



Competitors Guide

*This book is a continuous work in progress,
Feel free to **add suggestions in it**, every time
you learn about a competitor.*

*We will continuously review and apply the
best information.*

ODOO VS. COMPETITORS: QUICK GUIDE

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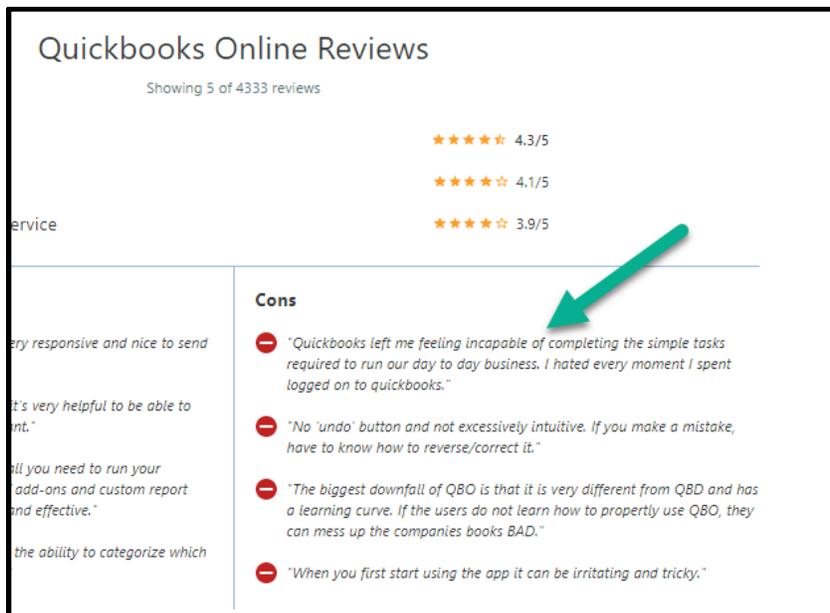
1. GENERAL ADVICE

- Focus more on the positives of Odoo, rather than the negatives of a competitor.
- Odoo's *strengths* are scalable integration, usability, and customizability. It's safe to assume that most competitors are less scalable, less integrated (they need to integrate different software to reach the full scope), less usable, and less customizable.
- Another true asset we have is *ourselves* as sales reps. We have the power to provide an amazing evaluation experience to prospects. Most ERP competitors don't easily present demos of their product. Try to give better demos, info & answers, and an overall better buying experience compared to a competing company.
- Be aware of the end of fiscal year for bigger competitors because that is the month where they are most likely to offer massive discounts and be a lot more competitive!
- Do not just trash a competitor. Stay professional and take the high road. Be tactful.
- Don't hesitate to test competitors' software. It helps in getting more confident about Odoo's quality and capabilities. More specifically, try Dynamics 365 and SAP: it helps demystify them. Try to do a "quote-to-invoice" flow in less than 30 minutes. Here are their free trials:
 - <https://trials.dynamics.com/> (try business central, their main ERP offer)
 - <https://www.sap.com/products/s4hana-erp/trial.html>

Quick tip- Use Capterra:

A quick, easy way to research a competitor is to go to the Capterra.com page for them, and read reviews (also useful: SoftwareAdvice.com and G2.com) If you read the "negative/cons," you'll start to learn some of the limitations.

For example:



Quickbooks Online Reviews

Showing 5 of 4333 reviews

★★★★☆ 4.3/5

★★★★☆ 4.1/5

★★★★☆ 3.9/5

service

ery responsive and nice to send

it's very helpful to be able to

nt."

ill you need to run your

add-ons and custom report

and effective."

the ability to categorize which

Cons

- "Quickbooks left me feeling incapable of completing the simple tasks required to run our day to day business. I hated every moment I spent logged on to quickbooks."
- "No 'undo' button and not excessively intuitive. If you make a mistake, have to know how to reverse/correct it."
- "The biggest downfall of QBO is that it is very different from QBD and has a learning curve. If the users do not learn how to properly use QBO, they can mess up the companies books BAD."
- "When you first start using the app it can be irritating and tricky."

2. BIG ERP SYSTEMS



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NETSUITE



Obviously the biggest differentiator between Odoo and these larger, well-established players is always going to be the price. It's a whole different world.

A big part of the challenge is to prove to prospects that Odoo actually *is* quite capable of competing with the big guys in terms of features and capabilities. Because, even though Odoo is often more complete (POS, eCommerce, marketing, spreadsheets are all integrated), it's not the perception of the market.

Unfortunately, people think the large competitors are more mature and feature rich. But these people usually don't know SAP, Netsuite or Dynamics; their judgment is based on perception, influenced by marketing. To counter-balance that, we have to show the facts (telling is not enough), and do good product demonstrations.

A key concept to explain is that these big players are “management software” for managers, but it's usually a pain for the other employees. Odoo, on the other end, is a productivity software that allows all employees to do more in less time. The value you get from Odoo is much bigger than just supporting your business processes.

Remember that across the software industry, bigger and older is definitely *not* necessarily a good thing. And because these platforms are so large and complex, it's a lot more difficult to update, maintain, and improve the functionality, so many users of these platforms end up being stuck on a really old version, for example.

Additionally, all of these companies have really struggled to find a good way to adapt their platforms for use by smaller companies. On a technical level, it is really difficult to “scale down” your software offering. Odoo, on the other hand, believes it is better to scale up: not just for our customers, but for the way we have approached growing our own solution over the years.

At the very least, if you go up against one of the big players, Odoo's biggest advantage will always be cost of ownership. Odoo is simply way less expensive in terms of licensing, implementation, and ongoing maintenance. So, the \$\$\$ aspect is a huge advantage to lean on.

What they are: SAP as a company is basically the biggest player in the ERP market, especially for large companies. **S4/Hana** is for Large Enterprise (like 1000+ employees) and it is the version that replaces the older SAP R/3 (with limited adoption so far). HANA is the database system itself, and S4 is the ERP system that relies on HANA.

Pricing (for SAP S4/HANA) :

- Very expensive! Pricing is not visible online; pricing available upon quotation request.
- Generally customers pay a one-time fee for S4/HANA, and recurring annual fees for support.
- S4 itself is often offered for free, because it's basically a gateway for HANA, where the real cost lies
- The pricing of HANA is based on GB, can be purchased at a one-time rate, and the typical cost for a midsized ERP with 1000 to 2000 GB would be a *one-time estimated cost of ~\$6 million*
- Can easily cost \$1M annually JUST for the support
- You can't discuss cost without considering cost of professional services- published reports conducted estimate that average SAP implementations are frequently multi-million dollar processes
- Overall, the estimated cost for S4/HANA is a totally different universe than Odoo; it's fair to say that Odoo cost of ownership would normally be a minor fraction of the cost of S4/HANA.

Strengths:

- S4/Hana goes as deep as Odoo in features of key apps (mrp, inventory, etc.)
- Strong global network of partners, who are accustomed to working with larger companies.
- Decent market presence in Latam.
- Some IT decision makers may be interested in pushing to select SAP purely because the experience working with it can look good on a resume!
- They market to specific industries (like retail, manufacturing, resellers)
- Strong brand awareness with some very high-profile clients, they've been around for 40 yrs.

Ammunition Against SAP S4/HANA:

- Obviously it's much more expensive: \$\$\$ both software and implementation. As the price is not transparent, customers often discover large extras later on in the project. (ex: light users that are actually not light). SAP's budgets are famous for exploding.
- Push prospects to request demos: when you see both products demo, it's obvious. SAP's vendors often avoid the demo: feel free to send links to SAP's free trials to prospects.
- SAP R/3 will be terminated in 2027. Their customers have to move to another solution but are reluctant/slow to migrate to S4/Hana.
- Very difficult to learn. Not as user-friendly. Confusing. Hard to become an expert, and implementation is a very complex undertaking.
- SAP is a software to manage business processes, designed for managers. But it's a pain for users. On the other hand, Odoo is a productivity software for every employee to do more in less time.
- Sometimes described as "slow," depending on customization or specific configuration.
- Can ONLY get support through SAP resellers/partners.
- Way less 3rd party apps compared to Odoo! (500 compared with over 20K)
- Upgrades released much less frequently

Additional Resources:

[Article About Postponing SAP Deadline to Drop Support of R/3](#)
[Good Presentation of Odoo Vs. SAP](#)
[Very interesting Explanation of HANA and S4 pricing Concepts](#)
[The Amazing Story of Target's Failed SAP Implementation in Canada](#)
[Drawbacks of S4/HANA, Includes Mention of Pricing](#)

What they are: SAP Business One is included in this section in order to group it with SAP 4/Hana above, but don't confuse it with S4/Hana. Business One is intended for use in Small to Midsized companies; so it really overlaps a bit more with Odoo's usual target market.

