

OpenERP

Internal Meeting @ OpenERP SA

- Fabien Pinckaers, CEO -

November 11th, 2011

OpenERP's Ambition

Business Vision:

We became the #1 open source player; our disruptive approach and talents will lead us to #1 worldwide !

Company Vision:

Keep a challenging but fun working environment.

Strategy Vision:

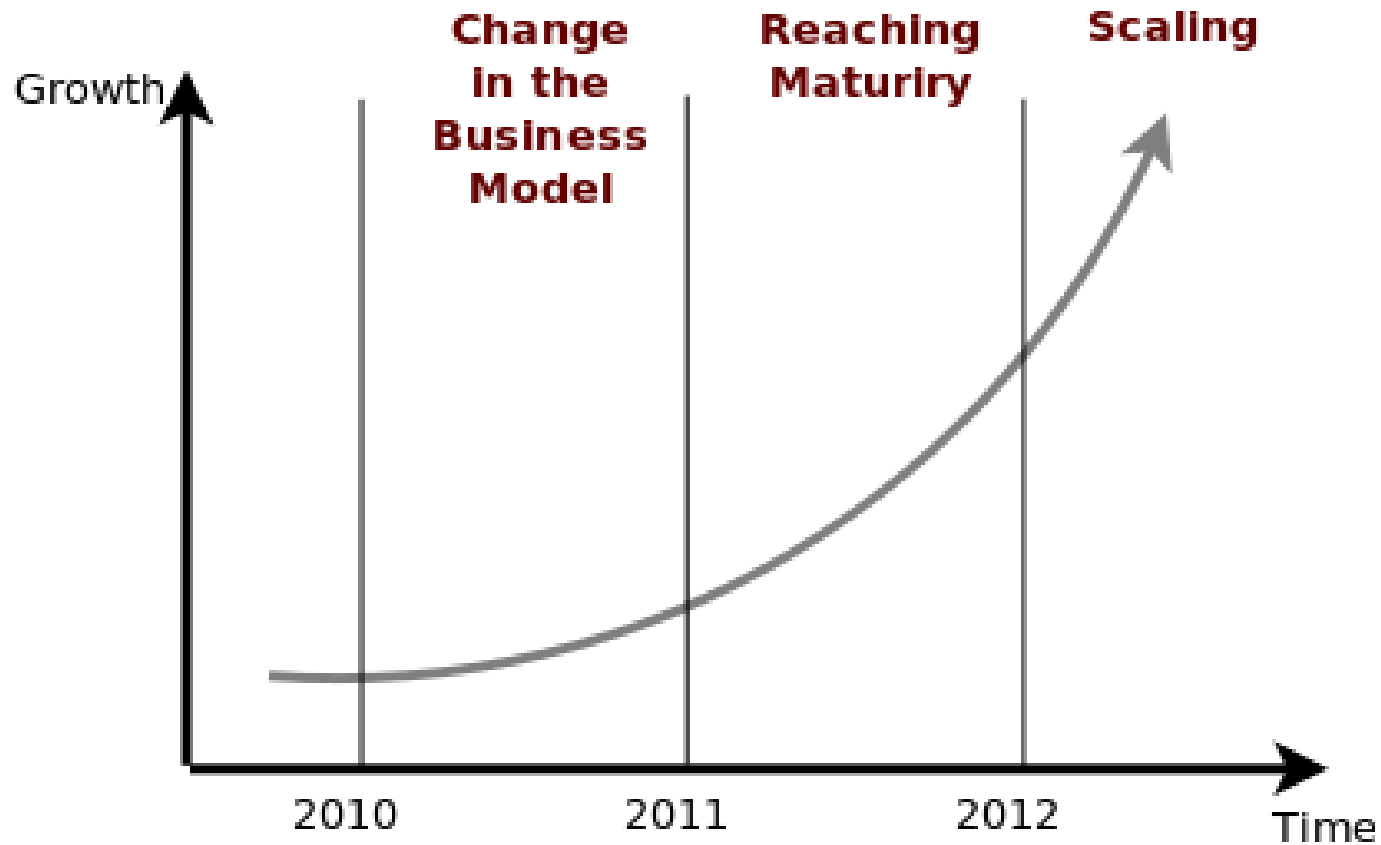
Being fully open source and open minded allows to build better products.

Steps in the OpenERP development: 71% (5/7)

- 1) ~~Create a~~ **growing company**
- 2) ~~Develop a disruptive~~ **product**
- 3) ~~Set the open source publisher~~ **business model**
- 4) ~~Become the~~ **leader in open souce ERPs**
- 5) ~~Be the world's~~ **most installed** management soft
- 6) ~~Be the world's~~ **most used** management soft
- 7) ~~Be the~~ **worldwide leader** in management soft.

Current Situation

The Big Picture



Past Month Achievements

Main Events: October

- First payment of the loan from DG 06 (470 K€)
- OpenERP involved in several significant projects (>1M€)
- OpenERP Enterprise is gaining strong acceptance
- First sales training to partners delivered the 14th oct
- Strong growth in U.S. And Latin America (\$100k)
- New lead process allowed to double number of leads forward to partners in September compared to August
- Testing a new partnership offer in Africa: monthly payment
- Reviewed project management on v6.1 for R&D
- V6.0: bug under control, Now: merge proposals under control
- Reviewed methodology for services management
- CFO Recruited

People Likes Us...



