

# Odoo

## The Open Source ERP Solution



# About Us

First Odoo Gold Partner in North America

Learn more about us as

<https://www.usaodoo.com>

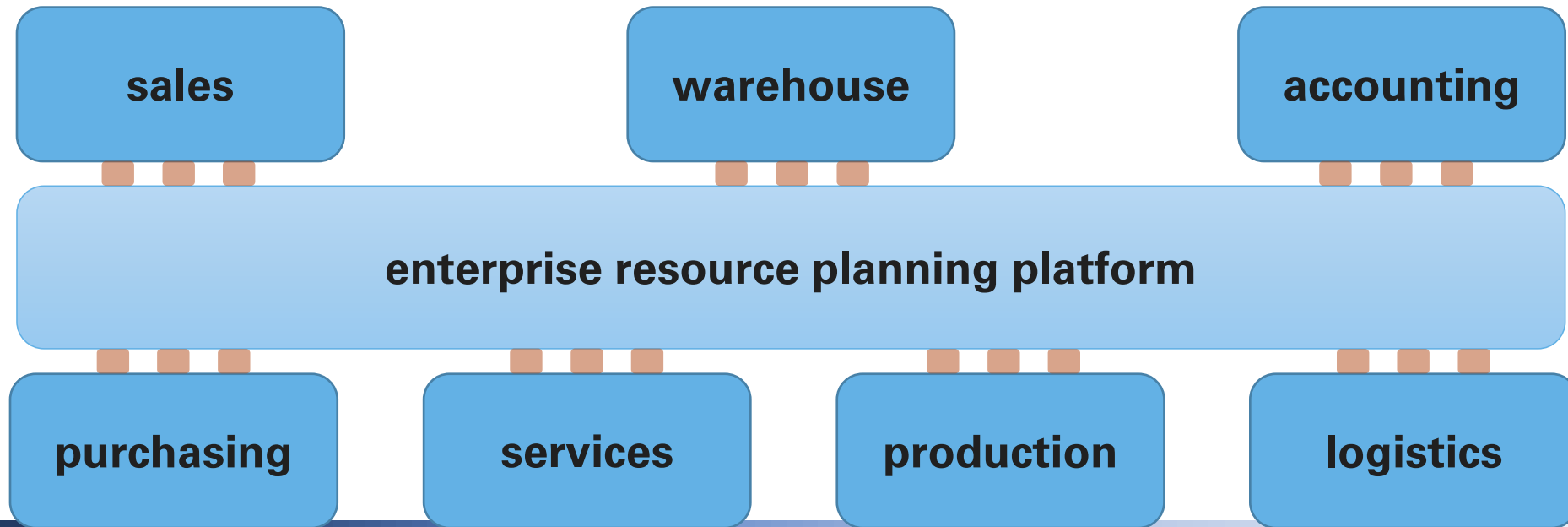
**Greg Mader- Founder and President**



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integrators.com  
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# What is Odoo?

# What is an ERP



- Saving time at every step, recording the handoff

# What does an ERP do?

ERP is designed to help companies who have trouble achieving “one version of the truth”.

For example, in many firms, revenue data maintained by the finance department doesn't always match the numbers generated by the sales organization.

These disparities can make it difficult to assess financial status and profitability.

ERP systems consolidate and centralize all back-office information.