Pricing (for SAP Business One) :

- Very expensive!
- Can either be one-time cost (excludes support/upgrades) or recurring.
- Pricing based on either "Professional" users, "Limited" users, or "Starter" users.
- One-time costs: from **\$1357 to \$3213 per user**.
- Cloud recurring costs: from **\$99 to \$132 per user**.(per month)
- On-premise recurring costs: from **\$112 to \$188 per user** (per month)
- Implementation costs usually **\$150 to \$220 per hr...** from \$50K to *millions* total

Strengths:

- Strong global network of partners, who are accustomed to working with larger companies.
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Ammunition Against SAP Business One:

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- Very difficult to learn. Not as user-friendly. Confusing. Hard to become an expert.
- SAP is a software to manage business process, designed for managers. But it's a pain for users. In the other end, Odoo is a productivity software for every employee to do more in less time.
- The user licensing system (professional vs. limited) is very restrictive
- They go deep in features, but not large in apps covered (no eCommerce, no POS, no good reporting engine, no chatter, etc). As a result, they often need to answer with several integrated products whereas Odoo can do everything on its own.
- The software is not very flexible (NOTHING like Odoo Studio).
- Actually fairly limited in terms of warehouse/shipping/operations unless you pay for many add-ons.
- Sometimes described as "slow," depending on customization or specific config.
- Can ONLY get support through SAP resellers/partners.
- Way less 3rd party apps compared to Odoo! (500 compared with over 20K)
- Upgrades released much less frequently
- Not ideal for manufacturing (limited scope), and project mgmt is also limited.

Additional Resources:

[Official Odoo White Paper for Comparison for Business One](#)

[Difference Between ByDesign & Business One](#)

[SAP Business One Capterra Reviews](#)

[Detailed SAP Business One Pricing Guide](#)

[Success Story: From SAP Business One to Odoo](#)

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NETSUITE

What they are: Very popular ERP for midmarket and larger enterprise clients (mostly in US & UK, not in rest of the world), though it is often advertised as focusing on SMBs. Netsuite was acquired by Oracle a few years ago and is now their most popular cloud ERP platform that competes with Odoo.

Pricing :

- Much more expensive than Odoo. Base price of **\$1000/month for the software, then +\$100/month per user.**
- Small businesses can expect to pay between \$2000-\$3000 per month total.
- They also offer industry-specific add-on costs. They claim that they can have clients go live within 100 days because of their industry-specific "SuiteSuccess" offerings
- Implementation hourly cost **\$150-\$200 per hour.**

Strengths:

- Good at appealing to specific industries
- Strong reputation; they've been in the game a long time, and established themselves early on as the best cloud ERP choice for SMBs in the United States.
- Robust platform, and many high-demand integrations, like PayU, Punchout, EDI
- Good accounting platform well-suited for North American market
- They have a customization tool to add fields in forms, though not at the level of Studio
- The only ERP, with Odoo, that has an eCommerce integrated. (though it feels a bit old)

Ammunition Against Netsuite:

- [Always use this amazing customer case study of Odoo vs. Netsuite](#)
- Cost-prohibitive, for licenses and implementation. And they are known to *raise* prices a lot. (e.g. a 30-employees company get an extra \$10,000/year to add "budget" in their subscription; they were already paying for accounting)
- The user-interface is complex, not very modern, and the screens tend to look "crowded" with many fields, tabs. Hard to arn.
- Not as easy to develop on, because it's a proprietary programming language
- Can be very difficult to extract data from.
- Limited in features (e.g. no multi-warehouse in inventory, no MES, poor CRM, etc)
- Unable to mix different fulfillments on the same Sales or Purchase Order easily. Either you sell or buy products / basic services OR you can sell milestone / hourly services. You can't have (on the same SO): Storable, Service via Timesheet, Service by Milestone, etc. On PO's to Vendors there are also restrictions on what you can add on the same PO.
- Support is not highly-reviewed, and slow to reply (Odoo, comparatively has a 78% positive feedback ratio as of August 2021)
- People don't generally like Netsuite CRM very much. Netsuite + Salesforce is fairly common.
- The reporting capabilities are often complained about; often must be done externally in Excel
- *Their approach to customer evaluation:* NO free trial, prices hidden, and you need to sit through hours of slideshow presentations to finally get a tailored demo and real pricing.

Additional Resources:

[Official Odoo Netsuite Comparison Page](#)

[Netsuite Capterra Reviews](#)

[WATCH This Video about Netsuite Weaknesses!](#)

[Great Article with Some Insight into Issues With Netsuite's Approach](#)

[Odoo x Oracle.pptx](#) Great presentation on Oracle overall + Netsuite, made by Belgium PR

[Netsuite's "Netsuite vs. Odoo" Battleground. See how they view US!](#)



Microsoft Dynamics 365 Business Central

What they are: Microsoft's big ERP primarily for larger SMB companies. Available on-premise (which was formerly called NAV) or cloud.

Pricing :

- The pricing is online: <https://dynamics.microsoft.com/en-us/pricing/>
- Different prices per "app" compounded by users, and what access level those users have
- Ranges from \$70-\$100 / user per month, plus they offer an \$8 "Team/Lite User" pricing
- Most companies typically pay between \$1500 and \$3500 per month on average total- a very wide range

Strengths:

- Designed for the cloud, like NetSuite or Odoo.
- IT companies tend to like it; it is developer-friendly
- Generally stable and reliable
- Robust in functionality as well as 3rd-party integrations
- Very big, recognizable brand, and many large client references.

Ammunition Against Microsoft Dynamics 365:

- Dynamics is primarily meant for large companies and is not affordable for smaller (less than 50 users) companies
- As people love Outlook/Teams/office, they expect Dynamics to be at the same level, but it's not at all. Be sure prospects get a demo of Ms. Dynamics; when you see one compared to Odoo, it's quite bad.
- User access restriction options are not very flexible by default
- Customization options are limited- you essentially have to pay for every customization.
- Mobile functionality is laggy/weak, a lot of slow-loading screens in the desktop
- It can be buggy, with many warning messages and alerts
- Many of their functionality/features are considered difficult to implement
- The User Interface is very "Microsoft", meaning = lots of windows, lots of tabs, many unnecessary fields. Not very pretty to look at!
- It's ok for the core business (accounting, inventory, mrp, purchase), but poor on all other aspects: eCommerce, POS, marketing, CRM, etc.
- The different modules are not necessarily well-integrated; many were developed separately and glued together afterwards (compared to the more holistic approach of Odoo)
- Somewhat limited reporting by default, a lot of it is essentially just spreadsheets
- Not very well-optimized internal searching
- Many online reviews mention slow support times

Additional Resources

[Odoo Comparison with Microsoft Dynamics 365](#)

[Explanation: Microsoft NAV rebranded into 365 Business Central](#)

[Convoluting Dynamics Pricing](#)

[3rd Party Guide to Dynamics Pricing](#)

3. SMALLER / LESS EXPENSIVE ERP SYSTEMS



These systems are actually a lot more similar to Odoo, in the sense that they tend to be a bit more “affordable”. But they are usually limited to the smaller side of the SMB/Enterprise market.

So compared with the big players SAP, Netsuite and Dynamics, the biggest difference when competing with one of these softwares is that Odoo might actually be within a similar price range. As a result, the comparison usually needs to focus more around specific software functionality, support, and other differentiators.

It can be useful to have a more specific idea of the limitations of these other platforms, because they are generally not as robust as the big players. In other words- it’s good to know a bit about the specific weaknesses.

These different systems are pretty unique from each other, so try not to generalize them too much. The more you can address the competitor specifically, the more your prospect will trust that you know what you’re talking about.

Sometimes, the comparison can seem to be very close, and it’s not easy to convince the client Odoo is substantially different or better. So- again- when in doubt, rely on the strengths that you know:

Example: if you’re not sure how Odoo’s Inventory specifically compares with Zoho’s Inventory, you can at least assume that it is much easier to customize Odoo’s inventory processes, and it’s better-integrated with other related modules like Purchasing, Sales, and Manufacturing.

What they are: A relatively new player (~2008) on the market based in Washington that is very well-optimized for the US market. [Acumatica Cloud ERP](#) has gained popularity very quickly over the past few years. Extra focus on MRP, distribution, construction.

Pricing :

- Their pricing is unique amongst ERPs- it's *unlimited users*, but it is based off of usage, defined by "# of Commercial Transactions" (sales, purchases, shipments, bills, etc.) and they call them licensing tiers:
 - Small tier: up to 2,000 monthly commercial transactions.
 - Medium tier: up to 5,000 monthly commercial transactions.
 - Large tier: up to 20,000 monthly commercial transactions.
- Overall total cost seems to be similar to Odoo on average, but there's not much public data. *Actual pricing is hidden* and only available through direct quotation.
- **Assume that Acumatica overall costs a bit more than Odoo**- especially as the customer scales up.