S4ndrinOo Sand Chaufournais
OpenERP c'est de la bombe !!!!!
8 Nov



allanjmanuel allan j. manuel
@OpenERP is a great tool for SME's here in the Philippines
8 Nov



news_at_initOS Firma initOS
i love Python - i love #OpenERP - just update my modul for
OpenERP 6 LTS @OSguard
3 Nov



krsarmiento Kevin Sarmiento
Working on #OpenERP. It's a great tool!
28 Oct



Thorish ML
OpenERP is great, my boss loves that he can do his accounting
reports from his iPad. bit.ly/pnxNNn
28 Oct



kartikaaadewi_ Kartika Dewi
@OpenERP is the best solution
25 Oct



bytacora Bytacora Soluciones
We love OpenERP and this book will be perfect to learn more about
manufacturing strategies. bit.ly/pnxNNn
25 Oct



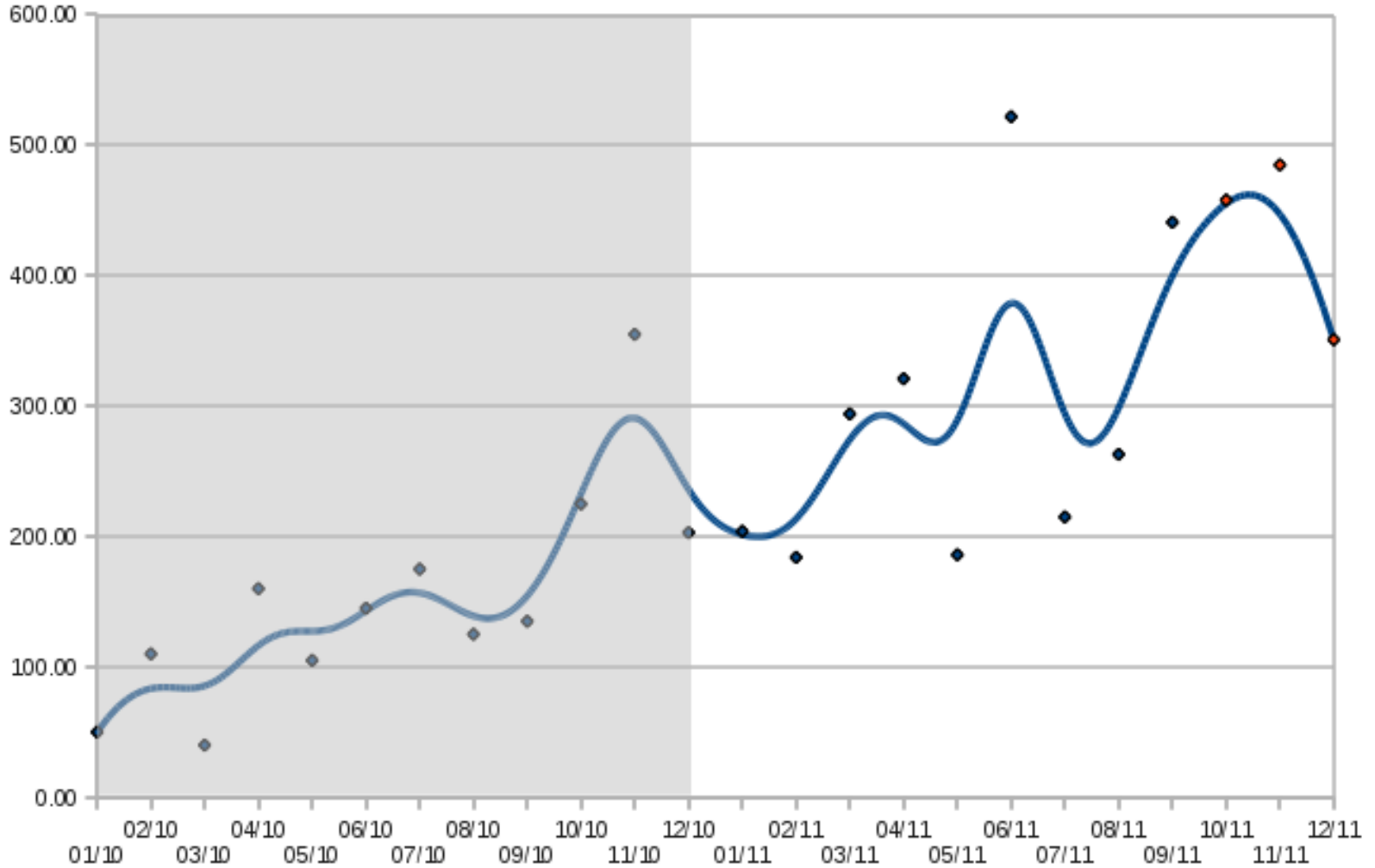
[@rvalyi](#)

Raphaël Valyi

summing up: unlike other FLOSS ERP's, OpenERP SA can sustain a win-win partner relationship. I hope speculative tensions don't make forget it

Key Figures

Sales / Monthly Invoicing



New Education offer

The OpenERP Educational offer is dedicated to the Universities and High schools interested to provide courses on OpenERP. This offer is specially designed to:

- ▾ Train teachers on technology and business management practices around ERP, so that they can mobilize these concepts in their courses;
- ▾ Enable teachers to study real cases of implementation of an ERP in enterprises;
- ▾ Give the possibility to students to work with a real ERP tool.

What we provide:

- ▾ Training material, courses, free books, access to SaaS, official certification, teacher access to SaaS to prepare and deploy courses with sample DB, etc.

Launch: the contact form and campaign is ready, nma will start

Launched 6 months ago:

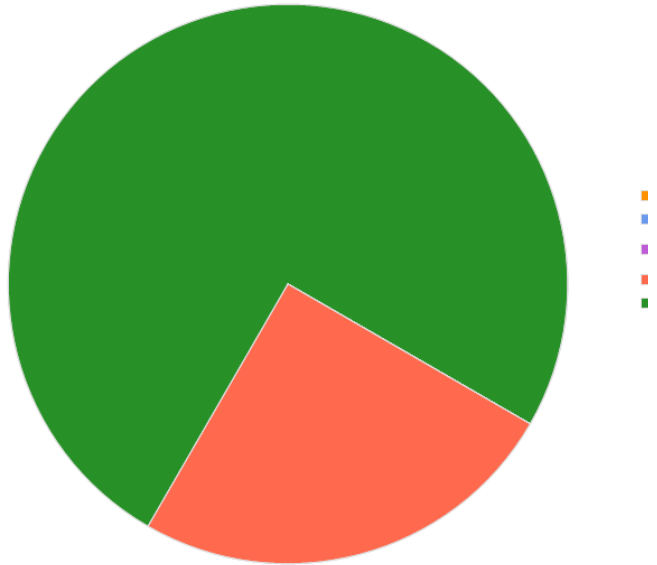
- 155 people trained from May 2011 until today
- 18 CTP Partners around the world
 - 288k€ revenue generated for partners
- NEW: Functional certification!!

