

OpenERP's Vision

Fabien Pinckaers, Founder & CEO

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CRM



Point of Sale



Accounting



Project Mgt



Warehouse



OpenERP's Ambition

Business Vision:

We became the #1 open source player; our disruptive approach and talents will lead us to #1 worldwide !

Company Vision:

Keep a challenging but fun working environment.

Strategy Vision:

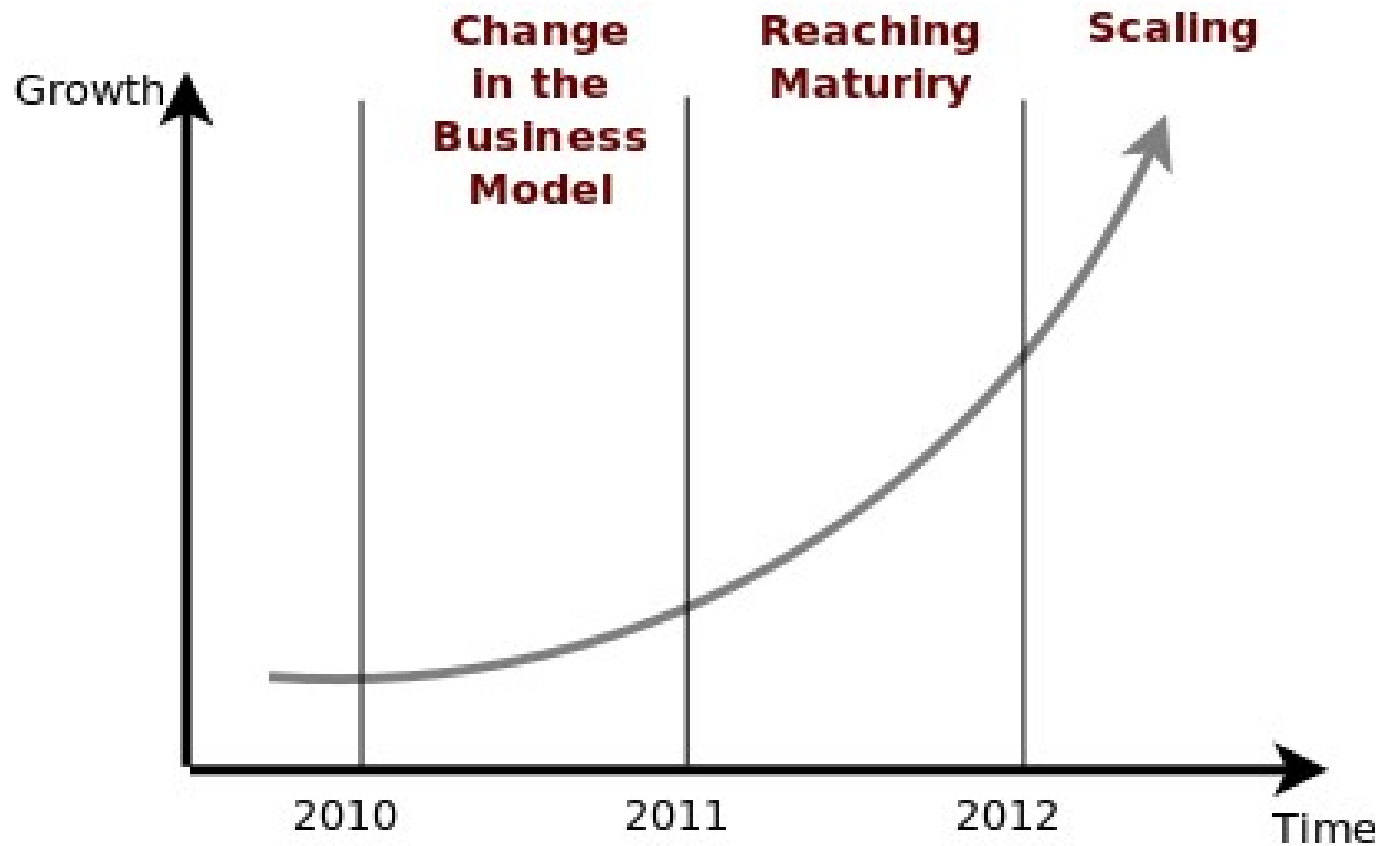
Being fully open source and open minded allows to build better products.

