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## **Openbravo extends SMB ERP market reach with QuickStart Edition**

*- Market leader aims to disrupt low end ERP with cloud-ready application and ERP for Life value proposition -*

**Barcelona, Spain – September 1st, 2009 – [Openbravo](#)**, the leading developer of web-based open source [Enterprise Resource Planning \(ERP\)](#) for businesses, has announced the launch of Openbravo QuickStart Edition, a cloud-ready, packaged application to help small and medium businesses (SMBs) save money and time through the optimization of sales, inventory, procurement and accounting processes.

[Openbravo QuickStart Edition](#) provides a pre-configured, entry-level packaged ERP implementation that can be deployed quickly with high-impact results, and then easily adapted. The installation and customization takes between 40 to 80 hours of fixed price services, a substantial time and cost savings compared to legacy ERP solutions that can take hundreds or thousands of services hours to implement.

Jon San Julián Aranguren, Development Director of IDEA (Innovación y Desarrollo Asistencial S.L.), a beta adopter of Openbravo QuickStart, said: *"We are pleased with our choice of Openbravo QuickStart -it took less than 60 hours of services to go live on the system. The cloud-based deployment and modern, browser-based user interface made things fast and easy, and is especially helpful for companies with several locations such as ours. Openbravo QuickStart is a great choice for small companies looking for real results."*

**Openbravo QuickStart** is fully functional software, pre-configured to manage core business processes including sales, purchasing, inventory and accounting. The "Cloud Appliance Stack" option delivers fast and scalable cloud deployment, with pay-as-you-go pricing and elimination of expenses related to onsite hardware. Openbravo QuickStart has been specifically tailored for the needs of SMBs, providing a streamlined, web interface that is intuitive and accessible for non-technical users.

[Manel Sarasa](#), CEO of Openbravo, said: *"The ERP industry makes it very difficult for small companies looking to acquire their first system, with a confusing array of*

*compromises around options such as license cost, services cost, time-to-value, technology and expandability. With QuickStart, Openbravo throws down the gauntlet in the form of a simple, no-compromises approach, featuring an easy on-ramp to successful, cost-effective initial implementations – while also ensuring adaptability and long-term value.*

Because the software is based on the modular and scalable Openbravo 2.50 ERP Platform, additional standard or custom functionalities can be added incrementally, empowering businesses to achieve unique competitive advantages with a strategic business management system. SMBs will discover both fast time-to-value and ongoing business results from Openbravo QuickStart, which is available exclusively through [Openbravo Business Partners](#).

[Cees Poortman](#), VP of Global Commercial Operations for Openbravo, said, “*Openbravo is the leader in open source ERP with thousands of downloads per month. Openbravo QuickStart will help our channel partners capture this high-volume opportunity as many small businesses look to gain the advantage of a standard, best-practice ERP implementation. QuickStart provides this start and then can incrementally grow to support the business. QuickStart is not just about a “quick win”, it is a repeatable way to start a long-term, high-value relationship with the customer—what we call ERP for Life.*”

Click [here](#) to learn more about Openbravo QuickStart.

### **About Openbravo**

Openbravo is an award-winning developer of professional open source solutions for businesses, offering the industry's first real alternative to proprietary software. The company's web-based Enterprise Resource Planning (ERP) and Point of Sale (PoS) solutions, the most popular in their market, have been downloaded more than a million times and are used in over 50 countries.

Openbravo's growth is fueled by an ever expanding international community of users, partners and developers. The company's commercial open source business model eliminates software license fees, providing support, services, and product enhancements via an annual subscription.

Openbravo is venture backed and has received record funding in the Open Source ERP space from Amadeus Capital Partners, GIMV, Adara Venture Partners and Sodena.

**To find out more about Openbravo, please visit: [www.openbravo.com](http://www.openbravo.com)**