It's not yet a success, we need to:

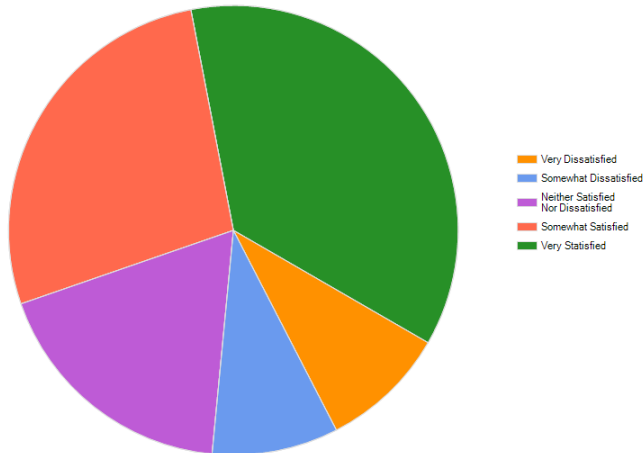
- Fasten the development of CTP partners (at least 2x)
- Define an activation methodology for new CTP partners
- Improve the platform and content (modular courses)
- Focus on main CTP partners that really invest in selling courses: some partners take all revenue we gave to them but are not able to sell by themselves → not scalable

Customer Satisfaction: Support

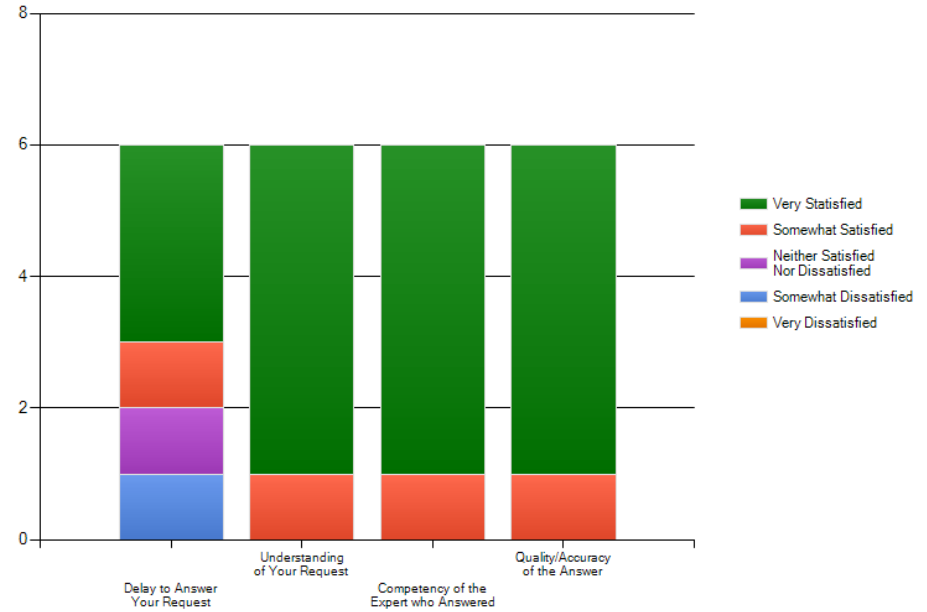
What's your Overall Satisfaction of the support ?(Note that the level of satisfaction is in ascending order)



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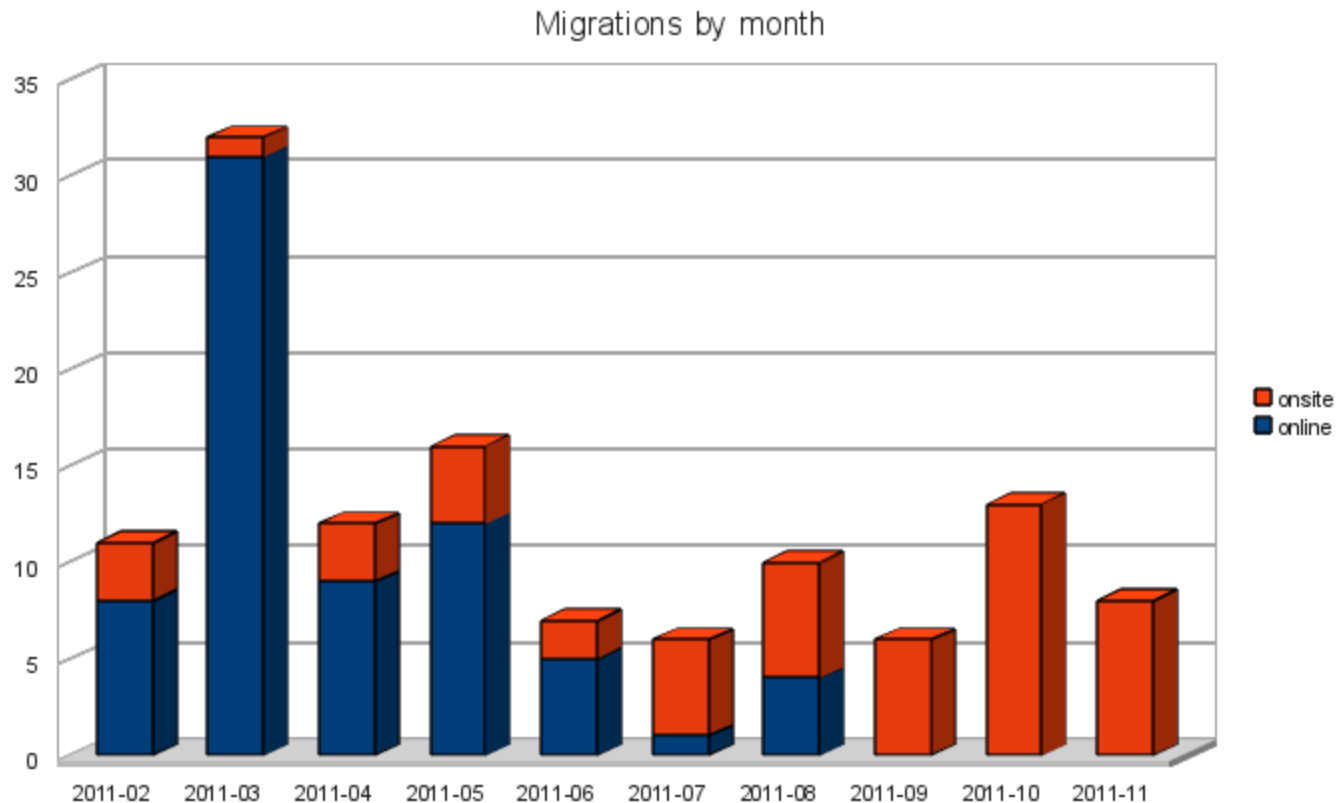