Strengths:

- They honestly have a really good website; very well-oriented towards US ERP customers (lots of industry-specific pages, and they list their strengths as an ERP very clearly).
- They are especially good for manufacturing companies and distribution companies.
- Reviews are mostly pretty positive; it can be a very good fit for many US SMB companies.
- The pricing model can be appealing for businesses with a high # of warehouse/shop floor users

Ammunition Against Acumatica:e

- While they are pretty good for MRP, distribution, and accounting, their scope is actually pretty limited beyond that! Nothing for Website, Ecommerce, Subscriptions, Rentals, etc.
- Like most of our competition, Acumatica is *not* easy to customize. They have nothing at all like Odoo Studio. Most reviews say that you need a developer to make a lot of customizations in most cases.
- They have a rather small partner (they call them VARs) network, and very little presence outside of the US/Canada. This is especially bad because to implement Acumatica you **MUST** work with a VAR (partner).
- Complex reporting
- Not known for having a very good CRM
- Since there is no website or ecommerce, you must rely on integrations
- Does not upgrade frequently, and they are not well-prepared to manage their growing technical debt (too many over-developed implementations out there; which is a common challenge for many ERP platforms).
- Prospective clients can have a free 2-week trial, but only after sitting through a demo and contacting sales first. So it's a bigger barrier to entry to grow their user base quickly.

Additional Resources

[This is what Acumatica uses to fight Odoo!](#)

[Captterra Reviews of Acumatica](#)

[Anti-Acumatica Article Written by a Netsuite Partner :\)](#)

[Acumatica Tour Video \(to see what it looks like\)](#)

[Netsuite's "Attack on Acumatica" Guide](#) vs. [Acumatica's Defense](#) (interesting perspectives. Netsuite obviously shows a lot of Netsuite-boosting bias, but it gives a better understanding of Acumatica criticisms and rationalizations)

Zoho One



What they are: An Indian-based company started at the same time as Odoo (2005)! For a long time, they were mostly known for their CRM, but they launched "[Zoho One](#)", a business suite of over 40 applications, in 2017. Because it's a very affordable multi-app integrated business suite, Zoho One is quite similar to Odoo... on the surface.

Pricing :

- You could just buy individual apps or buy the full-suite of apps called Zoho One.
- Somewhat simple- you just pay for users, and have access to all the Zoho One apps.
- They sell "flexible" users at **\$90/user per month**, or "all-employee" pricing at **\$37/user per month**
- The All Employee pricing seems relatively inexpensive, but it's usually definitely more than Odoo, especially considering that companies must pay for **all** employees, even ones not using the platform:
<https://www.zoho.com/one/pricing/>
- [They charge extra % for "premium support"](#) (which is basically like normal free Odoo support!)

Strengths:

- They have a very big global user base, because they grew their brand first with just a strong CRM
- They are quite affordable, and they have an online free trial
- CRM is mature and well-regarded for its ease of use
- Relatively large 3rd party app integrations
- Very good marketing; they have some billionaire investors on their side.
- A better UX than traditional ERPs (but not as good as Odoo)
- Even if Zoho One doesn't meet all needs, clients can buy other Zoho products and pay to integrate them

Ammunition Against Zoho One:

- You should test Zoho's free trial if you are competing against them; that should boost your self-confidence:)
- The most common complaint we hear about Zoho is about their support!
 - Long delays in response and unsatisfactory knowledge
 - A lot of their "technical" support and staff is based out of India, meaning long wait times
 - They do NOT offer any internal implementation service. Partners only.
- This is important- Zoho One is NOT actually fully integrated with all of Zoho's products. So, it's nowhere near as scalable and smoothly connected as Odoo.
 - Example: they have a tool similar to Studio called Zoho Creator. BUT- it's not actually available WITH Zoho One. Instead, you could buy Zoho Creator, and "create" a totally separate system if you want.
 - Other Zoho products like their classic CRM and Ecommerce are NOT included with Zoho One and you have to pay
- Out of the CRM, their scope is very limited: they don't have Manufacturing, accounting barely works, no eCommerce/Website builder, ... (they focus on small productivity apps, rather than the core business)
- No true multi-company capabilities, without paying more through integrations or add-ons
- Note- try to find out exactly what version or scope the client is looking into: is it Zoho One, or Creator, or just Zoho CRM, etc. Odoo might compare differently depending on this.
- Zoho Creator (which is seemingly their equivalent of Studio) allows to create new apps but not to change the behavior of standard apps like Zoho CRM, whereas Odoo Studio allows to change standard Odoo apps.

Additional Resources:

[2021 Zoho Price Changes](#)

[Zoho FAQ: How does Zoho One relate to the rest of Zoho?](#)

[Apps Included in Zoho One](#)

[Odoo x Zoho.pptx](#) (excellent comparison PDF created by Belgium PR team)

What they are: Another India-based ERP platform, with a look and feel that is probably the most similar to Odoo out of all. [ERPNext](#) is one of the only other open-source integrated suite of apps.

Pricing :

- [Extremely cheap.](#)
- Similar to Odoo, they have a free version like Community; and it is fairly popular.
- You can pay for very basic cloud-hosting at **\$10/user per month** (hosted on what they call Frappe Cloud)
- Or, you could pay for Enterprise, which has actual support and is sold in volume pricebreaks:
 - \$50/month for 20 users min, \$40/month for 50 users min, \$32/month for 100 users and above
 - This means paying anywhere from **\$1000 to \$3200 per month total** depending on user count

Strengths:

- Their cheapness is their biggest strength. Depending on the scope, it can be much cheaper than Odoo if they're using the low-level cloud version.
- They have customization capabilities somewhat similar to Odoo Studio (though not quite as advanced)
- Value proposition is very similar to Odoo, so they share a lot of our key differentiators and can appeal to similar clients.
- Broad scope nearly as wide as Odoo's range of apps

Ammunition Against ERPNext:

- Similar to Zoho, the biggest issues are related to support:
 - Not enough staff
 - Slow response times because of overseas workers primarily in India
 - Poor documentation
- They are relatively new and there is not a very big or robust partner network.
- They are a small company of around 50 people; nearly all developers and a few sales. All implementation/service is outsourced to a small partner network.
- They prefer you to self-implement if possible, which is not ideal for most of our clients
- Their whole approach to evaluation/sales is very different:
 - You can have one free "consultation call," but beyond that you need to pay for some sort of contract to get any additional help.
 - They prefer you to self-subscribe, because they don't really have a whole sales org.
 - As a result, it's very hard for clients to get the kind of deep, full-service ERP evaluation that Odoo provides, and that is a big part of the reason they are growing slowly and mostly with very small businesses.
- Their manufacturing is a lot more basic than Odoo
- They have a very minimal reputation overall compared to Odoo, and not a lot of overall industry "trust" amongst companies yet due to their somewhat slow growth and lack of strong marketing/sales (so far)
- Not modular/scalable the way Odoo is, so it can potentially feel like a lot more than the client needs, and not tailored.
- They have a mobile app but it is weak and poorly reviewed in terms of app functionality..

Additional Resources:

[ERPNext FAQ about their Pricing](#)

[Many Bad Reviews of their Mobile App](#)



What they are: Sage is a British company that has been around a long time (1981) and started out mostly focused around accounting. There have been many versions over the years. As of 2021, these are probably the most common you may encounter:

- Sage [50cloud](#) which is mostly just an accounting platform for small businesses
- Sage ERP [100cloud](#) (formerly MAS90) for SMBs
- There are also larger offerings: 300cloud and X3, for midmarket/corporate.

Pricing :

- There are several different tiers of users, and most billing requires at least an annual commitment.
- They offer *heavy* discounts on the first 6 months, or first year (depending on the plan)
- They have a cheap 1-user-only option, but mostly, [the price range](#) is fairly expensive:
 - 50cloud: between **\$347 to \$920 per user per year**
 - 100cloud: between **\$720 to \$1680 per user per year**
 - 300cloud / X3: just assume these cost a lot.
- Support is paid extra, and implementation is handled through a partner network with high average rates.

Strengths:

- They have a very safe and stable reputation, decent brand awareness
- Fairly strong (or at least, large) partner network
- Probably the 2nd-most popular solution for accounting in the US behind Quickbooks, so many smaller/newer companies start their tech stack with Sage, and that helps them get their foot in the door.

Ammunition Against Sage 50cloud or 100cloud:

- Beyond its strong accounting capabilities, Sage is not a major threat to Odoo because in general, it is considered that [Sage has not done a very good job at modernizing](#).
- It is not very easily customizable; it requires a lot of 3rd party intervention and a lot of costly development
- Workflows are often very rigid and inflexible
- Must pay extra for support, and it is supposedly expensive..
- Despite the name- [it is not really optimized for cloud!](#) Needs to be hosted on AWS or something similar.
- Sometimes runs slow/laggy
- The different versions of Sage can be a problem:
 - There are multiple versions of Sage for different sizes and different focuses but it is NOT easy to switch between them- it's like completely switching your software. This is because they originate from completely different products- Sage itself has always operated as an umbrella IT company that buys smaller vendors and markets them as part of the Sage portfolio.
 - One main reason for these discrepancies is that several of their offerings come from acquisitions and were originally developed totally independently.
 - For example, Sage 50, which a lot of companies start out with just to use for accounting, is VERY different than Sage 100 ERP, and it's not easy to convert.
 - Another example- the Sage CRM offering is not part of Sage 100 and must be integrated through implementation somehow.
- Try to find out which specific version of Sage the client is comparing Odoo to. Know that most current versions are updates on old versions, so you may hear other names like "Peachtree" or MAS90

Additional Resources:

[Complex pricing diagram for Sage100](#)
[Odoo Presentation Comparing to Sage 100](#)
[Odoo x Sage.pptx](#) excellent comparison doc made by Belgium PR
[Sage Reviews](#)

4. MANUFACTURING-FOCUSED ERP SYSTEMS

The Epicor logo consists of the word "EPICOR" in a bold, blue, sans-serif font.The Infor logo features the word "infor" in a white, lowercase, sans-serif font, centered within a solid red square.The JobBoss2 logo displays the text "JobBOSS2" in a grey, sans-serif font, with a trademark symbol (TM) to the upper right of the number "2".