Steps in the OpenERP development: 71% (5/7)

- 1) ~~Create a **growing company**~~
- 2) ~~Develop a disruptive **product**~~
- 3) ~~Set the open source publisher **business model**~~
- 4) ~~Become the **leader in open souce ERPs**~~
- 5) ~~Be the world's **most installed** management soft~~
- 6) ~~Be the world's **most used** management soft~~
- 7) ~~Be the **worldwide leader** in management soft.~~

Current Situation

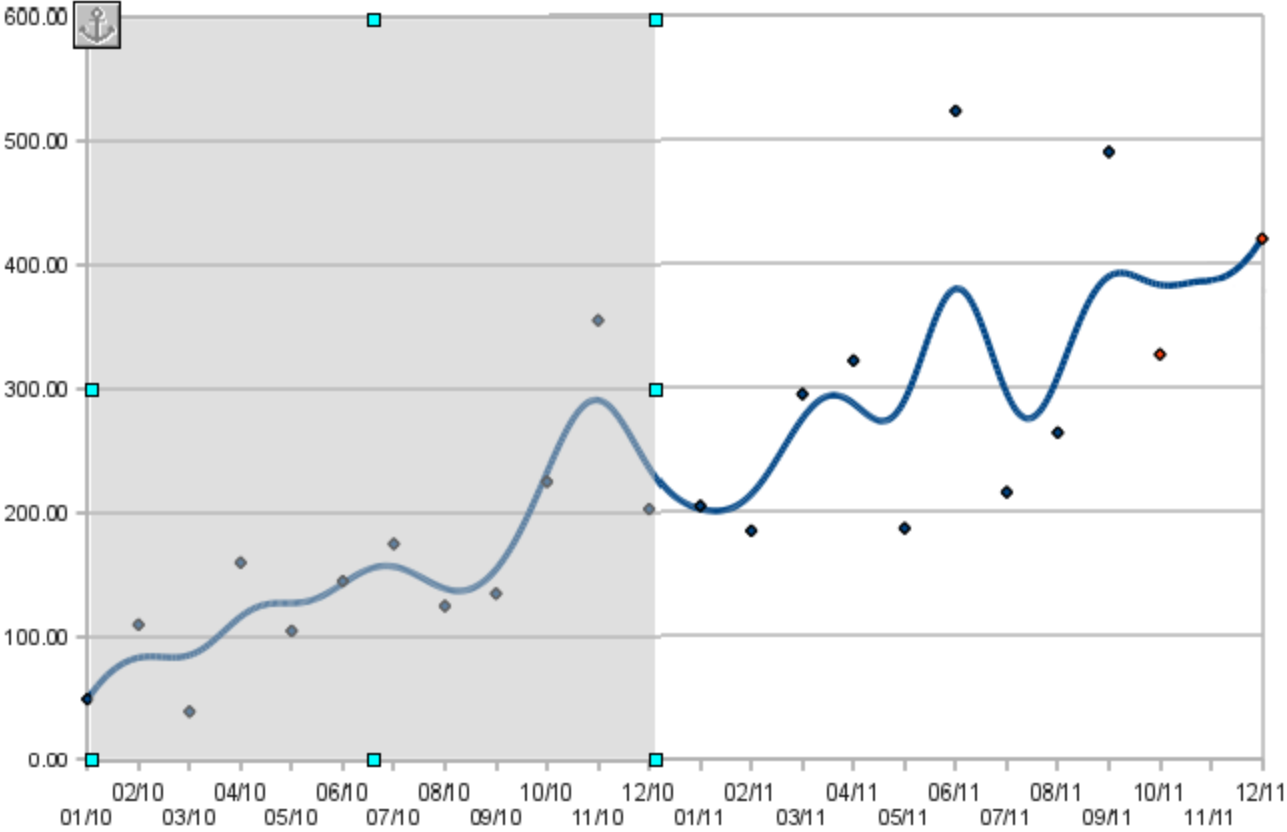
The Big Picture



