



# Odoo Roadmap & Strategy

Fabien Pinckaers, Founder



From 2,000,000 users  
to 10,000,000 users.

or how we will turn Odoo mainstream...

5

or how to spend \$10M as fast as possible and burn a lot of energy...

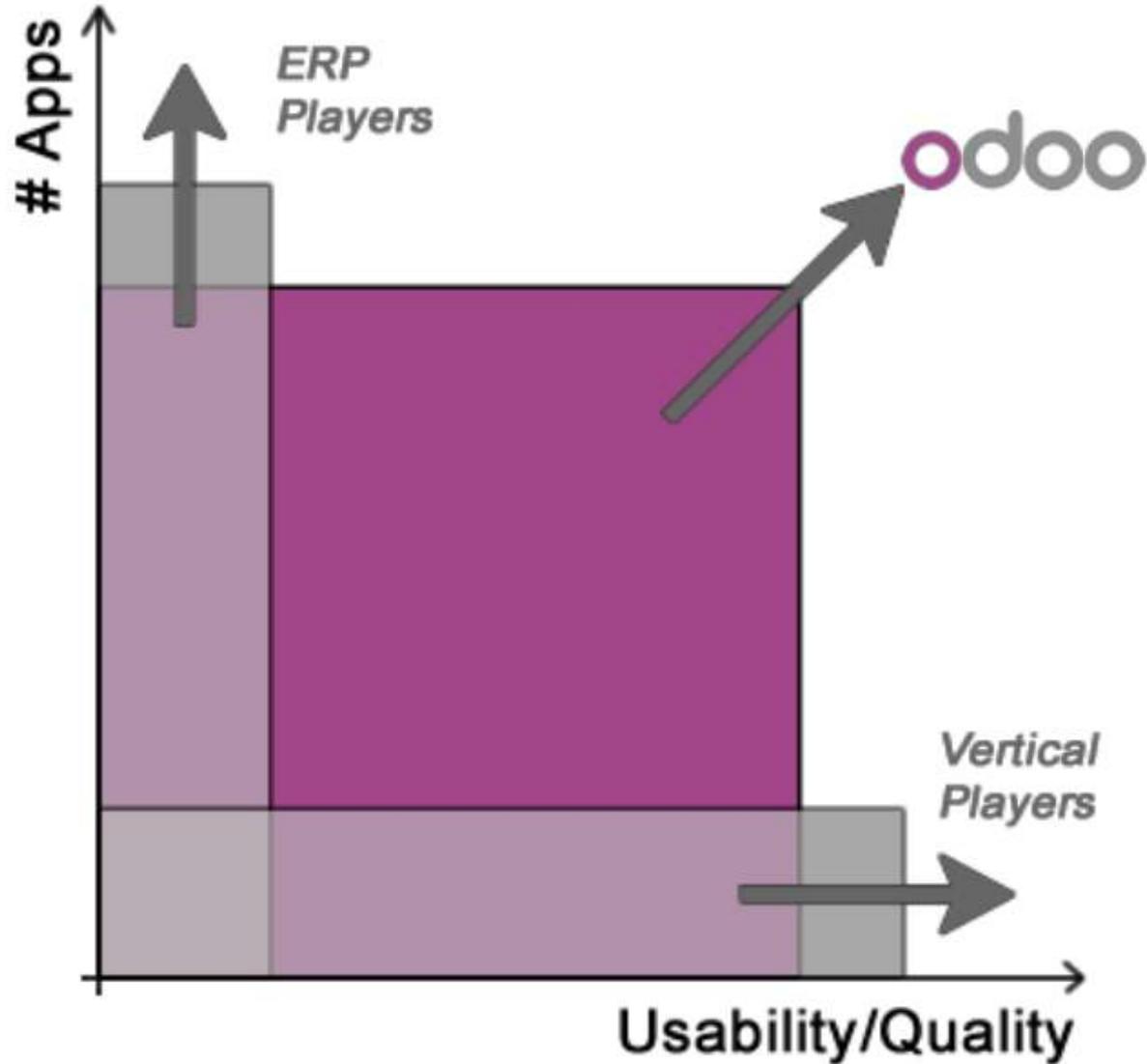
Investment  
Areas  
To  
Turn  
Odoo  
Mainstream

1



This is something we  
excel at...