Manufacturing is a key component for between 25% to 40% of most new Odoo clients in North America and Latin America in a given month, and it's important to be aware that traditionally, many manufacturing companies choose to use MRP-specific ERP software. These softwares are technically full ERP platforms, but they are designed and marketed towards the various needs of manufacturers.

The biggest challenge going against these platforms is that they do a great job of making clients feel confident that the platform is meant for them. Their marketing and websites focus a lot on how they adapt to specific industries, like automotive, construction, building supplies, job shops, etc.

Odoo has an advantage against these companies in terms of the overall cost, because they all tend to be quite expensive to operate and implement. However- one challenge we face is that many manufacturers actually have large budgets and cost is not necessarily an issue.

So the three biggest advantages Odoo has against these players are:

1. Flexibility: this is massive, because honestly, many manufacturers operate quite differently from each other. Even though Epicor, Infor and JobBoss have more advanced MRP-specific functionality, they still don't necessarily accommodate every single business use case out there. It's also fair to say that many smaller manufacturers often require easy and affordable customization because their processes are not necessarily as clean or cookie-cutter as a traditional MRP workflow would try to force them to adopt.

2. Scalability: Most of these softwares have a high barrier to entry and are not modular; they require you to purchase the whole platform, even if you only need simple manufacturing, inventory, and purchasing for a few users.

3. Scope: While all 3 of these softwares are very robust within the realm of manufacturing and core ERP functionality, they are limited or weaker compared to the broad reach of Odoo; most notably in terms of things like CRM, Marketing, Website/Ecommerce. They're also generally limited in terms of modern mobile capabilities and don't operate on the cloud as smoothly or as easily as Odoo.



What they are: Epicor has been a company since 1972! Based in Texas, with over 4000 employees; so they're actually quite a large org. "[Kinetic](#)" is the newer name for Epicor's ERP platform, and it focuses on manufacturing and distribution, mostly for SMBs. Primarily used by *larger* SMBs.

Pricing :

- Hidden, and not easy to find any info for online.
- Based on users.
- The user cost is very high at \$300/month per user if it's directly with Epicor, but averages **\$175/month per user if it's purchased through partner**, plus additional maintenance costs

Strengths:

- Epicor has a fairly strong marketing presence for an MRP-focused ERP.
- Generally strong in functionality for manufacturing
- Because they have been around since 1972, they have a long-established user base
- While it is much more expensive than Odoo, it's still one of the more affordable MRP-focused systems and it has a lot of features and functionality for the price.

Ammunition Against Kinetic by Epicor:

- Cost. Whatever the specific pricing is- it's at least around \$175 per user per month.
- Implementation is often reported to be difficult
- Can be described as slow, buggy or unpolished
- Slow response time from Support department
- Often described as NOT user-friendly. Steep learning curve.
- Zero ability to customize without relying on partners (\$\$\$)
- UI is hard to navigate, with many many unnecessary fields in every data table, and too many clicks.
- Difficult to integrate with external softwares
- Not a very good community knowledgebase for troubleshooting
- They are only very recently transitioning into the cloud which likely explains some of the bugs and issues with the overall knowledge base

Additional Resources:

[Epicor Kinetic vs. Infor LN](#)

[3rd-party Analysis of Epicor Kinetic \(read the "limitations"\)](#)



What they are: Manufacturing/Distribution focused ERP platform. On the surface, [Infor](#) might seem similar to Epicor (see above) but overall they are more robust, more highly rated, but also seemingly *much* more expensive when compared to Epicor. Appeals to generally larger customers beyond just SMBs.

Note- one of the main reasons I am including INFOR on this list is because people often confuse them with Epicor. This should help you recognize the key differences and not get confused!

Pricing :

- Hidden, and not easy to find any info for online.
- *Extremely expensive*- by most reports, it is more expensive than Microsoft Dynamics; so it likely won't come up in discussions against Odoo that often.
- The most accurate info I have seen shows a range between **\$200 to \$1000 per month per user**. Wow.

Strengths:

- Highly rated within the big manufacturing space
- Lots of functionality
- Strong forecasting abilities
- Robust general core ERP functionality in things beyond MRP, like sales, supply chain, finance
- Substantially stronger Inventory capabilities than other MRP-focused ERPs

Ammunition Against Infor LN:

- Cost. All signs indicate Infor would cost at least 4 times more than Odoo.
- [Very old-looking User Interface](#). Does not come across as "modern."
- Some reviews say that it doesn't have a Master Production Schedule included!
- They don't have very many public reviews- this is mostly because they primarily work with really large clients, so their overall user base is relatively minimal.
- In many ways, their software has not dramatically changed or improved over the past 5 years.
- Their momentum in the market has appeared to diminish a bit in the past couple of years, possibly because they are overpriced.
- Not optimized for Latin America
- Some users criticize the accounting functionality and overall support
- Considering the size and cost of Infor- their partner network and overall community is weak.

Additional Resources:

[Epicor Kinetic vs. Infor LN](#)

[Fun Article About Infor Losing Momentum in Recent Years](#)

JobBOSS²

What they are: Somewhat unique in the space- [JobBoss2](#), which is a new product that essentially combines 2 previous softwares, is the leader in the field of custom manufacturing and job shops. (A “job shop” is a company that owns machinery, and you can hire them to manufacture things for you. Odoo gets quite a lot of these [custom manufacturers](#) as prospects.)

Note- it's a weird transition time where the parent corporation ECI is offering all 3 solutions, but they are trying to move away from E2 Shop and the original JobBOSS. JobBOSS2 is NOT an upgrade over JobBOSS and there is no migration path; it will be a totally different platform. They're hitting the reset.

This particular comparison sheet addresses all three collectively for now.

Pricing :

- Not published, but most recent JobBOSS seems to be between **\$75 and \$95 per month per user**
- Hosting is apparently charged separately
- E2 Shop is MORE expensive than JobBOSS, though it's clear how much more.
- JobBOSS2 is new enough that there is little info available but expect at least around **\$90 per user**

Strengths:

- All 3 products are leaders for custom manufacturing, mostly because it doesn't have very much competition.
- Strong job costing / MRP > accounting abilities
- The specific MRP workflows are user-friendly and easy to work with
- Can support many different forms of manufacturing
- Really good for pre-sales quoting & billing for custom manufacturing
- Both E2 and JobBoss sync with Quickbooks, which many in the US consider a strength.

Ammunition Against JobBoss2/Shoptech/JobBoss:

- **E2 Shop by Shoptech**
 - Great for job shop manufacturing, but reportedly bad for accounting.
 - Not very good support
 - Not very customizable, customization is very costly
 - Reportedly buggy/crashes
 - Outdated interface- for example, cannot have multiple tabs open at once.
 - Narrow scope for an ERP- doesn't have ecommerce, CRM, email, etc.
 - Average reviews have declined over the years
 - Expensive considering the rather narrow scope.
- **JobBOSS**
 - VERY old-looking interface, even more outdated than E2 Shop.
 - Because it is being replaced by JobBOSS2, it's not well-maintained. Hasn't updated much for years
 - Reeeeeeally bad support (since the acquisition by ECI)
 - Inputting data is clunky and slow
 - Lack of mobile functionality

Additional Resources:

[Review about JobBOSS as a "dying" software](#)

[What is a job shop?](#)

[How you COULD handle custom MRP in odoo 14](#)



What they are: An ERP system focused on distribution companies and manufacturing. Established in 1978, originally founded in South Africa.