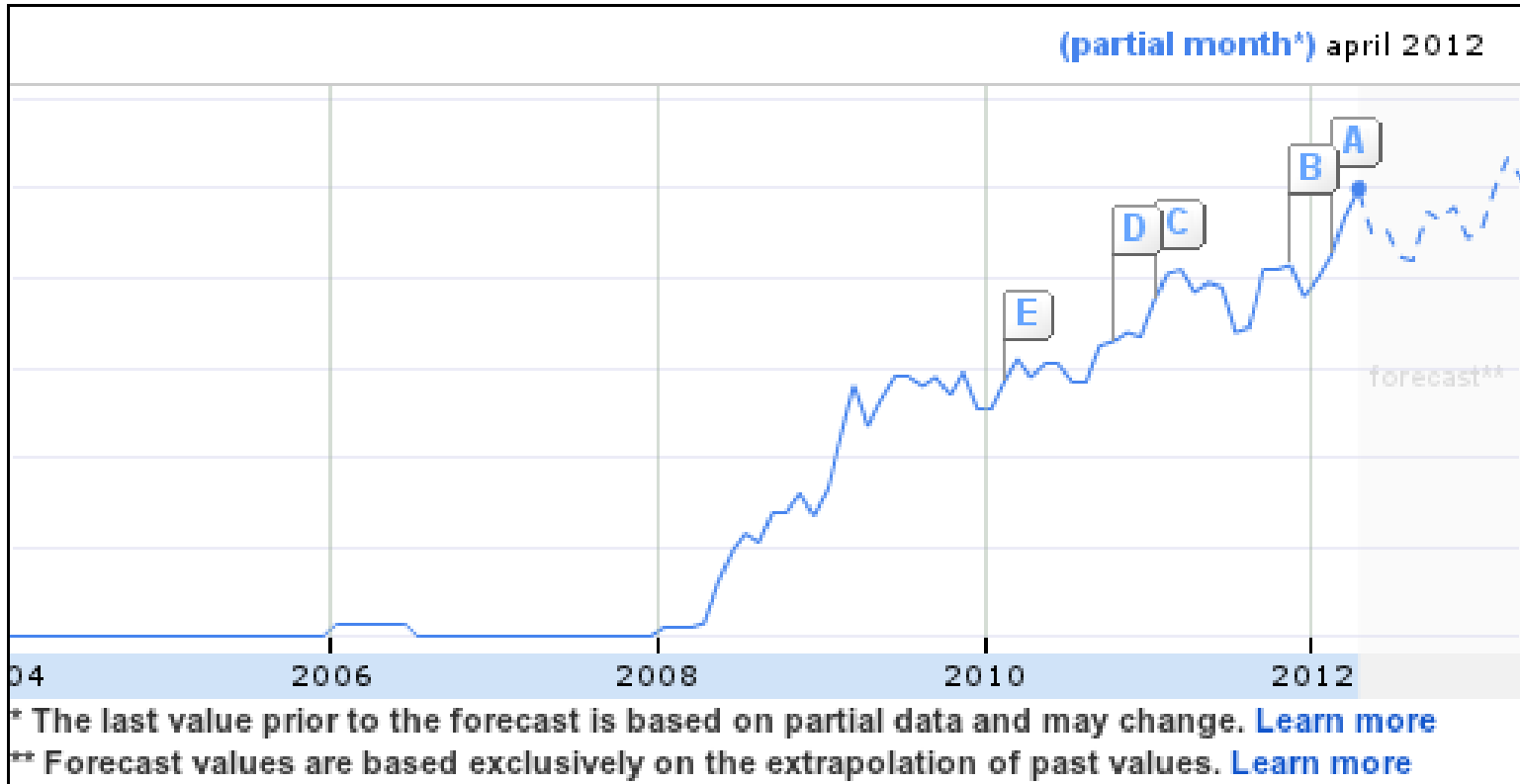
| | 2009 | 2010 | 2011 |
|--------|---------|---------|----------------|
| Income | 1050 k€ | 1833 k€ | 4865 k€ |
| Growth | 62% | 75% | 165% |

- 2011's growth: **165% (x2.65)**
- Total Headcount: 175 people, mostly developers
- We still have an EBITDA -1M€, but a sane situation:
 - 1M€ in cash
 - The business model is validated
 - With the growth of the sales → break-even in 2012
 - → perfect timing

Monthly Turnover: we run!

