

# Odoo Partnership Program Value & Benefits

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# Odoo in numbers...

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50K clients

2 Millions  
Users

120  
Countries

55  
languages

1549%  
Growth  
over 4 years

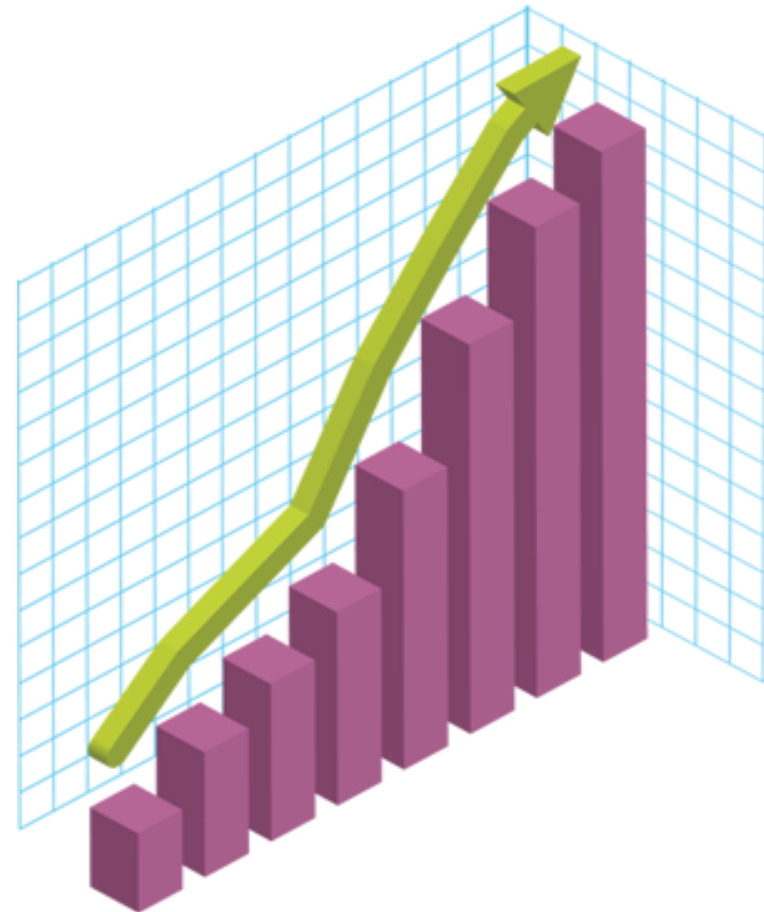
280  
employees



# Why offering Odoo?

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- ❑ Easy to customize - Flexible
- ❑ Scalable – Intuitive
- ❑ On-premise or SaaS delivery
- ❑ Foot in the door to provide  
your services



Odoo is also...

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**Complete**

**Modular** 4000+ Apps

**Scalable** **Affordable**

**Fast deployment** **Flexible** **User Friendly**

**Evolutionary Solutions** **Complete**

**Fully Integrated** **From front to back**

**Strong Demand** **Community**

**Cloud or on premises**

**Reliable** **Secure**

**Open Source**

# Partner Success Journey

“The keystone of successful business is cooperation”

# Roadmap to Partner Success

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- ❑ We set your **goals** together
- ❑ You get **trained** with us
- ❑ Choose the right **strategy**
- ❑ We review your **progress** regularly and help you  
**improve** your delivering process
- ❑ You **achieve** your own targets

# SETTING GOALS

A business plan to insure success

Set-up  
GOALS



# Defining your targets

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- ❑ Define your structure and your **growth plan**
- ❑ Industry **FOCUS** and verticals
- ❑ Marketing strategy
- ❑ Determine your **strength** and **weaknesses**
- ❑ Design ways to overcome challenges

# LEARN...

Grow your competencies with us

Set-up  
GOALS



TRAININGS

# Trainings

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## □ Functional Training

- Set up and Parameterize Odoo.
- Customize Odoo.
- Have a 360° view of the solution's scope.

## □ Technical Training

- Develop New Modules.
- Understand the development concepts and architecture.

## □ Sales Training

- Manage the right KPI's and improve them.
- Go to market strategy.



# SELL... ... & DELIVER

Our expertise is your  
assistance

Set-up  
GOALS



TRAININGS



SELL  
& DELIVER

# Sales assistance

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## □ Account Manager

Project Methodology

Build a **Value Proposition**

Define your strategy

Project negotiation

... a contact with the editor!

# Value proposition... *à la carte*

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## Assess customers' needs

What for? Whom to?

## Address customers' pains

Dissatisfaction? Problems?

