



Openbravo Backgrounder

February 2011

Introduction

With nearly 2 million downloads and deployed in over 50 countries, Openbravo is the leading provider of web-based open source Enterprise Resource Planning (ERP) solution for businesses.

Openbravo's unique 'Agile ERP' strategy provides medium and small businesses with ERP software that delivers the ideal combination of affordability, flexibility and time-to-value. Openbravo's Agile ERP technology is a modular, web-based solution that provides high-impact benefits including business agility, comprehensive functionality, innovative applications and cost-effective value.

By enabling business agility with the Agile ERP from Openbravo, companies can respond more quickly to market opportunities, increase the efficiency of complex business processes and gain valuable insight into the performance of their company.

Openbravo is headquartered in Barcelona with staff in the U.S. and India. The company's Professional products are exclusively distributed by a global partner network of leading ERP implementation firms. Openbravo products are used extensively in a wide range of industries including Retail, Distribution, Manufacturing, Services and Government/Non-profit. For more information on the partner network, please [click here](#). For more information on customer stories, please [click here](#).

Openbravo investors include Adara Venture Partners, Amadeus Capital Partners, GIMV and Sodena.



Openbravo Milestones

- 2001: Tecnicia, the forerunner of Openbravo, is founded
- January 2006: Openbravo founded. The company secures a €5 million (\$6.4m or £3.4m) financing agreement, record funding for an open source ERP company at the time
- October 2006: From 160,000 projects on SourceForge, Openbravo is ranked first
- February 2007: Openbravo is a founding member of the [Open Solutions Alliance](#) to encourage application interoperability and best practices
- January 2008: Openbravo Professional Subscription launches, providing customers guaranteed support
- May 2008: Openbravo breaks its own record for open source ERP funding by securing a €9.1 million (\$12 million) financing round from Amadeus Capital Partners, GIMV and Adara Venture Partners
- November 2008: Openbravo reaches one million downloads on SourceForge
- February 2009: Jesper Balsler, Navision co-founder, joins the Board of Directors
- April 2009: Openbravo hosts its first Openbravo World Conference. It launches Openbravo Forge, where its projects are hosted, and introduces its 'Empowering the Ecosystem' concept
- January 2010: Openbravo Exchange launches, creating the first open source distribution portal dedicated to ERP solutions and extensions
- February 2011: Launch of Openbravo 3, the Agile ERP

Product

Openbravo ERP allows companies to increase profitability by streamlining processes across the enterprise.

The unique value proposition of Openbravo ERP:

- **Comprehensive** (Broad, streamlined functionality): Rich functional footprint, Openbravo Exchange with access to extension modules, scale with ease.
- **Innovative** (True web-based open architecture): Highly productivity web application, simple to extend and to update, flexible deployment.
- **Cost-effective** (high value at predictable low cost): Minimal upfront investment, transparent pricing, quick start-high return.



Openbravo 3 introduces the concept of “Agile ERP”. The key business benefits of Agile ERP approach include:

- **Business Agility:** The modular product architecture of Openbravo 3 provides customers with a strong technology foundation and access to over 275 pre-integrated, commercial and open source modules that add new capabilities based on the individual needs of growing businesses such as internationalization and functional areas specific to departmental requirements or vertical markets.
- **Rapid & Sustained ROI:** 100% web-based and cloud ready for fast roll-out across geographies, with a business model that eliminates painful contract and maintenance negotiations. Openbravo 3 is the extendable open source ERP platform that delivers complete customer control.
- **Increased Productivity:** Openbravo 3 introduces a completely redesigned user interface that sets a new standard for ease of use and productivity of web-based enterprise applications. In addition, Openbravo 3 introduces Workspaces, a set of dashboard and visual tools to quickly and easily integrate data from other enterprise applications, such as CRM, BI, or content management, and productivity applications such as email, calendar, Twitter or Facebook.

Openbravo 3 is available in two editions: [Professional](#) and [Community](#), both of which provide core open source functionality for Finance, Sales, Procurement, Warehousing and Master Data. Thanks to the new Workspace functionality, Openbravo 3 can add business value beyond the traditional back-office role of ERP to become a virtual control center for organizational activity for a broader set of users.

[Openbravo Professional Edition](#) is distributed exclusively through Openbravo business partners, and includes advanced functionality, support and full in-app access to all Openbravo modules to incrementally extend the Openbravo capabilities to meet evolving business needs. Downloaded almost 2,000,000 times, [Openbravo Community Edition](#) has a broad functional footprint and is ideal for small businesses exploring ERP and is available for free download.

More **details about Openbravo ERP** can be found at:
<http://www.openbravo.com/product/erp/>

Visit the **Openbravo Demo Center:** <http://www.openbravo.com/product/demo-center/erp/>



Customers

Customers of Openbravo are the real owner of their ERP solution, adapted to their specific needs, packaged with high quality professional services led by its network of best world-class implementation partners. Openbravo ERP has been successfully implemented in companies of all sizes across a range of business sectors, including manufacturing, distribution, services, and logistics.

With Openbravo Exchange, customers can further customize Openbravo ERP to fit their organizations. Openbravo Exchange is a global online marketplace for commercial open source ERP solutions and extensions created by Openbravo and its business partners. Customers can easily browse through the offerings to pick and choose different modules that maximize the effectiveness of their systems.

Professional support is guaranteed with an Openbravo ERP Professional Edition. Openbravo's team of experts works throughout the product lifecycle to support customers and partners.

Customers' success stories can be found at:

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

Partners

Openbravo's global network of partners provides expert local implementation and support services around Openbravo ERP Professional Edition.

Using the Openbravo Forge, add-on functionality can be easily created. Partners can then add their extensions to Openbravo Exchange and start increasing sales right away. Both development partners and implementation partners can benefit through Openbravo Exchange because it provides partners with an easy way to monetize their development globally. It also allows implementation partners to efficiently assemble custom designed and cost-effective business management systems for their clients.

Management team

Chief Executive Officer

Chief Financial Officer

VP of Global Partner Services

VP of Channels

VP of Technology

Paolo Juvara

Marco de Vries

Eugeni Vives

Andreu Bartolí

Ismael Ciordia

Founders: Ismael Ciordia, Nicolás Serrano, Moncho Aguinaga



Board of Directors

Bob Mann (Chairman)
Jesper Balsler
Amadeus Andrey Kessel
GIMV Steven Coppens
Sodena Cesar Berrozpe
Openbravo Manel Sarasa
Openbravo Josep Mitjà

For more information, please visit: <http://www.openbravo.com/about-us/our-company/management-team>

For more information about Board of Directors, please visit:
<http://www.openbravo.com/es/about-us/board-directors>

For more details please contact:

NORTH AMERICA

Openbravo

Jim Shissler

jim.shissler@openbravo.com

(415) 341 5674

REST OF THE WORLD

PageOne PR

Chantal Yang

chantal@pageonepr.com

San Francisco

150 California St. #275

San Francisco, CA 94111

Phone: +1 650.565.9800

Resources:

<http://www.openbravo.com>

<http://www.openbravo.com/about-us/press-room/press-pack>

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<http://forge.openbravo.com>

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