



**nio**

DIGITAL TRANSFORMATION  
INSIGHTS

# Buyers Guide **ERP Solutions**

July 2022 | [www.niodigital.co](http://www.niodigital.co)

# Foreword

Thank you for downloading this book, which will help you better understand how to implement Odoo software.

I have spent my entire career working with software known as ERP (Enterprise Resource Planning), CRM (Customer Relationship Management), SCM (Supply Chain Management), HRM (Human Resources Management) and MRP2 (Manufacturing Resource Planning) from brands such as Oracle, SAP and Microsoft. These business applications form the transactional and information backbone of all large companies worldwide, and are widely accepted to be a prerequisite to embarking on Digital Transformation.

These systems not only cost millions of dollars to implement, but need teams of highly skilled professionals to maintain and expensive annual upgrades. Therefore they have only been accessible to very large companies.

Due to advances in the world of open source and cloud technology, such systems are now available to a wider audience at a fraction of the cost. Instead of millions, the investment is in the tens or hundreds of thousands of TT dollars.

Odoo Inc. is a pioneer of this business model, and their product, aptly called “Odoo”, is the main component of our business plan - it's going to help us to achieve our mission to create a Digital Economy here in Trinidad and Tobago.

Of course, we all know that installing software is no magic bullet, to achieve Digital Transformation you will need the skills, capabilities and experiences of a partner. In my opinion, the right Odoo digital transformation vendor/partner:

- Provides experienced Digital Transformation Consulting support: A CIO service - a group of experienced professionals with access to a global network is vital to your company making the right strategic decisions. This will provide you with the best possible insights and direction for success in the future.
- Provides tailored staff training on an ongoing basis: One of the most important factors for success is educating your entire team - from the owner to the driver and everyone in between will need individualized intraining, with on-going support to help them navigate the changes digital transformation will herald.
- Is Odoo Gold certified in the latest version: Gold partners must have 3 certified consultants on staff full time AND maintain high levels of customer service in order to be recertified annually. That certification should be in the latest version - V16 is the latest edition and V17 will be out in a few months.
- Has a full-time Odoo/Python development team: As Odoo is Open Source Software, managing it requires good technical knowledge at the source code level. Almost all projects require some degree of customization, and you will not realize the full value of Odoo without this development support. One-two developers aren't enough, a stable team complete with Business Analysts, Designers, Developers and Testers is needed.
- Provides 24/7 Support and Maintenance: You may not think that you need this now, but with accelerated technology, business today is 24/7 - consider remote working, online portals and many other customer, supplier and employee touch points.

Please keep these points in mind as you search for your Digital Transformation partner. In the next few pages, you will find additional information, which I hope will help you.

**Lorcan Camps**

Founder & CEO

April, 2023

# About Nio

## Our Mission

**“To help create and sustain a Digital Economy within Trinidad & Tobago.”**

To achieve this, we offer a Digital Business Platform comprising best-in-class open source software along with:

- **Digital Economy Accelerators** - Odoo Cloud ERP + industry solution accelerators to completely digitalize businesses.
- **Digital Transformation Services** - consulting, onboarding, mentoring, education & 24/7 support services to help companies along in their digitalization journey.
- **Digital Training Academy** - upskilling of professionals to operate a Digital Business Platform to improve business performance.
- **Digital Jobs** - creation of new roles to leverage the Digital Business Platform to increase revenues, reduce costs and improve service delivery.
- **Digital Business Network** - connect to a global digital ecosystem for mutual benefits.

## Nio Digital achieves Odoo Gold Partner status

[Port of Spain, Trinidad & Tobago. 1 April 2022]

Odoo Inc., a leading provider of all-in-one open source business software for companies worldwide has named Nio Digital Limited as its latest Gold Partner.

The award recognizes technical excellence and commitment to helping businesses succeed in their Digital Transformation journey. With over 3,500+ partners globally, Nio is now amongst the top 7.5% of partners globally, and the only Gold Partner in Trinidad and Tobago.

