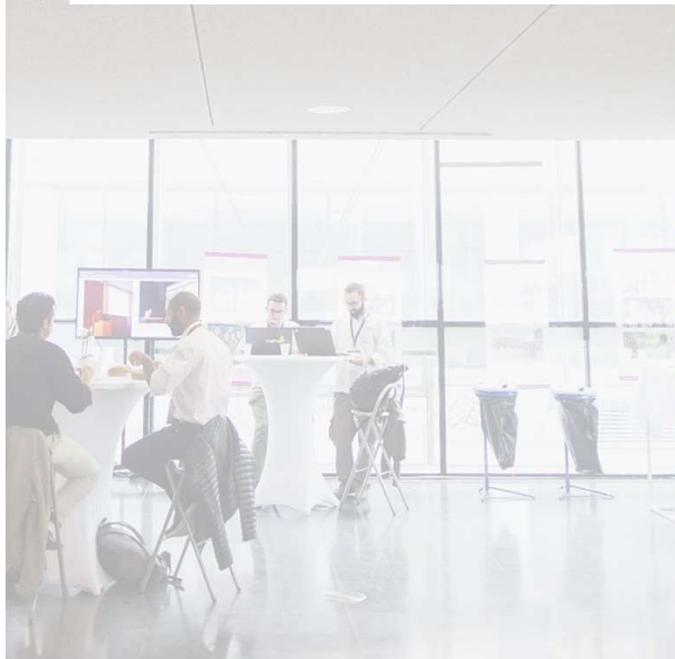


Accelera il tuo Business  
con l'evoluzione  
digitale integrata

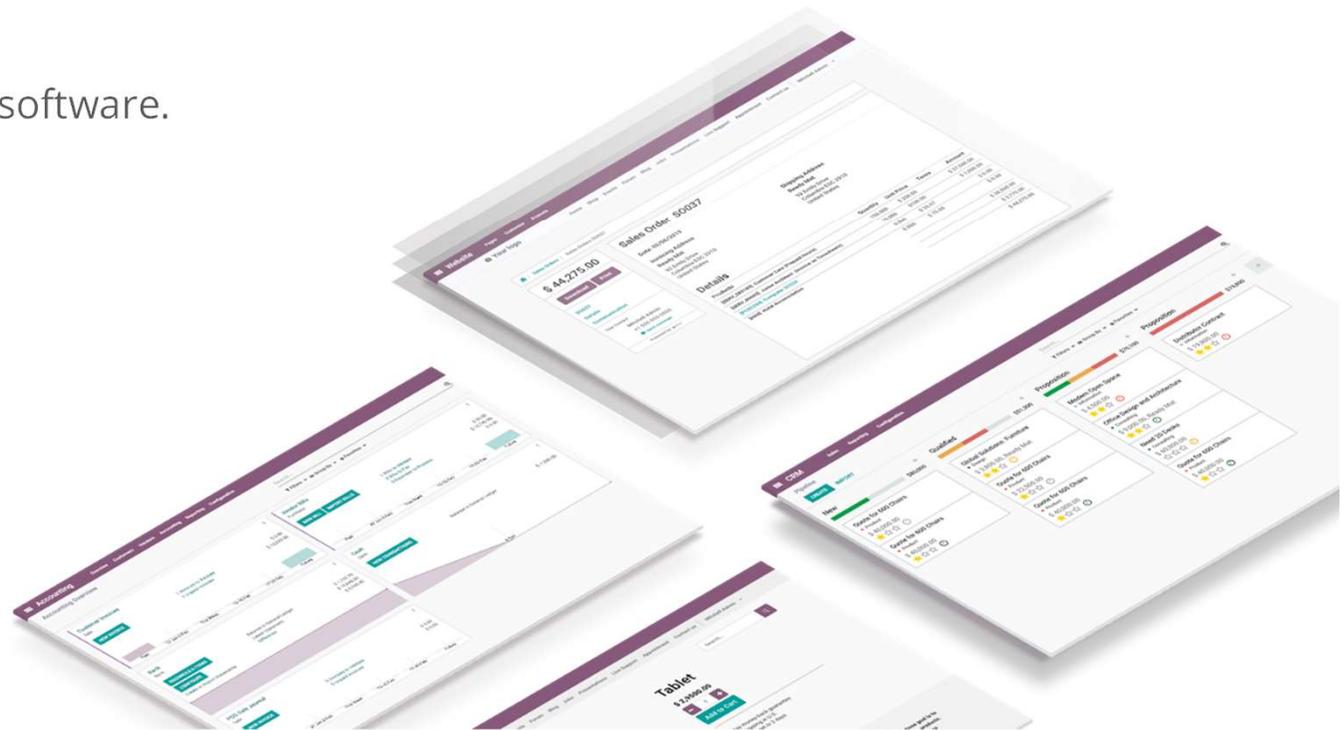


Davide Gazzotti  
Innovation Manager

# What is Odoo ?

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**All-in-one** management software.  
Beautiful. Easy-to-use.



# Our mission

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“To **help companies grow.**  
We want to unleash companies' potential by  
**empowering users** with tools they love”



**Fabien Pinckaers**  
CEO & Founder



How do we make it  
happen ?

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# We built a unique product

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**Fully Integrated**



**Full-featured**



**Scalable**

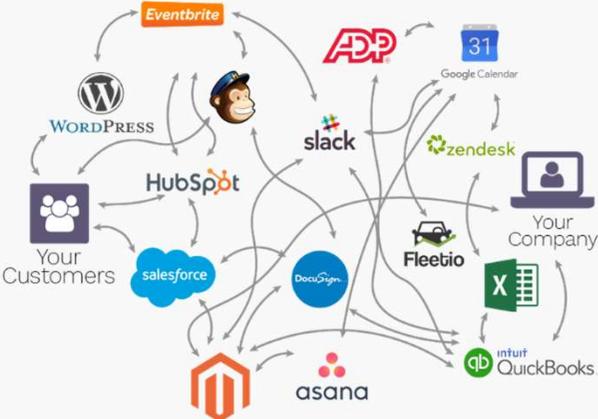


**Intuitive**



# Integrate and simplify your business

From a... **Single Purpose** Software