Pricing :

- Costs at least \$199 per user per month; with additional costs based on additional modules.
- The on-premise version starts at \$12,000.00.
- All implementation is handled through the reseller/partner network

Strengths:

- Generally highly-rated ERP solution, especially for their core focus or distribution companies and manufacturing companies
- Their ability to market towards particular industries is a strength to help them build credibility
- Relatively rich in features within the scope they handle
- Considered fairly flexible

Ammunition Against Syspro:

- According to 52% of users, this solution can be slow and have plenty of glitches.
- The solution is often considered not user-friendly; the UI is not intuitive to end users
- It is not easy to build custom reports from within the software without IT assistance
- Access rights are difficult to configure
- Many users (over 50% based on one survey) report issues with slowness and glitches
- No free trial option
- Their scope is a bit "old-fashioned" and doesn't offer anything for HR, marketing, etc.
- Hard to pull/extract data from
- They only recently added mobile/browser support for recent versions, so a lot of their users are stuck on an antiquated desktop-based interface
- Doesn't really have any built-in WMS solutions; requires integration with external warehouse software

5. WEBSITE / ECOMMERCE SOFTWARE



Note- I'm not exactly considering these website/ecommerce softwares as a full "competitor" here so much as I wanted to include general context and advice, since they tend to come up in pre-sales conversations very often.

It can be difficult to match these different platforms based on all individual online/ecommerce features. So instead, if you are trying to convince the client to choose Odoo Website/Ecommerce, the main arguments should be focused around the overall problems/limitations of having an Ecommerce that is a separate software from the backend ERP:

- An external integration between an Ecommerce tool and an ERP is inherently limited. Many clients require custom fields to be shared from the front end to the back end, and this usually means that the integration itself needs to be developed on.
- Difficult to use a standalone Ecommerce with recurring billing (subscriptions) because of the reliance on accounting
- There are usually limitations with what data is easily accessible to share in the customer portal, like updated delivery information
- Returns/refunds can be very hard to manage
- Difficult to have a robust or smoothly-automated supply chain, because it's not connected to purchasing and the full warehouse management system
- Not as easy to flow into a CRM or email marketing automation system
- *Any* of the above workflows require integrations with another platform, and any slight customization on either side of those workflows will be costly to develop and costly to maintain.



What they are: A leader in the field of Ecommerce, their company is based in Canada. They were already quite popular, but experienced a huge boost in user base and market share since the pandemic when many physical retailers rushed to add a digital component to their businesses.

Pricing :

- Inexpensive for licensing (between \$29 and \$299 per month total; not user-based)
- Usually requires a lot of add-ons with recurring fees similar to Odoo apps
- Implementation/development/integration can be expensive, comparable to working with an Odoo partner

Strengths:

- Strong brand name, very widely recognized. They don't necessarily have as much of the marketshare as WooCommerce or Squarespace, but they are more commonly used by SMBs and real companies.
- Integrations with some major platforms like Facebook and Google
- Really good user experience when initially onboarding and setting up, it is considered easy to use.
- Extra business-focused tools to assist with branding, choosing a domain, creating a logo
- They also have a POS that can integrate with their main ecommerce offering

Ammunition Against Shopify:

- They are an Ecommerce/Website tool; not an ERP by any means.
- Customization beyond the basic web design tools is not easy
- % fees per transaction can get really expensive as a company scales
- Some people complain about the product catalog editing and variant control
- They have a basic inventory tracking system for their product catalog, but it's really basic/limited.
- Sadly- it is often difficult/impossible to move the client off of Shopify. **Know your integration options:**
 - [Webkul App From Shopify Appstore](#) - Very basic integration, but it can work with just Odoo cloud.
 - [Apps on Odoo Appstore](#) - The Emipro one is popular; the Teqstars app gets strong service reviews
 - Also- push back against the need for integration if the overall volume of orders is low. Manual export/import of sale orders is easy in Odoo if it's less than ~20 orders per day.
 - No matter what integration is chosen, consider how Sales Tax, coupons, discounts, revenue recognition, returns/refunds, etc are managed - these are not simple to solve, and some have not been solved with the existing integrations, meaning that more costly development is needed.

Additional Resources:

[Odoo White Paper All About Shopify Comparison](#)

[Challenges of Integrating ERP and Ecommerce \(scroll down a few paragraphs\)](#)

[Marketshare Infographic of Shopify and Major Ecommerce Tools](#)



What they are: Very popular open source Ecommerce platform built on WordPress (requires WordPress to use). Supposedly it's the most-used Ecommerce platform in the world, by user base.

Note- I'm not exactly considering them as a "competitor" here so much as I wanted to include context and advice since they tend to come up in pre-sales conversations very often.

Pricing :

- WooCommerce and WordPress itself are pretty cheap.
- For WordPress: licensing for SMBs ranges from \$8 to \$45 per month, with Enterprise at \$1700 per month
- For WooCommerce itself: there's a limited free version. It costs about \$10/month to cover the basic features you'll need to make the free WooCommerce plugin functional. Moving beyond the basics will cost an additional \$200 or so per year. For large-scale WooCommerce websites, total annual costs could be upwards of \$1,000.
- Overall- the pricing is fairly comparable to Odoo for website and ecommerce, however- there are generally many other costs associated with WooCommerce, like domains, hosting, storage, etc.

Strengths:

- Many popular native integrations with popular platforms/tools like Square, Shipstation, Facebook
- Developer-friendly, and that allows for a lot of possibilities in the right implementation hands
- Price is a strength; it is one of the cheapest solutions for ecommerce capabilities, which is probably one of the biggest reasons for its widespread global adoption.
- WordPress supposedly powers more than ~35% of the world's websites, so it's no surprise that WooCommerce is used so heavily as well.
- Overall- they are good at what they provide. It's an inexpensive ecommerce plugin for small businesses that like WordPress.

Ammunition Against WooCommerce:

- Many reviews state that it requires a lot of plugins to build up all the functionality most businesses need, and doing so results in a lot of inconsistency in code quality, potential upgrade issues, and could even result in crashing and downtime. Some of the plugins conflict with other plugins.
- Hard to customize without a developer or someone with some HTML knowledge. Not as "drag -and-drop" compared to Odoo, Shopify or WIX.
- Less tech-savvy clients complain that it is difficult to use and configure; WooCommerce is more designed for web developers rather than for business owners.
- Layout and interface is a bit "old" and clunky compared to newer players like Shopify, Wix, and Odoo
- WooCommerce does not handle hosting, security and backups- the client must provide.
- Sadly- it is often difficult/impossible to move the client off WooCommerce. **Know your integration options:**
 - [Odoo App From WooCommerce Appstore](#) - Simple integration; it can work with just Odoo cloud.
 - [Apps on Odoo Appstore](#) - The Emipro one is popular; also a free one from Enotif
 - Also- push back against the need for integration if the overall volume of orders is low. Manual export/import of sale orders is easy in Odoo if it's less than ~20 orders per day.

Additional Resources:

[Breakdown of Typical Costs Associated with WordPress](#)

[Interesting Explanation of Related Costs Typical to WooCommerce](#)

[Marketshare Infographic of Woocommerce and Major Ecommerce Tool](#)



(formerly:  Magento)

Adobe Commerce Cloud

What they are: Adobe Commerce is the renamed version of Magento, which took on the new name in 2021, following Adobe's acquisition of Magento Ecommerce in 2019. It's an ecommerce platform like WooCommerce and Shopify, and it is definitely on the larger & more expensive side.

Pricing :

- Adobe Commerce Pro is very expensive. Reports of prices range from about **\$22,000** to **\$40,000** per year
- Note: there is still a free, downloadable open-source version of Magento available, similar to Odoo Community edition. In order to properly host it on a server and design/develop it, some online estimations say it would cost around \$15,000 to set up the Magento Open Source version.

Strengths:

- It is a powerful, feature-rich Ecommerce platform great for global B2B selling. Similar to Odoo, it has always offered an Open Source community version that has helped it to grow its community as well as various external integrations
- Strong reputation amongst businesses and well-established (founded 2008)
- Offers some rudimentary inventory management / fulfillment
- Good Amazon integration and generally good for omnichannel

Ammunition Against Adobe Commerce / Magento:

- Price point is the big one- ESPECIALLY considering how limited it is in scope compared with Odoo. On the low side, Adobe Commerce is ~\$1900 per month. Compare that to Odoo; its a tremendous difference.
- Typically the time it takes to develop and build a Magento site is a major investment
- The lack of natively-integrated accounting is a huge limitation compared to Odoo.
- They don't offer an equivalent of a success pack for internally-supported training and configuration help
- Many add-ons like themes or extra features have additional costs that add up considerably
- Often considered very complex and not user-friendly compared to other Ecommerce tools: it can be great for very complicated customer requirements, but is often overkill and a bad choice for SMBs
- Many recent reviews (2021/2022) complain about the antiquated user interface
- Not easy at all to upgrade to newer versions.

Additional Resources:

[Article About Magento Rebranding as Adobe Commerce](#)

[Comparison of Magento Opensource & Adobe Commerce Pro](#)

[Fun question from Quora: WHY is MAGENTO SO COMPLICATED](#)

6. MISCELLANEOUS POPULAR SOFTWARE



Note- This section will eventually split up into more specific categories (like “Accounting platforms,” “CRM systems,” “Warehouse management systems”) but for now they’re just in this section because they are not true ERP platforms but they are important enough to be prepared for- they will often be compared to Odoo, or considered as a possible integration during evaluation.

Since they are all very different offerings and software verticals, there is not one specific strategy; you’ll want to learn about each individually.

