



ERP Comparison Whitepaper:

Microsoft Dynamics, NetSuite, & Odoo

April 2016

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. Both NetSuite and Odoo have a public app store. Microsoft Dynamics NAV however has no app store; you will have to contact each partner individually in order to get information about their extra modules. 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 2016 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 2016 for the purposes of this comparison.

1+
million users

165+
countries around
the world

1st
worldwide

117,000
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).

30,000
client organizations

160
countries

#1
vendor of ERP
Cloud Software

312
apps in SuiteApp

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 7,300 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.

2+
million users

120+
countries

730
partners

7,300
apps in Odoo Apps

Feature Comparison

| Sales | Microsoft Dynamics NAV | NetSuite | Odoo Online |
|-------------------------------------|------------------------|----------------|-------------|
| 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 | ✗ | ✗ ¹ | ✓ |
| Advanced Products | | | |
| 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 ¹ | ✓ | ✗ | ✓ |
| Multi-Company | ✓ | ✓ | ✓ |
| Multi-Currency | ✓ | ✓ | ✓ |

¹ More than 10 countries supported: chart of accounts, taxes, reports, etc.

Marketing

Microsoft
Dynamics NAV

NetSuite

Odoo
Online

Actions

Mass Mailing

×

✓

✓

Blog / SEO /
Web Pages

×

✓

✓

Events

×

×

✓

Marketing
Automation

×

✓

✓

Drag & Drop Page Editor

×

×

✓

Marketing Campaign

✓

✓

✓

Contacts
Segmentation

✓

✓

✓

Follow-up

Survey

×

×

✓

Keyword Marketing

×

✓

✓

Visitors Tracking

×

✓

✓

Social Media
Management

×

×

×

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

¹ 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 | ✗ | ✗ | ✗ ¹ |
| Work Sheets | ✓ | ✗ | ✗ ¹ |
| Traceability | ✓ | ✓ | ✓ |
| Quality Management | ✗ | ✗ | ✗ ¹ |
| Repairs Management | ✓ | ✓ | ✓ |
| Maintenance | ✗ | ✗ | ✓ |

Schedule & Plan

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

¹ Planned for June 2016.

Purchase

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

Services & Projects

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

¹ Includes capacity management, multiple costs, and budgets.

| Human Resources | Microsoft Dynamics NAV | NetSuite | Odoo Online |
|------------------|------------------------|----------------|-------------|
| Recruitments | ✓ | ✓ | ✓ |
| Appraisals | ✗ | ✓ | ✓ |
| Leaves/Holidays | ✓ | ✓ | ✓ |
| Fleet Management | ✗ | ✗ | ✓ |
| Payroll | ✗ | ✓ ¹ | ✗ |
| Expenses | ✗ | ✓ | ✓ |

| Usability & Productivity | Microsoft Dynamics NAV | NetSuite | Odoo Online |
|-----------------------------------|------------------------|----------------|-------------|
| Usability | | | |
| Full Web Interface | ✓ | ✓ | ✓ |
| Theme Store | ✗ | ✗ | ✓ |
| Fully Responsive | ✗ | ✗ | ✓ |
| Mobile (Android / iPhone) | ✓ | ✗ ² | ✓ |
| Real Time Chat & Emails | ✗ | ✗ | ✓ |
| Dynamic Reporting/ Pivot Table | ✗ ¹ | ✗ | ✓ |
| Full Keyboard Support | ✓ | ✗ | ✗ |
| Keyboard Shortcuts | ✓ | ✓ | ✓ |
| Multi-language | ✓ | ✓ | ✓ |
| User Interface | | | |
| Kanban | ✗ | ✗ | ✓ |
| Gantt | ✓ | ✗ | ✓ |
| Calendar | ✓ | ✓ | ✓ |

1 NetSuite Premier Payroll Service.

2 Only available with NetSuite CRM+ upgrade.

3 Power BI required.

Pricing & Conditions

| Pricing & Conditions | Microsoft Dynamics NAV | NetSuite | Odoo Online |
|---|---------------------------|--------------------|--------------------------------|
| MONTHLY PRICING | \$113/MO. PER USER | \$125/MO. PER USER | \$25/MO. PER USER ¹ |
| Billing Term | Annual Only | Annual Only | Monthly or Annually |
| Free Trial | ✗ | ✗ | ✓ |
| Free Updates | ✓ | ✓ | ✓ |
| Upgrades to Future Versions | ✗ ² | ✓ | ✓ |
| Hosting & Maintenance | Extra Option ³ | ✓ | ✓ |
| 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 \$2,100 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).