Based upon your overall experience, please rate your satisfaction with Customer Service in the following areas:(Note that the level of satisfaction is in ascending order)



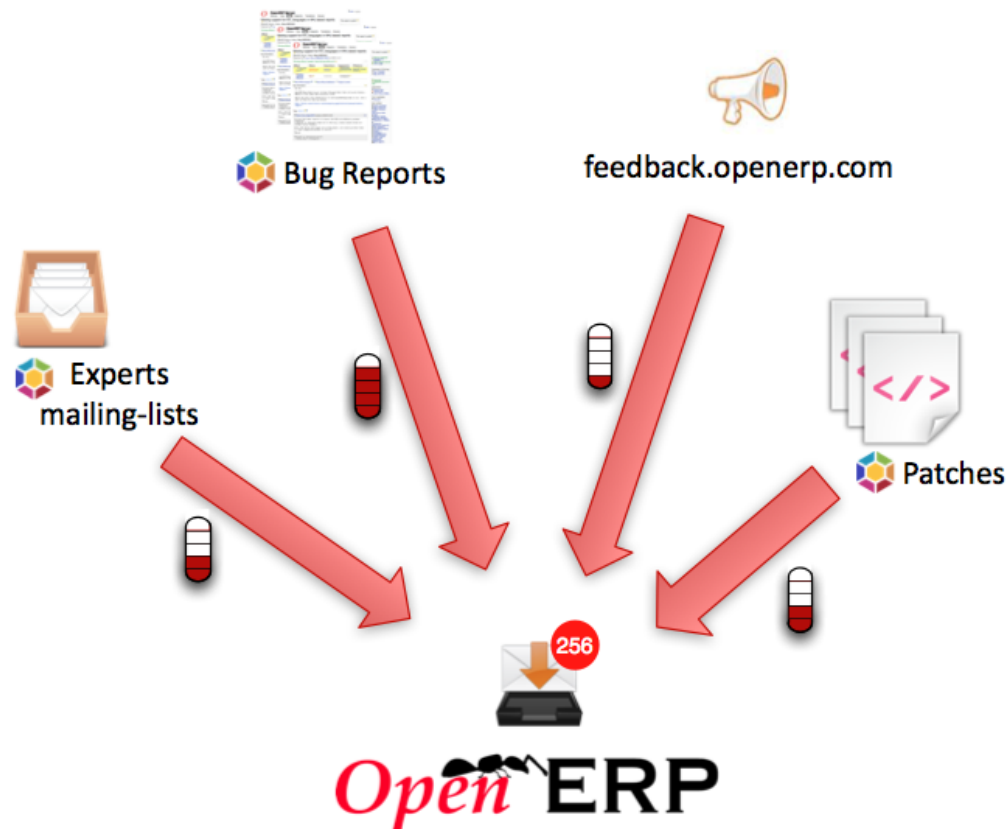
First ERP in the world to automate migration process !

Customer satisfaction: 100% → no complain, all migrations closed in 2 weeks.
OLT, PHU & NEL are providing a very good service on this offer. We are preparing v6.1.



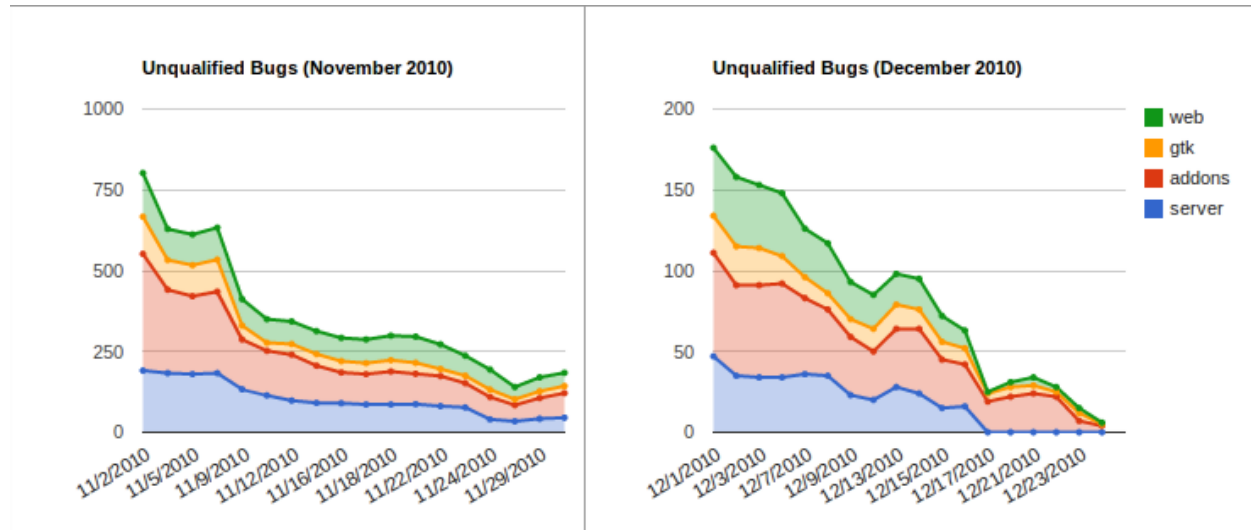
R&D feedback to process: huge!