Remember that our core Odoo philosophy is always to minimize integrations to external software. For example- even if a particular CRM platform like Salesforce might have more features than Odoo’s CRM, we still believe that it is better to use Odoo for everything, because of the perfect built-in integration between our CRM app and the rest of the platform. The same idea can apply to any system out there with a narrow scope. External integrations are complex and costly to maintain in the long term; they create technical debt and run the risk of breaking upon updates.

We would always prefer to develop functionality ourselves to ADD a missing feature to Odoo, rather than focus on too many external integrations. So as long as the client can agree to our reasoning behind that value proposition, it’s just important to reassure the client that Odoo is generally comparable to these “best-of-breed” individual softwares; as a result, conversations often can get feature-specific.



What they are: The most commonly-used and popular accounting platform for small businesses in the US and Canada, owned by Intuit. There are technically quite a few specific offerings, but I will simplify it to just:

[Quickbooks Online](#): Their cloud solution, really just for small businesses. Somewhat limited.

[Quickbooks Desktop](#): Their “standard” solution that they have offered for a very long time. More robust than Online.

[Quickbooks Desktop Enterprise](#): This is the closest to an “ERP” that they get, because it supports up to 30 users, and it has a more full solution for inventory management and stock.

Cost :

- [This is a basic run-down of per-user prices](#)
- [Quickbooks Online](#) is really cheap: “most popular” tier is between **\$12/month to \$35/month per user**
- [Quickbooks Desktop](#) is also fairly cheap: between **\$16/month to \$25/month per user** (no monthly option).
- [Quickbooks Enterprise](#) is a lot more: between **~\$60/month to ~\$80/month per user**

Strengths:

- Massive user base. In North America, they absolutely dominate the market of accounting software for SMBs
- Quickbooks is taught nationwide in many colleges and quick certification programs. It breeds many accountants and bookkeepers that ONLY know Quickbooks.
- They have strong retention of their clients and trained accounting professionals. For this reason, Quickbooks has long been a big thorn in the side of Odoo’s growth- clients are often extremely unwilling to move away from Quickbooks, even if they need a lot more functionality outside of Quickbooks.
- Easy to use (mostly)
- If you pay extra, customers can get an integrated Intuit Payroll system. This is difficult to compete with.
- They do actually have a fairly popular and decent POS system (if you pay extra for it).
- Note that even though it is “just an accounting platform,” it DOES have full Sales/Purchasing capabilities.

Ammunition Against Quickbooks:

- They are not an actual ERP. So- no CRM, no website/ecommerce, scope is very limited.
- Even in more advanced versions like “Enterprise” their inventory system is weak. (no separate system for deliveries; so inventory just deducts at moment of invoice)
- Does NOT integrate very well with many softwares. They have a few preferred options in every category (see: [Fishbowl](#)) but it is nowhere near as “open” or easy to integrate with.
 - Case in point: most Odoo>QB 3rd party appstore connectors over the years are poorly-reviewed and hard to successfully implement.
 - Also- only specific versions of Quickbooks like Enterprise can be used to create integrations.
- QB Online is known to be SLOW. I always say that “ironically, Quickbooks is not actually very quick”
- QB is unusually restrictive with user access. You cannot have more than 5 simultaneous logged-in users unless you move to Enterprise which still only allows for up to 30!!!
- User base is so massive, that their support department is not humanly capable of providing a good service!
- Truly [awful ratings for their customer service](#)
- Most versions are not customizable
- Minimal multi-language support. Can’t let clients automatically view invoices in their preferred language.
- Feel confident that most users don’t really *love* QB but they’re just afraid to move away

Additional Resources:

[Signs That You Are “Outgrowing” Quickbooks](#)

[Differences Between Quickbooks Online and Desktop](#)

[Hundreds of 1-star reviews for QB Online!](#)

[Hundreds of 1-star reviews for QB Desktop!](#)

[Odoo White Paper About Quickbooks](#)



FISHBOWL

What they are: This is an unusual product compared to everything else on this list. [Fishbowl](#) is specifically an Inventory/Manufacturing tool that built their whole reputation off of being the [#1 Inventory/Manufacturing solution that integrates with Quickbooks](#).

Pricing :

- Hidden- you must request a quotation
- Seems to range from \$100/month to \$180/month per user depending on total users.
- Not cheap, though supposedly they have restructured recently to have a more SaaS-friendly model

Strengths:

- Having the reputation of being the #1 Inventory/MRP solution for Quickbooks is a huge advantage. It is fair to say that the majority of Fishbowl users are purely using it because they started with Quickbooks.
- For Inventory and Manufacturing, they do check most boxes for features like warehouse control, stock, barcodes, work centers, etc.
- They are not cheap, but they are still cheaper than a massive ERP platform like SAP or Infor.

Ammunition Against Fishbowl:

- Ironically- even though it is the #1 Inventory/MRP system for Quickbooks, there are many reports of how [poor the integration with Quickbooks actually is!](#) The reality is- it is really difficult/expensive to have a perfect integration between an accounting system and a totally separate Inventory/MRP system, no matter what. There are way too many individual datapoints and workflows back and forth.
- It is not a full ERP at all, so it doesn't have accounting, sales, CRM, website, etc.
- [Extremely old-fashioned user-interface](#)
- Even though they are often used by Quickbooks customers (which is cheap) Fishbowl itself is quite expensive for what it is.
- [A lot of QB users are very disappointed by Fishbowl](#) which is comparatively expensive, less user-friendly, has worse support, and lacks a lot of mobile capabilities
- Their manufacturing capabilities are honestly not that great. For example, Make-to-Order workflows are weak.
- No FIFO or LIFO support
- Relatively weak shipping features or shipping integrations
- Most versions require you to run a server. As of April 2023, they are advertising new cloud versions called "Fishbowl Drive" and "Fishbowl Go" but they are still "coming soon"
- Crashes a lot. Reportedly unstable.
- Not very customizable at all
- Overall- honestly it's really **not** a great software. They are easy to compete against as long as you can overcome the overall dependency on Quickbooks.

Additional Resources:

[Capterra Reviews. FILTER DOWN TO THE 1-STAR REVIEWS AND YOU WILL SEE WHAT I MEAN ABOUT QB USERS AND FISHBOWL](#)
[Problems with QB > Fishbowl Sync](#)
[Weak Reviews on G2](#)
[Really poor reviews on SoftwareConnect](#)
[Very good and thorough 3rd party analysis of Fishbowl including pricing](#)



What they are: Giant company, leading in the world of cloud-based CRM. They have some offerings like ServiceCloud (for support), Analytics, and some marketing, but their primary focus has always been Sales Cloud for presales management.

Pricing :

- Ranges from relatively affordable to *extremely* expensive:
- **Essentials:** \$25/month/user (very basic CRM, no quoting/sales options, no support, no customization)
- **Professional:** \$75/month/user (basic CRM + more features like quoting, forecasting, but no support/custo)
- **Enterprise:** \$150/month/user (full CRM features and allows customization, but doesn't include support)
- **Unlimited:** \$300/month/user (includes everything, plus 24/7 support)

Strengths:

- Extraordinarily strong brand name, very widely recognized even amongst people with zero knowledge of the business software world. This makes the buy-in from decision-makers really easy for Salesforce
- Large ecosystem of partners, add-ons, and integrations out there. Many software tools are created specifically just to work with Salesforce, and their acquisition of Mulesoft allows for many more integrations.
- Reporting capabilities can be powerful
- The system is well-designed to appeal to CEOs/managers (big dashboards about team KPIs for example)
- They have industry-specific apps and pre-configured flows, for many specific key industries.
- If you have the budget for a lot of dev, it is highly customizable. Also easily customized within app settings.

Ammunition Against Salesforce:

- They are NOT a full ERP- they are primarily just a CRM.
- Their biggest weakness is probably their cost, considering the limited scope for what you get. Many clients pay \$300/month per user (for the "Unlimited Edition" JUST for CRM capabilities. Add the implementation costs beyond that and maintenance costs and it's easily 8x to 10x the cost of Odoo for CRM. OVERPRICED
- A client really needs a robust IT team for best results with Salesforce, in order to maintain the many integrations and modifications typically required. Salesforce is complex to maintain. There are many additional implicit costs like paying for ongoing support, and there are limits to free storage.
- They don't have an on-premise offering.
- Developers often complain about it, mostly because it has its own proprietary programming language: Apex
- Odoo can provide implementation directly and has a lot more in-house knowledge to provide.
- A client really needs a robust IT team for best results with Salesforce, in order to maintain the many integrations and modifications typically required. Salesforce is complex to maintain.
- People often complain about the user interface and learning curve; it's not the most modern and often requires weeks of mandatory training for all new users. Many companies are forced to hire an internal Salesforce expert to help interpret the platform.
- Honestly, they had a big competitive edge as an early leader of cloud CRM 15-20 yrs ago, but they've lost a lot of their key differentiators because numerous alternatives have risen (like Odoo!)
- Note that the cheap version ("Essentials") is really basic, and doesn't allow for sending quotes/sales orders
- Their evaluation process is a weakness. In my experience, their account executives seem to have limited business knowledge and functional training, and their sales engineers seemingly often don't tailor their presentations much. It creates the impression that they rely on their reputation too much to try hard.

