



Openbravo: Backgrounder

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Introduction

Openbravo is the developer of leading professional open source enterprise resource planning (ERP) and point-of-sale (POS) solutions for small and midsize enterprises (SMEs). Openbravo ERP has many hundreds of live installations around the world and averages over 1,200 downloads per day.

Driven by an open source philosophy and a desire to offer best-in-class services, Openbravo delivers a fully integrated, web-based ERP system that can be tailored to the needs of any company, regardless of its size or industry sector. Openbravo puts the customer in full control of its software investment without the cost overheads of contracts or licenses.

The company's POS solution, Openbravo POS, is an open source point-of-sale system. It could be integrated with Openbravo ERP and links front-end sales operations with back-office resource planning and financial management.

Openbravo's ERP open source product functionality, development environment and architecture are continually evolving thanks to an expanding international community made up of employees, users, partners and developers.

The history of Openbravo

Openbravo is a European software company that is growing across the globe. In January 2006, the company secured a €5 million (\$6.4m or £3.4m) financing agreement with Sodena, the business development agency for the Spanish region of Navarre, where the company has its global headquarters in Pamplona. A second round of investment broke the record for funding for an open source ERP company which it had previously set with its first round. The funding is expected to catapult the company to its next phase of growth from May 2008, with \$12 million invested by Amadeus Capital Partners, a European technology investor located in England, GIMV, a leading European private equity and venture capital provider from the Benelux, and Adara Venture Partners, an investor in globally-oriented ICT ventures that address Spain and related markets.

Openbravo was originally founded on a vision that every company, regardless of its size, has the right to own its own ERP system, specifically adapted to its needs and to its own budget. The company is adamant this can only be achieved by combining a great product, an open source philosophy and a valuable set of services to support the whole community.

Openbravo ERP has been recognized by its peers and customers across the Open Source community through Top 10 rankings on SourceForge, the world's largest open source software development repository web site.

Partners

Openbravo sells to end users through its global network of partners, which own and manage customer relationships and provide support and service to Openbravo's users. Interested partners are provided with powerful tools and guidance to help them create and manage profitable businesses based upon Openbravo products.



Openbravo has signed collaboration agreements with several partners and is developing an international partner network, consisting of over 80 partners in more than 40 countries. The steady increase in the network of partners goes hand-in-hand with the strong interest expressed by the Openbravo community.

The company's first hand experience using the dual service approach allows it to share knowledge with partners. Openbravo has created a complete suite of services geared toward helping partners at each stage of their business cycle.

Customers

Openbravo ERP has already been successfully implemented in SMEs of all sizes across a wide variety of business sectors, such as manufacturing, distribution, services, and logistics. Openbravo's experience suggests that clients value Open Source solutions that come packaged with high quality professional services.

Some success stories examples can be found at:

<http://www.openbravo.com/customers/success-stories>

Key product functionality

Openbravo ERP is a pure open source, web-based, extended ERP solution tailored to the specific needs of SMEs, and includes robust features that will simplify the management of procurement, warehousing, projects, manufacturing, sales and financials. Basic CRM (Customer Relationship Management) and BI (Business Intelligence) functionality is also embedded into Openbravo.

Openbravo ERP enables companies to manage their daily operations, optimize processes, improve customer satisfaction and, ultimately, increase profitability. The software has been designed as a single ERP application with a revolutionary architecture that results in a better way to build software. This means that all functionalities are seamlessly integrated, and share a common architecture, philosophy, set of rules and user interface. In addition, it supports multiple currencies, companies and accounting systems. The system can be configured to meet company needs easily.

Thanks to the web-based nature of Openbravo ERP, users can access the program from any location equipped with a standards-based web browser, making it particularly suited for customer trials.

An online demo can be found at <http://demo.openbravo.com>

Openbravo POS is a point-of-sale solution for the retail industry. It could be integrated with Openbravo ERP to provide a comprehensive solution that links a company's front-office with its back-office. It supports ticket printers, customer displays and barcode scanners. The system is internationalized and the localization features expand the global reach of the product. New languages are currently being added.

Users can have multiple accounts. Accounts are assigned roles in order to determine their capabilities. There can be as many roles as required, but the default ones are Administrator, Manager, User and Guest.

The main application window is focused on the sales operation. The interface is designed to operate with a touchscreen so that a keyboard and mouse are not



required for normal operation. It is also possible to interact fully with the application using a keyboard and mouse without the use of a touchscreen.

The restaurant management features include a visual display of tables to indicate which tables are occupied or free. It is easy to customize this layout to correspond with the actual physical layout of the restaurant.

There are administration options to manage users, set passwords and configure other aspects of the application.

For management, there are options to manage retail products and to organize products into categories. There are reports and charts of products and sales.

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