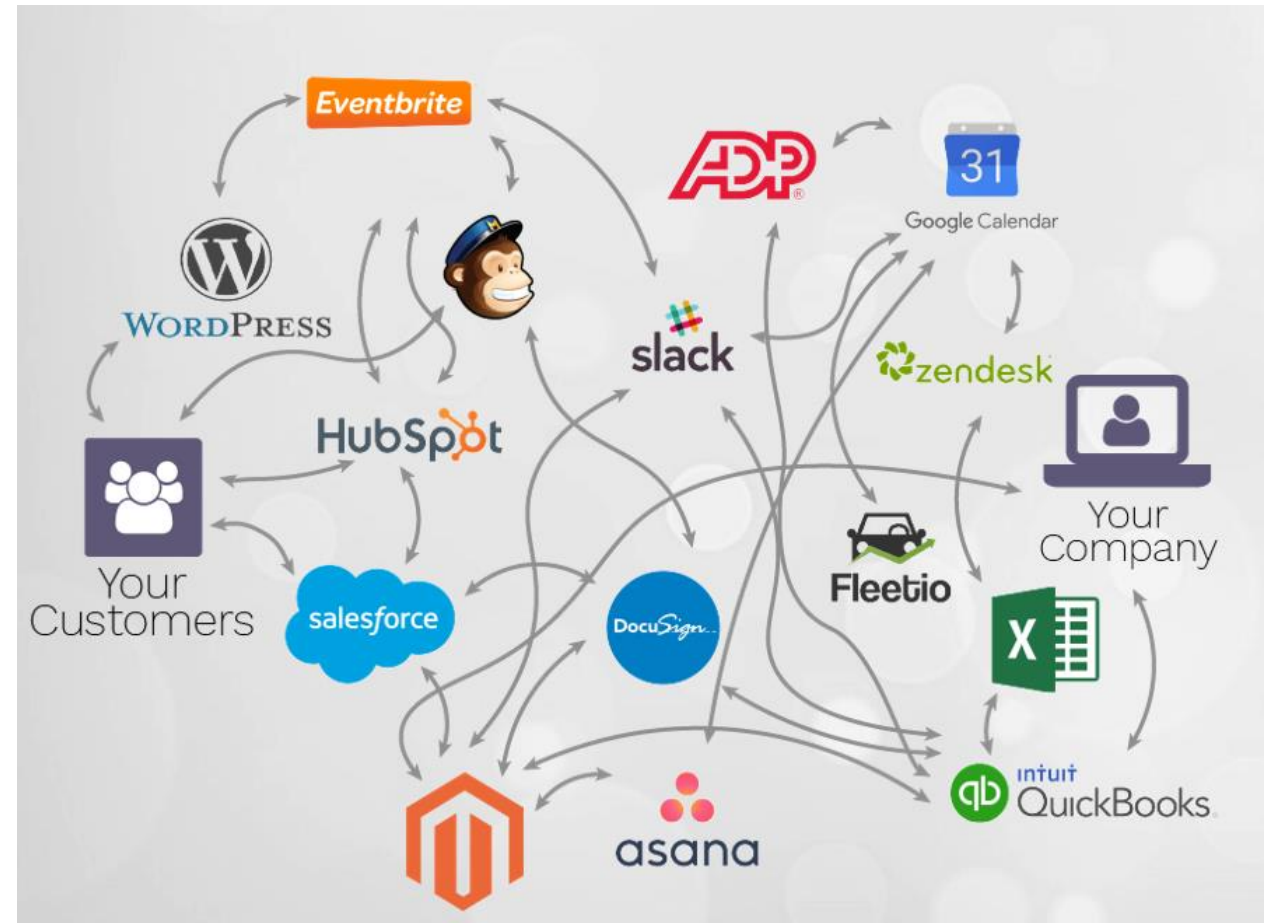
Each transaction conducted by a department will be handled, recorded, and managed by a single system.

In this way, the most frequent causes of conflicting information -- such as a lack of integration across departmental applications -- are eliminated.

# What is the alternative to an ERP?

**Complicated, single use software**

*Does this look familiar?*



# Looking at it from a Business view

Core Discipline	Business Systems	Modules and Tools
Growth	Sales, Marketing, Advertising, Branding	Odoo CRM, Marketing Automation, E-Commerce
Client Retention	Customer Service Client Feedback Client Appreciation Accounts Receivable	Odoo Customer Portals, including appreciation, AR, and Service.
Operations	Quality, System Process, Production Standards/Labor, Material Management/Warehousing	Odoo Warehouse and MRP modules,
Administration	HR, Communications, Scheduling, General Office	Odoo Scheduling, Document management
Information Technology	Internet/Intranet, email, VOIP	PostgreSQL, OpenObjects, Python, Asterisk
Finance	Budget Plan, Cash Flow, Capital & Debt Services, KPI	Odoo – Full Double Entry Accounting.

