

Leading the next generation of Business Apps

Fabien Pinckaers – Founder

1

Status, Challenges & Ambition

2

Roadmap: new features v8

3

Roadmap: frontend

4

Transforming the ERP world

5

Conclusion

Mission Statement

MISSION

Address **SMBs' Complex Business Needs**
with **Simple and Affordable Solution**

HOW?

By Breaking the Existing Rules of the ERP's Market:



Open-Source

Leverage the power of an **Open-Source Model**



Make Business Applications **Accessible to any Company**



Transform ERP into **Modular Business Applications**

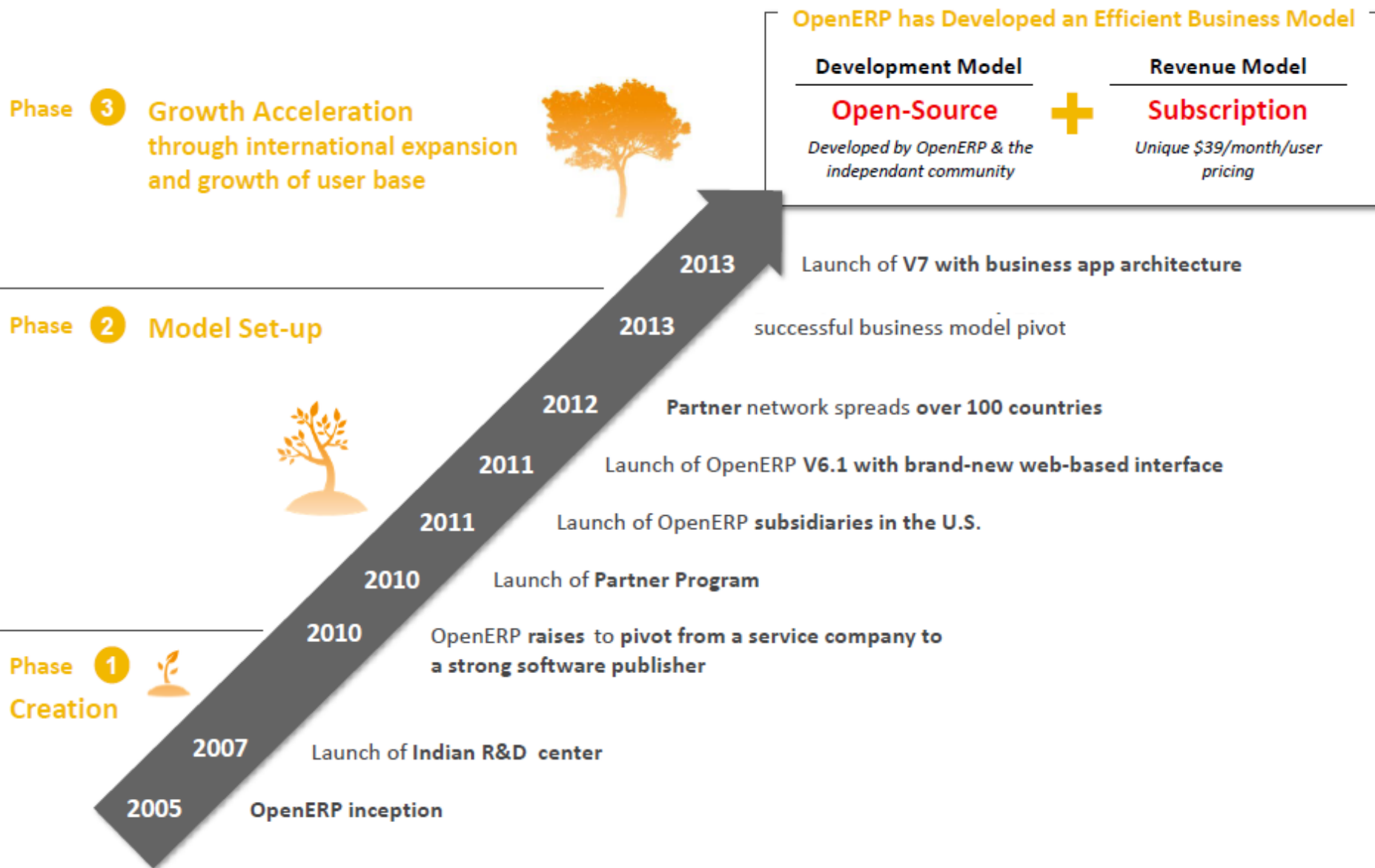


Change User Experience by making **the Software Truly Intuitive**

AMBITION

Become the **Global Leader** in the Emerging
Business Apps Market for SMBs

Company: Milestones & History



- 1) Establish a **growing company**
- 2) Develop a **disruptive product**
- 3) Develop a strong **open source business model**
- 4) Become the **leader in open source 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.

→ already **2.000.000** users !

Open Source Business Apps



CRM

Boost sales productivity,
improve win rates, grow
revenue



Point of Sale

Touchscreen interface for
shops



Project Management

Get things done, together



Accounting

All you need to run your
business



Human Resources

Manage people, the most
important asset in your
company



Warehouse

A revolutionary double entry
inventory system



Sales

From quotes to invoices, in
just a few clicks



Manufacturing

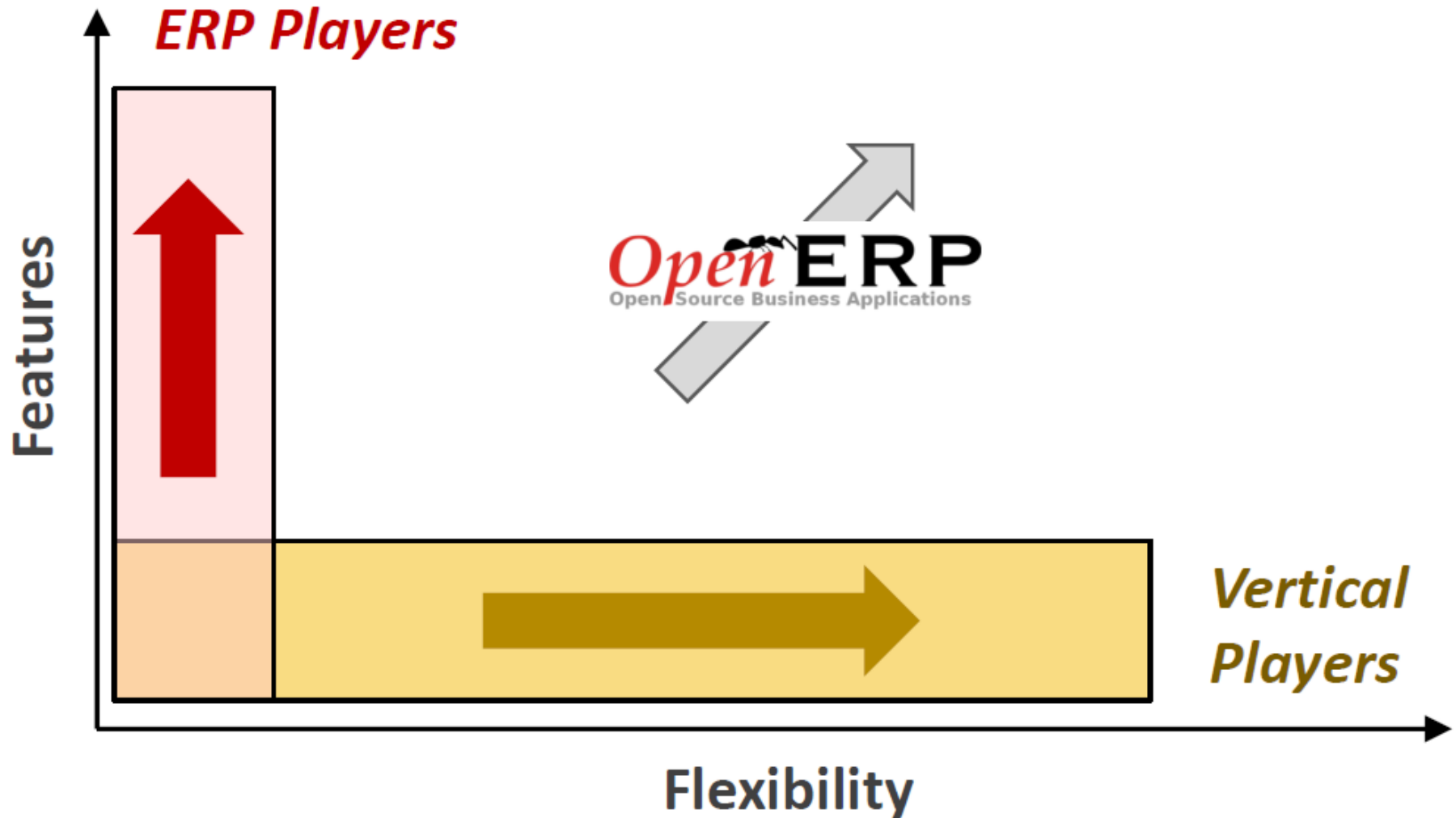
Manage Bill of Materials, Plan
Manufacturing Orders, Track
Work Orders



