Users

Translations

Load a Translation

Install a Module

Apps x



CRM

Leads, Opportunities, Phone Calls

Installed



Social Network

Discussions, Mailing Lists, News

Installed



eInvoicing & Payments

Send Invoices and Track Payments

Installed



Point of Sale

Touchscreen Interface for Shops

Installed



Project Management

Projects, Tasks

Install



Accounting and Finance

Financial and Analytic Accounting

Install



Employee Directory

Jobs, Departments, Employees Details

Install



Sales Management

Quotations, Sale Orders, Invoicing

Installed



Timesheets

Timesheets, Attendances, Activities

Install



Warehouse Management

Inventory, Logistic, Storage

Installed



MRP

Manufacturing Orders, Bill of Materials, Routing

Install



Purchase Management

Purchase Orders, Receptions, Supplier Invoices

Install



Todo Lists

Personal Tasks, Contexts, Timeboxes

Install



Issue Tracker

Support, Bug Tracker, Helpdesk

Install



Recruitment Process

Jobs, Recruitment, Applications, Job Interviews

Install



Leave Management

Holidays, Allocation and Leave



Expense Management

Expenses Validation, Invoicing



Calendar

Personal & Shared Calendar

Powered by **OpenERP**

We believe ERP and Business Applications
should **no longer be a luxury**
only large corporations can afford

Do you prefer to spend your budget
on license costs or on

customizing the software to
your specific needs ?

But we don't just build
software differently, we
engage with customers
differently

Open Source :

A highly efficient development model



*Develops trunk application
Maintenance*

OpenERP

The Community

*Contribute to
application and
add ons*



The Partners

*Integration and
customer services*



Customer

*Experiences
the application*



Economic Model – Proprietary ERP

Total Cost of Ownership

1 Analysis 0 to 10%	2 License Cost 30 to 40%	3 Project Services 50 to 70% <ul style="list-style-type: none">• Specific adaptations• Data recovering• Configuration, settings• Trainings	Support & Maintenance <ul style="list-style-type: none">• Maintenance : limited to the right to use the standard modules and bug fixing decided by the editor
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Economic Model – OpenERP

Total Cost of Ownership

1
Analysis

**NO Licence
fee, free
download of
latest
product
release**

2
Project
Services

**Support and
Maintenance**

- Bug fixing directly linked to customer request
- Migration assistance included
- certification includes your custom development

Total Cost of Ownership

Achieving lower **short & long term TCO**
because of:

- 1.No license costs
- 2.Value based Warranty fee on number of users, not on license cost
- 3.Support services for the complete application
- 4.Problems solved in terms of hours, not weeks
- 5.Building customizations 2 times quicker**

How to remain competitive
with a lack of 30/40 %
revenue ?

How is it possible to remain competitive with the OpenERP business model ?

Low Cost Structure & Fast Growth

■ Low Cost Structure

■ SALES & MARKETING

- Open Source => hundreds of downloads / day
- Free trial => shorter sales cycle and lead detection

■ R&D

- Combining Belgian, Indian & Community resources worldwide

■ Fast Technical growth

■ CONTINUOUS PRODUCT IMPROVEMENT WITH BY THE COMMUNITY AND OPENERP

- 2000+ functional or technical experts dedicated to OpenERP
- Customer and partner developments on OpenERP contribute to the overall product quality in a fast way

Summary :

Choose for OpenERP with Confidence

- An editor that is there to stay
 - CAPITAL INVESTMENT WITH LONG TERM VISION
 - A SANE BUSINESS MODEL BASED ON SERVICES REVENUE
 - STATE OF THE ART TECHNOLOGY
- An ERP platform that is supported by a vast community
 - 350 + PARTNERS
 - 3000+ COMPANIES USING OPENERP (ESTIMATION)
- No vendor lock-in, support for your FULL ERP environment in a partner based model

We train and **SUPPORT** our
partners to deploy successful
projects !

OpenERP Publishers Warranty : Adds value & vendor guarantee to the partner support services

CUSTOMER



Migration Services

Management of Migration Project,
Migration of Custom Code

Migration of standard OpenERP & certified modules & transfer to Partner

First Line Support

Helpdesk, functional support, bug forward to OpenERP



Second Line Support



Custom developed Code

Base OpenERP Modules

Certified Modules

Proactive services

(optional)

Functional Audits
Best practices

Database Cleanup
Performance tuning

Partner Services

OpenERP Warranty Contract (via partner)

OpenERP SaaS offer

OpenERP Community

OpenERP and all its features with no warranties. Suggested to assess the software or for non-professional environments.

FREE

[Download Here](#)

- ✓ Open Source
- ✓ AGPL
- ✗ Support Not Included
- ✗ Migrations Not Included
- ✗ Bugfix Service Not Included
- ✗ No Private Modules Allowed

[Read the FAQ](#)

Recommended for Professionals

OpenERP Enterprise

For businesses looking for a production-ready management software. Fully supported by the OpenERP Team.

Starts at 165€/month

[Buy Now](#)

- ✓ Open Source
- ✓ AGPL or AGPL + Private Use
- ✓ Support Included
- ✓ Unlimited Migrations
- ✓ Unlimited Bugfixes
- ✓ Allows Private Modules
- ✓ Security Alerts
- ✓ Host Yourself

[Read the FAQ](#)

OpenERP Online

An online and out-of-the-box solution at low costs, hosted and maintained by OpenERP.

39€ / user*month

[Subscribe Online](#)

- ✓ Hosted by OpenERP
- ✓ Low-Cost Solution
- ✓ Backups
- ✓ Migrations
- ✓ Maintenance
- ✗ No Private Modules
- ✗ No Community Modules

[Read the FAQ](#)

Thank you !

www.openerp.com/partners

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www.openerp.com/products/references

www.openerp.com