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# ERP White Paper

**COMPARISON**  
Odoo, SOFTONE



odoo  
**SOFTONE**

This comparison was compiled by Odoo SA. We did our best to make it objective and fair based on the information available online. If you find mistakes or missing features, please report it to [whitepapers@odoo.com](mailto:whitepapers@odoo.com) and we will update the online version. Our goal is to have a continuously updated comparison of the main competitors to be as accurate as possible.

2025

# Notes

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# Introduction

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## Less time for paperwork, more time for business

Selecting the right ERP solution is a key strategic decision for businesses aiming to optimize operations, enhance efficiency, and support long-term growth. In Greece, Romania, and Cyprus, where businesses must navigate complex fiscal regulations and localized operational needs, companies often weigh the benefits of regional solutions against the flexibility and scalability of global platforms.

This document compares Odoo, a globally recognized, fully integrated, and highly customizable business management suite, with SoftOne, a regional ERP provider focused on Southeastern Europe. The comparison highlights differences in product scope, pricing models, industry coverage, and international scalability — offering valuable insights for businesses evaluating whether to prioritize local specialization or future-ready, global growth potential.

# ERP Software

## Odoo

Created to disrupt the enterprise world and provide groundbreaking software that covers complex needs with simplicity, Odoo has become one of the most popular business solutions. With more than 82 business apps fully integrated and thousands of community modules, this open-core software caters to every sector and company size, making it a major player in the market. This Belgian software company counts more than 20,000 downloads per day, making it the most installed app suite and a direct competitor to companies like Netsuite, Shopify, PrestaShop and Microsoft.

“

*All your business in one platform.  
Simple, efficient and affordable!*

”



**12+**

million users



**3,000+**

employees



**44,000+**

integrated apps



**1 to 6 weeks**

to be implemented



## SOFTONE

Built to empower digital transformation for businesses of all sizes, SoftOne delivers a powerful ERP platform that combines deep functionality with modern cloud technology. With a curated ecosystem of integrated apps, vertical solutions, and mobile tools, SoftOne simplifies complex operations across finance, supply chain, CRM, payroll, and more. Trusted by over 75,000 businesses in Southeast Europe, this Greek software leader offers both on-premise and true SaaS deployments. Backed by the SoftOne Solution Store and a certified partner network, the platform ensures extensibility and local compliance—positioning SoftOne as a serious alternative to legacy ERPs and a key player in the regional enterprise software market.

“

*Keep everything simple. Keep your business growth simple.  
Help your people work smarter and faster than ever before.*

”



**30.000+**  
thousands users



**680+**  
employees



**100 to 200**  
integrated apps



**4 to 9 months**  
to be implemented

# *Implementation services*

**Odoo** offers two types of implementation services, depending on the version selected. For Odoo Online, implementations are typically managed directly by Odoo's internal consultants, following a standardized, remote delivery model. For Odoo Enterprise (on-premise or Odoo.sh), implementations are usually carried out by a network of certified local partners.

Odoo also provides packaged implementation offers for standard projects, with predefined pricing between \$2,500 and \$5,500. More complex or tailored deployments are priced on a case-by-case basis, managed by either Odoo or its partners depending on the project type and customer preference.

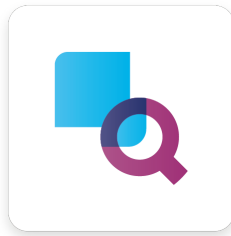
**SoftOne** relies exclusively on certified local partners for all implementation services. These partners handle deployment, configuration, data migration, training, and ongoing support. Implementation costs for SoftOne are calculated case-by-case, based on project size, the number of modules involved, and specific customization needs. Unlike Odoo, SoftOne does not offer packaged implementation pricing, which can make project cost estimations less predictable, especially for smaller businesses.

## **In summary:**

**Odoo** provides both direct and partner-led implementations, with the option of packaged offers for standard projects and case-by-case pricing for complex ones. Its global network of certified partners ensures broad availability and expertise.

**SoftOne** delivers implementations exclusively through local partners in Southeastern Europe, with pricing determined individually for each project and no packaged implementation options.