Purchase

Automate procurements,
control products and
invoicing

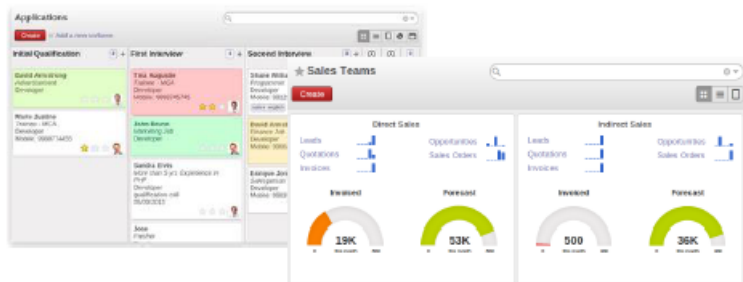
Product: A Disruptive Approach



Product: Best of the 2 worlds...

Complex Functionalities in a Simple Interface

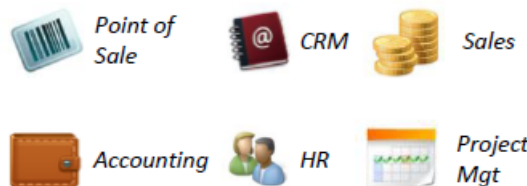
- ✓ Intuitive and very simple to use
- ✓ Strong focus on User-Interface



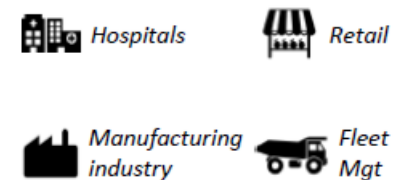
Healthy Application Ecosystem

- ✓ A large application base of 3,000+ modules:

GENERIC APPLICATIONS



VERTICAL APPLICATIONS



Developed by OpenERP R&D teams

Developed by OpenERP Community



INSEAD Innovator Award:
Entrepreneur of the Year



Ranked 1st in Smile review
of open source ERP (2011)



300+ Universities are using
OpenERP to teach IT & Management disciplines



Deloitte Fast 50: **Fastest growing tech company in Belgium** (2012)



Bossie Award 2012: **Best Open-Source Application**











Best Open Source ERP
solutions Compatible with
European **Accounting Systems**

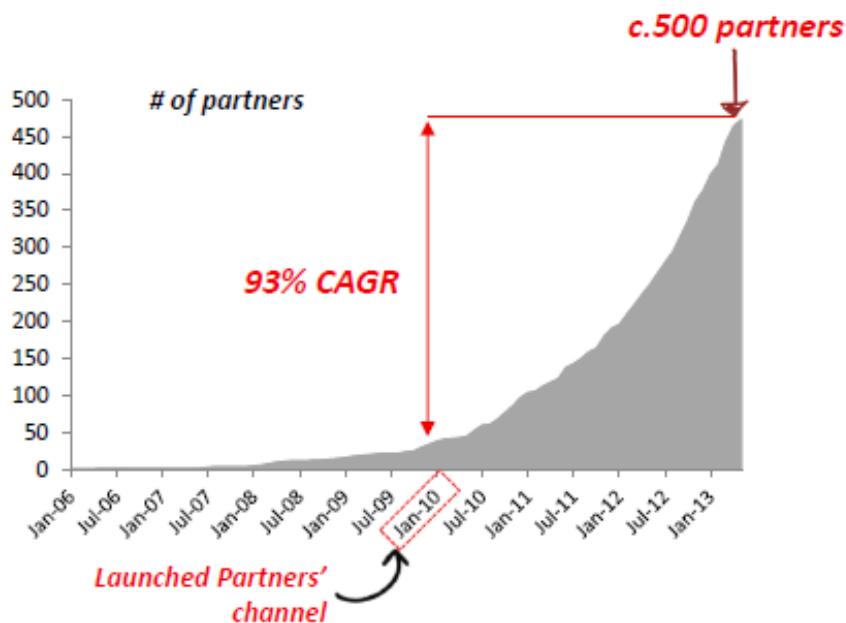
Product: Powerful yet super flexible

SMBs Needs

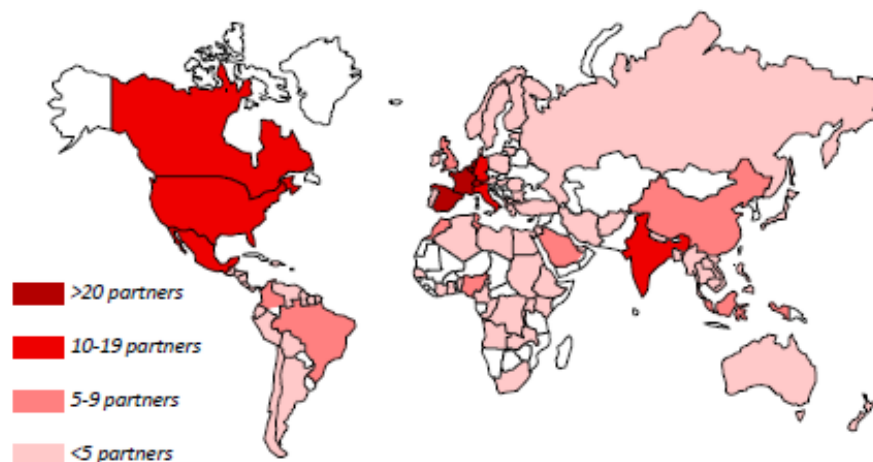
Ability to Meet SMBs Needs

	Large vendors	OpenERP	
1 Flexible & Easy to Customize			<p>“ OpenERP <i>seamlessly combined all needed services</i> while simultaneously <i>allowing us to configure it to our exact specifications.</i> ”</p> <p>Shaya Posner, Director of operations, All4Cellular (USA)</p>
2 Affordable			<p>“ OpenERP has brought a lot of new flexibility. <i>With a proprietary software</i>, we would have had to pay <i>€400,000 to €600,000 of licenses.</i> ”</p> <p>Didier Georgieff, CTO, ENA (France)</p>
3 Short Time to Implement			<p>“ OpenERP is a good SAP alternative for Danone's small entities. Danone deploys OpenERP massively in emerging markets. <i>The implementation timing is amazing.</i> ”</p> <p>Edouard Dogning, ERP project Manager Octo Technology (Australia)</p>
4 Intuitive			<p>“ I'm surprised <i>how easy I can get a whole view of my daily company's routine</i> - it helps me a lot, especially to make right business decisions ”</p> <p>Thomas Parnarauskas, CEO, NOD Baltic, JSC IT (Lithuania)</p>