“Nio is the most experienced partner that we have in Trinidad & Tobago. Their focus and understanding of our clients’ problems and their track record of delivering high quality service is outstanding.”

**Alejandra Vela,**

Senior Account Manager for Latin America at Odoo Inc

# About Odoo

## Fits small and large companies alike

Odoo's mission is to provide a range of easy to use business applications that form a complete suite of tools to accompany any business need. Odoo gives millions of companies easy access to the software they need to run and expand their business.

Odoo has developed 30 key business applications which are regularly upgraded. In addition, a community of more than 1500 active members, has contributed another 16,000+ apps to cover a wide variety of business needs.

Odoo is the most installed business software in the world (source: Odoo.com). It is used by over 7,000,000 users worldwide ranging from startup companies (1 user) to large enterprises (300,000+ users).

## What makes Odoo different?

A smooth and friendly user experience built to ensure fast and seamless adoption.

Fluidity, full integration and customisation, meet the needs of even the most complex companies.

Odoo's flexibility means that apps can be added according to the growth of your company, adding one app at a time as your needs evolve and your customer base grows.

Thanks to the open source community, Odoo is actively maintained by a large base of developers to meet evolving customer needs and provide new, innovative applications.

# Odoo is positioned to disrupt the Market

## With a unique value proposition

Odoo provides everything a business needs to operate with a top-notch user experience.

- **CRM** apps for, Digital Marketing, Sales, Website, eCommerce, POS, Field Services and Helpdesk.
- **HRM** apps for Employees, Performance, Recruitment, Absence Management, Payroll & Productivity.
- **ERP** apps for Accounting, Purchasing, Inventory, Products, Service, Projects, Manufacturing and Warehousing.

Odoo apps work together seamlessly, giving you the ability to automate and track everything you do, centralized, online, and accessible from anywhere with any device.

The open-source development model has allowed us to leverage thousands of developers and business experts to build the world's largest ecosystem of fully integrated business apps - all at the lowest possible cost.

With a modern and elegant technical design, Odoo's framework is unique. It allows Odoo and community developers to provide top-notch usability that scales across all apps.

Usability improvements made to Odoo are automatically applied to the entire suite of integrated apps.

Finally, with regular annual releases, Odoo evolves much faster than other solutions. When you put this all together, Odoo is positioned to disrupt the market with the broadest functionality comprising 30+ integrated apps with the best user experience at a significantly lower cost than the competition.

See below Odoo's positioning in the Business Applications Market





# Our Solutions



## Digital Commerce

Integrated eCommerce, digital marketing and sales with automation.



## HCM Suite

Quick and easy access to HR-related transactions and services.



## Wholesale Distribution

Specialised wholesale distribution industry solutions.



## Services

Professional and field service management solutions.



## Manufacturing

Flexible, integrated, and extensible manufacturing ERP software.



## Energy Services

Integrated energy service solutions.

## Companies that trust us



Digital Business Platform  
Customers





# ERP Comparison Whitepaper:

## Microsoft Dynamics, NetSuite, & Odoo

June 2018

# Introduction

## Introducing ERP offers available today

In the last 15 years, new technologies have pushed enterprises both large and small to rethink their process management with respect to the new dynamics created by the changing business landscape. Implementing an ERP is a step many businesses are taking to help organize and optimize the way they do business.

There are many business software offerings currently available on the market, however most are focused solely on the needs of large enterprises. This document aims to give you a good idea of the features offered by the main ERP solutions for SME's, with an emphasis on cloud-based solutions.

A cloud-hosted ERP solution offers a number of advantages over a traditional ERP that is installed locally, many of which are especially relevant to small businesses. A cloud-based ERP is often more flexible and able to adapt to a growing and changing business. Most of the time, startup and maintenance costs are much lower as well because they are included in the license fee.

## Feature Comparison

In order to offer a fair comparison, we have compiled a table of the most important features into ten categories: Sales, Customer Relationship Management, Accounting & Finance, Marketing, Warehouse Management, Manufacturing, Purchasing, Services & Projects, Human Resources and Usability & Productivity.