# *Feature Comparison*

# SALES

Odoo

SoftOne

## B2B Sales

Quotes to Orders	✓	✓
Electronic Signature	✓	✗
Online Payment	✓	✓
quotation Templates	✓	✓
Upselling & Cross selling	✓	✗
Subscription Management	✓	✗

## In-Store Sales

Point of sale (retail)	✓	✓
Point of sale (restaurant)	✓	✓

## Online Sales

eCommerce	✓	✓
eBay Integration	✓	✗
Amazon Connector	✓	✗

## Advanced Products

Multi-Level Variants/ Matrix Items	✓	✓
Configurable Products	✓	✓
Kits	✓	✓

## CRM

Odoo

SoftOne

### Sales Flow

Leads Nuturing	✓	✗
Lead Scoring	✓	✗
Leads Management	✓	✓
Opportunities Management	✓	✓
Pipeline Management	✓	✓
Third Party Management	✓	✗

### Communication Tools

Customer Multi-Address	✓	✗
Calls / Meetings / Mail	✓	✓
VoIP	✓	✗
Email Integration	✓	✓
Live Chat	✓	✗
Full Customer History	✓	✓
Email templates	✓	✓
Opportunity Analysis	✓	✗

## Accounting & Finance

### Internal Process

Analytics Accounting	✓	✓
Alerts	✓	✓
Budgets	✓	✓
Expenses	✓	✓

Odoo

SoftOne

Asset Management	✓	✓
Real-Time Inventory Valuation	✓	<i>Only with custom</i>
Analytic Reports	✓	✓
Account Consolidation	✓	✓

### Daily Operations

Bank Interface / Automatic Sync	✓	<i>Only supported through the Fintech module</i>
Quick Reconciliation	✓	✓
Deferred Revenues	✓	✗
Checks Management	✓	✓

### Invoice Management

Invoicing Management	✓	✓
Batch Send (email, standard mail)	✓	✓
Third Party Follow-Up	✓	✓
Payment Automation (SEPA)	✓	<i>Only supported through the Fintech module</i>

### International

International (more than 10 countries supported: chart of accounts, taxes, reports, etc.)	✓	<i>Only in Romania, Bulgaria and Cyprus</i>
Multi-Company	✓	✗
Multi-Currency	✓	✓
Consolidation	✓	✗

Odoo

SoftOne

## Marketing

### Actions

Mass Mailing	✓	✗ <i>Third party only</i>
Blog / SEO / Web Pages	✓	✗ <i>Third party only</i>
Events	✓	✗ <i>Third party only</i>
Marketing Automation	✓	✗ <i>Third party only</i>
Drag & Drop Page Editor	✓	✗ <i>Third party only</i>
Marketing Campaign	✓	✗ <i>Third party only</i>
Contacts Segmentation	✓	✗ <i>Third party only</i>

### Follow-up

Survey	✓	✗ <i>Third party only</i>
Keyword Marketing	✓	✗ <i>Third party only</i>
Visitors tracking	✓	✗ <i>Third party only</i>
Social Media Management	✓	✗ <i>Third party only</i>

### Social

Send & Schedule Posts	✓	✗ <i>Third party only</i>
Push Notifications	✓	✗ <i>Third party only</i>
Feed	✓	✗ <i>Third party only</i>
Online Visitors	✓	✗ <i>Third party only</i>
Live Chat Request	✓	✗ <i>Third party only</i>
Track Revenues and Leads from a Link	✓	✗ <i>Third party only</i>

Odoo

SoftOne

## Warehouse Management

Basic Inventory Management	✓	Only WMS with Entersoft
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### Routing

Multi-Warehouse (for one company)	✓	✗
Pick-Pack-Ship	✓	✗

### Products

Traceability, Lots & Serial Numbers	✓	✓
Expiration Dates	✓	✓
Multiple Units of Measurement	✓	✓

### Reporting

Stock Assessment (FIFO, CUMPS, etc.)	✓	✗
Perpetual Reports (real-time, automatic)	✓	✗
Forecast	✓	✗

### Productivity

Logistic Rules (advance routing & push / pull rules)	✓	✗
Storage / Picking	✓	✗
Barcode Support	✓	✗
Customer Portal	✓	✗
Shipping Integration (DHL, Fedex, etc.)	✓	✗

Odoo

SoftOne

## Manufacturing

MRP	✓	✓
Routing	✓	✗
Order of Assembly	✓	✗
Costing	✓	✓
PLM	✓	✗
Work Sheets	✓	✗
Traceability	✓	✗
Quality Management	✓	✗
Repairs Management	✓	✗
Maintenance	✓	✗
Tablets on Work Center	✓	✗
Feedback Loop	✓	✗
Overall Equipment Effectiveness (OEE)	✓	✗
IoT Out-of-the box	✓	✗

## Schedule & Plan

Scheduling	✓	✗
Product Variants	✓	✗
Multi-Level BOMs	✓	✗

## Purchase

### Purchase

Request for Quotation (RFQ)	✓	✓
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	Odoo	SoftOne
Purchase Tender	✓ <sup>1</sup>	✓
Pricing & Discounts	✓	✓
Purchase	✓	✗