## To demonstrate customers' gains

# Choose the right strategy

	LOW LEVEL ENTRY POINT	STRATEGIC ENABLERS
Offer	Features	Solutions
Method	Listen	Advise
Client approach	Admitted pain	Need creation
Sales cycle	Short – fast implementation	Long sales cycle & implementation
Deployment	Online – Local	Local
Growth Strategy		
Custom development	NO or Very Limited	YES
Annual Growth	More clients	Bigger, more complex projects

# We help you deliver!

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## □ Odoo Professional Services

- GAP Analysis – Pre-sales assistance
- Technical Support
- On Demand Development

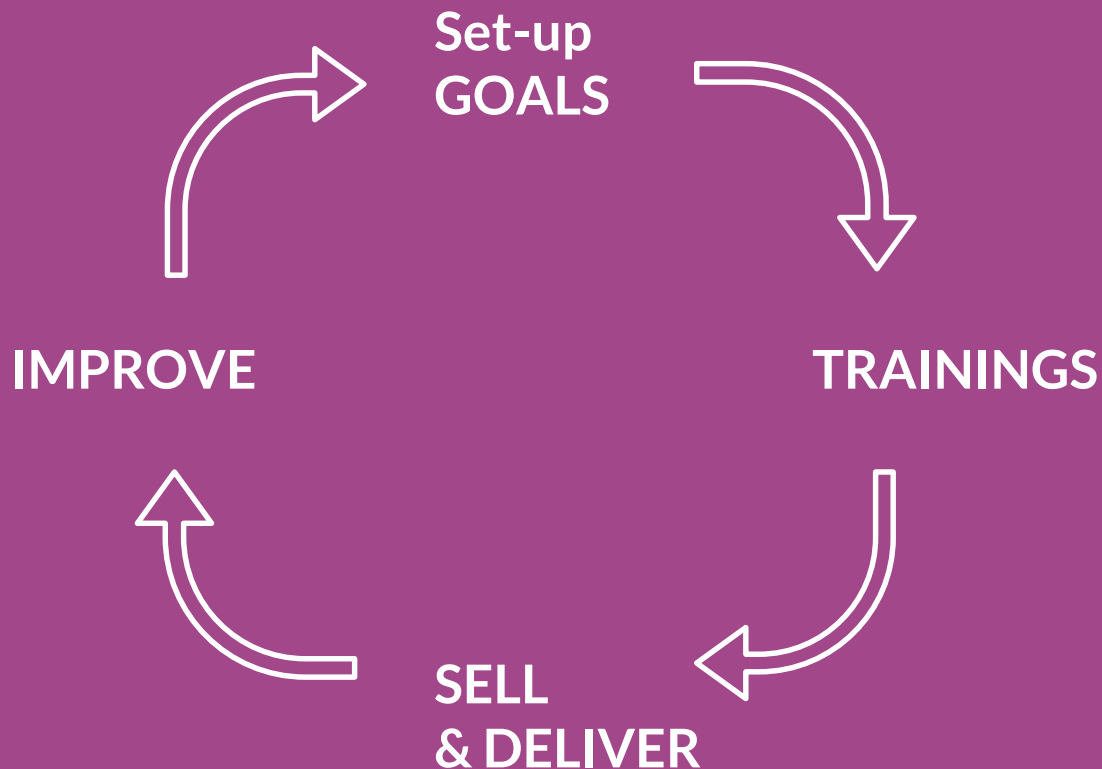
## □ Consultants and experts

- Get access to Odoo Functional and Technical experts for an extra fee



# Review & Improve

Ever increasing business



# The pillars of success

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**Apps Selling**

**The right Strategy**

**Technical Support**

**Website Visibility**

**Account Managers**

**Functional trainings**

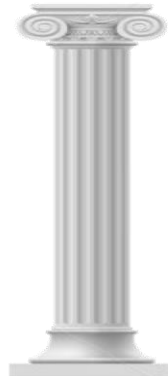
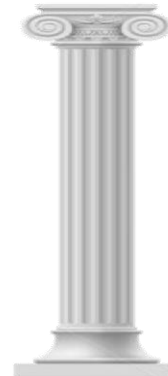
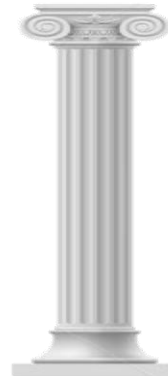
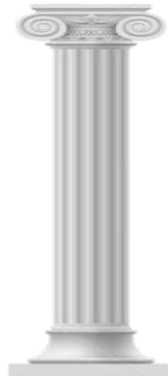
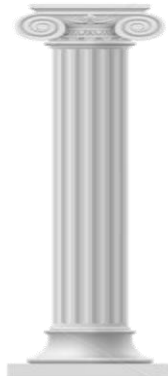
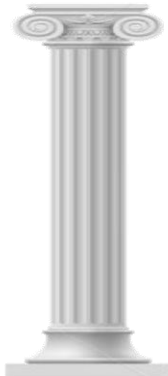
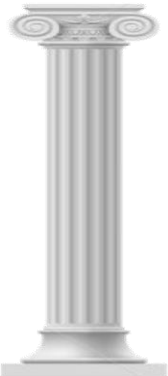
**Technical trainings**