Strong Growth of Partners' Community



Global Footprint of Partners' Network



➤ Partners are located in **110 countries** worldwide

Partners Strategy

2005-2009

- No partners strategy

2010

- Launched partners' channel

2011-2012

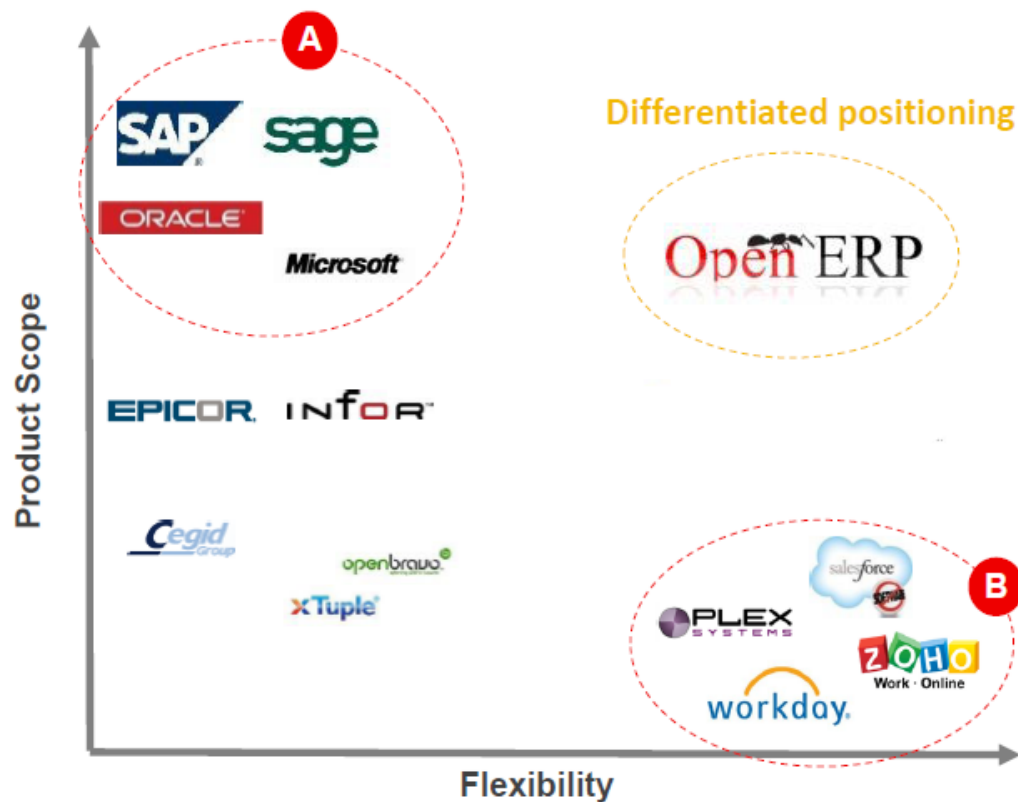
- Secured **c.500 new partners** in 110 countries

2013+

- **Grow partners' network** to reach Medium businesses
- **Leverage internal partners' growth**

Market: A Strong Position

Positioning of main Business Applications Players:



A Large ERP Vendors

- Distribution On-Premise
- Proprietary software

B Vertical Business Applications Vendors

- Cloud/SaaS offers
- Proprietary software
- Independent applications for specific verticals (CRM, HRM, Basecamps ...)

OpenERP successfully positioned itself within a high-value and competition-free area

Brand: A Wide Range of Customers

		# Users		
		5-50	50-500	500+
	EDUCATION	 	 	 
	UTILITIES	 	 	 
	GOVERNMENT	 	 	 
	TELECOM	 	 	 
	DISTRIBUTION	 	 	undisclosed 
	MANUFACTURING	 	 	 
	HEALTHCARE	 	 	 
	SERVICES	 	 	Undisclosed 
AND OTHERS...		 	 	 

At a glance

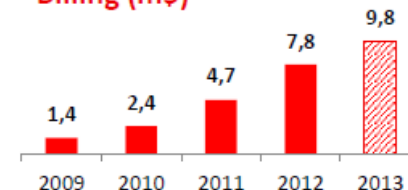


BILLING

\$10m
in 2013

- ✓ Dual direct/indirect strategy
- ✓ Indirect rev. = 88%

Billing (m\$)

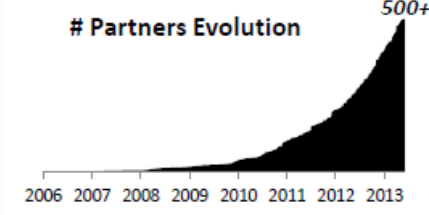


PARTNER NETWORK

500+
Partners

- ✓ Fast growing base of **qualified partners**
- ✓ **International network**
- ✓ Presence in **100+ countries**

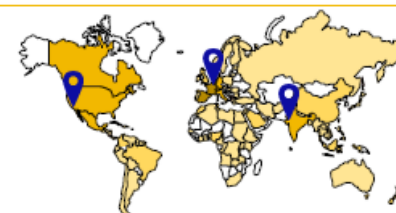
Partners Evolution



INTERNATIONAL FOOTPRINT

110+
Countries

- ✓ OpenERP bills clients in **110+ countries**
- ✓ International offices in San-Francisco and India

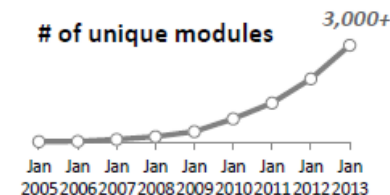


COMMUNITY

1,500
Contributors

- ✓ **Fast growing** number of active contributors
- ✓ One of the **largest open-source community**

of unique modules



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Version 8: a focus on **Accounting, WMS, Sales & Frontend**; every little detail to reach perfection. Customization tools for **out-of-the-box approaches**.

Improvements at a Glance

- Accounting
- CRM
- Contracts
- Projects
- Human Resources
- Purchases
- Warehouse Management
- Manufacturing
- Events
- Google Integration
- Survey
- CMS
- Ecommerce
- Communication Tools
- Framework: New API

Accounting

Version 8: Designed for Accountants

What do accountants need?

- Dashboard to check the business at a glance
- Faster reconciliation tools
- Bank interfaces (statements import and payments upload)
- Easier customization (of taxes, journals, ...)
- Better out-of-the-box localisations

Around 25 new features including:

- Dashboard with alerts & KPI
- Improved import statement tool (+OFX, QIF support)
- Improved reconciliation tool
- Redesign of taxes definition
- New reports like the cashflow statements
- Spreadsheets integration (budgets, ...)
- Support for payment providers (like paypal)

Example 1: Your KPI at a Glance

The screenshot displays the OpenERP web application interface. The browser's address bar shows the URL: https://openerp.my.openerp.com/#view_type=tree&model=account.tax.code&action=226&active_ic. The top navigation bar includes tabs for Messaging, Sales, Project, Accounting (selected), Purchases, Warehouse, Manufacturing, and More. The user profile is Fabien Pinckaers (fp).

The main content area is titled "Your Company / Accounting". On the left sidebar, there are sections for Customers, Suppliers, and Bank and Cash, each with a list of related actions.