# 1 | What is Odoo





## Empresas Grandes



## 3 Million Users Worldwide

## Empresas Pequeñas y Mediana



# Demo

# Who uses it?

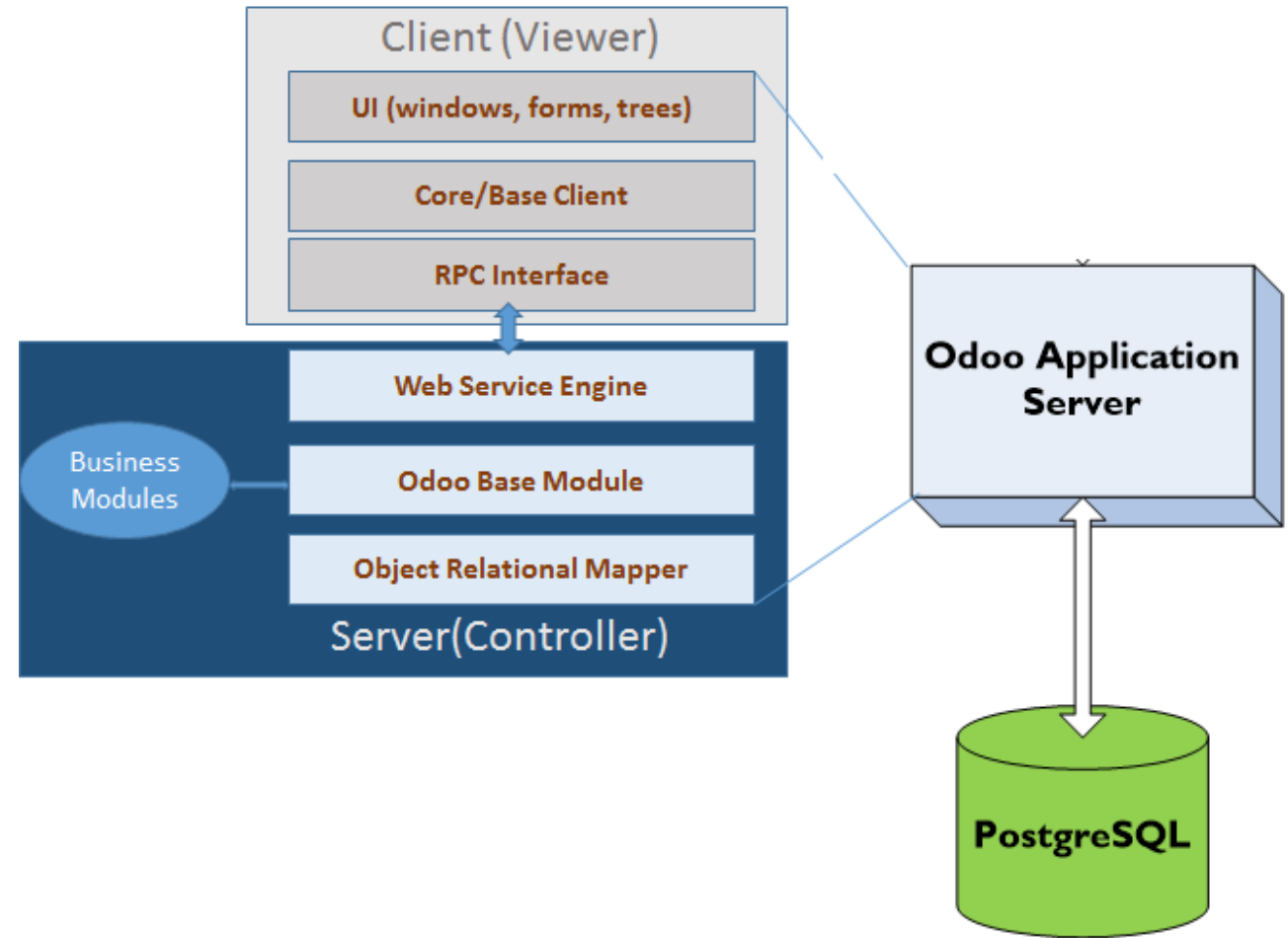