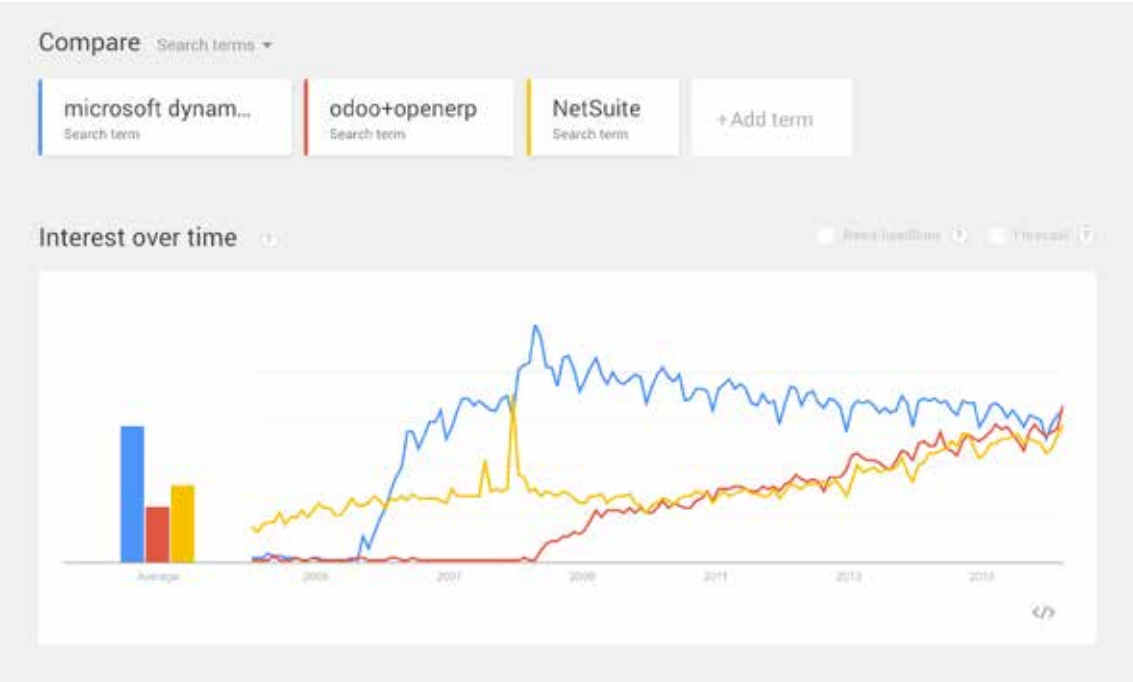
¹ In addition to the user price, Odoo Online has a monthly fee per app. Apps price are between \$15 and \$25 per month, independent of the number of users. For \$235/mo, you get the scope covered by this document: Sales, CRM, Accounting, eCommerce, Inventory, Manufacturing, Purchase and Services. Odoo Enterprise (on-premise) does not have this extra fee.

² New versions and service upgrades must be purchased individually.

³ 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 keywords¹. This metric shows the relative consumer interest in each software platform.



Customer Satisfaction

| Ratings | Microsoft Dynamics NAV | NetSuite | Odoo Online |
|-----------------|---------------------------|------------------|------------------|
| G2crowd rating | ★★★★☆ 3.8 / 5 | ★★★★☆ 3.7 / 5 | ★★★★★ 4.6 / 5 |
| GetApp rating | ★★★★☆ 4.0 / 5 | ★★★★☆ 4.1 / 5 | ★★★★★ 5.0 / 5 |
| Capterra rating | ★★★★☆ 4.5 / 5 | ★★★★☆ 4.5 / 5 | ★★★★★ 5.0 / 5 |

¹ 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.

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 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.