Release  
A Product  
That  
Deprecates  
Every  
Competitor



- **40% Usability:**

- Improving all existing apps, the right feature at the right place
- User onboarding, ease of use

- **20% Accounting:**

- 8 countries in the core

- **20% CMS / eCommerce**

- **10% New design:**

- Merge front/backend, mobile, modern design

- **10% Framework:**

- New API



# Release cycle

---

January 2011:	v6.0	
February 2012:	v6.1	(13 months)
January 2013:	v7	(11 months)
June 2014:	v8	(18 months)
<b>June 2015:</b>	<b>v9</b>	(12 months)

Every new version is a revolution.  
Version 9 will be even more impressive!

# 2



It's all about getting users, a lot of users. Not only customers.

Attract  
The  
Mass  
Of  
Users



# An attractive pricing...

## ○ **The cloud, free for 2 users:**

- Why the cloud? Smooth user experience. High satisfaction rates as everything works out-of-the-box
- Unlimited applications: CRM, CMS, eCommerce, Accounting, etc.

## ○ **Millions of CMS/eCommerce for free:**

- Already 50k pages on CMS/eCommerce websites built with Odoo CMS Beta
- You can do a lot with 2 users: we don't need to get revenues from CMS/eCommerce-only instances as we have so many applications to upsell

- **Lower entry barrier - no huge starting costs for SMEs:**
  - No complex implementation projects
  - A fixed-price packaged offer
  
- **New service offer, 100€ / month per application for:**
  - Implementation assistance and configuration
  - Unlimited customization of screens, reports, workflows
  - Monthly upgrades
  - Training material
  - Unlimited support tickets, 24/24 response time!

# 3

---

Creating the frontend of all apps will not only increase the quality of all apps but also disrupt the CMS/eCommerce market.

Disrupt  
A  
Market  
Having  
A  
Huge  
Traction

- ■ The CMS/eCommerce market looks like the ERP market 6 years ago, before Odoo entered into it.

Full of complex products that did not evolve over the past 3 years.

■ ■

- **The monetization (and main focus) remains on business apps:**
  - Accounting
  - Warehouse Management
  - Project Management
  - Point of sale
  - Marketing
  - HR, ...
  
- **But CMS/eCommerce will bring a huge volume of prospects to our other business apps**

# 4



You will like our product and services so much that you will always want to purchase more.

Make  
Partners  
Rich  
By  
Making  
Customers  
Super-Happy

- **Buy an ERP**

- Invest on 7 years

- **Maintain as long as you can**

- Implementations are so painful that you have no other choice
- Upgrades are too expensive

- **After 7 years : it breaks**

- You change the product and call other vendors

- **Modern companies deserve to:**
  - Evolve continuously
  - Benefit from top features every year
  - Be free of any legacy constraints
  - Have the flexibility to customize easily
  
- **Odoo Enterprise – our main value proposition:**
  - Providing so much value to customers through continuous upgrades that they will want to purchase even more

- **Odoo Enterprise is our core business:**
  - Unlimited upgrades
  - Unlimited bugfix support
  - Optional hosting on our cloud
  - Guarantees : security, performance, legal
  
- **Customers shouldn't have to pay for:**
  - Painful upgrades; if upgrades are costly, they tend to not upgrade
  - Bugs take delay the project and costs man\*days of work

- Story of a 1300 users customer I met last week...



odoo

5

---

We have an awesome product, a huge channel of partners, a strong service offer, ... Now, people need to know it.

Let's  
Burn  
A Few  
Millions  
In  
Marketing  
Too

**CONTENT**

**CONTENT**

**CONTENT**



- Seth Godin (1999)

## ○ **Smart Content:**

- Documentation, books, blog posts, white papers, Q&A
- Translations of website and documentation
- A super clean website, marketing optimized !

## ○ **Inbound Marketing:**

- SEO, SEA, funnel optimization with a powerful CMS

## ○ **User/developer on boarding:**

- Users : usability, clean features, etc.
- Devs: docs, easy installation, modules scaffolding, ...
- Community: efficient tools and communication

## ○ **Local Events:** share, meet and inform people



All of this while maintaining a fun working environment and a sane relationship between partners, customers and the community.

# Relationship between proprietary software vendors and their implementation partners





By enforcing full open source rules, we set up the rules to guarantee a sane relationship between all parties of the value chain:

- Vendor: Odoo SA
- Customers
- Partners
- Community

odoo

**2014-2015**

This will be an epic time...