### Fullfilment

Make-to-Order (MTO)	✓	✓
Minimum Stock Rule	✓	✓
MPS	✓	✗

### Manage

Invoice Control	✓	✓
Reception Control	✓	✓

### *Service & Projects*

Basic Project Management	✓	✓
Lean Approach / Kanban View	✓ <sup>1</sup>	✗
Planning (includes capacity management, multiple costs, and budgets)	✓	✗

### Customer Oriented

Helpdesk / Support	✓	✗
Timesheets	✓	✗
Email Integration	✓	✗



## Human Ressources

Recruitments	✓	✓
Appraisals	✓	✓
Leaves / Holidays	✓	✓
Fleet Management	✓	✗
Payroll	✓	✓
Expenses	✓	✗
Referral	✓	✓

## Useability & Productivity

### Useability

Full Web Interface	✓	✗
Theme Store	✓	✗
Fully Responsive	✓	v
Mobile (Android / iPhone)	✓	Limited
Real-Time Chat & Emails	✓	✗
Dynamic Reporting / Pivot Table	✓	✓
Full Keyboard Support	✓	✓
Keyboard Shortcuts	✓	✓
Multi-language	✓	✓

### User Interface

Kanban	✓	✗
Gantt	✓	✗
Calendar	✓	✓



# *Rating, Pricing & Conditions*

Odoo

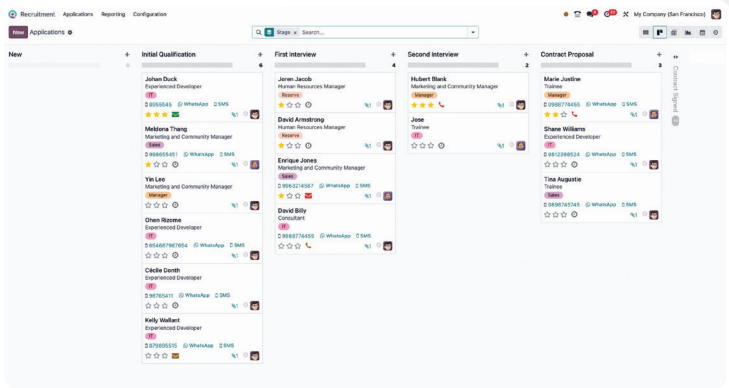
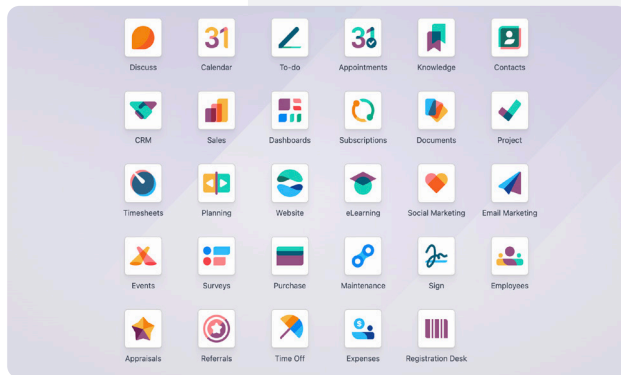
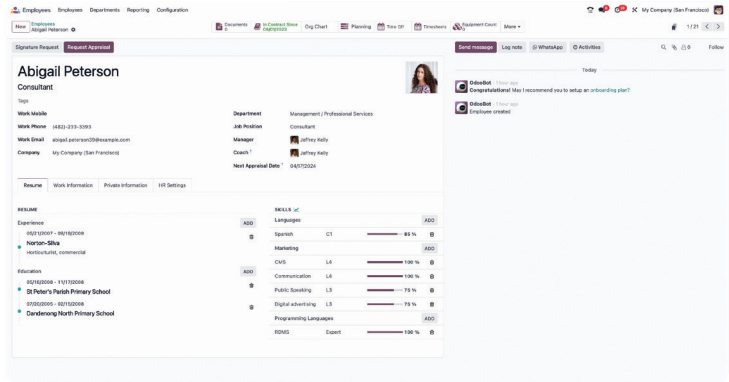
SoftOne