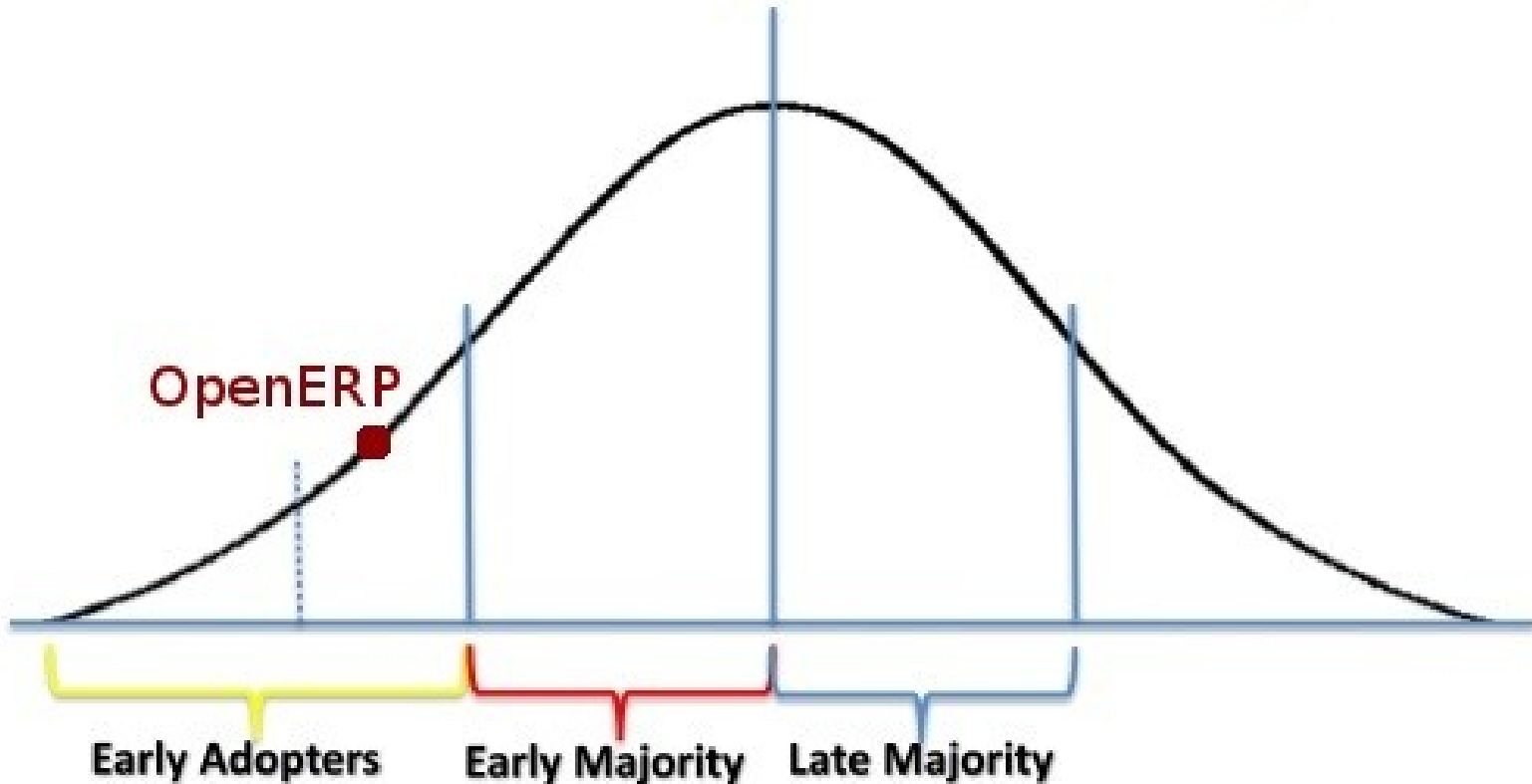


Google Trends: Visibility



Current Situation

Product Adoption Lifecycle



OpenERP is so powerful that it convinces **IT companies** and **mid-sized companies**. Now the challenge is to suit needs of very small companies --> **super easy**.

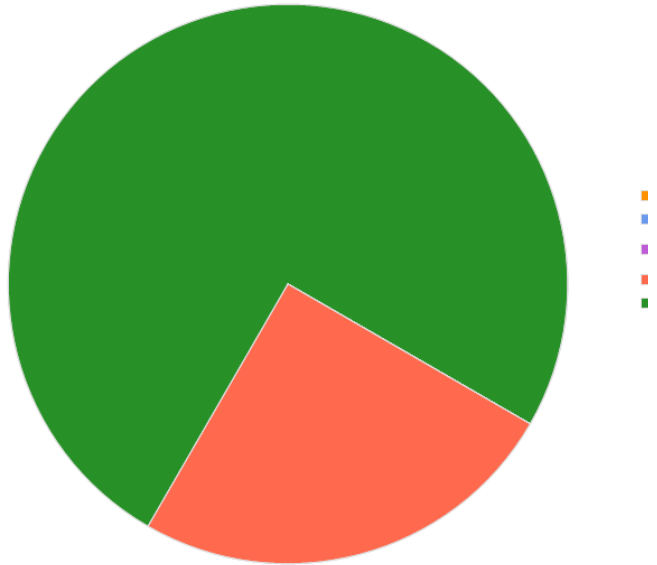
Acceleration of partnership activities into two different / opposite directions;

- Attracting bigger projects/customers (1M€ → 5M€)
- Getting a mass of small customers (5 impl/year → 10 impl/month)

