

– Corporate trend | – topic close-up

# Highly integrated and standardized business application software Odoo achieves rapid growth of SME market

◇ Corporate Trends / Feature Feature by Tango Chan on November 4, 2019

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SMEs are the backbone of the Asian economy, accounting for more than 90% of the total. But unfortunately, the modernization of these enterprises is still quite uneven, and some of them are mainly based on paper and pencil management. Although there have always been many applications or cloud services in the market that are targeted at SMEs, their high prices and functional stereotypes are deeply rooted in the hearts of the people, making SMEs willing to stay in place.



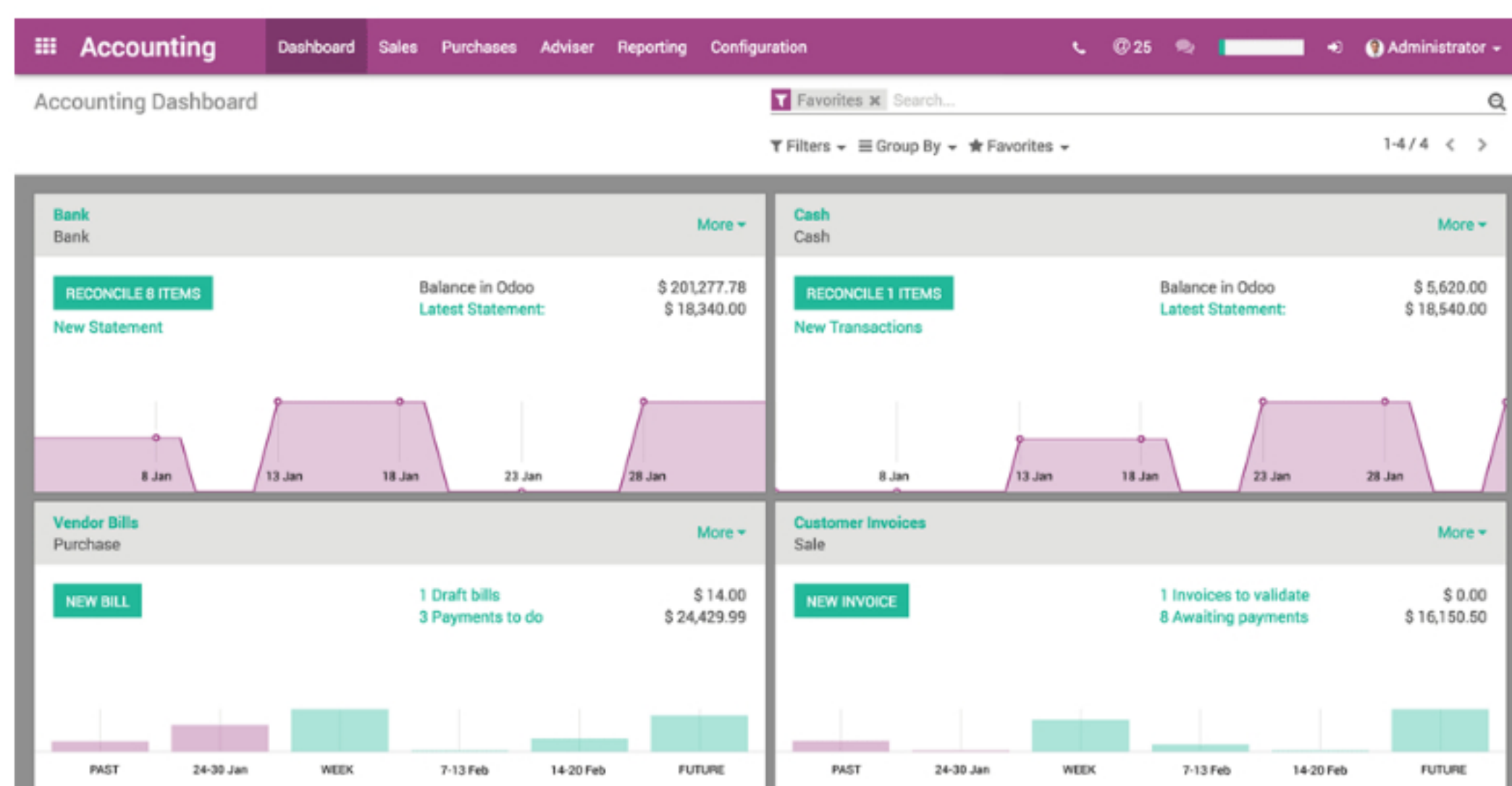
▲Matts Fievez said that Odoo's cloud application software focuses on standardized functions and integrated architecture, enabling SMEs to achieve efficient operations with limited budget and resources.

