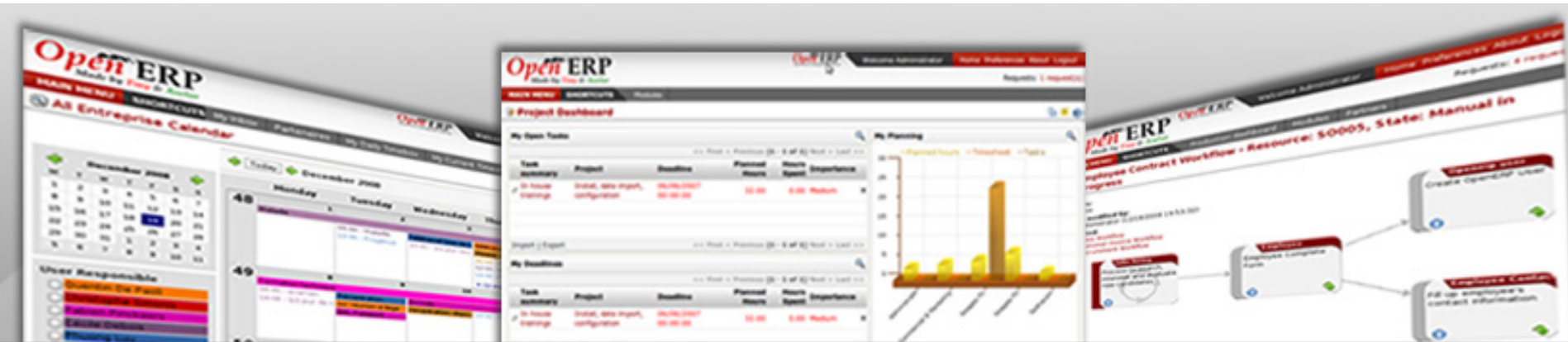


# OpenERP

## Open Source Business Applications



THE OPEN ERP MODULARITY ALLOWS YOU TO START EASILY WITH ONE MODULE TO FIT A SPECIFIC NEED. THEN, ADD NEW FEATURES ON DEMAND TO FINALLY REACH A POWERFUL INTEGRATED SOLUTION.