**Marketing Material**

**Consulting**

**Expertise & know-how**

**Business assistance**



# Building Success Together

A complete set of services

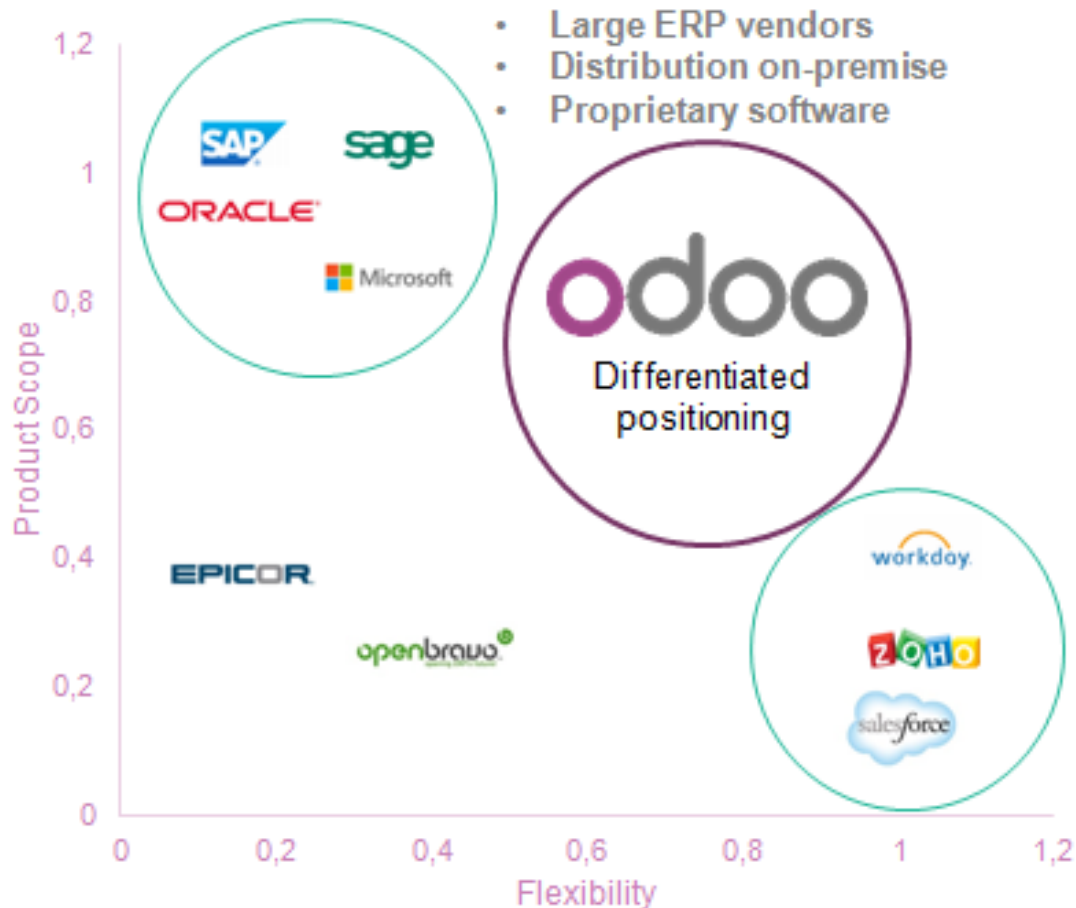


# Business model

The key value proposition

# Odoo Positioning

Odoo has successfully positioned itself in a high-value and competition-free area



- Vendors of vertical business applications
- Cloud/SaaS offers
- Proprietary software
- Independent applications for specific verticals (CRM, HRM, etc.)

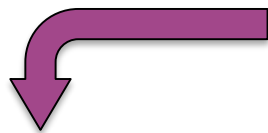
# Servicing users

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odoo



**PARTNER**



Partner Services



odoo Enterprise



**Odoo User**

# Finding the right balance...

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odoo Enterprise

odoo  
Partner  
Services



# Odoo Enterprise Version



# Odoo 9 – LGPL, what's new

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- ❑ OPEN SOURCE – distribute, use, modify
- ❑ Open Core – Odoo community for everyone
- ❑ Allow partners to sell Apps
- ❑ Extra Apps or features available from Odoo
  
- ❑ Check out Fabian Pinckaers' presentation

**“Odoo Enterprise: New business model”**

# What does it take to become a partner?

Commitment

# The road to partnership

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- ❑ Understand our business model and value proposition
- ❑ Discuss your projects – what is YOUR strategy?
- ❑ Define your go-to-market approach
- ❑ Demonstrate your commitment
- ❑ Get ready to propose Odoo Enterprise

# Grow to recognition...

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odoo

Ready Partner

odoo

Silver Partner

... and acquire status

odoo

Gold Partner

# They trust Odoo?



Welcome aboard

# Thank You

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