Odoo, a Belgian cloud application software company founded in 2005, has sprung up in the global SME market in recent years. The global users have crossed the 5 million mark and the growth rate of turnover has reached 50 to 60%. In Hong Kong, the company's Asia-Pacific headquarters, the annual growth rate has reached 60 to 80%. Last year, it was the third fastest growing software vendor in Hong Kong. According to the analysis of Mats Fievez, Director of Odoo Asia Pacific, the company has developed its unique strategies and product features based on years of experience in serving SMEs around the world.

## Different SME strategies

What is the unique feature of Odoo? In general, there are three aspects:

1. Highly integrated functionality: Odoo emphasizes that cloud offerings are available. Enterprises can order different functional modules CRM, e-commerce, warehouse management, human resource management, accounting, etc. as needed. These modules use a unified operation interface, data and data can be called between modules without any obstacles. Transfer and use. According to Matts, most of the best SME cloud applications in the market are only for single functions such as customer relationship management, which are not directly connected to each other, which limits the efficiency of the enterprise;
2. Full-featured and flexible: Odoo is designed to help SMEs improve their performance, so that companies don't have to worry about administrative matters as much as possible, and focus on creating value for their customers and expanding their business. Matts said that Odoo does not develop systems for a number of industries, but rather makes the system highly flexible and scalable, covering a wide range of industries, from one-person start-up trading companies to multinational wind energy developers. , can also operate daily business with Odoo;
3. Reasonable price: "Meet the budget and deliver on time" is the motto of Odoo. Matts pointed out: "Large software projects such as ERP often overtime and overtime, which is absolutely unacceptable for SMEs. Odoo understands that to successfully deploy software for SMEs, it must provide standardized functional modules for customers' needs. Only in this way can we avoid the serious consequences of over-expenditure and over-expansion of software developers in the market due to excessive development."



▲Odoo suite software uses a unified operating interface to help companies familiarize themselves with and deploy various modules.

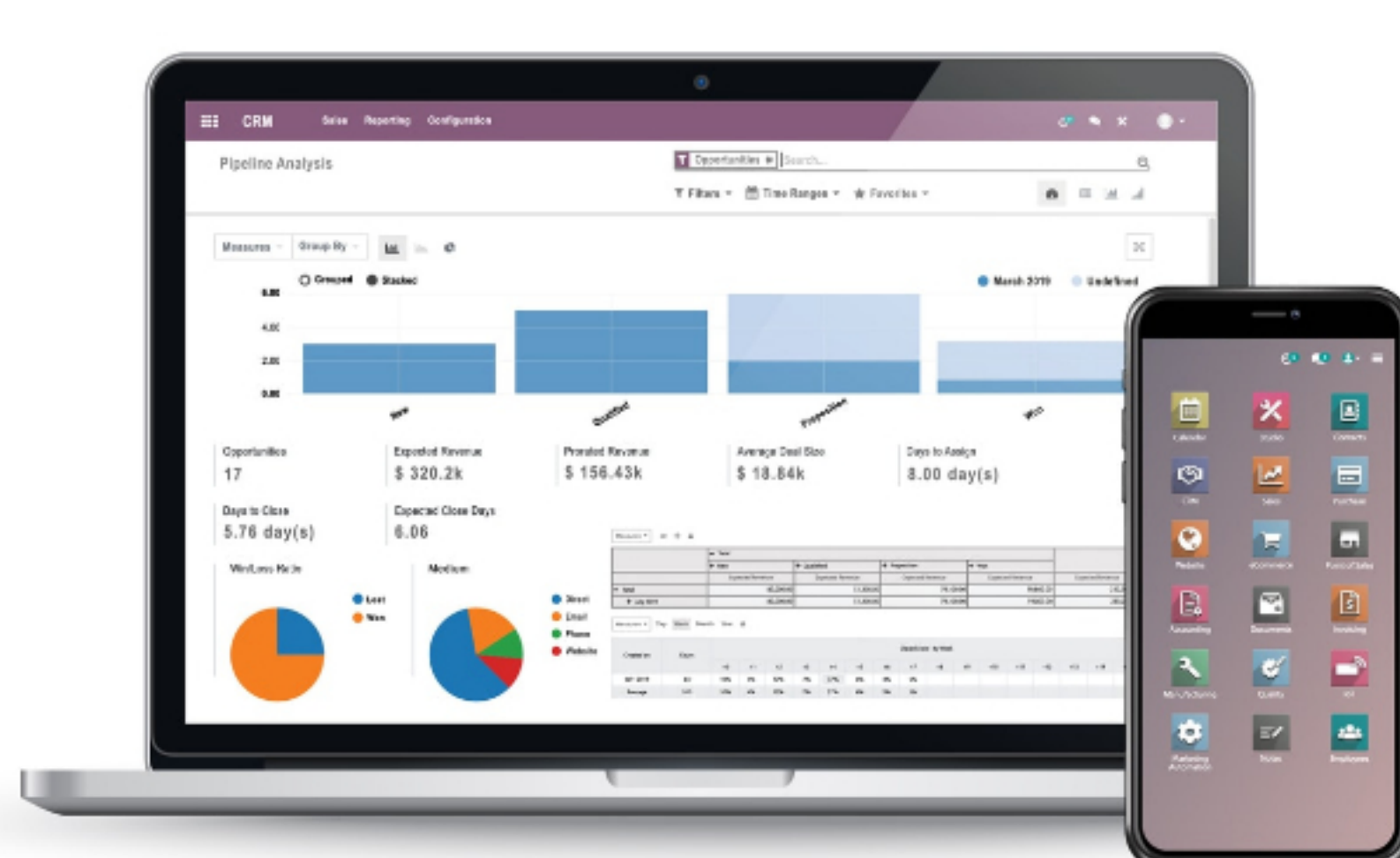
### On-time delivery within budget is a top priority