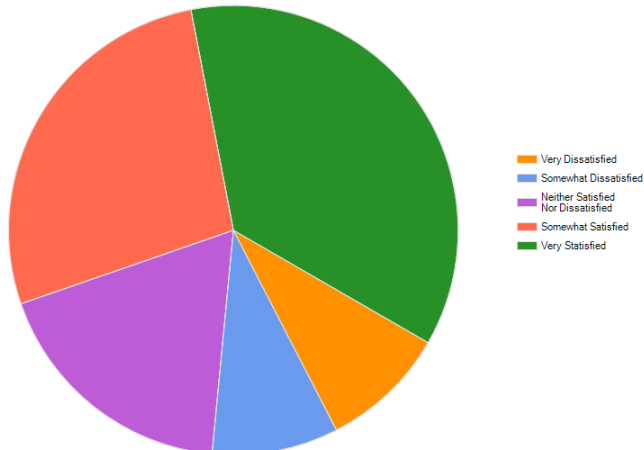
Key Figures

Customer Satisfaction: Support

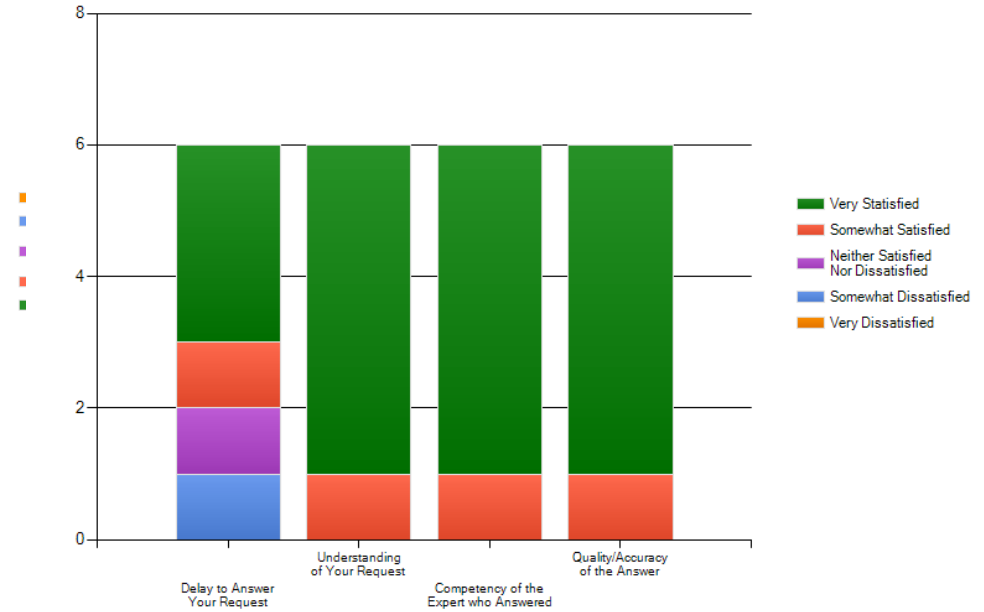
What's your Overall Satisfaction of the support ?(Note that the level of satisfaction is in ascending order)



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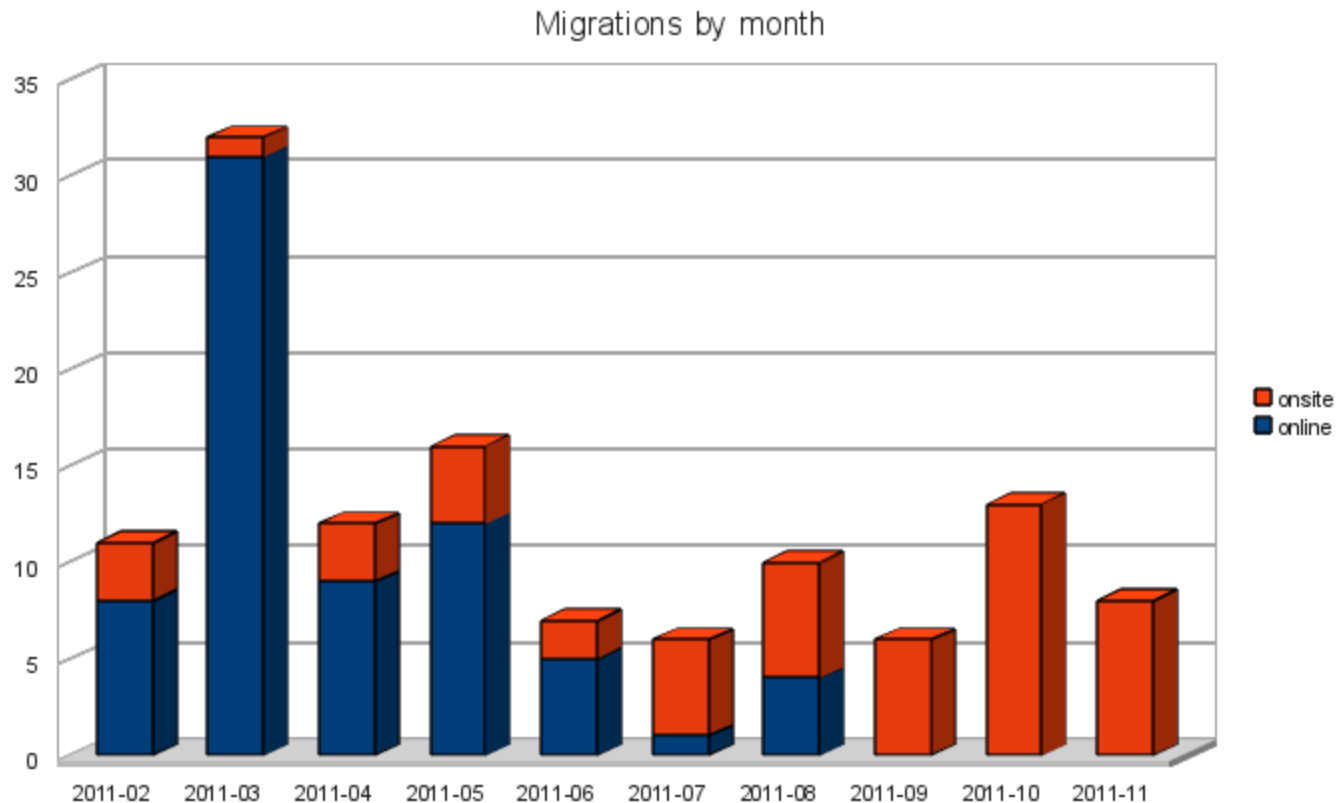