The central dashboard features three main KPI cards:

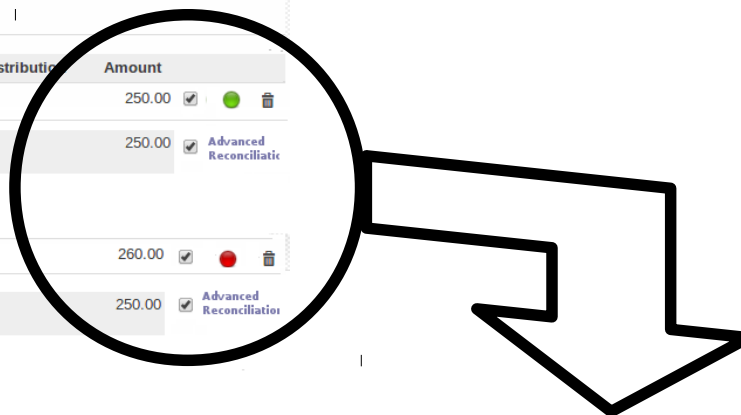
- Bank Accounts**: Includes a "Check Account" card for account 123456789. It shows a Statement Balance of 20,170.20 as of 05 Dec 2012 and a Balance in Xero of 11,832.00. A line chart shows the balance trend from Nov 28 to Dec 4. A "Reconcile 10 Items" button is present. Below the chart, it states "Automatic bank feeds are available for this account" with a "Get Bank Feeds" button.
- Money Coming In**: Includes an "Add Sales Invoice" button. It shows Draft invoices (2) totaling 2,675.00 and Overdue invoices totaling 2,824.57. A bar chart shows the distribution of these amounts across Older, Sep, Oct, and Nov.
- Money Going Out**: Includes an "Add Bill" button. It shows Draft bills (1) totaling 450.00 and Overdue bills (1) totaling 250.00. A bar chart shows the distribution of these amounts across Older, Sep, Oct, and Nov.

At the bottom, there is a "Credit Card" card for account XXXXX-XXXXX-XXXXX-7091, showing a Statement Balance of 200.00 and a line chart.

Bank Statement Reconciliation

Transactions		CODA Notes				
Date	OBI	Reference	Partner	Type	Account	Amount
04/23/2013	zefzef		Agrolait	Customer	400000 Clients	250.00
		SAJ/2013/0001 (SAJ20130001)	Agrolait		400000 Clients	250.00
04/23/2013	hrth		ASUSTeK	Supplier	440000 Entreprises liées	260.00
		SAJ/2013/0001 (SAJ20130001)	ASUSTeK		400000 Clients	250.00

Add an item



- Match statement lines with the corresponding account move lines (debit)
- Manage advanced reconciliation if needed

		Amount		
Line 1	250.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Debit	250.00	<input checked="" type="checkbox"/>	Advanced Reconciliation	
Line 2	260.00	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Debit	250.00	<input checked="" type="checkbox"/>	Advanced Reconciliation	

New Tax Definition form

Tax Name	VAT 21% - Services	Domain	All Documents
Display	VAT-OUT-21-S	Tax Rate	21.00000 %
Tax Type	Percentage	Included in base amount	<input type="checkbox"/>

Journal Items in case of a sale of 100€

Code Type	Tax Account	Tax Analytic Account	Tax/Base Amount	Code Sign	Tax Grid
Base			100.00	1.00	03 - Opérations avec TVA à 21%
Tax	451054 T.V.A. à payer		21.00	1.00	54 - TVA sur opérations des grilles [01], [02], [03]

Journal Items in case of a refund of 100€

Code Type	Tax Account	Tax Analytic Account	Tax/Base Amount	Code Sign	Tax Grid
Base			100.00	1.00	49 - Notes de crédit aux opérations du point II
Tax	451054 T.V.A. à payer		21.00	1.00	64 - TVA à recuperer sur notes de crédit delivrées

Paypal fees

☒ Charge Paypal fees to customers

Fees for domestic transactions (per transaction).

These fees will be applied to any Paypal payment where the customer's country on the invoice is the same as the country in your

— **company's address**

Percentage fee %

Fixed fee €

Fees for international transactions (per transaction).

These fees will be applied to any Paypal payment where the customer's country on the invoice is different from the country in your

— **company's address**

Percentage fee %

Fixed fee €

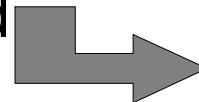


Set up Paypal fees for national and international transactions

Your order summary

Descriptions	Amount
<u>Your Company Order SO018</u>	€885,00
Item price: €885,00	
Quantity: 1	
Item total	€885,00
Shipping and handling:	€26,74
Total €911,74 EUR	

Let customers pay charges according to a set fee % and their country



CRM

- Multiple sales team management
- Improved Kanban views
- Improved Lead Management
- Contacts deduplication tools
- Channel Management (Geo-Localisation)
- Spreadsheet Integration (commissions)
- Live Chat to talk to your website visitor



Sales

Sales Teams

Customers

Leads

Opportunities

Quotations

Sales Orders

My Tasks

Contracts

After-Sale Services

Claims

Helpdesk and Support

Payment Follow-up

My Follow-Ups

Phone Calls

Logged Calls

Scheduled Calls

Invoicing

Time & Materials to Invoice

Order Lines to Invoice

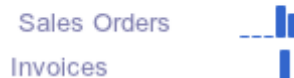
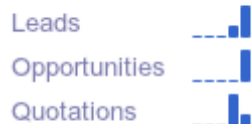
Sales Teams

Create



Direct Sales

info@yourcompany.openerp.com



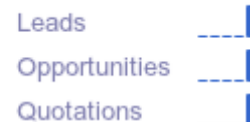
Invoiced



Forecast



Indirect Sales



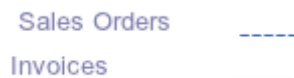
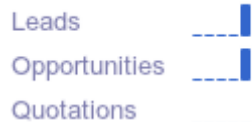
Invoiced



Forecast

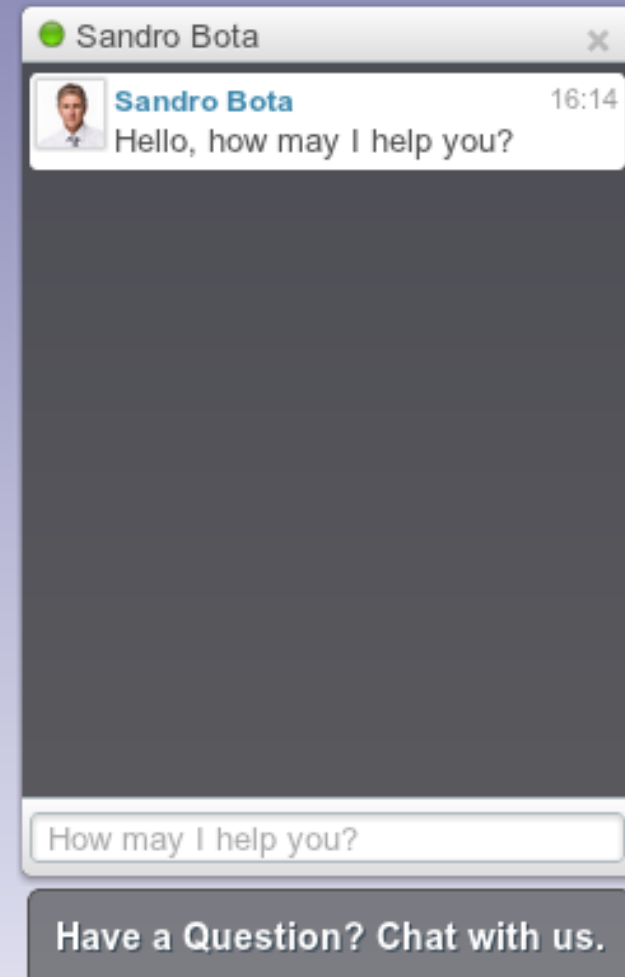


Marketing



Define an invoicing target in the sales team settings to see the period's achievement and forecast at a glance.