These categories encompass almost everything an SME might need to manage, develop, and evolve its business operations. The three products analyzed have extra third party apps, developed by partners. Microsoft Dynamics NAV, NetSuite and Odoo all have a public app store. As these modules usually come at an additional cost (licence fees and / or implementation service), we only reported features that are in the standard package within our analysis. We have also included a comprehensive list of the pricing conditions to better weigh the costs / benefits for each solution.

We will finalize this document with some observations on market trends and customer satisfaction as well as provide input on a more global solution for SME's.



# Microsoft Dynamics NAV

Microsoft offers Microsoft Dynamics NAV (formerly Navision) as part of the Microsoft Dynamics family of ERP software. The software can be hosted in the Microsoft Azure Cloud (for an additional fee). Two licenses are available: a perpetual license and a subscription license to an external service provider.

“ BUSINESS SOLUTIONS  
TAILORED TO YOUR NEEDS ”

Microsoft Dynamics NAV 2018 is split into two versions: the Starter Pack, which offers basic functions in finance, professional services, and distribution; and the Extended Pack, which adds manufacturing and warehouse management features. The purchase of the Starter Pack is required in order to get the Extended Pack. We've chosen to use the Extended Pack in Microsoft Dynamics NAV 2018 for the purposes of this comparison.

3.8+  
million users

165+  
countries around  
the world

1st  
worldwide

190,000  
client  
organizations

# NetSuite

NetSuite is an integrated solution for mid- to enterprise-sized businesses. NetSuite separates its business management software into four products: NetSuite ERP for inventory, supply chain, and financials; NetSuite CRM for sales and marketing; NetSuite Commerce for both web and on-site sales; and NetSuite PSA for project management. The different parts of the system can be purchased separately, which gives some flexibility to the customer.

“ ONE BUSINESS SOFTWARE  
SYSTEM CONNECTING  
FINANCIALS, CUSTOMERS,  
AND COMMERCE. ”

NetSuite also provides a version of its software for multinational organizations called OneWorld, which offers the four above services with additional features for multinational companies, including managing multiple subsidiaries, multi-currencies, multi-accounting standards, and tax requirements.

In order to make a fair comparison of the features of each software, we took into account the entire integrated suite of Netsuite products (ERP, CRM, Commerce, and PSA).

40,000  
client organizations

160  
countries

#1

vendor of ERP  
Cloud Software

312

apps in Suite Apps

# Odoo Online

Odoo is an open source software that is available in three versions, two of which are local while the other is hosted in the cloud. More than 14,300 apps are available thanks to the multiple developments made by Odoo S.A. and its community.

## “ GROW YOUR BUSINESS ”

The cloud-based Online Edition of Odoo ERP offers a customized solution specifically designed to solve SME needs.

In this highly modular solution, each business function is carried out by a dedicated app. This allows growing businesses to start with a few apps and to adopt more as their needs change and evolve.

For this comparison we've selected the cloud-hosted version, Odoo Online. The unique part of this offer is that it's completely customizable. There are more than 30 certified apps that cover the vast majority of business cases, all of which connect to the same database on Odoo's servers.

3.9+  
million users

120+  
countries

950  
partners

14,300  
apps in Odoo Apps

# Feature Comparison

Sales	Microsoft Dynamics NAV	NetSuite	Odoo Online
<b>B2B Sales</b>			
Quotes to Orders	✓	✓	✓
Electronic Signature	✗	✗	✓
Online Payment	✓	✓	✓
Quotation Templates	✗	✗	✓
Upselling & Cross Selling	✗	✓	✓
Subscription Management	✓	✓	✓
<b>In-Store Sales</b>			
Point of Sale (retail)	✓	✓	✓
Point of Sale (restaurant)	✗	✗	✓
<b>Online Sales</b>			
eCommerce	✗	✓	✓
eBay Integration	✗	✗ <sup>1</sup>	✓
<b>Advanced Products</b>			
Multi-Level Variants / Matrix Items	✓	✓	✓
Configurable Products	✓	✓	✓
Kits	✓	✓	✓