## Large Enterprises



## Small/Medium Size Businesses



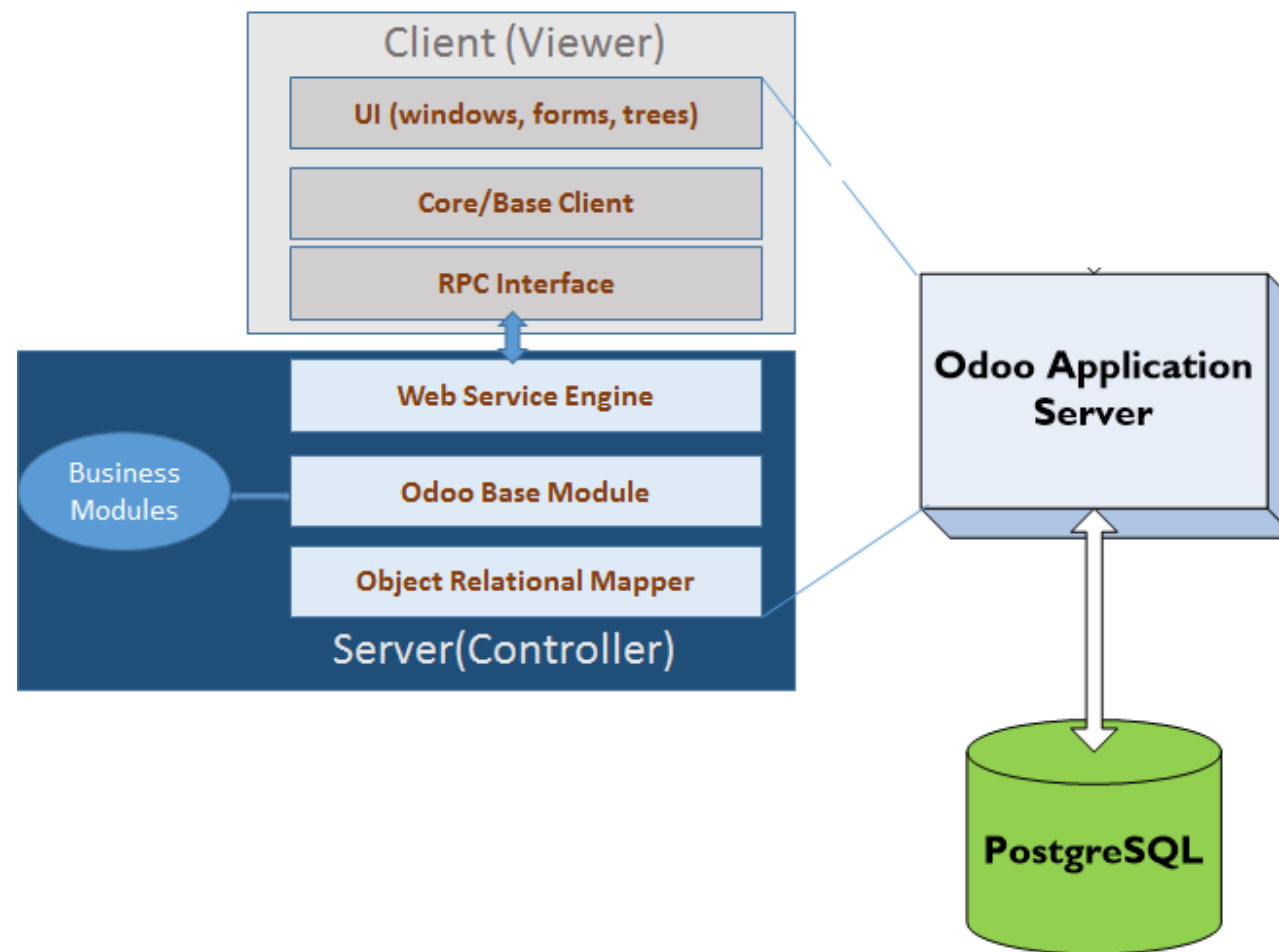
# How does it work?



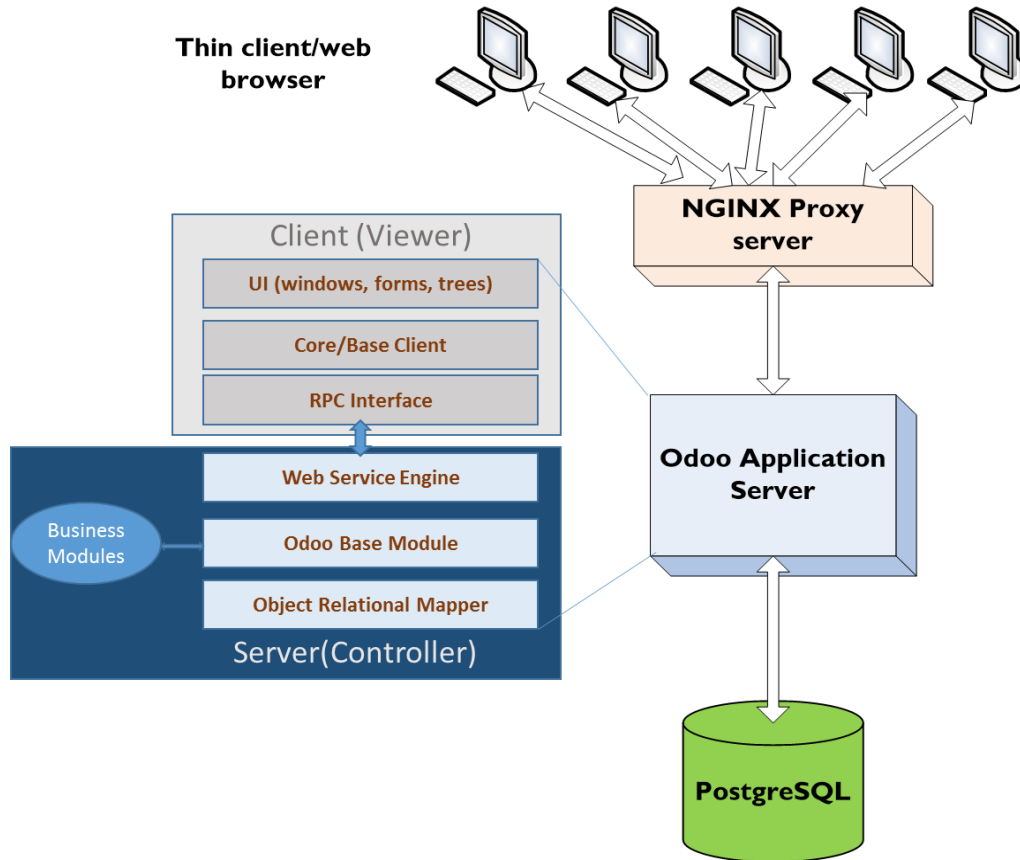
## What is a Module?