To... an **All-in-one** Solution!



Each line represents a time consuming connector

# One app for every need

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## Streamline your operations



Manufacturing Inventory Purchase

## Integrate your services



Timesheet Project Helpdesk

## Boost your sales



Sales POS CRM

## Amplify your marketing



Email Marketing Social Marketing  
Marketing Automation

## Manage your finances



Invoicing Accounting Expenses

## Optimize your human resources management



Referral Recruitment Time Off Employees

## Build stunning websites



eCommerce Website Builder  
eLearning Events

# Scale your needs with any app

Expand as you **grow**

Human Resources

Manufacturing

Operations

Finance

Sales

Designed to fit all **business sizes**

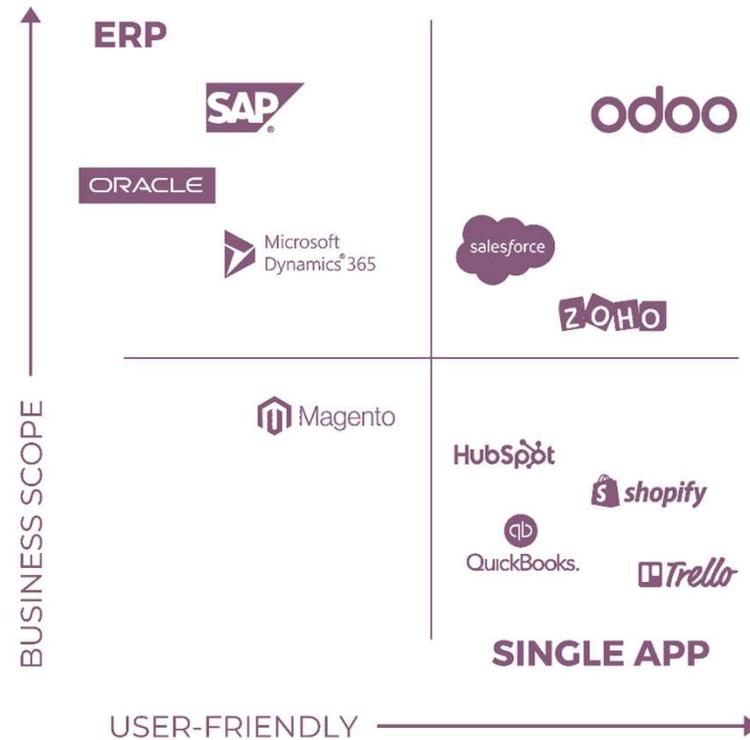


What makes us  
different?