Daily incoming feedback/mail to process from community: 256!

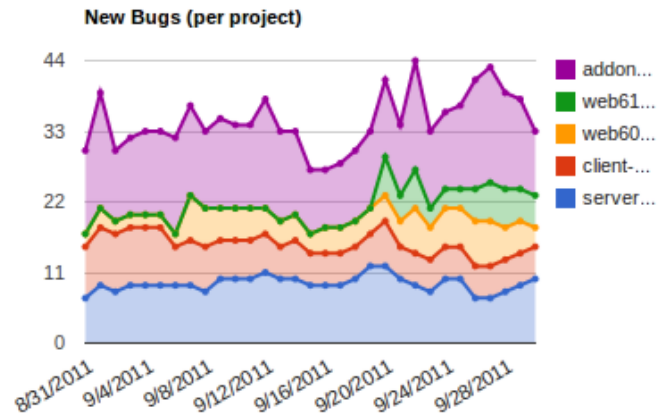


2010 - v6.0: bugs under control

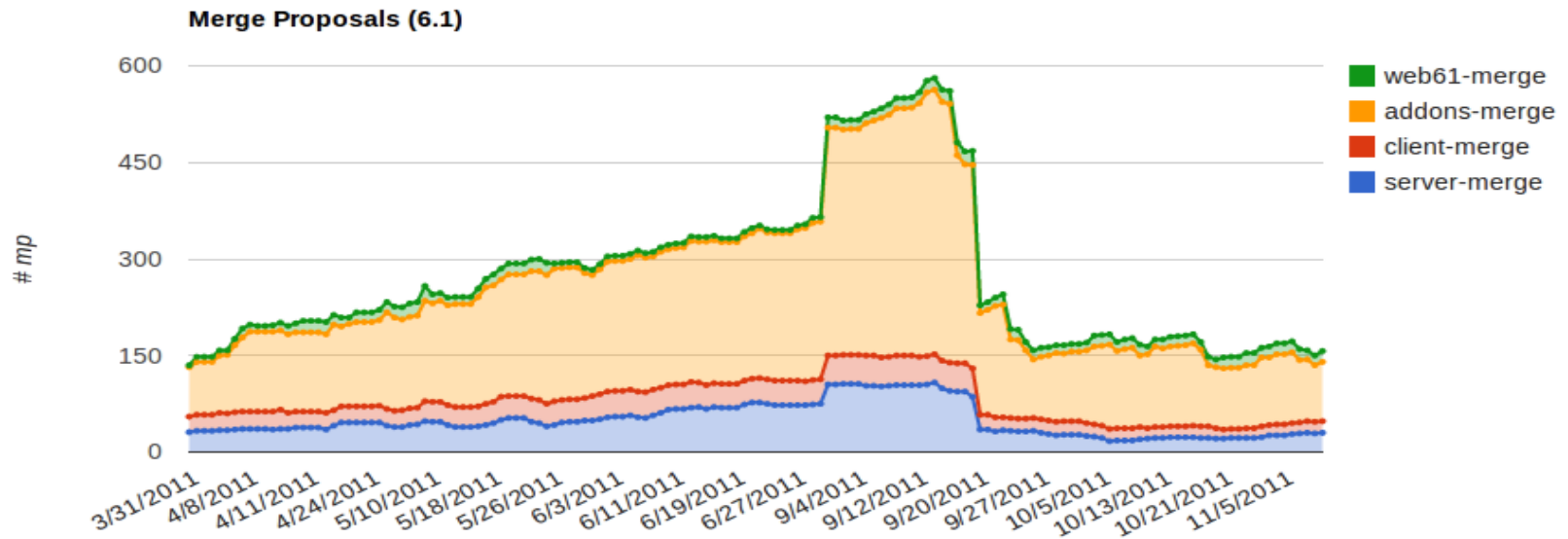
- Bugs before v6:
 - **750+ → 0**



- Bugs now:
 - **~30-50 stable**



- Improved R&D processes
- Better quality assurance, more reviews:
 - 1 bug → 1 fix → 2 or more reviews
 - 1 feature → 1 branch → 2 or more reviews
- Consequence: hundreds of reviews to do!
- V6.0: maturity of handling high volumes of bugs, v6.1: maturity of the code review process, v6.2: maturity in the feedback process.



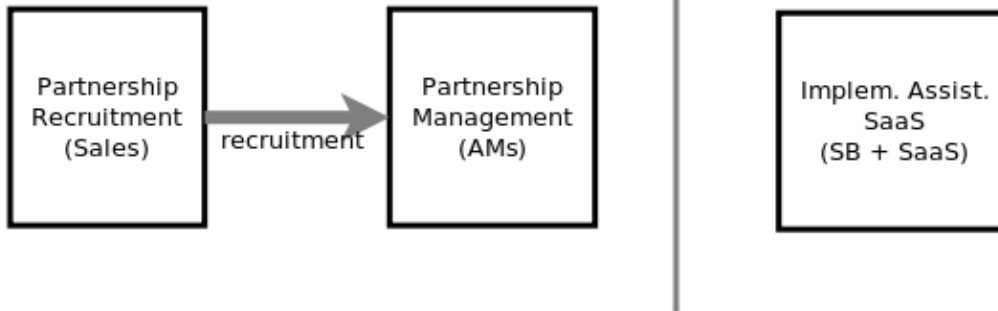
2012: Short Term Changes

We have tested with success an implementation assistance offer & methodology in the past months. (<http://www.openerp.com/node/828>)