- Business objects**—Declared as Python classes, these resources are automatically persisted by Odoo based on their configuration
- Data files**—XML or CSV files declaring metadata (views or workflows), configuration data (modules parameterization), demonstration data and more
- Web controllers**—Handle requests from web browsers
- Static web data**—Images, CSS or javascript files used by the web interface or website

<input type="checkbox"/> Module Name	Technical Name	Author
<input type="checkbox"/> CRM	crm	OpenERP SA
<input type="checkbox"/> Social Network	mail	OpenERP SA
<input type="checkbox"/> eInvoicing & Payments	account_voucher	OpenERP SA
<input type="checkbox"/> Project Management	project	OpenERP SA
<input type="checkbox"/> Notes	note	OpenERP SA
<input type="checkbox"/> Issue Tracker	project_issue	OpenERP SA
<input type="checkbox"/> Accounting and Finance	account_accountant	OpenERP SA
<input type="checkbox"/> Sales Management	sale	OpenERP SA
<input type="checkbox"/> Warehouse Management	stock	OpenERP SA
<input type="checkbox"/> Purchase Management	purchase	OpenERP SA



# Deployment



Variety of successful deployments on:

- Local hardware
- PaaS
- SaaS
- Docker

It is very easy on hardware



# What are the advantages?

## ERP Vendors

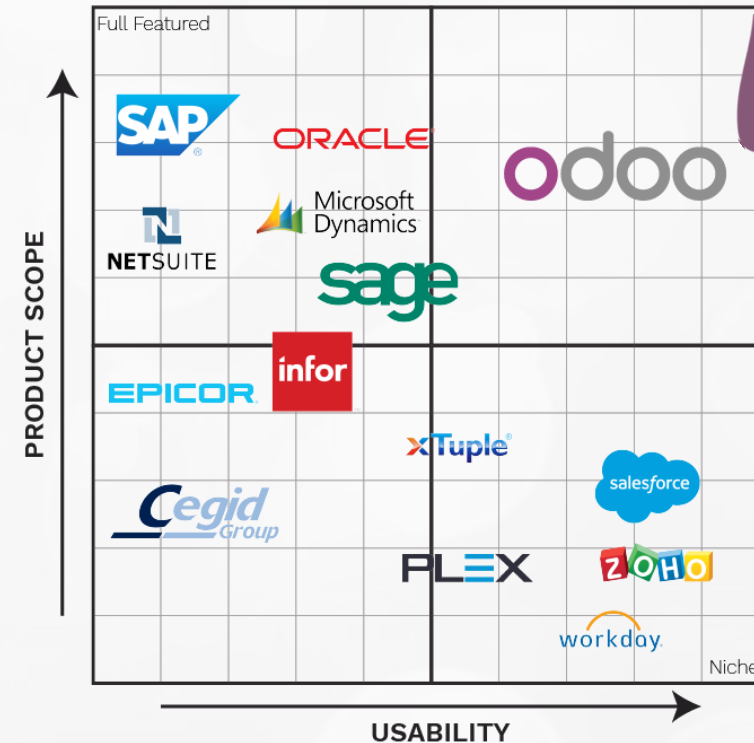
- Distribution On-Premise Software
- Proprietary Software

## Vertical Business Applications

- Cloud/SaaS Offers
- Proprietary Software
- Independent Applications for specific verticals (CRM, HCM, Basecamps, etc.)

*Nobody succeeded to get there!*

### MARKET POSITION



# How do I learn more?

<https://www.usaodoo.com>

<https://www.odoo.com>

<https://odoo-community.org/>

<https://makezine.com/2013/02/09/maker-pro-tracking-manufacturing-from-start-to-finish-with-openerp/>

<https://github.com/odoo/odoo>

<https://github.com/oca>



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# Thanks