Your Website



- Leaderboards
- Team Targets
- Commissions Followup
- Personal Objectives

Leaderboards



Promote leaders and competition amongst sales team with performance ratios.

Personnal Objectives



Assign clear goals to users to align them with the company objectives.

Team Targets



Compare revenues with forecasts and budgets in real time.

- Design your custom dashboards with spreadsheet integration:
 - Sales Commissions,
 - Lead Management Dashboards,
 - Consolidated KPIs,
 - Sales Forecasts,

- Integrate sales tools with Google Docs:
 - Lead qualification forms,
 - Product sheets, ...

- Improved Templates of Contracts
- Recurring Invoices
- Create tasks/projects based on template

Project Management

Customize kanban views to fit your process.

- Wording: trainings, board meetings, support tickets, ...
- Customized kanban: tooltips, stages, empty views
- Security: share project with customers, publish projects

Project Name

E-Learning



☐ Use Task as: Task

☒ Use Issue as: Training

E-Learning

2 Trainings



Research & Development

5 Tasks



Website Design

5 Websites



Support

8 Questions



Little Big Details

Specification

Design

Development

Testing

...

Done

Cancelled

Customer analysis + Architecture

ment

1 +

Testing

⊕ +

0

2

0

● = ready to process

● = need improvements

★ = to test in priority

John Smith and his team are responsible for this step of the project. For any query, you can refer to them.

38

●

★

Remaining Time: 38

Social network integration

●

★

Mere

Don't

Cancelled

Create or Add a new column

Specification

0 +

Design

0 +

Development

Click here to add new issues or send an email to: elarning@yourcompany.openerp.com

The OpenERP issues tacker allows you to efficiently manage things like internal requests, software development bugs, customer complaints, project troubles, material breakdowns, etc.

Privacy / Visibility

- ☒ Public project
- ☐ Customer related project: visible through portal
- ☐ Internal project: all employees can access
- ☐ Private project: followers Only

Quality is in the details

Management Presentation

Human Resources

Employee's Improvements:

- Gamification
- Enterprise Social Network (Twitter Like)
- Chat

Improvements for HR Manager:

- Improved messages and “Need Actions”
- Improved appraisals
- Improved recruitments:
 - Customized kanban view
 - Template of emails








Antoine Langlais
CTO
ala@yourcompany.com

1 1


Following


Antoine Langlais ▾


Search users...


-  Demo Portal User
-  Gilles Gravie
-  Anonymous
-  Alice Englert
-  Hans Anders

Administrator

 **Administrator** 4:51 PM
Hi Gilles
I would like to schedule a meeting


 **Demo User** 4:52 PM
When ?


 **Administrator** 4:53 PM
I checked your calendar and it seems you are free on next thursday.
Is it ok for you ?

 **Demo User** 4:55 PM
Ok, i am planning this meeting.
10h ?

Say something...


Suggested Groups


 Whole Company
Join Group


 Company Jobs
Join Group

 Company News
Join Group

Suggested Employees

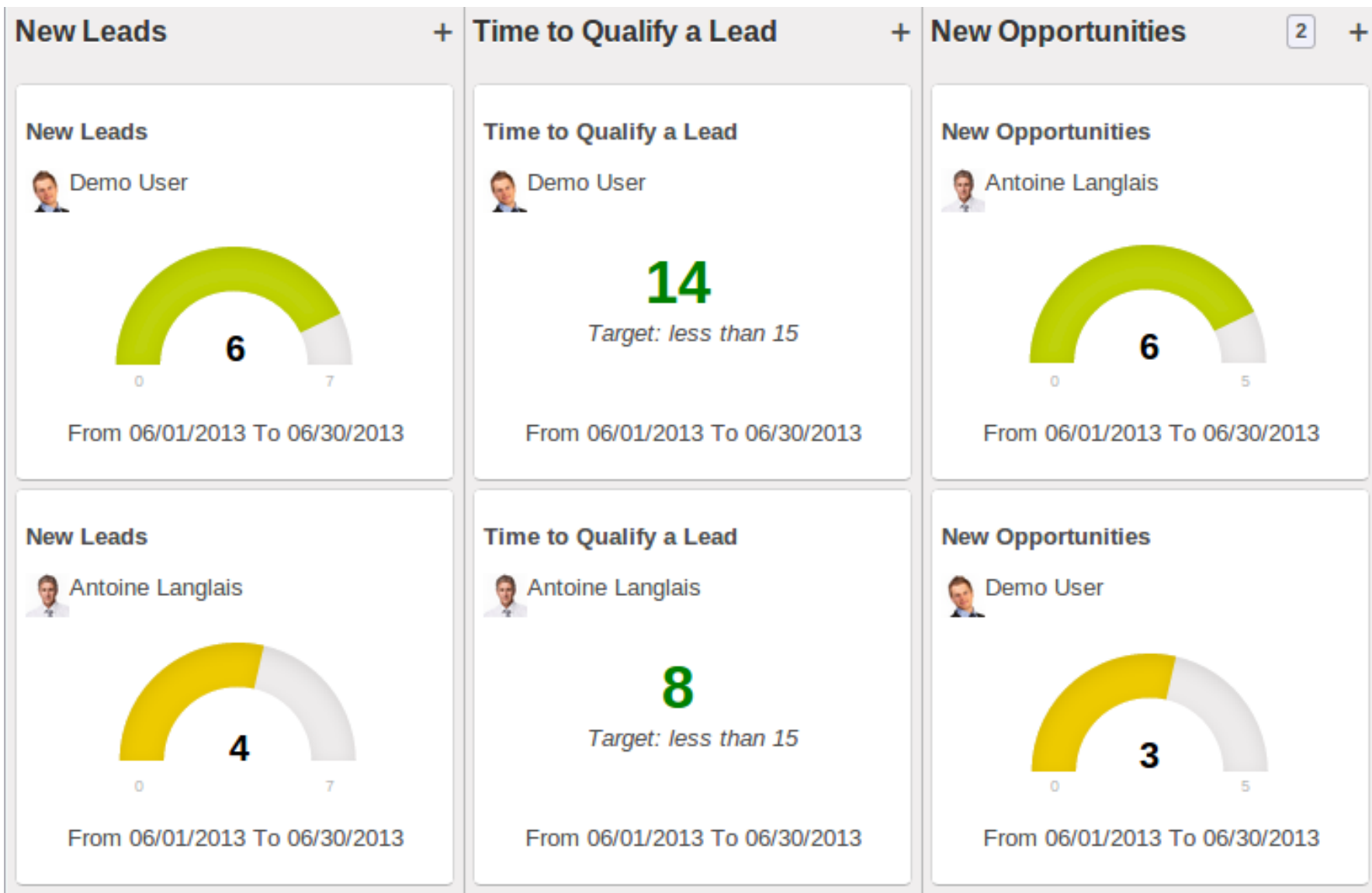
 Hans Anders
Follow

 Gilles Gravie
Follow

 Lisa Jongejans
Follow

Status: Done

Appraisals & Objectives



Give rewards and badges



Gilles Gravie

CEO / Employee

gilles@openerp.com

+3281813700

Received Badges

Public Information

Goals

Personal Information

HR Settings

Grant a Badge

to reward this employee for a good action



Problem Solver

Granted by [Antoine Langlais](#) the 6/29/2013



Good Job

Granted by [Antoine Langlais](#) the 6/29/2013

Recruitment: improved kanban

First Interview2+

David Armstrong

Advertisement

Developer

Mobile: 9988774455

07/15/2013 : Send mail regarding our interview

IT

☆☆☆

David Armstrong

Finance Job

Developer

07/18/2013 : Send mail regarding our interview

Reserve

1 New

☆☆☆

Second Interview⊕+

Jose

Developer

07/05/2013 : Send mail regarding our interview

IT

1 New

☆☆☆

Contract Proposed3+

Shane Williams

Programmer

Developer

Mobile: 9812398524

07/24/2013 : Send mail regarding our interview

IT

☆☆☆

Tina Augustie

Trainee - MCA

Developer

Mobile: 9898745745

07/15/2013 : Send mail regarding our interview

Sales

☆☆☆

The second interview is conducted by the manager of the department. Include him in the schedule of the meeting.