1 Netsuite used to have an eBay connector, but have since removed it in their January 2016 release



## CRM

Microsoft  
Dynamics NAV

NetSuite

Odoo  
Online

### Sales Flow

Leads Nurturing	✗	✓	✓
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	✗	✓	✓
Opportunities Analysis	✓	✓	✓

## Accounting & Finance

Microsoft  
Dynamics NAV

NetSuite

Odoo  
Online

### Internal Process

Analytic Accounting

Alerts

Budgets

Expenses

Assets Management

Real-Time Inventory Valuation

Analytic Reports



### Daily Operations

Bank Interface / Automatic Sync

Quick Reconciliation

Deferred Revenues

Checks Management



### Invoice Management

Invoicing Management

Batch Send  
(email, standard mail)

Third Party Follow-Up

Payment Automation (SEPA)



### International

International<sup>1</sup>

Multi-Company

Multi-Currency



<sup>1</sup> More than 10 countries supported: chart of accounts, taxes, reports, etc.

## Marketing

	Microsoft Dynamics NAV	NetSuite	Odoo Online
<b>Actions</b>			
Mass Mailing	✓	✓	✓
Blog / SEO / Web Pages	✓	✓	✓
Events	✓	✗	✓
Marketing Automation	✗ <sup>1</sup>	✓	✓
Drag & Drop Page Editor	✗	✗	✓
Marketing Campaign	✓	✓	✓
Contacts Segmentation	✓	✓	✓
<b>Follow-up</b>			
Survey	✓	✗	✓
Keyword Marketing	✗	✓	✓
Visitors Tracking	✗	✓	✓
Social Media Management	✗	✗	✗

<sup>1</sup> Handled by the partner network.

Warehouse Management	Microsoft Dynamics NAV	NetSuite	Odoo Online
Basics Inventory Management	✓	✓	✓
<b>Routing</b>			
Multi-Warehouse (for one company)	✓	✗ <sup>1</sup>	✓
Pick-Pack-Ship	✓	✓	✓
<b>Products</b>			
Traceability, Lots, & Serial Numbers	✓	✓	✓
Expiration Dates	✗	✓	✓
Multiple Unit of Measures	✓	✓	✓
<b>Reporting</b>			
Stock Assessment (FIFO, CUMPS, etc.)	✓	✓	✓
Perpetual Reports (real-time, automatic)	✗	✓	✓
Forecast	✓	✓	✓
<b>Productivity</b>			
Logistic Rules (advance routings & push/pull rules)	✓	✗	✓
Storage/Picking	✓	✓	✓
Barcode Support	✗	✓	✓
Customer Portal	✗	✓	✓
Shipping Integration (DHL, Fedex, etc.)	✗	✓	✓

<sup>1</sup> Support provided for multiple companies, but only one warehouse per company.



## Manufacturing

Microsoft  
Dynamics NAV

NetSuite

Odoo  
Online

### Manage

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

### Schedule & Plan

Scheduling	✓	✓	✓
Product Variants	✓	✓	✓
Multi-Level BOM's	✓	✓	✓

## Purchase

	Microsoft Dynamics NAV	NetSuite	Odoo Online
<b>Purchase</b>			
Request for Quotation (RFQ)	✓	✓	✓
Purchase Tender	✗	✗	✓
Pricing & Discounts	✓	✓	✓
<b>Fulfillment</b>			
Make-to-Order (MTO)	✓	✓	✓
Minimum Stock Rule	✓	✓	✓
MPS	✓	✓	✓
<b>Manage</b>			
Invoice Control	✓	✓	✓
Reception Control	✓	✓	✓

## Services & Projects

	Microsoft Dynamics NAV	NetSuite	Odoo Online
Basic Project Management	✓	✓	✓
Lean Approach/ Kanban View	✗	✗	✓
Planning <sup>1</sup>	✓	✗	✓
<b>Customer Oriented</b>			
Helpdesk/Support	✗	✓	✓
Timesheets	✓	✓	✓
Email Integration	✗	✓	✓

<sup>1</sup> Includes capacity management, multiple costs, and budgets.