Matts further explained to point 3 that Odoo would directly serve SMEs with 10 to 15 employees through an internal sales team, while companies with 15 to 50 employees would provide services through distribution partners. He said that the latter usually has special needs in certain business segments, so it is possible to have a deep understanding of the local partners of these companies that have an advantage in communication. But no matter what, standardization is still the principle of the company's service to customers. He does not swear that many companies will be greedy for what they seem to be useful but in fact they don't need it. Odoo will tell the truth or even refuse the request. "There is a lot of ground-breaking between us and our customers, but after the project is put into operation and the target is achieved, the customer will thank us."

The traditional wisdom of marketing is that the "customer is always right" is the golden rule, but Apple founder Jobs also said: "Before seeing the real thing, the customer usually does not know what he wants." ("A lot of times, people Don't know what they want until you show it to them.") Odoo is a bit different from Jobs in this respect.

### The new version of the software is more user-friendly

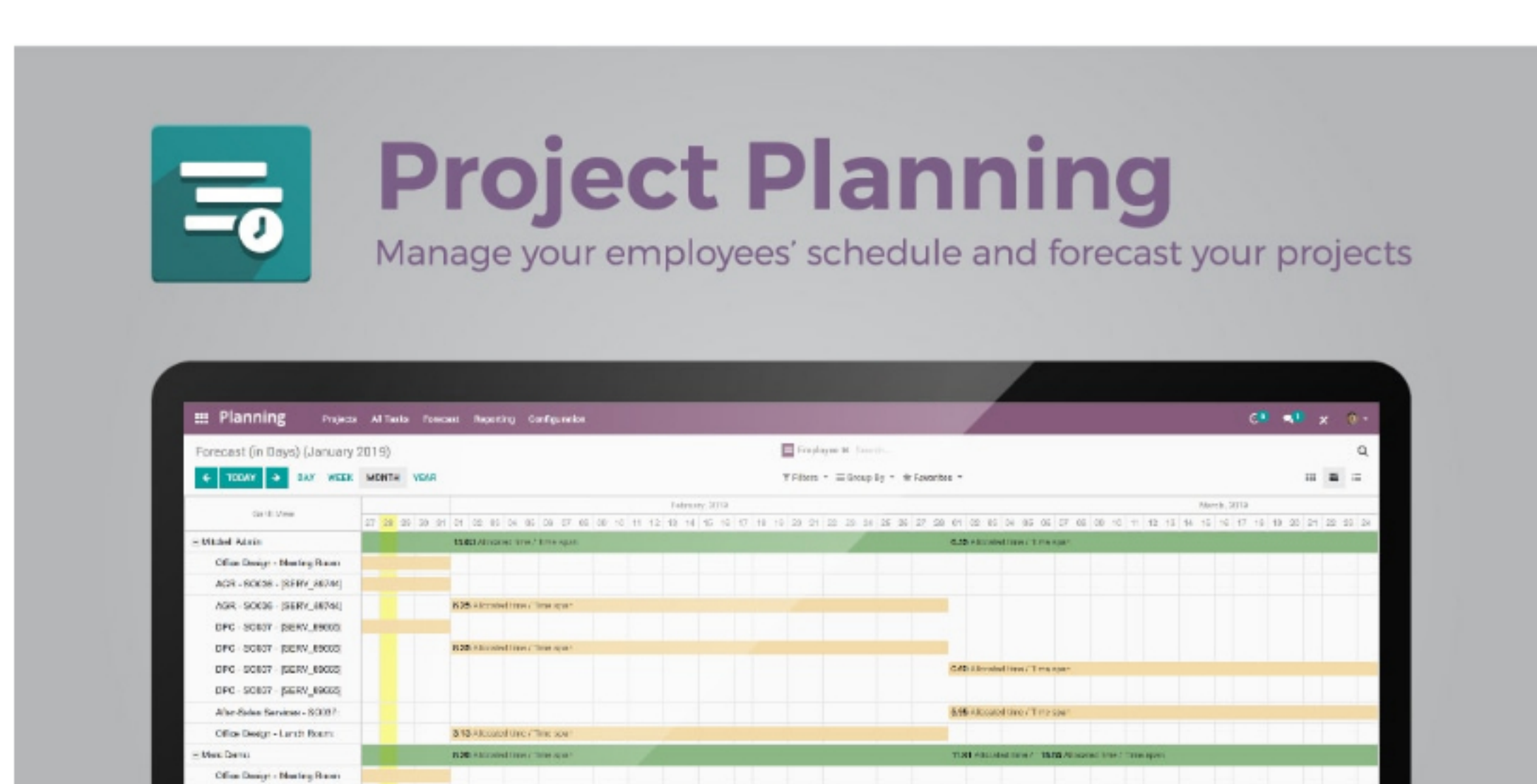
Odoo has just launched Odoo 13, focusing on the employee experience, strengthening human resources management functions, and more efficient operation interface is the focus of this latest version of the software. Matts said that many of the applications used by Hong Kong and global SMEs are self-developed or written by small software vendors. The functions and interfaces are out of touch with the times, and the appearance is rough and difficult to use. Odoo hopes to change this in a user-friendly experience such as the exclusive use of the phone, which in addition to improving the work environment of employees and helping to increase the productivity of the business.