45+ Countries  
350+ Modules  
700+ Installations/day



# Customers

Enjoying a robuste ERP solution & service



# Partners

Contributions

Consultancy

Integrations

1st level support

Custom Development



# Editor

Research & Development

2nd Level Maintenance

Bugfixes & lifecycle guarantee

Quality Control

Trainings

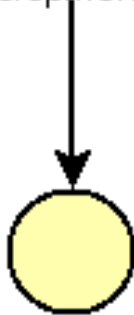
## **Our Business Model**

# Fast & Low-Costs R&D

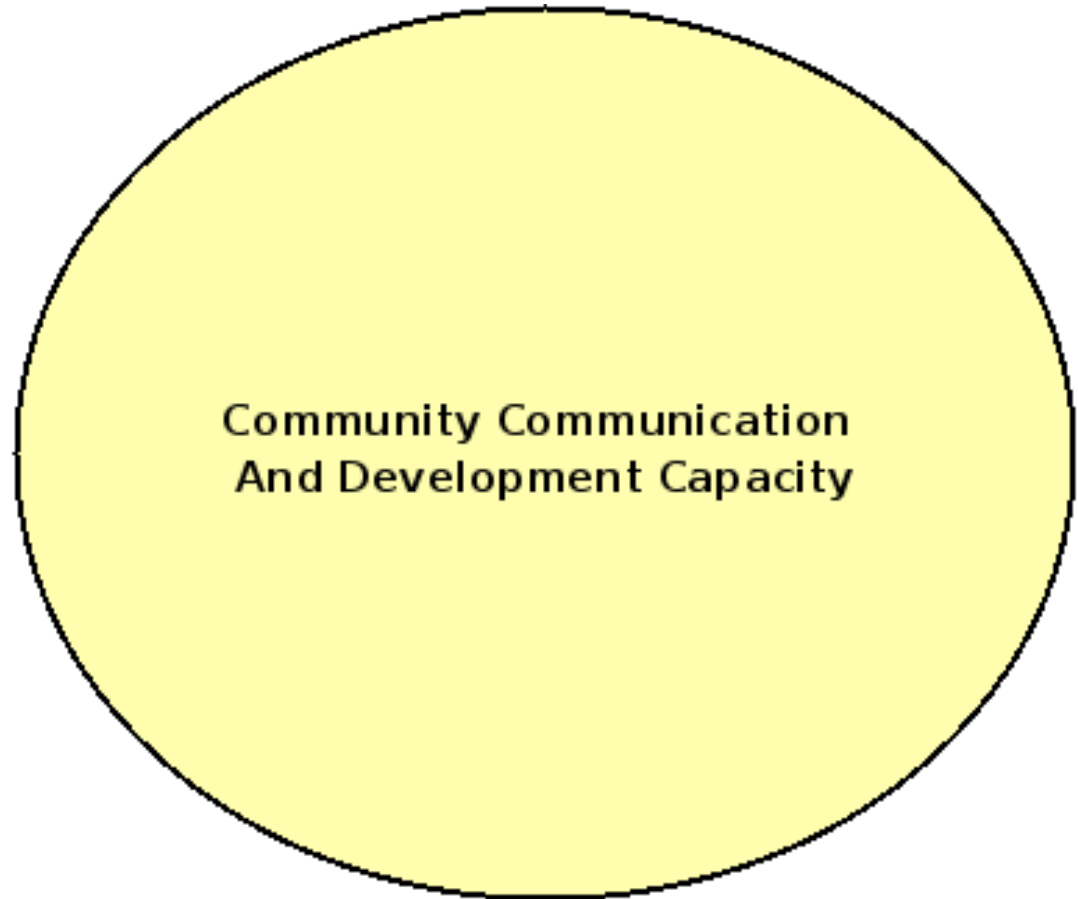
Our development capacity is not any more depending on our R&D budget but on the number of customers and partners:

**We produce 30 new modules per month !**

Proprietary Communication  
And Development Capacity

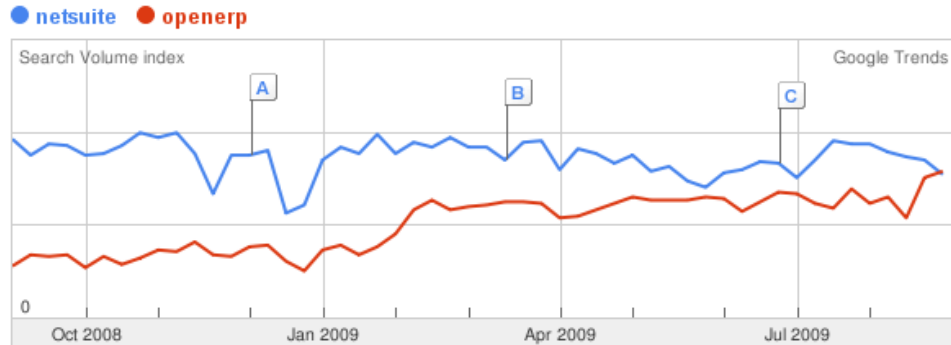


**Community Communication  
And Development Capacity**



# Efficient Marketing & Sales

*Open Source: a very big visibility at low costs*



## Google Trends: OpenERP/Netsuite

- ✓ Netsuite: Budget Ventes et Marketing: 80M€
- ✓ OpenERP: Budget Ventes et Marketing: 200k€

## Visibility of the mark:

- 40x cheaper, same result !