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# Our positioning

We cover **complex business needs**  
with an extremely **user-friendly**  
**interface**



# Odoo's success story

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## The beginning...

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... and today!



# Key figures

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1,100+  
Employees

60%  
Yearly  
Growth

6M+  
Happy  
Users

175+  
Countries

26000+  
Apps

# Our 11 offices

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# Some of our clients

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Demo

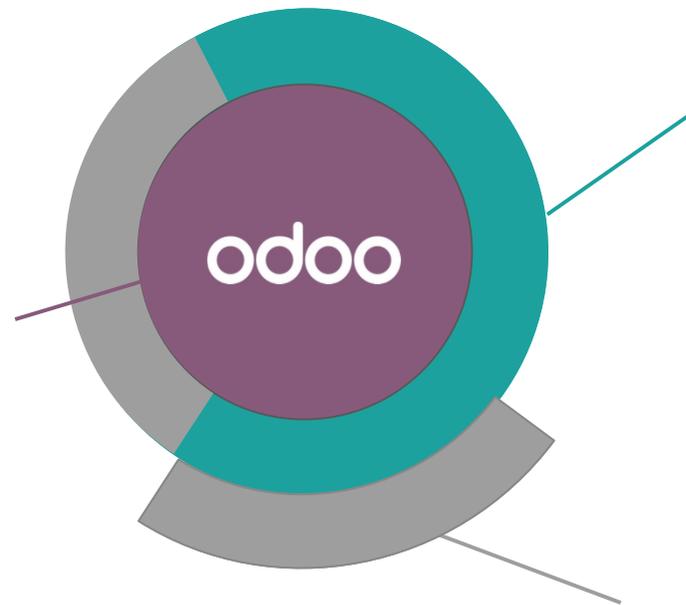
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# Odoo Community & Enterprise

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## Community Edition LGPLv3

Database and Framework  
Basic Functionalities



## Enterprise Edition

Extra functionalities  
Support by Odoo SA  
Upgrade to the next version  
Hosting (SAAS, Odoo.sh, on-premise)

Community & Extra Proprietary Apps

# Implementation

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## Official Partners

- Local presence
- Cloud or on-premise hosting
- Standard or tailor-made database
- Implementation project according to the partner's methodology

## Odoo Direct

- Cloud (SaaS or Odoo.Sh) hosting
- Mainly standard base with the possibility of limited developments
- Quickstart methodology used for the implementation

# Quickstart Methodology

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# Our principles

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1

Keep the solution as  
**STANDARD**  
as possible

2

Deliver as  
**FAST**  
as possible

3

Keep the implementation  
**AFFORDABLE**

Sales



Qualification



Customer Validation

Project



Project Kick-off

Design

Phase cycles

Testing

Realization  
Configuration  
Development  
Data migration



Phase validation



Go Live!



End users training

Support



Post-production  
Change requests



Functional & Technical  
Support

# Odoo API

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## Odoo XML-RPC & JSON-RPC API

- **Powerful** (Create Read Update Delete, any record, call any public method)
- **Safe** (Access rights, XML/JSON-RPCS)
- **Goes through the ORM** (Respects business flows, python constraints, sides effects, ...)
- **Platform-agnostic** (Odoo.sh, Saas, Self-hosted)
- **Language-agnostic** (Ruby, PHP, Java ...)

# Integrated with Other Solutions

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You can **integrate** with  
**other solutions** seamlessly



Questions?

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# Thank you!

## Let's keep in touch

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Role Innovation Manager



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