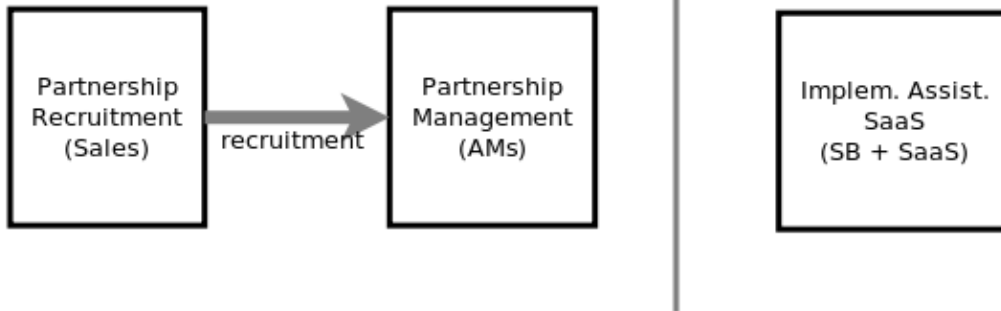
90% of our activities is to develop our partners, exception from the “IA + SaaS” team. As this offer is a success, in 2012, we will refocus this offer around the partners. (like with the CTP)

→ Impact on our sales organization

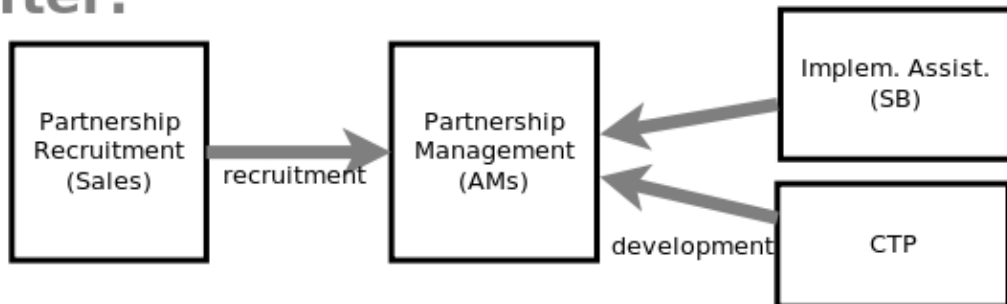
Before:



Before:



After:



Ideas:

- Integrate all teams
- Benefit from the IA to help partners develop themselves

Roles for SB offer:

- We sell
- We deliver: OpenERP Enterprise, Training, Methodology, Platform
- Partner do: onsite consulting, up-selling

Main R&D improvements should have a direct impact on the SaaS offer to measure efficiency.

The screenshot shows the Open ERP Project Management interface. At the top, it displays 'Your Company (openerpv61rdproject)' and the user 'Fabien Pinckaers'. Navigation tabs for 'SALES', 'PROJECT', and 'TOOLS' are visible. The main area is a Kanban board for 'Tasks' (View#252). The board is organized into columns representing different stages: Design, Spec, Development, Testing, Merge, Buzz, and Deployment. Each column shows a list of tasks with their remaining time and priority. For example, in the 'Design' column, there are tasks like 'dashboard2' (2.00) and 'calendar2' (5.00). In the 'Development' column, tasks include 'polish2user' (2.00) and 'polish3ps' (2.00). The 'Deployment' column shows tasks like 'polish1' (1.00) and 'config-clean' (1.00). The interface includes search filters, view options (list, form, calendar, gantt, graph, kanban), and a 'Group By...' dropdown.

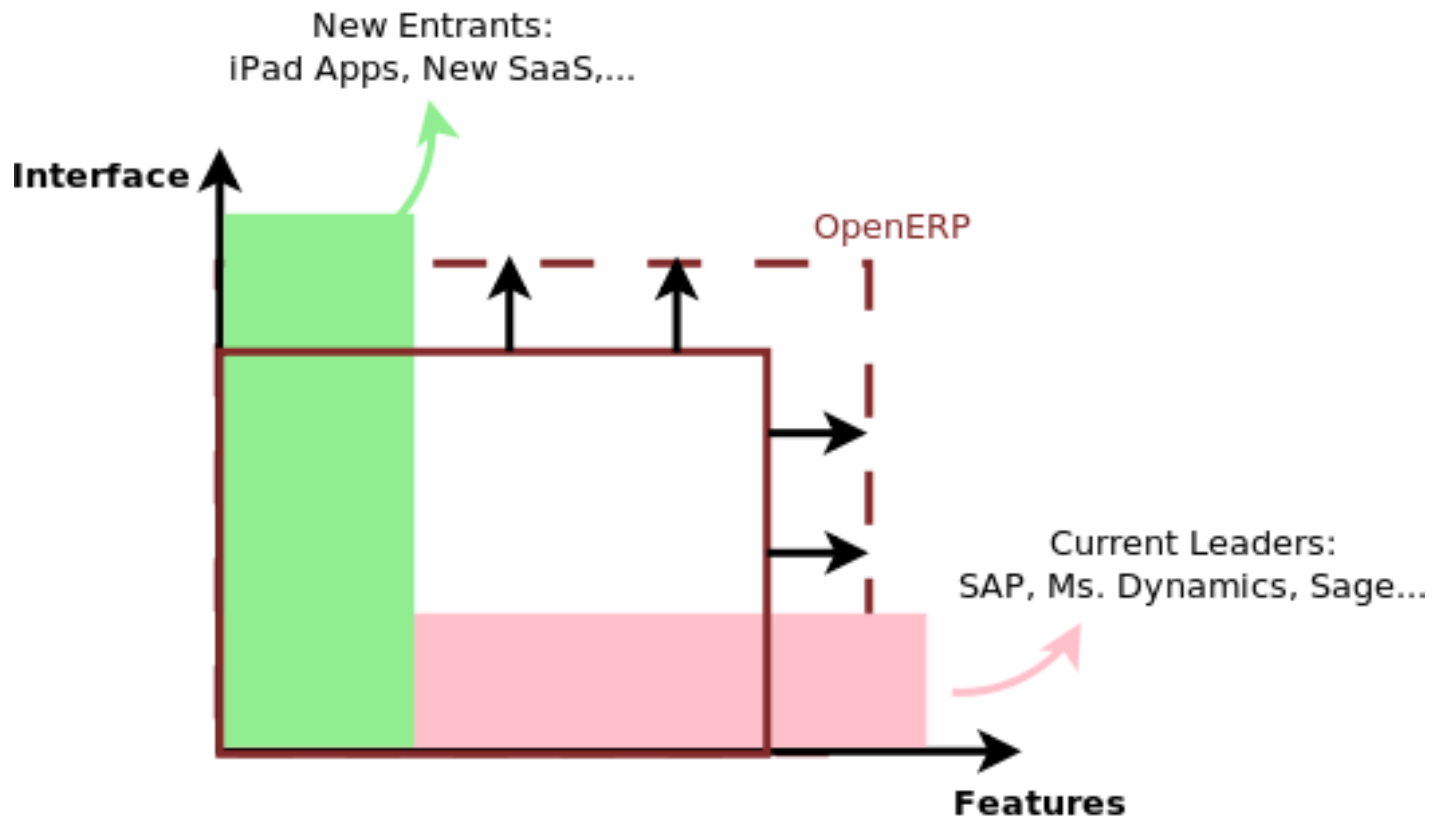
Goals: accelerate our growth by providing more cash (mainly loans & subsidies), having better previsions, help in financial operations.