High Distribution of the mark

### School & Universities

- Ex: France RIP

### Linux Distribution:

- Distributed in any bookstore

A smart sales approach

### Free as in freedom,

**Not free as in free services !**

### No pre-sales services:

**Only good consulting services**

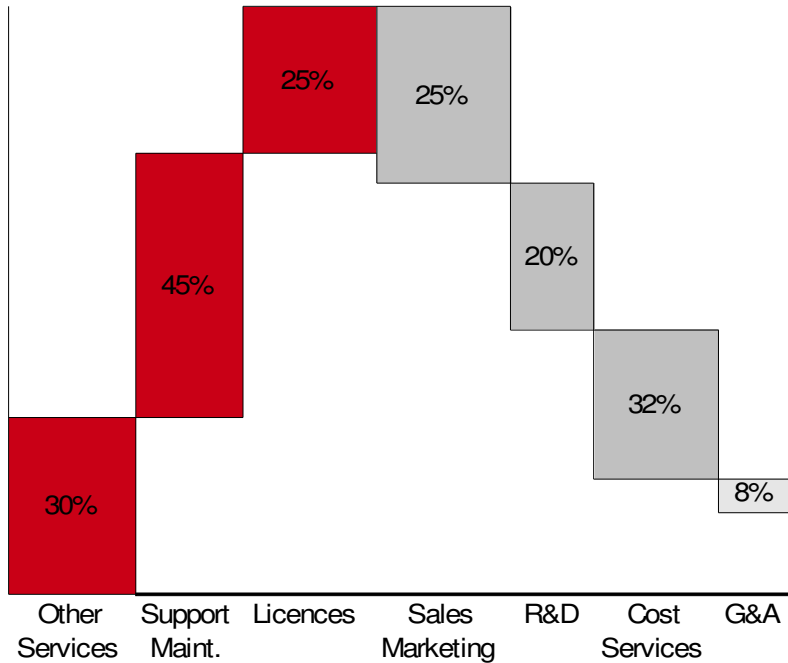
**But how do we get money ?**

*If you want to buy SAP or Microsoft Dynamics*

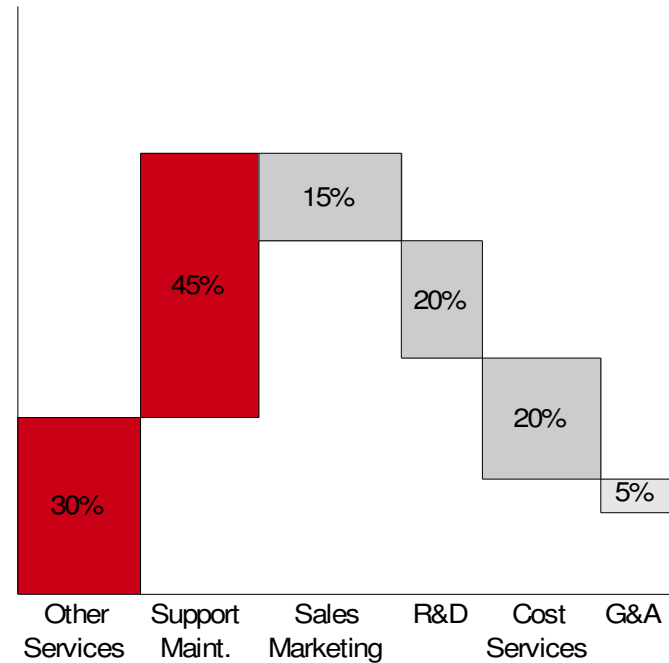
- Total cost of acquisition of proprietary ERP:
  - Analysis: 0 - 10%
  - Proprietary Licence: 25%
  - Services: 65% - 75%
    - Trainings, Project Analysis, Developments
- It's a service market, very good for open source solutions
  -