Human Resources	Microsoft Dynamics NAV	NetSuite	Odoo Online
Recruitments	✓	✓	✓
Appraisals	✗	✓	✓
Leaves/Holidays	✓	✓	✓
Fleet Management	✗	✗	✓
Payroll	✓	✓ <sup>1</sup>	✗
Expenses	✗	✓	✓
Salary Configurator	✗	✗	✓

Usability & Productivity	Microsoft Dynamics NAV	NetSuite	Odoo Online
<b>Usability</b>			
Full Web Interface	✓	✓	✓
Theme Store	✗	✗	✓
Fully Responsive	✗	✗	✓
Customized fields out-of-the-box	✗	✗	✓
Mobile (Android / iPhone)	✓	✓	✓
Real Time Chat & Emails	✗	✗	✓
Dynamic Reporting/ Pivot Table	✗ <sup>2</sup>	✗	✓
Full Keyboard Support	✓	✗	✓
Keyboard Shortcuts	✓	✓	✓
Multi-language	✓	✓	✓
<b>User Interface</b>			
Kanban	✗	✗	✓
Gantt	✓	✓	✓
Calendar	✓	✓	✓

1 NetSuite Premier Payroll Service.

2 Power BI required.

# Pricing & Conditions

Pricing & Conditions	Microsoft Dynamics NAV	NetSuite	Odoo Online
<b>MONTHLY PRICING</b>	\$113/MO. PER USER	\$125/MO. PER USER	\$20/MO. PER USER <sup>1</sup>
Billing Term	Annual Only	Annual Only	Monthly or Annually
Free Trial	✗	✗	✓
Free Updates	✓	✓	✓
Upgrades to Future Versions	✗ <sup>2</sup>	✓	✓
Hosting & Maintenance	Extra Option <sup>3</sup>	✓	✓
Customer Support (Technical + Functional)	Extra Option	✓	✓

## Implementation Service

For Microsoft Dynamics, the implementation service is usually provided by a local partner. For NetSuite and Odoo Online, implementations are usually provided directly by the vendor. Odoo Enterprise implementations (the on-premise offer of Odoo) are typically performed by a local partner.

The implementation cost of Dynamics, and Netsuite is usually case by case and prices differ widely from one project to another. Odoo however has packaged implementation offers (between \$2,500 and \$5,500 for a standard implementation).

## Offers

Most of the offers through MS Dynamics cover one year. Netsuite usually sells multi-year contracts, with large discounts for long term contracts (~25% for 3 years). Odoo's default offers are monthly, without commitment, and typically includes a 16% discount with a yearly contract (paying for 10 months instead of 12).

<sup>1</sup> In addition to the user price, Odoo Online has a monthly fee per app. Apps price are between \$15 and \$25 per month, independent of the number of users. For \$280/mo, you get the scope covered by this document: Sales, CRM, Accounting, eCommerce, Inventory, Manufacturing, Purchase and Services.