Based upon your overall experience, please rate your satisfaction with Customer Service in the following areas:(Note that the level of satisfaction is in ascending order)

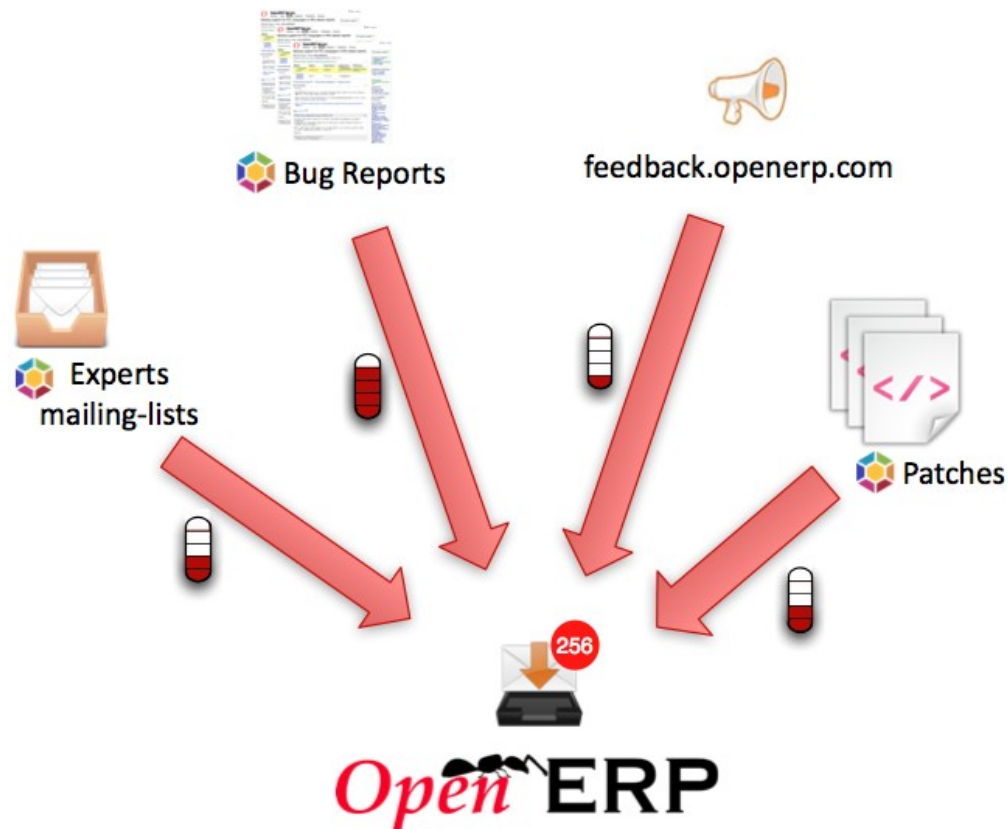


First ERP in the world to automate migration process !

Customer satisfaction: 100% → no complain, all migrations closed in 2 weeks.
OLT, PHU & NEL are providing a very good service on this offer. We are preparing v6.1.