# Proprietary vs Open ERP

## Proprietary Business Model (\*)

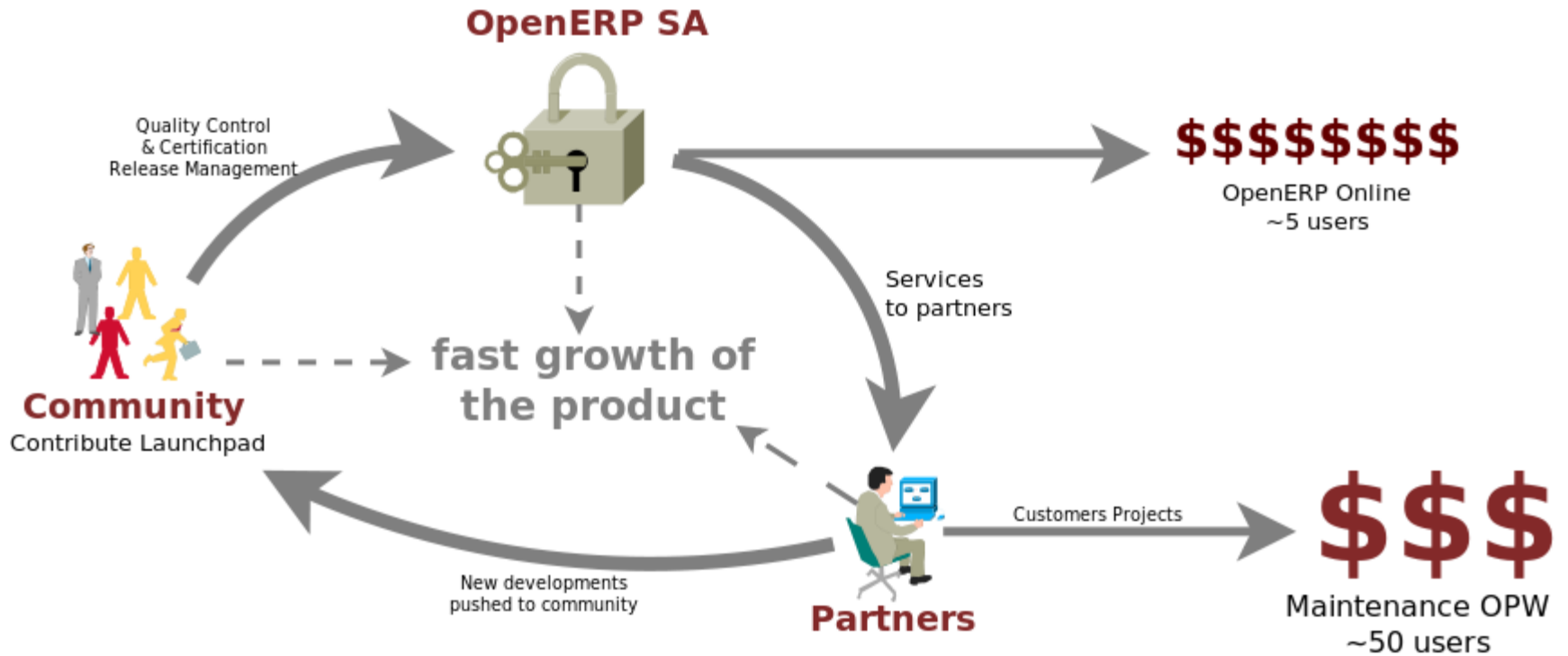


## Open ERP



(\*) Based on SAP's annual financial report 2008.

# Business Model



- TCO per project reduced by 25% but
  - Efficient sales & marketing at low costs (40x)
  - Fast growing product (R&D)
  - Rapid distribution of the OpenERP TM.
  
- => 25% less revenues per customer due to the licence:
  - But **higher margins**
  - -> 100% growth a year !

**And it works...**

# A strong product & references



LA POSTE



**SINGER®**

*free*



espace **LOGGIA**

# 1000+ Open Source Apps

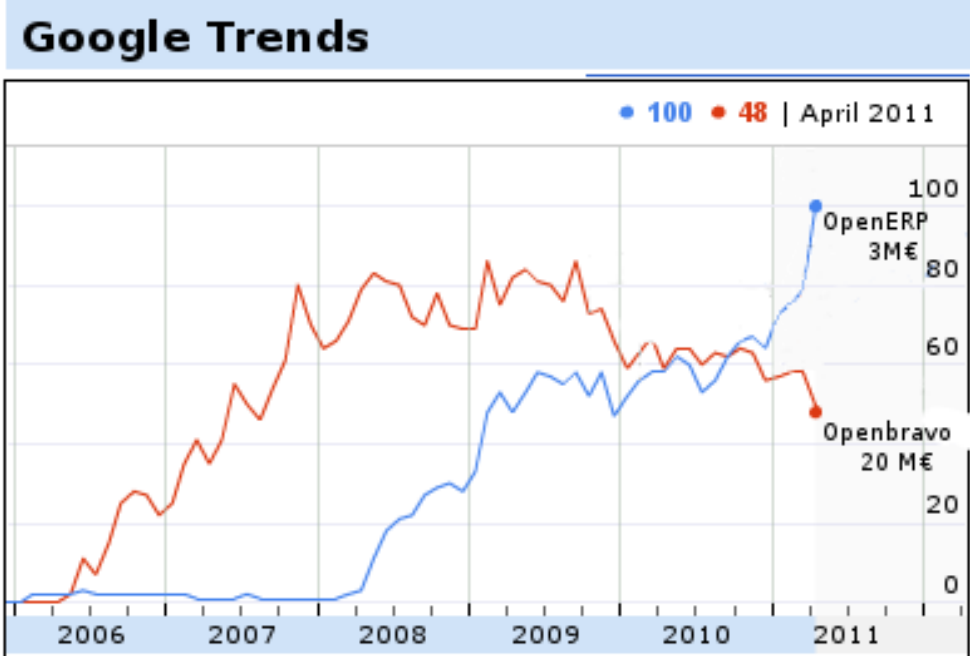
The screenshot shows the Open ERP main dashboard. At the top, there's a navigation bar with tabs for SALES, PURCHASES, WAREHOUSE, MANUFACTURING, PROJECT, ACCOUNTING, HUMAN RESOURCES, MARKETING, KNOWLEDGE, TOOLS, and ADMINISTRATION. Below this is a grid of icons for each of these modules. On the right side, there's a 'Widgets' section with 'OpenERP Favorites' containing several tweets and a 'Join the conversation' button. The bottom of the page shows the user's session information and the Open ERP logo.