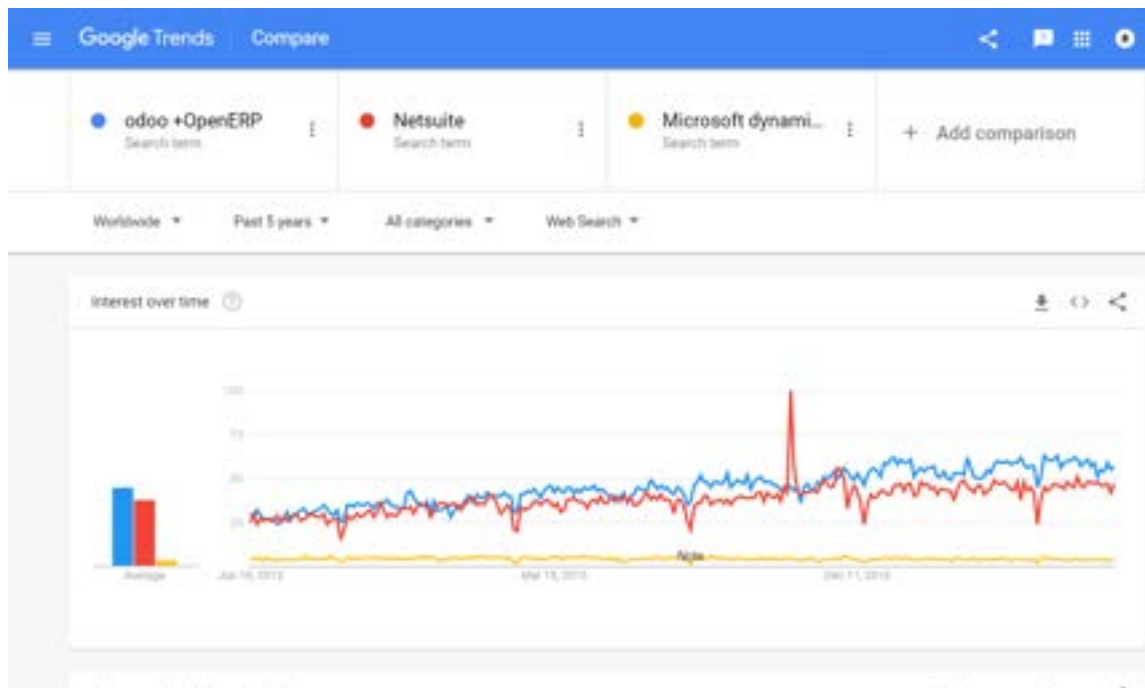
<sup>2</sup> New versions and service upgrades must be purchased individually.

<sup>3</sup> Extra option to host on Microsoft Azure cloud.



# Market Trends

The following graph was created with the Explore tool on **Google Trends**. The color curves show the number of Google searches for the associated keywords<sup>1</sup>. This metric shows the relative consumer interest in each software platform.



## Customer Satisfaction

Ratings	Microsoft Dynamics NAV	NetSuite	Odoo Online
G2crowd rating	★★★★☆ 3.7 / 5	★★★★☆ 4 / 5	★★★★★ 4.2 / 5
GetApp rating	★★★★☆ 3.6 / 5	★★★★☆ 3.9 / 5	★★★★★ 4.8 / 5
Capterra rating	★★★★☆ 3.5 / 5	★★★★☆ 3.5 / 5	★★★★★ 4.0 / 5

<sup>1</sup> Odoo was formerly known as OpenERP before 2014, so both keywords were used to reflect the growth since the beginning of Odoo.

# Conclusions

The intent of this comparison is to be as fair as possible. If you think that some important comparative information is missing, please email us at [feedback@mail.odoo.com](mailto:feedback@mail.odoo.com).

Often SME's will find they have a software need but are unable to implement one given the high level of overhead and complexity of the task. For growing companies, it is much more optimal to start small in a software solution and add new features little by little as the business expands and evolves. In most practical cases, a flexible and modular approach works best for SME's as it provides the business with the necessary freedom to adapt to change quickly.

Business needs will never stop fluctuating, especially in a growing company. Traditional practices for SME's are now becoming obsolete as more powerful and dynamic solutions become available. Selecting the best option is no longer just about which best suits your business today, but also which is best for your business in the future. Planning for long term success with an easily adaptable software solution can be the key decision in the long-term development and growth of your business.

This whitepaper was compiled by Odoo SA. We did our best to make it objective and fair. If you find a mistake or a missing feature, please report it to [feedback@mail.odoo.com](mailto:feedback@mail.odoo.com) and we will update this document. Our goal is to have a continuously updated comparison of the main competitors to be as accurate as possible.

# Our Solutions



## Digital Commerce

Integrated eCommerce, digital marketing and sales with automation.



## HCM Suite

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## Services

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## Energy Services

Integrated energy service solutions.

# Contact information



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