★ = the profile match

★★ = get some "nice to have" skills

★★★ = exactly the employee we are looking for

Purchase Management

Purchase Tender

- Call for bids
- Improved workflow
- Vendor selection and comparison
- Support for Lots

Improved Purchase process

- Draft Purchase Order
- Requests for Quotation

Calls for bids 2

Close Call for Bids
Cancel Call

Draft
Confirmed
Bid Selection
PO Created

TE00001

Responsible	Administrator	Date	07/01/2013 12:47:02
Bid Selection Type	Select only one RFQ (exclusive)	Bid Submission Deadline	
Multiple RFQ per supplier	<input type="checkbox"/>	Scheduled Date	
		Source Document	







Products

Product	Quantity	Scheduled Date
[RAM-SR5] RAM SR5	5.000	

Request a Quotation

View RFQs/Bids

Requests for Quotation

Reference	Order Date	Supplier	Source Document	Status
PO00027	07/01/2013	Vicking Direct		Draft PO   
PO00026	07/01/2013	Delta PC		Draft PO   

Warehouse Management

Full Refactoring: -2500 lines of code!

- Routes
 - Push Rules
 - Pull Rules
- Advanced Flows
 - Pick → Pack → Ship
 - Cross-Docking
 - Drop Shipping
- Bins Management
 - Removal Strategies
 - Put Away Strategies
- Pickings
 - Wave Pickings
 - Batch Pickings
- Costing
 - Multi-Company
 - FIFO/LIFO
- Packing Operations
 - Palets, Boxes, Containers
 - Full barcode support
- Full barcode support
 - Barcode on documents
 - Web UI for packings
- Lots Management
 - Quants, Reservation, Tracking
- Scalability:
 - Manage millions of records

Misc

250+ others tasks to improve existing modules:

- Manufacturing,
 - Disassemble Operations
 - Improved Scheduler and routing
- Events Management,
- Survey,
- Document Management,
- OAuth Authentication,
- Google Drive Integration,
- Framework new API, ...

Example: events

Create

Certification Exams / A

Agrolait
Technical training in Grand-Rosiere
(2013-07-15 - 2013-09-30)
5 info@agrolait.com

Luminous Technologies
Technical training in Grand-Rosiere
(2013-07-15 - 2013-09-30)
3

Certification Exams / B

ASUSTeK
Technical training in Grand-Rosiere
(2013-07-15 - 2013-09-30)
1 info@asustek.com

Day Week Month Timeline

30 Jun 2013 – 6 Jul 2013

Today

	Sunday 30	Monday 1	Tuesday 2	Wednesday 3	Thursday 4	Friday 5	Saturday 6
8:00							
9:00							
10:00							
11:00							
12:00							
13:00							
14:00							
15:00							
16:00							
17:00							
18:00							
19:00							

July 2013

Sun	Mon	Tue	Wed	Thu	Fri	Sat
30	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	01	02	03
04	05	06	07	08	09	10

Calendar

☒ Meetings

☒ Event seances

Technical training in Grand-Rosiere

07/15/2013 09:00:00 => 09/30/2013 18:00:00

		07/15/2013	07/22/2013	07/29/2013	08/05/2013	08/12/2013	08/19/2013	08/26/2013	09/02/2013	09/09/2013	09/16/2013	09/23/2013	09/30/2013
	Total	0/10	0/10	0/10	0/10	0/10	0/10	0/10	0/10	0/10	0/10	0/10	0/10
Introduction	0/1	0	0	0	0	0	0	0	0	0	0	0	0
Installation	0/1	0	0	0	0	0	0	0	0	0	0	0	0
Workflow & Advanced Techniques	0/2	0	0	0	0	0	0	0	0	0	0	0	0
Certification Exams (/2)	0/1	0	0	0	0	0	0	0	0	0	0	0	0
Views & Objects	0/1	0	0	0	0	0	0	0	0	0	0	0	0

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OpenERP = Frontend + Backend

Demo by Antony Lesuisse – CTO

Super Easy

- Full Inline Edition
- No Menu/Banner/... Editor
- Ready out-of-the-box

Enterprise Ready

- Events,
- Ecommerce,
- Contact forms (leads),
- Live chat,
- News,
- Customer Portal, ...

Design Beautiful Pages

- No static themes, cool snippets
- No bloated page editors
- Design clean layouts easily

Powerful

- No synchronization required
- Full customer portal
- Support all OpenERP features (advanced taxes, pricelists, auth, ...)

OpenERP is looking for 10 beta customers

We offer:

- Out-of-the-box OpenERP implementation
- Your CMS website
- Your eCommerce solution
- A custom design
- Hosted on our cloud

We ask:

- Invest time in testing the CMS app
- 12.000€

Interested?

- FR: beh@openerp.com
- EN: rse@openerp.com

Contact us if you want your CMS & eCommerce on OpenERP.

Implementation timing: 2 to 3 months.