Additional Resources:

*****Strongly recommended:** [Amazing Comparison Presentation by Belgium MMC!](#)***

<https://www.nutshell.com/blog/five-reasons-leave-salesforce/>

[Odoo Presentation about Salesforce Comparison](#)

[OSI Talk About Odoo vs. Salesforce](#)

[Some \(biased\) Arguments that Perhaps Salesforce is Becoming Obsolete](#)



What they are: A Tel Aviv-based company, founded in 2012 with sites around the world in New York, London and Sydney. Monday.com is a Work Operating System (Work OS) and Cloud-based team collaboration platform that allows companies to create their own applications and work management software.

Regarded as one of the [most well-known project management collaboration tools in the market](#).

PS: Formerly known as Dapulse, changed its name because people kept making fun of it.

Pricing:

- [5 different plans](#)
- Based on 2 variables: the feature plan you'd like to use, and the number of users on the platform
- Starts from \$24 per month for 3 users and goes up from there based on your chosen plan and team size. If you are over 40 users, you have to request a quote to get an exact price
- Yearly plan is 18% less than their monthly plan (vs 20% in Odoo)
- Free trial: 14 days (based on [PRO plan](#))
- They have discounted pricing for qualified nonprofit organisations. *Not in Odoo*
- Student Program for students (100% free while you are in university) and student organizations who would like to implement monday.com in their classes. University/college students, student organisations, fraternities, and sororities can all join the student programs
- Refund policy for Paid Yrly Subscription: Prorated refund from your original purchase in 30 days *Not in Odoo*

Strengths:

- Monday.com offers a neat and well-organized interface
- The platform syncs all info in a single hub that team members and agents can access to make vital decisions together
- Customizable workflows in any way that works for the team by its core components: Boards, Groups, Columns, and Items
- Training materials that are available on their website and YouTube channel
- Top Rate Analytics and Reporting - clear and organized figures and data, and translates quickly to provide actionable metrics
- Over 50 integrations to streamline the workflow including Slack, LinkedIn, Dropbox, Asana
- It is built for multiple users, an excellent tool for companies with remote teams
- Offers 24/7 support

Ammunition Against Monday.com

- Like all project-management-specific tools, Monday.com requires a lot of integration to other business tools, which gives an Odoo advantage in any business where sales and invoicing are directly tied to projects/tasks
- Limited features in low-end plans, when adding additional users with complete collaboration permission will result in additional costs
- Many of the useful features are exclusive to the more expensive plans, so for a fair comparison to Odoo, any prospect evaluating Monday.com should be made aware of this distinction.
- Their limited mobile app, particularly the iPhone native app does not update well since the dashboards do not have an equivalent view on the mobile app
- No Internal Chat Integration; people have to integrate Monday.com with Slack through third party Zapier
- Heavily relying on integrations due to lack of essential automation. Every integration needs to be approved by an admin
- No live chat support, takes 24-48 hours for a response
- Monday.com is occasionally advertised or interpreted as a CRM tool (because of kanban views) and it should be made very clear to prospects that it is not intended as such and clearly lacks many CRM abilities.
- It has recently suffered [a cyberattack through Codecov](#)

Additional Resources:

[Monday Project Management Review](#)

[Odoo x Monday.pptx](#) great presentation made by Belgium PR

[Capterra review 4.6](#)



What they are: A cloud-based accounting software platform based in New Zealand for small- and medium-sized businesses. Founded in 2006.

Pricing:

- No pricing per user except for Projects (USD 4 per month per user) and Expenses (USD 7 per user per month)
- 3 versions:
 - **Starter** - USD 20 per month
 - Single currency limit on monthly transactions (20 or less invoices/quotes and 5 bills) and no bulk bank reconciliation function
 - **Standard** - USD 30 per month
 - Single currency
 - **Premium** - USD 40 per month
 - Multiple currencies

Strengths:

- Reconciliation process is easy (can mass reconcile items)
- Strong user base across SEA and Oceania
- Payroll is simple to use
- OpenAPI feature of Xero - easily connect with other external applications
- Ability to send/receive invoices/bills within the xero network (xero org to xero org)
- Direct integrations with the Bank (partners with banks)
- Integrations: only requirement is a subscription with the other software system that supports Xero

Ammunition Against Xero:

- They are not an ERP: Scope is limited to Accounting
- Their inventory system is not comprehensive like Odoo - no reordering levels, no PO automations and forecasting and their sales and purchase capabilities are limited (no price lists based on contacts)
- Their pricing has changed over the years (increased) due to acquisitions (SEPT 2021 price increase: increase across all plans)
- Their cloud infrastructure is not scalable and limited - limit on invoices /bills (system slows down above 1000) and API requests (system limit of 5000 API requests per day)
- Their mobile apps has a lesser scope of features compared to the browser version
- Language flexibility issue (Chinese, etc)
- Multiple companies would require multiple subscriptions as one xero subscription is limited to one company
- Their project management application is not comprehensive as Odoo (no portals, no collaboration)
- Half of their third party network in apps.xero.com does not support certain asian countries, it is a time consuming process of checking each if it is available in that specific region
- Self-implementation as they don't have their own implementation team (For implementation, would require to rely on a partner)
- They focus on SME market and is hardly scalable for large enterprises
- Payroll is not comprehensive for large enterprises

Additional Resources:

<https://www.xero.com/hk/pricing-plans/>

<https://www.trustradius.com/products/xero/reviews?qs=pros-and-cons>

<https://www.getapp.com/finance-accounting-software/a/xero/reviews/>

<https://developer.xero.com/documentation/guides/oauth>



What they are: A software offering with a few different areas of focus, primarily centered around the relationship between inbound marketing and lead generation.

Pricing:

- There is a very basic free version which comes with several features.
- Starter: US \$50
- Basic: US \$200
- Professional: US \$800
- Enterprise: US \$2400

Strengths:

- Hubspot does a good job of emphasizing the relationship between marketing UTMs and inbound leads for presales
- Strong brand recognition, second only to Salesforce in terms of CRM options
- Some big famous customers use them
- Many companies have very influential marketing departments that drive business decisions - Hubspot benefits from this greatly

Ammunition Against HubSpot:

- A lot of companies are just using the free version, and it is severely limited
- They don't have a good system for updates and upgrades
- Definitely not very flexible.
- Marketing automation module is expensive, Odoo has this module included with at no additional cost
- Many of the stronger features are hidden behind a high paywall
- Here's a fun one: many reviews indicate that marketing teams like Hubspot way more than sales teams do!
- Just like many of Odoo's competitors, HubSpot is often not very easily customizable.
- Generally speaking, it's not a good choice for small businesses - the annual costs will continue to increase as they require more individual features.
- Not very good reporting. It's better for marketing-related reporting, weaker on the CRM stuff
- Customer Lock-in: a lot of the data collected is difficult or impossible to export out of Hubspot if they ever choose to move on to a new platform

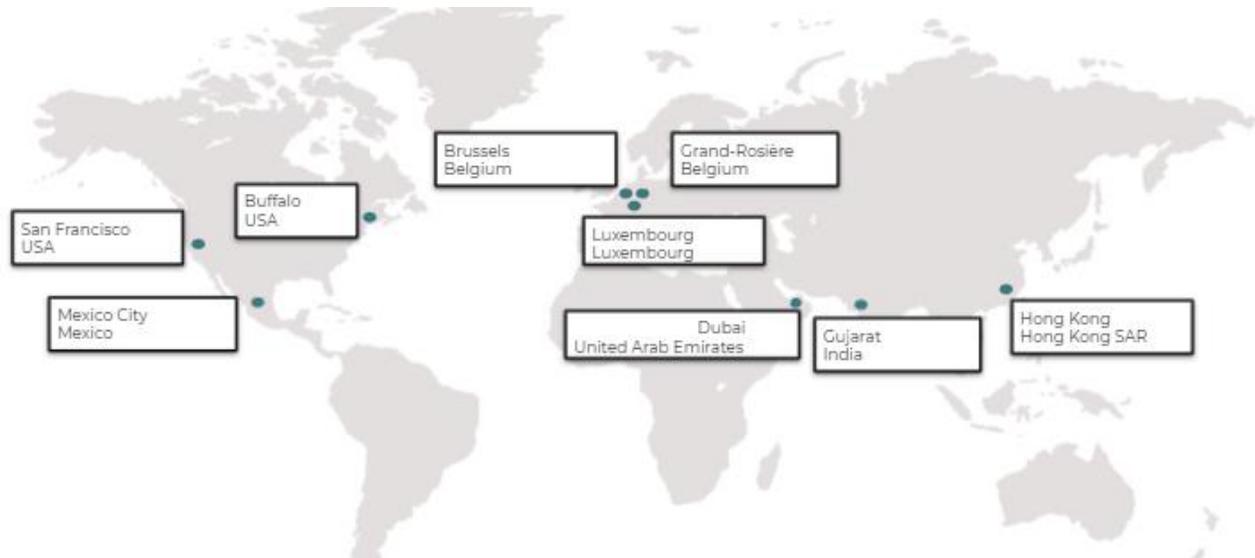
Additional Resources:

[Top 5 Problems with Hubspot \(from a Hubspot partner!\)](#)

[Shocking Low Reviews of Hubspot on SiteJabber](#)

[Odoo x Hubspot.pptx](#) great presentation from Belgium PR

7. REGION-SPECIFIC INTERNATIONAL SOFTWARE



If a prospect ever asks “what regions is Odoo focused on”, you can just point to a map of the entire world. We have a *global strategy*, and so we can expect to come across hundreds of competitors that are perhaps unique to a specific region.

