



ERP Comparison White Paper:

Microsoft Dynamics, NetSuite, & Odoo

July 2020

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, when compared to a traditional and locally installed ERP, offers a number of advantages 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 365 Business Central, 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 365 Business Central

Microsoft offers Microsoft Dynamics 365 Business Central as part of the Microsoft Dynamics family of ERP software. Two licenses are available: a perpetual license and a subscription license to an external service provider.

“ RUN YOUR ENTIRE BUSINESS
WITH A SINGLE SOLUTION ”

Microsoft Dynamics 365 Business Central is split into two versions: Essential, which offers basic functions in finance, professional services, and distribution; and Premium, which adds manufacturing and service order features. We've chosen to use Microsoft Dynamics 365 Business Central Premium for the purposes of this comparison.

2.7+
million users

195+
countries around
the world

1st
worldwide

200,000
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 customers.

“ 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, eCommerce, and PSA).

21,000
client organizations

110+
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 26,100 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 35 certified apps that cover the vast majority of business cases, all of which connect to countries the same database on Odoo's servers.

5+
million users

120+
countries

2,550
partners

26,130
apps in Odoo
App Store

Feature Comparison

Sales	MD 365	Netsuite	Odoo
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	✓
Amazon Connector	✗	✗	✓
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

MD 365

Netsuite

Odoo

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

	MD 365	Netsuite	Odoo
Internal Process			
Analytic Accounting	✓	✓	✓
Alerts	✓	✗	✓
Budgets	✓	✓	✓
Expenses	✓	✓	✓
Assets Management	✓	✓	✓
Real-Time Inventory Valuation	✓	✓	✓
Analytic Reports	✓	✓	✓
Account Consolidation	✓	✓	✓
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	✓	✓	✓
Consolidation	✓	✓	✓

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

Marketing

	MD 365	NetSuite	Odoo
Actions			
Mass Mailing	✓	✓	✓
Blog / SEO / Web Pages	✓	✓	✓
Events	✓	✗	✓
Marketing Automation	✗ ¹	✓	✓
Drag & Drop Page Editor	✗	✗	✓
Marketing Campaign	✓	✓	✓
Contacts Segmentation	✓	✓	✓
Follow-up			
Survey	✓	✗	✓
Keyword Marketing	✗	✓	✓
Visitors Tracking	✗	✓	✓
Social Media Management	✗	✗	✗
Social			
Send & Schedule Posts	✗	✓	✓
Push Notifications	✗	✗	✓
Feed	✓	✗	✓
Online Visitors	✗	✗	✓
Live Chat Request	✗	✗	✓
Track Revenues and Leads from a Link	✓	✓	✓

¹ Handled by the partner network.

Warehouse Management	MD 365	Netsuite	Odoo
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

MD 365

Netsuite

Odoo

Manage

MRP	✓	✓	✓
Routings	✓	✓	✓
Order of Assembly	✓	✓	✓
Costing	✓	✓	✓
PLM	✗	✓	✓
Work Sheets	✓	✗	✓
Traceability	✓	✓	✓
Quality Management	✓	✓	✓
Repairs 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

	MD 365	Netsuite	Odoo
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

	MD 365	Netsuite	Odoo
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	MD 365	Netsuite	Odoo
Recruitments	✓	✓	✓
Appraisals	✗	✓	✓
Leaves/Holidays	✓	✓	✓
Fleet Management	✗	✗	✓
Payroll	✓	✓ ¹	✓
Expenses	✓	✓	✓
Referral	✗	✗	✓

Usability & Productivity	MD 365	Netsuite	Odoo
Usability			
Full Web Interface	✓	✓	✓
Theme Store	✗	✗	✓
Fully Responsive	✗	✗	✓
Mobile (Android / iPhone)	✓	✓	✓
Real Time Chat & Emails	✗	✗	✓
Dynamic Reporting/ Pivot Table	✗ ²	✓	✓
Full Keyboard Support	✓	✗	✓
Keyboard Shortcuts	✓	✓	✓
Multi-language	✓	✓	✓
User Interface			
Kanban	✓	✗	✓
Gantt	✓	✓	✓
Calendar	✓	✓	✓

1 NetSuite Premier Payroll Service.

2 Power BI required.

Pricing & Conditions

Pricing & Conditions	MD 365	Netsuite	Odoo
MONTHLY PRICING	\$100/MO. PER USER	\$99/MO. PER USER	\$28/MO. PER USER ¹
Billing Term	Monthly or Annually	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 \$3,000 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).

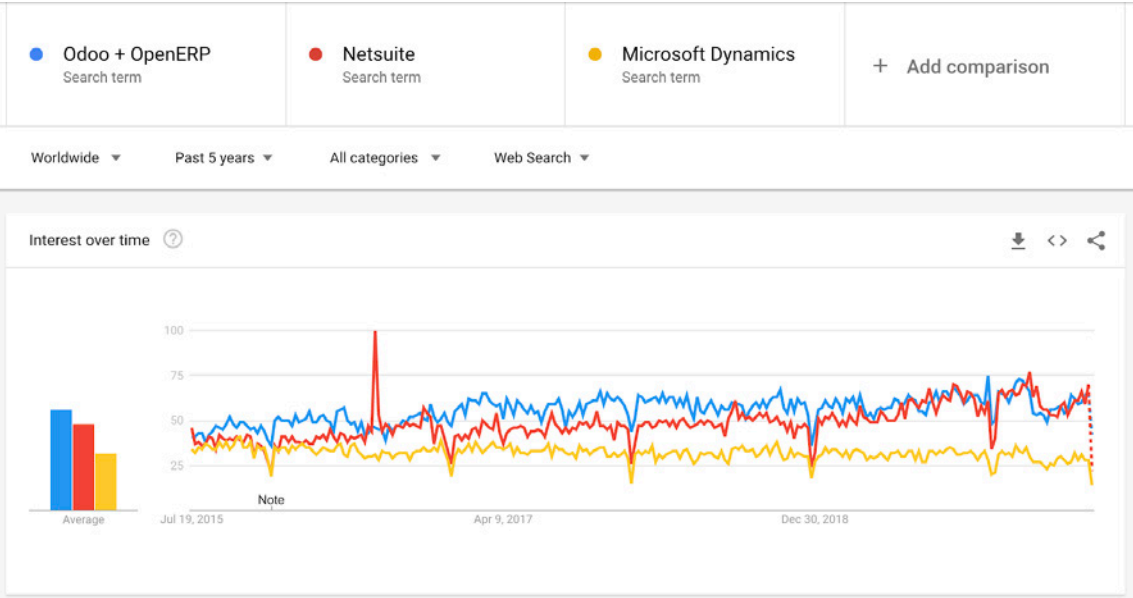
¹ In addition to the user price, Odoo Online has a monthly fee per app. Apps price are between \$15 and \$25 per month, independent of the number of users. For \$280/mo, you get the scope covered by this document: Sales, CRM, Accounting, eCommerce, Inventory, Manufacturing, Purchase and Services.

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	MD 365	Netsuite	Odoo
G2crowd rating	★★★★☆ 3.5 / 5	★★★★☆ 3.9 / 5	★★★★★ 4.2 / 5
GetApp rating	★★★★☆ 3.7 / 5	★★★★☆ 4.2 / 5	★★★★★ 4.2 / 5
Capterra rating	★★★★☆ 3.7 / 5	★★★★☆ 4.2 / 5	★★★★★ 4.2 / 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.