1 Status, Challenges & Ambition

2 Roadmap: new features v8

3 Roadmap: frontend

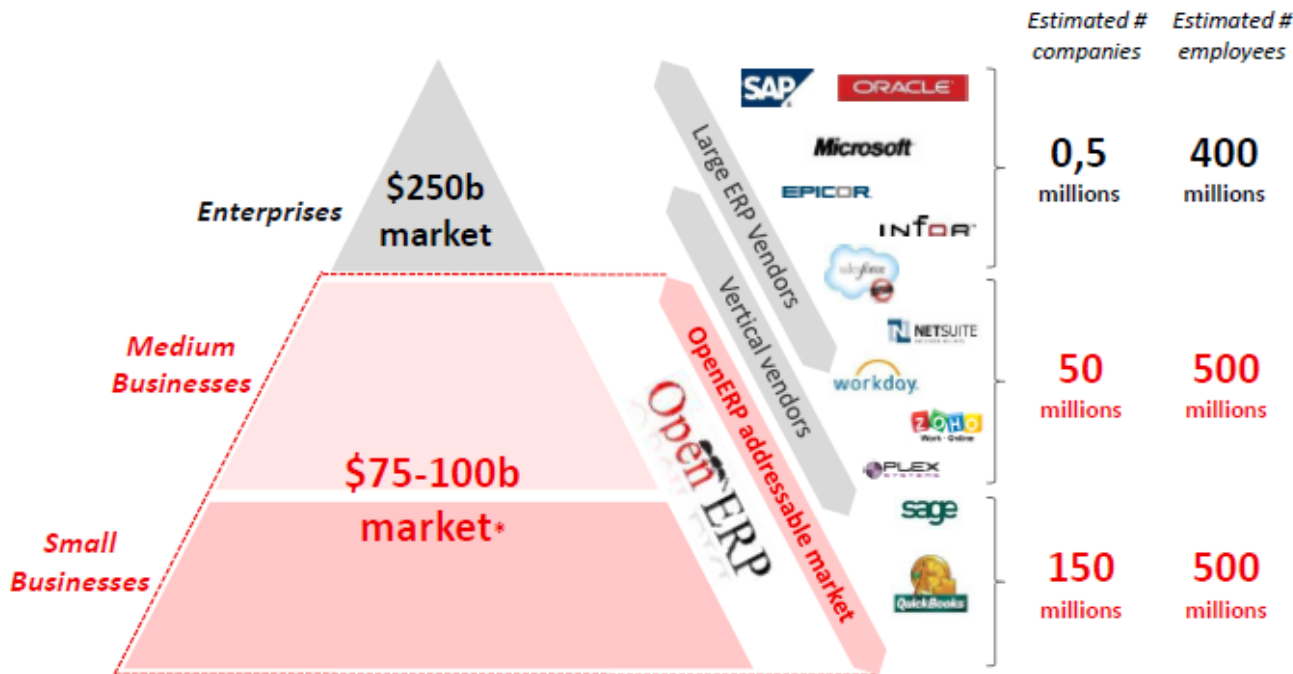
4 Transforming the ERP world

5 Conclusion

Market: Wide Open

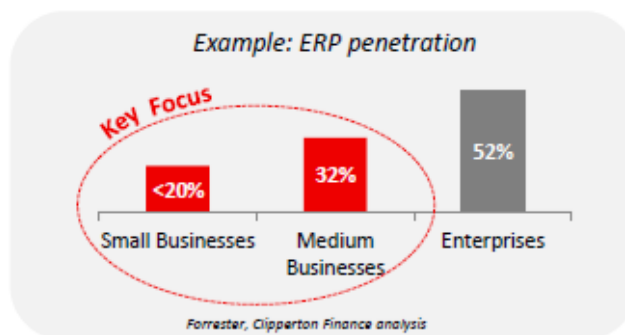
A less Competitive Pressure at the Bottom of the Pyramid

- Large enterprises market is **saturated** with large vendors' on-premise offers
- Cloud specialist target Medium businesses
- Small business are barely **addressed** by current players
- SMBs represent **c.200 millions companies** with **c.1 billion employees** to address