These competitors can be any size, price range, and scope, so they can only be considered on individual terms. Of course- always remember the main strengths of Odoo, and also recognize that there are major strengths in *being* an international company like Odoo. Our community is massive, and our commitment to operating across all regions allows for scalable situations like having a partner with a lot of experience in Europe expanding their operations into the Middle East quickly, for example.

This part of the document will especially need to be “crowd-sourced” and built up by contributions over time. Feel free to submit as comments or make requests for region-specific competitors.

Note- Eventually we can split into submenus by region, but for now they are simply listed alphabetically.



What and WHERE they are: Multiable is a Hong Kong based ERP & HCM focused software company founded in 1990. They are one of the early players in Hong Kong that has a significant market share in Hong Kong.

- Multiable has been trying to develop resell channel, but only direct customers now
- Presence: Mostly Hong Kong market; 2-3 employees in SG; Claims to be in other SEA market, but hardly noticeable
- Target market: Traditional Hong Kong small to business medium sized business; no industry focus
- Core product: ERP system & HCM system with localized Finance system
- Others:
 - KopaPro - their own new shopify like e-commerce platform
 - Multiable - POS

Pricing :

- Module and user based perpetual fee: Includes service, module and users
- Pricing is non-transparent. Sales has a lot of flexibility to mark up or give discounts on the modules.
- Depends on the size of the company and scale, the cost usually ranges from \$32,000 (HKD\$250k) to \$128,000 (HKD\$1M)
 - E.g. local traditional trading setup with 10 users only using ERP + Finance system, it costs around \$33,000 (HKD\$260k).
- Extra service fee:
 - Coding man day cost: ~\$1,000(HKD\$7,500); Training man day cost: \$600 (HKD\$4,700)
 - Hosting and VM setup
 - Charging 9~12% of the total cost as maintenance & support fee (including upgrade)

Strengths:

- Flexibility in tailoring the workflow based on customer requirements meanwhile still usable out of box
- Decent SO/PO management and Inventory management system; Both are highly customizable and can be /very specific, similar if not better than Odoo's
- Localized accounting with fully functional payroll system
- Multiable POS and KopaPro are integrating with local payment system like Octopus and PayMe
- Usually takes about 3-4 months to implement and functional team usually go on-site
- All the salesperson used to be in functional team; They are very familiar with their product

Ammunition Against Multiable:

- Multiable is pretty much only present in Hong Kong. Any multinational company will have trouble implementing it because of the lack of experience with other localizations and overseas implementation.
- Only available to host on-premise; No SaaS model; Extra cost for the end-customers
- The [UI of Multiable](#) is rather old school and not user friendly
- Poor CRM system, very limited functionality
- KopaPro, the e-commerce platform, Mobile App and Multiable POS are both rather premature and buggy
- Prospective clients can have a free 2-week trial, but only after sitting through a demo and contacting sales first. So it's a bigger barrier to entry to grow their user base quickly.
- Little to none online reference or reviews
- Lacks flexibility on adding usage or requirement after starting the implementation, as Multiable consider that a new project and recalculate the service charge for extra maintenance and extra support.

Additional Resources

<https://multiable.com/>

<https://m18doc.multiable.com>



What they are: Focused on Australian and New Zealand businesses, Myob is specialized in accounting; they also have a full suite of products such as ERP and such, but not so popular.

Pricing:

- Pricing and package are divided by feature levels
- Features are restricted in certain package
- No licence per user

MYOB Pricing (in AUD)

Essentials (No multi currency, inventory, timesheet budgets, payroll): \$20 USD, \$35 USD

Essentials with Payroll: \$44 USD

AccountRight: \$80 USD, \$110 USD

The package equivalent to Odoo accounting is the most expensive one (110 USD)

This is the pricing after the first 3 months (they offer 50% discount during the first 3 months)

Strengths:

- Popular in Australia and New Zealand
- Strong in accounting
- Long history of development
- Competitive pricing (limited to accounting)
- Single Touch Payroll (STP) to report payroll information to the Australian Taxation Office (Odoo does that too)
- Free data import service from Xero, Quickbooks Desktop or Reckon

Ammunition against MYOB:

- Strong capabilities in accounting, but very basic and limited ERP solution
- Focus on AU & NZ, not so well-known in other APAC countries.
- You can't seem to buy from them if you are outside of AU or NZ, and need to go through a reseller that will charge completely different prices. I.e <https://www.myob.hk/pricelist>
- Complicated & confusing pricing structure with different levels of features & number of transactions. Pricing on website is in AUD
- 3rd party app available but lack of flexibility for customization
- User reviews mainly criticize about their support, being slow and inconsistent, very long waiting time to response
- They have system learning videos, but no training provided
- Services provided by partners, knowledge of product varies, lack of control on service level
- Monthly pay as you go but has difficulty leaving
- Lots of complaint about the upgrades making the system even more difficult to use

Additional resources

<https://www.trustradius.com/products/myob/reviews>

<https://www.capterra.com/p/183867/MYOB-Essentials/reviews/>

<https://www.softwareadvice.com/accounting/myob-advanced-profile/reviews/>

<https://www.productreview.com.au/listings/myob>

<https://www.techradar.com/reviews/myob-essentials>



What they are: Founded in 2008, a Germany-based ERP platform with a somewhat similar target market as Odoo (an integrated ERP for SMBs) though primarily aimed towards Germany for now. For example- you can currently only start a trial in German- their website says of the trial: *“No installation or credit card required. The trial ends automatically. Only available in German language.”*

Pricing:

- They have 3 tiers of pricing, and all include unlimited users, but there is a charge per order past a certain quantity of orders per month. Each tier adds additional benefits and different limits ([see here](#))
- “Starter” beginning at € 199/month, covers 500 orders per month + € 0.25 per additional order
- “Business” beginning at € 499/month, covers 1500 orders per month + € 0.20 per additional order
- “Pro” beginning at € 699/month, covers 500 orders per month + € 0.15 per additional order

Strengths:

- Many big native integrations advertised like Slack, Hubspot, Shopify, etc.
- Xentral has raised over 80 million € in 2021 through series A and series B funding, which will definitely help them maintain heavy momentum for the upcoming years
- Xentral doesn't intend to take on the Ecommerce/Website space; instead, they advertise themselves as being a strong back-end for something like Shopify, which is what many modern SMB decision makers want.
- Compared to Odoo, they arguably have a better German Localisation. They developed years ago features that Odoo is proposing only now, such as German Reports Templates, a working DATEV integration

Ammunition against XENTRAL:

- Not enough widespread use or adoption yet; Odoo has a much stronger ecosystem and is more mature
- Reviews indicate that some of the native integrations (Etsy, Billbee) under-deliver or don't work well at all
- They have some of the common problems of newer companies: not enough support staff (2-4 day response times reported), documentation not well-maintained or up to date, and bugs in the software. In fact, weak documentation is one of the common threads mentioned in many reviews online.
- Internet browsers tend to auto-correct to “Central,” which could hurt them when prospects are researching ;)
- In any of the 3 pricing plans, none of the features are a la carte or modular- you need to pay for everything regardless of use. Not ideal for scalability. Also means there are many unnecessary fields and things on the screen for most users.
- Considering it's a newer ERP system, the interface is rather plain and provides limited options for quick UI customization and limited views. Some might like it, but to an Odoo fan, the interface is basically lots of tabs, lots of menus, and list view for nearly everything. Their “form view” looks like a word processor doc.
- Scope is limited compared to Odoo- no manufacturing is a big one, plus they don't really have their own website/ecommerce, no mobile app, no field service, no marketing apps, no HR apps.
- Some reviews say the setup is not very easy- especially for accounting.
- The Xentral API is limited. Currently no API calls available for logistics
- Compared to Odoo, it lacks some very standard & obvious usability features like the Chatter, Discuss, and even Kanban views! (there's one really clunky kanban view in their CRM but that appears to be the extent)

Additional resources

["Getting started" video from the Xentral version of Amy Caroline to see what it looks like](#)

[Reviews of Xentral from a German Site OMR.com](#)