### Users Satisfaction

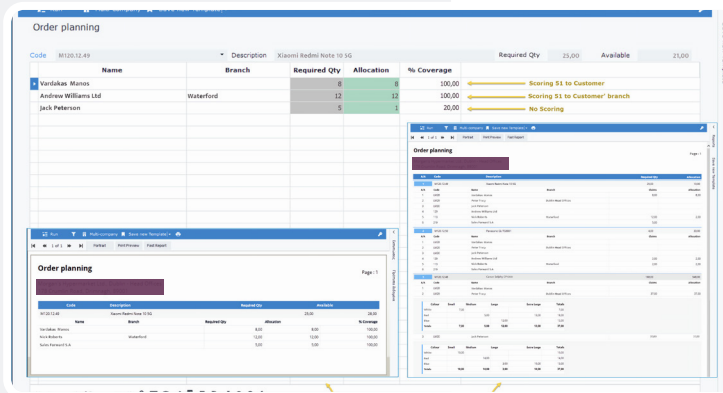
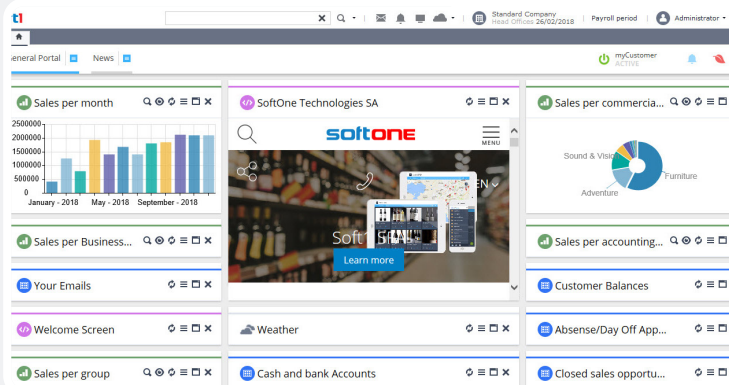
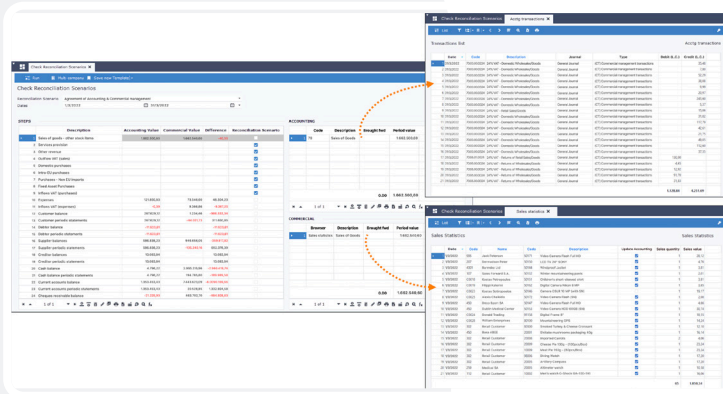
Ratings on g2Crowd	4,2 / 5	Not Rated
Ratings on GetApp	4,8 / 5	Not Rated
Ratings on Capterra	4,3 / 5	4,3/ 5

### Pricing & Conditions

Pricing	Starting at 11,9 € <sup>1</sup>	Different pricing per scope (From 372 € to 1500 €)
Billing Term	Monthly & Annual	Annual
Free Upgrades	✓	✓
Upgrades to Future Versions	✓	✓
Hosting & Maintenance	On-premise or Cloud	On-premise or Cloud
Customer Support (Technical & Functional)	✓	✓



SoftOne



# *Conclusion*

Choosing the right ERP solution is a pivotal decision that shapes a business's operational efficiency, growth trajectory, and ability to navigate complex market demands. For businesses in Southeastern Europe, this often boils down to a strategic choice between a regionally specialized provider like **SoftOne** and a globally recognized, comprehensive suite like **Odoo**.

**SoftOne** stands out for its deep understanding of local fiscal regulations and operational nuances within Greece, Romania, and Cyprus. Its robust platform and strong local partner network offer tailored solutions and reliable on-the-ground support, making it a compelling choice for companies prioritizing regional compliance and a personalized implementation approach.

**Odoo**, with its expansive suite of integrated apps and open-core model, offers unparalleled flexibility, scalability, and a vast global community. Its standardized implementation packages for Odoo Online provide transparent pricing and a predictable rollout, while its worldwide partner network ensures broad access to expertise. This makes Odoo a strong contender for businesses with an eye on future international expansion or those seeking a highly customizable solution to fit diverse and evolving needs.

Ultimately, the optimal ERP hinges on an organization's specific priorities. If localized compliance, regional expertise, and a close relationship with an implementation partner are paramount, SoftOne presents a well-suited option. However, for businesses prioritizing global scalability, extensive customization capabilities, predictable initial implementation costs, and a future-ready platform that can adapt to diverse operational requirements worldwide, Odoo emerges as a highly compelling choice.

**The decision should align with your business's current operational landscape and its strategic vision for growth and digital transformation.**