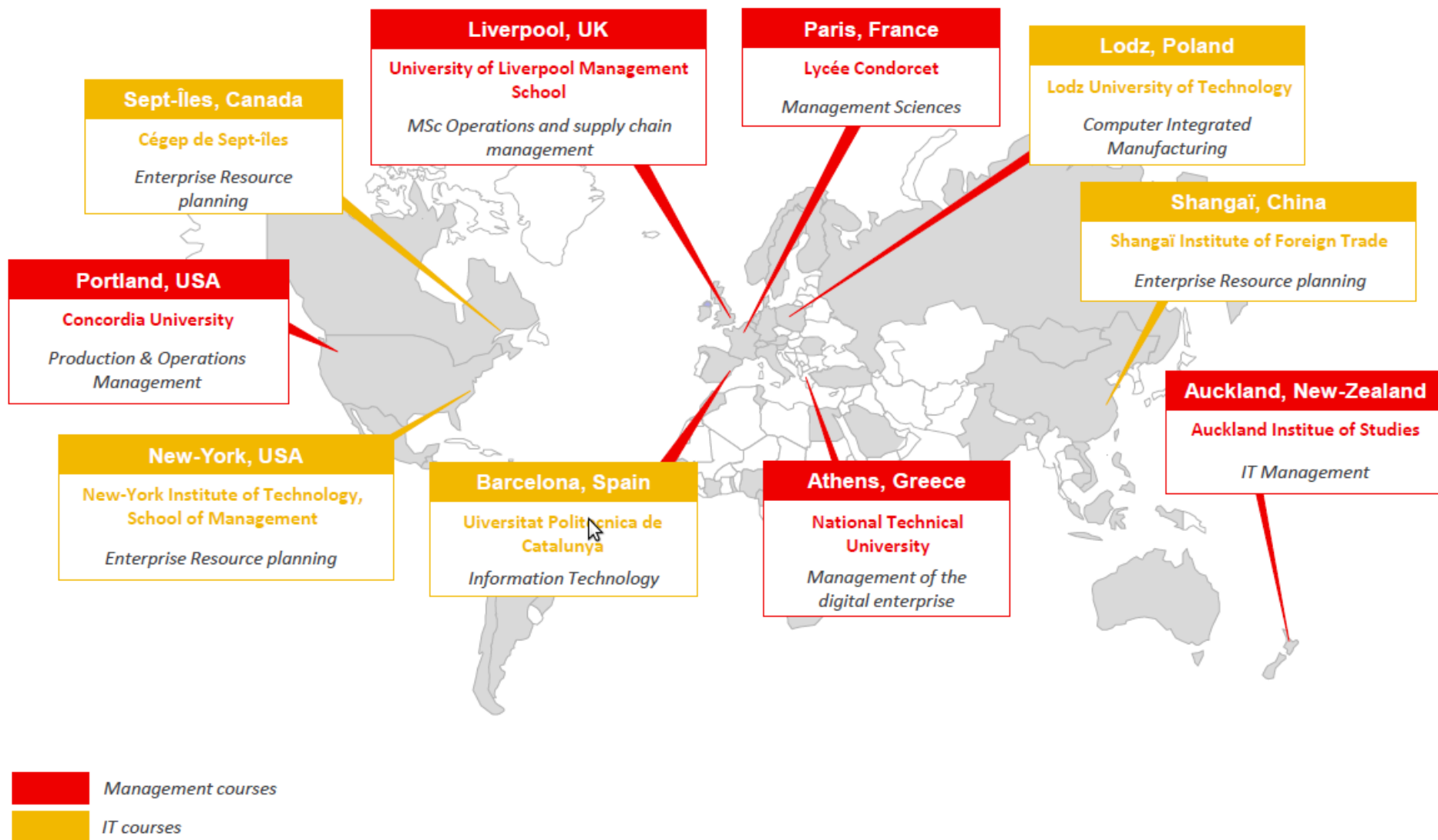


Low Penetration Among SMBs

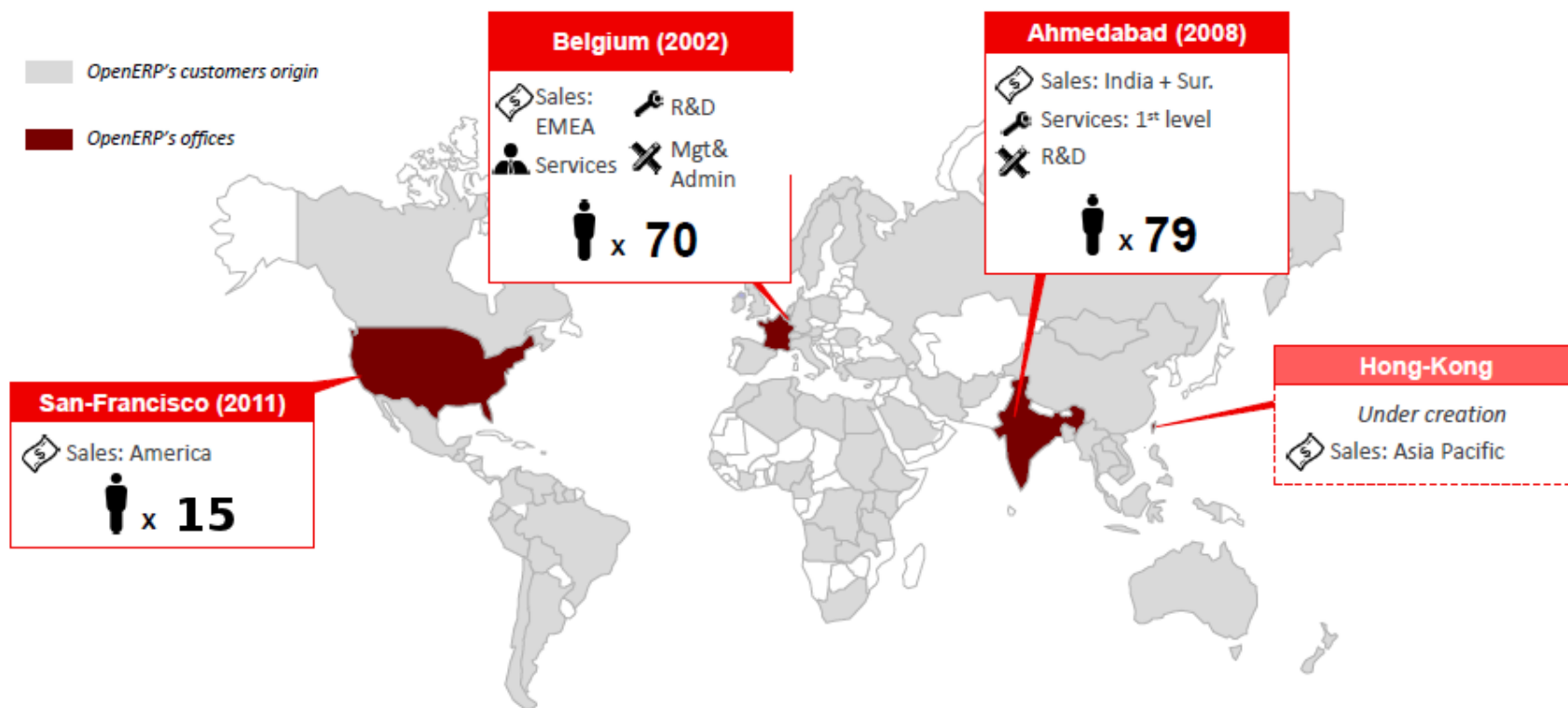
- **Equipment rate for Small Businesses** is estimated <20%, 2.5x less than enterprises (est. penetration: 50+%)
- **Opportunity** for OpenERP to provide SBs with **more appropriate tools** and **differentiate** from competition



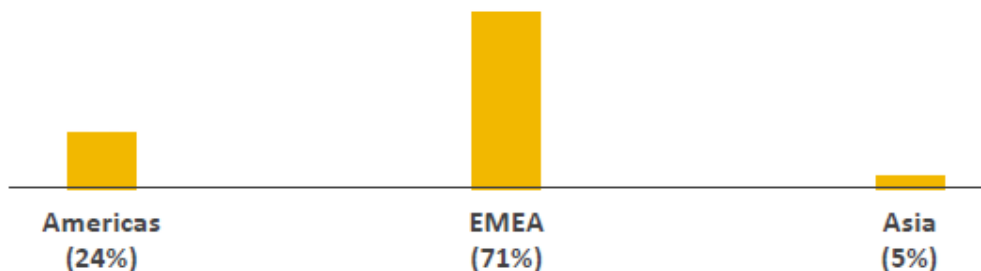
*Source: IDC, SMB group, Clipperton Finance analysis assuming SMB/enterprise split on business apps market (\$350b) = split in IT spending or ERP (~30-35%)



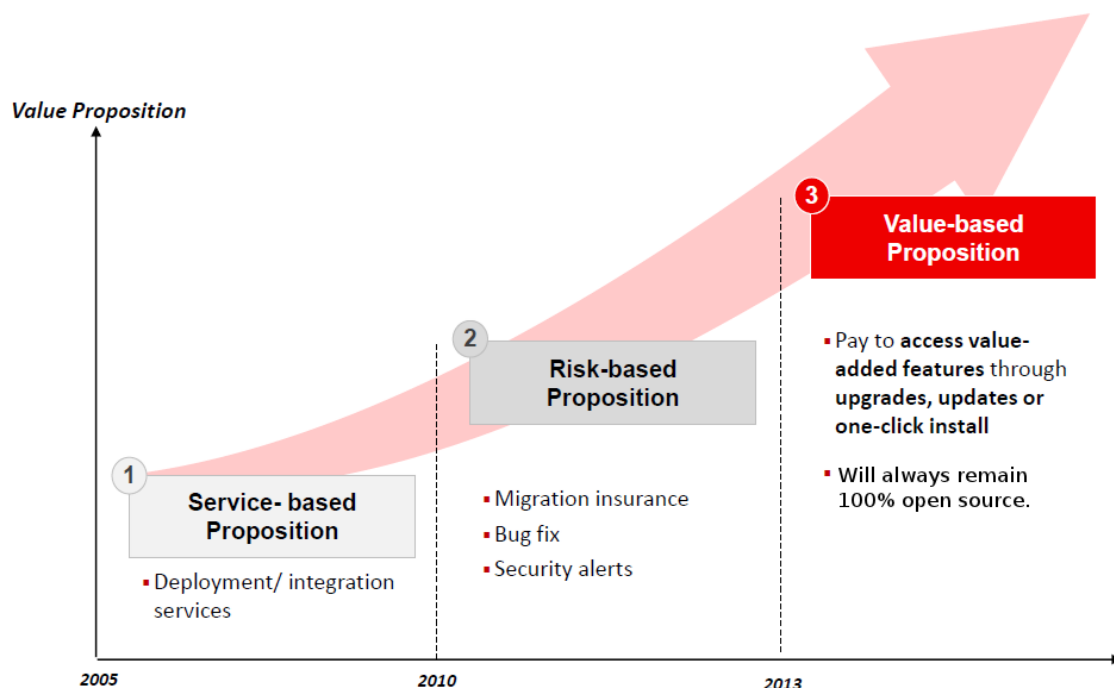
Increase Timezone & Geographical Coverage



Revenues per
geographical
area (2013e):



Offer: Top Maintenance Services

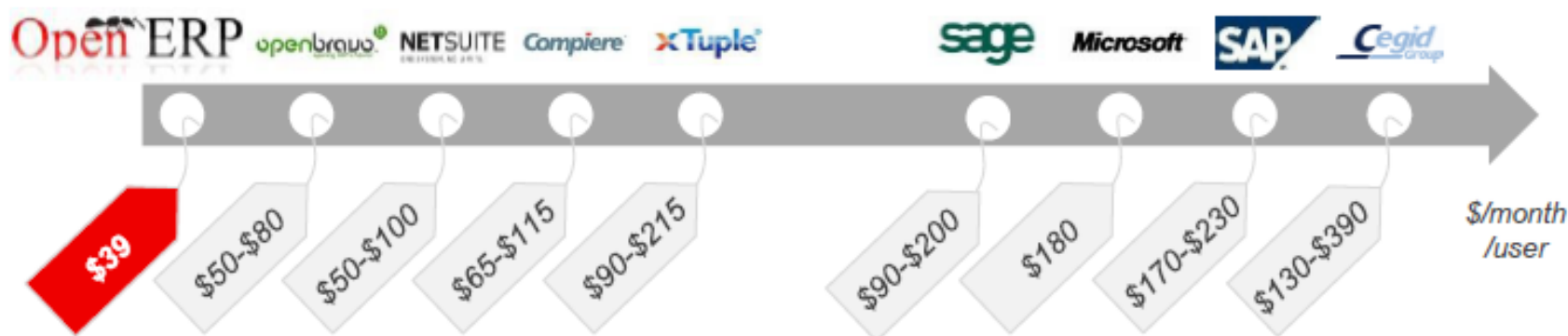


Area of Investments:

- Apps Platform
- Promote Third Party Apps
- Smoother upgrades
- First level support

Customer Value:

- New *free* apps every month
- Smooth upgrades
- Smooth updates
- Long Term Maintenance
- Quality Support



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