- Cash Collection
- Treasury Management:
 - Subsidies
 - Forecasts
- Finance Operations:
 - U.S., India Consolidation
- Help on:
 - Board Meeting Preparation
 - Budgets

**What makes our product
so disruptive ?**

A rocking technology

The demand is changing (features -> sexy apps), OpenERP is the only products that can evolve rather than being rewritten from scratch !



Competitors

Push Approach

The Publisher push to partners, partners push to customers.

- Publisher invest massively in marketing
- Publisher search partners
- Partners search customers

→ This costs a lot

→ This is slow

OpenERP

Pull Approach

We have a native customer demand. The Customer demand generate a partner demand.

Why ?

- We have a killer application, the product pull the company.
- Partner recruitment is a revenue !
It allows us to invest helping partners.
→ We opened 70 countries in 3 years !

Our options for the future ?

Product Strategy: our options (1/2)

1

Ms.Ax/SAP of SMEs
MID PUSH

SAP of the medium-size companies. Revenues on big Projects.

- MSF, McKinsey, Danone
- PwC, Tieto, Audaxis

2

Sage **on Steroids**
MASS PUSH

Sage with more features. Revenues on the mass.

- 0-50 users
- OpenConsulting, ...

3

Next Generation
MASS PULL

New enterprise need is to be productive, social, connected, etc.

- All customer sizes
- All partner sizes

Product Strategy

Features: MRP, Finance
Implem. Methodology

Out-of-the-box
Useability

Easy, Out-of-the-box
Viral, EDI, Connected

Channel Strategy

Big Partners
Competencies: IT + PM
Revenues→Channel Quality

Mass of small partners
Competencies: No IT
Revenues→Channel Size

Big & Small: Big→Viral,
Small → Fasten Adoption
Revenues→ SaaS+channel

Facebook changed the way people interact together. They are connected, efficient communication, no more emails, collaborative events, easy sharing: photos, comments.

In a few years, it's obvious companies will:

- no more send invoices and order by regular mail
 - no more reencode every document twice:
 - Sale Order → Purchase Order, Customer Invoice → Supplier Invoice
 - List of products, inventories, etc.
 - rely on heavy communication rather than tools (RfQ, ...)
 - every company will have customer portal, sync with partners
 - no more sharing, communicate, sync by emails
- The value is very big, so the opportunity too...

We are in a very good position to answer this need...



YOUR COMPANY

Chaussee de Namur, 40
1367 Ramilies
Belgium

AGROLAIT

69 rue de Chimay
5478 Wavre
Belgium

Invoice SAJ/2011/175: 2037.23 EUR

Description	Date	Your Reference
Customer-REF-12345	2011-11-07	MY-SUPER-REF

Product Description	Quantity	Unit Price	Discount	Price
New server config + material	1.00 PCE	123.00	0.00	123.00 EUR
<i>A note with 2 lines</i>				
[PC1] Basic PC (customized)	3.00 PCE	452.00	0.00	1356.00 EUR
[MB1] Mainboard ASUSTek A7N8X	5.00 PCE	88.00	0.00	440.00 EUR
Net Total:				1919.00 EUR
Taxes:				118.23 EUR
Total:				2037.23 EUR

Tax	Base Amount	Amount
VAT21 - VAT 21	563.00 EUR	118.23 EUR

Notes:

Final note with multiple lines

Import this document

- Import it into an existing OpenERP instance
- Import it into a new OpenERP Online instance
- Import into another application

Pay Online

- Paypal
- Bank Wire Transfer



OpenERP

Company Culture: Values

Open:

- Open business model, internal transparency,
- Open customers, partners & community relationship

Disruptive:

- Rule breaker vs Rule maker
- We do things differently: marketing, r&d, services, management

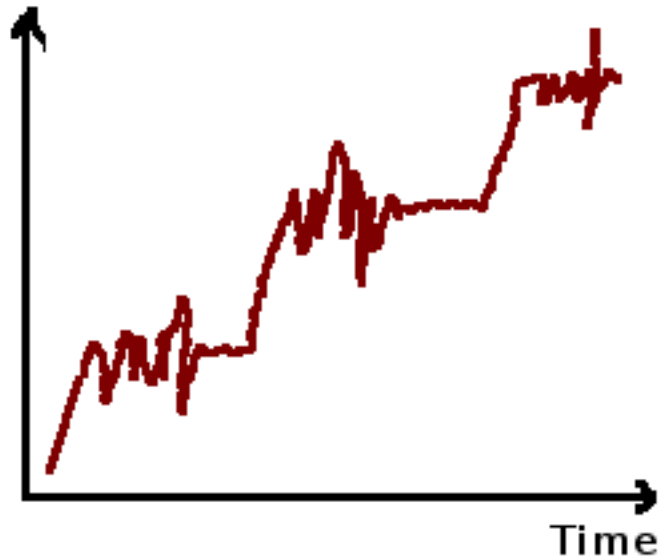
Fast:

- Company growth, hr evolution, product releases,
- Sales cycles, channel development, new offers, etc.