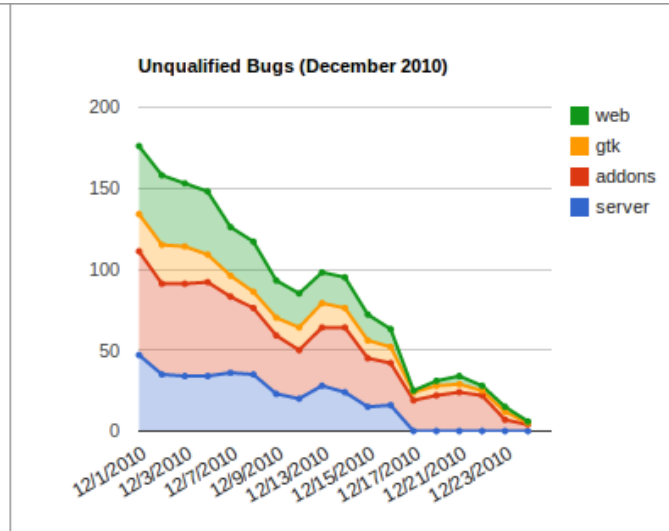
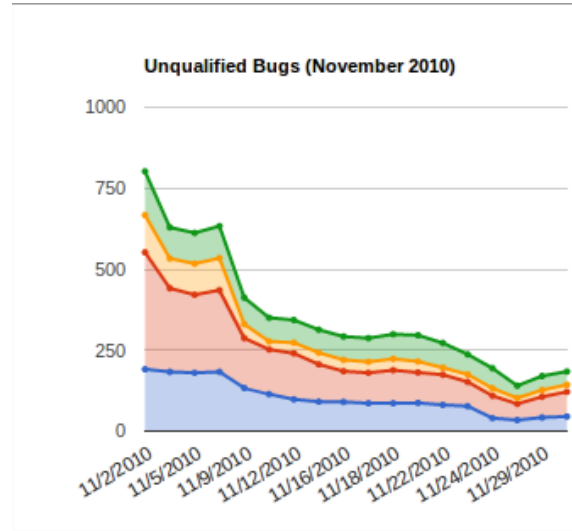


Daily incoming feedback/mail to process from community: 256!

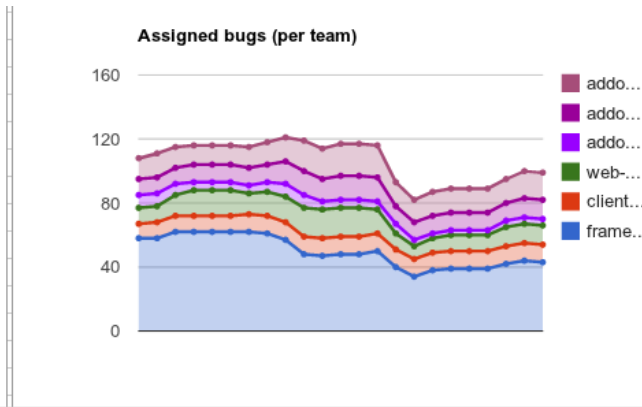
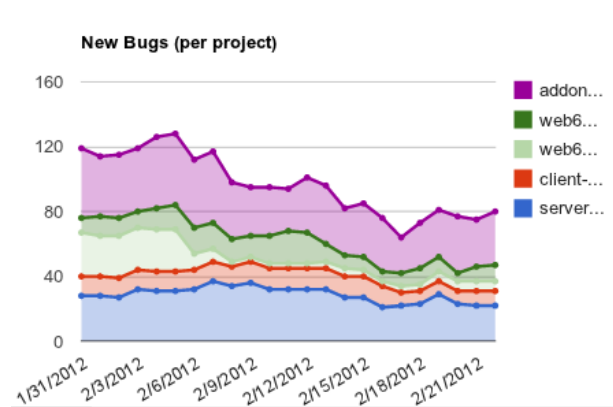