▲Odoo offers a modern operating interface optimized for a wide range of equipment such as mobile devices, enabling employees to work efficiently with efficient tools.

### Suitable for start-ups recruiting

In recent years, there has been a wave of entrepreneurship in the Asia-Pacific region, and many start-ups are looking for talent. Odoo 13 offers an unobstructed recruitment function that caters to their needs. For example, Matts said that many of the applications used by Hong Kong and global SMEs are self-developed or written by small software vendors. The functions and interfaces are out of touch with the times, and the appearance is rough and difficult to use. Odoo hopes to change this in a user-friendly experience such as the exclusive use of the phone, which in addition to improving the work environment of employees and helping to increase the productivity of the business.



▲Odoo 13 has significant improvements in the human resources management module to improve the ability of corporate management talents.

On the other hand, the newly designed Odoo 13 interface is 5 times faster than the previous version. Matts pointed out that Asian companies' employees pay special attention to the efficiency of the software, they hope to complete the work in just a minimum of steps, such as automatically generate business reports; and Odoo 13 integrated data generation report function to meet their requirements. Odoo 13 also enhances the ability to manage social networks. In addition to publishing and tracking social networking promotion projects, it can quickly convert relevant response figures into reports, allowing companies to stay abreast of project success.

Odoo currently has more than 700 employees in 9 offices around the world. The company has expanded in Hong Kong in just a few years and has grown rapidly. Matts emphasizes that SMEs in Hong Kong and the Asia Pacific region have a lot of potential to grow their business; Odoo will stick to its true nature and help customers achieve their goals through easy-to-use and efficient cloud applications.