This screenshot displays the product selection interface within Open ERP. It shows a list of products on the left, including Oreo Choco, Oreo White, Coca Cola, and others. On the right, there's a grid of product images categorized under 'Beverages', such as Water, Soda, Fruit Juice, Beer, Wine, and Tea. Below the product grid is a numeric keypad for quantity and price, and a 'TOTAL' amount of 1 852 €. The interface is clean and user-friendly, designed for easy navigation and selection.

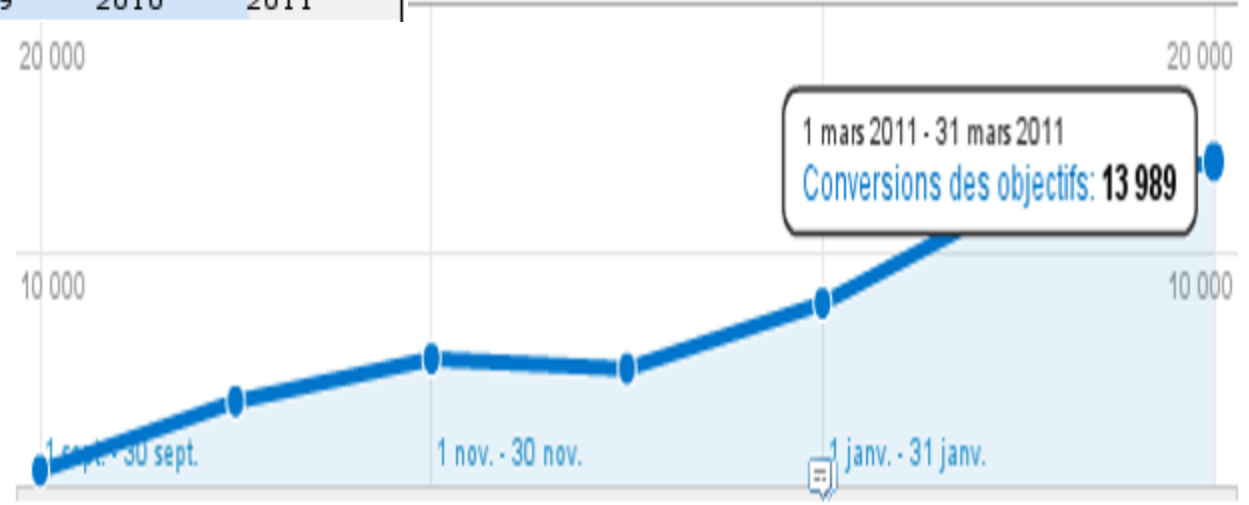
The screenshot shows the 'Project Dashboard' in Open ERP. It features a sidebar with navigation options like Project, Tasks, Issues, and Reporting. The main area is divided into several sections: 'MY OPEN TASKS' with a table of tasks, 'MY DELEGATED TASKS' with another table, and 'MY SPRINT' with a table of sprints. On the right, there's a 'MY PROJECTS: PLANNED VS TOTAL HOURS' chart showing a bar graph of hours over time. The dashboard is designed to provide a comprehensive overview of project progress and task delegation.

This screenshot shows the 'Sales Order' management interface in Open ERP. It includes a sidebar with navigation options like Sales, Leads, and Opportunities. The main area displays the 'Sales Order' details, including the order reference (SO20111274), customer information (Younes AISSADUI, Morocco Ca), and a table of sales order lines. The interface is designed to facilitate the management of sales orders, from creation to confirmation.

# A strong brand



Twice the visibility of the #2 open source, 6x less fund raising :)



500 leads per day !