Startup / Small company:

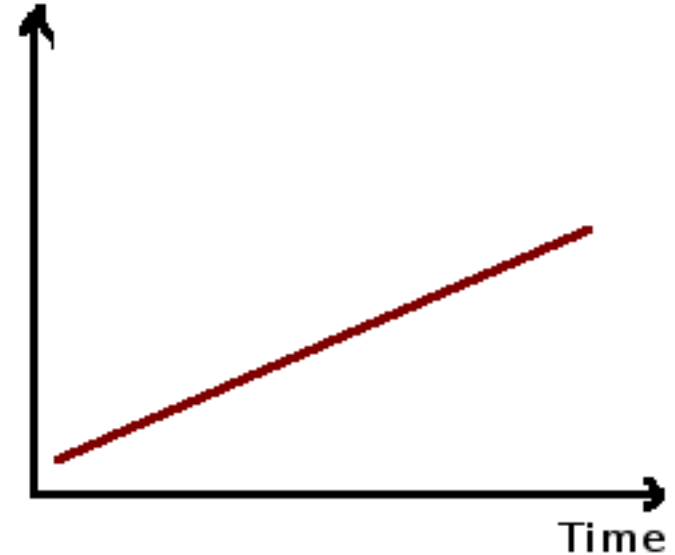
- Flexible, short decision cycles, continuous change,
- Relying on people; strong responsibilities

Successive Revolutions



- Changing & Evolving
- Target: big step forward
- Revolution then stabilization
- Everyone contribute

Continuous Evolution

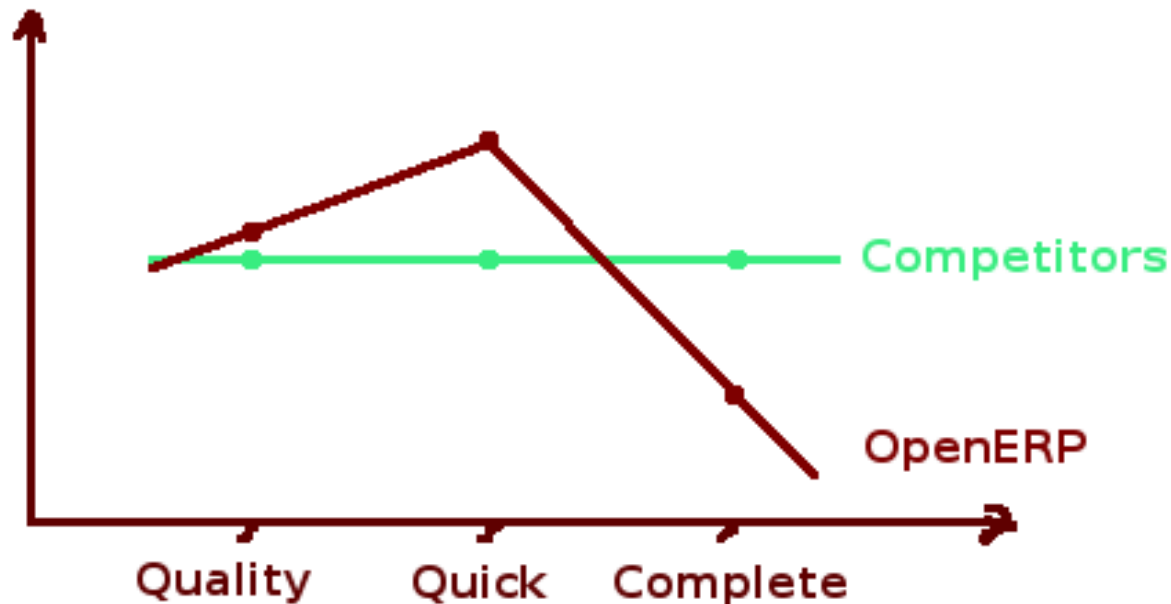


- Mature & Stable
- Target: perfection
- Continuous improvement
- Manager define, employee do

- Examples:
 - Launch of new offers, rewrite web client from scratch, launch U.S. offices, young managers, drastic change in our processes, disruptive marketing, unusual business model, etc.
- → **Promote evolution** but **accept troubles**
 - Big changes generate troubles & mistakes. We prefer to make things evolves than to not make mistakes.
- → Rely on people to stabilize quickly
 - Every one is important to stabilize the company and to help handling difficulties
 - We need to be flexible and be ready to evolve

Fast: Better do less than more

- We want to do faster while keeping a good quality → we have to do less.



- Examples: website (no eCommerce), marketing (good social, no paper marketing), sales (mostly inbound), R&D (...)

- What makes us grow is our big successes !
- We are fast and flexible → we can handle failures

Don't be afraid of troubles, feel free to take responsibilities and move forward. (example with sales)

Example: we recruit people for what they can bring to the company, not because they are perfect.



2012 The Future

Priorities on main sales actions:

- 1) Recruit more sales + productivity (recruitment)
- 2) Activate the channel (more AMs, training)
- 3) Release & leverage v6.1 → SaaS + Migrations
- 4) Scale the Implementation Assistance (with partners)
- 5) Expand geographically: Repeat the US operation
- 6) Answer to Public Offers in Belgium
- 7) Drive more revenues through CTPs
- 8) Contract with Distributors

- We need to recruit, in the short term:
 - Belgium: ~10 developers
 - Addons
 - User Interface
 - Framework
 - India: ~60 developers (to be confirmed)
 - 20 web client
 - 20 addons
 - 20 offshore devs + support + migrations
- They joined us last month:
 - Michaël, Roboerto, Thibault, Antonin.
 - Minh will move from PS to R&D.