2010 - v6.0: bugs under control

- Bugs before v6:
 - 750+ → 0

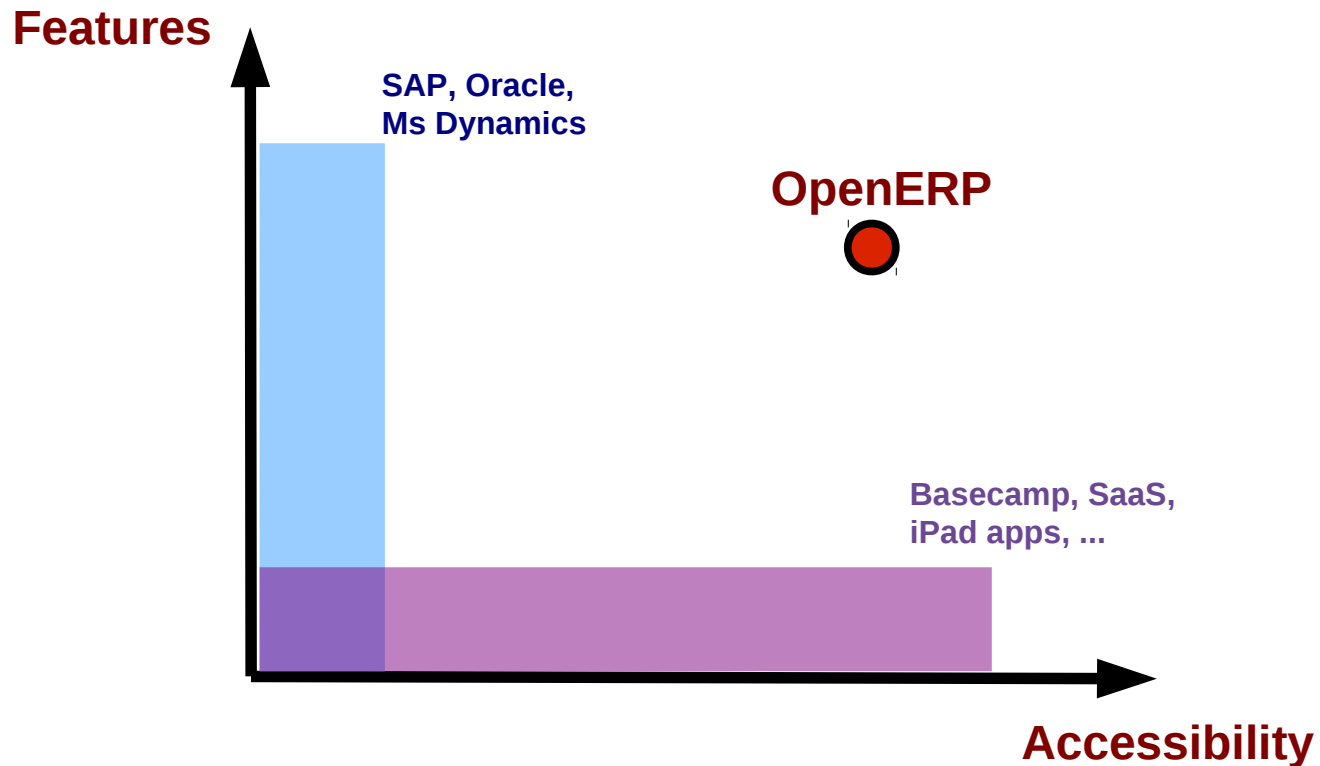


- Unresolved bugs 2012:
 - <100
 - stable



The OpenERP Equation...

Benefit from our strong positionment.



**OpenERP =
High Value X Fast Acquisition Rate**

Faster Acquisition Rate

2.000.000 users!

**Valuable projects delivered
through partners.**

How to get **2.000.000** users ?

Key Priorities to reach 3.000.000 users

R&D:

- Useability: **easier to use and configure**
- **Viral**: our existing users must invite new users
- **No new features**, focus on cleaning/simplifying existing ones

Excellence in Services:

- **OpenERP Enterprise & Support**
- **Trainings**
- **Migrations**

Partnership Development:

- **Recruit new partners**
- **Develop existing partners**: so that they deploy more OpenERP
 - Out-of-the-box resellers
 - Implementation service companies

In 2012, the challenge is **not to develop new features** but to make existing features super **clean and simple !**

focus on the product...

- **Easy to use**
 - New design, lots of small useability changes,
 - Measure, analyse and improve...
- **Easy to configure**
 - No configuration required, configured by default
 - New configuration screens for “options”
- **Easy to deploy**
 - SaaS
 - Partners' offers (trainings, out-of-the-box services...)
 - Implementation Assistance Offers

Version 7.0 expected impacts:

- Faster acceleration of adoptions
 - Mainly for smaller companies
 - I expect 3X faster on SaaS paying customers
- Stronger distinction of two types of partners
 - Implementation Experts (big projects >75k€)
 - Out-of-the-box resellers (small & low-costs projects <20k€)

Planning:

- **V7.0** is planned for **september 2012**
- But we will **deploy continuously on the SaaS:**
 - May 2012: main improvements in production
 - June 2012: nearly all improvements showed during the #openerpdays
- → High maturity for v7.0 official release

Official releases (for on premise installations):

- One Long-Term-Support every 18 month (**V7.0** is planned for **september 2012**)
- One minor version every 6 months

Online customers:

- Continuous deployment of new features (every 2 weeks)
- Follow the trunk branch

Maturity through continuous deployment:

- V7.0 will be in production since several months (→ SaaS) when it will be released
- Same for our migration services
- → Higher quality of a new release & respect of the timing

Useability/Quality is in the details;

- Feedback on every development
 - Google Analytics on SaaS: conversion rates, minutes on application for new users, most used features, etc.
 - User testing per new feature
- Faster feedback to every developer:
 - We plan to analyse feature branches directly through demo.openerp.com

ERP → Business Applications Pivot



2 different worlds

| | Implementation project (ERP) | Out-of-the-box (Business Apps) |
|---------------------------|-------------------------------------|---------------------------------------|
| Target customers | >25 users | 1-25 users |
| Partner profile | IT companies | Functional experts |
| #1 Success factors | Project management | Sales & marketing |
| Offer | Custom implementation | Packaged offer |
| Deployment | Local | Online or local |
| Growth strategy: | | |
| Custom development | Yes | Limited / No |
| Annual growth | Revenue per customer | Volume of customers |

Conclusion

Product Adoption Lifecycle

