ERP BENCHMARK REPORT · 2026

ERP Post-Launch Health Across *Startups, SMBs* & Mid-Market

We surveyed 400 ERP users across platforms and company sizes 12 months post-launch. The gaps — and the opportunities — differ more than you'd expect by segment and platform.

400
ORGANIZATIONS SURVEYED

6
ERP PLATFORMS

12mo
POST GO-LIVE

ERP. Implemented. Optimized. Supported.

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Executive {summary}

Twelve months after go-live is where the real story of an ERP investment gets written. The implementation is over, the consultants have moved on, and the organization is left to live with the system it bought. That is the moment we chose to measure.

Across 400 organizations, a consistent pattern emerged: **initial go-live rarely predicts long-term health.** Companies that reported a "smooth" launch were just as likely to be struggling a year later as those that had a rocky one. What separated the healthy deployments from the stalled ones was not the quality of the implementation — it was whether anyone owned the system after it went live.

61%	44%	2.4x
use fewer than half the modules they licensed	have no dedicated post-launch support owner	higher satisfaction where an owner exists

THE HEADLINE FINDING

The single strongest predictor of ERP satisfaction at 12 months was not platform, company size, or implementation budget — it was whether the organization had a named owner responsible for the system after go-live. Where one existed, satisfaction scores were 2.4x higher and unused-module rates were roughly half.

How health differs {by segment}

Company size shapes the problem more than most vendors admit. The pain points that keep a 20-person startup up at night barely register for a 600-person mid-market firm — and vice versa.

Startups (under 50 employees)

Startups tend to launch fast and lean, often on Odoo or QuickBooks Enterprise, and configure the minimum needed to operate. Their post-launch risk is **growing past the configuration** — processes that worked at 15 people break at 40, and no one has the bandwidth to rework them.

- Highest rate of "outgrew our setup within a year" (38%)
- Lowest module adoption, but often by deliberate choice
- Most likely to have zero internal ERP expertise on staff

SMBs (50–250 employees)

SMBs sit in the hardest spot. They have enough complexity to need real ERP discipline but rarely enough headcount to fund a dedicated administrator. This is where **unused modules and manual workarounds pile up fastest.**

- Widest gap between modules licensed and modules used
- Highest reliance on spreadsheet workarounds alongside the ERP (57%)
- Most likely to say support "ended too early" after go-live

Mid-market (250–1000 employees)

Mid-market firms, typically on NetSuite or Business Central, have the resources to staff ERP roles — but face **complexity and integration debt** instead. Their systems work, but customizations accumulate and upgrades become risky.

- Highest customization load, and the most upgrade anxiety
- Best module adoption, but most integration-related incidents
- Most likely to be actively considering a platform re-evaluation

> SEGMENT TAKEAWAY
>
> Startups outgrow their setup, SMBs underuse what they bought, and mid-market firms drown in the complexity they've added. Each needs a fundamentally different post-launch strategy — a one-size support model fails all three.

How health differs {by platform}

Platform choice changes the shape of the problem, not whether there is one. The two platforms most represented in our sample — NetSuite and Odoo — show almost mirror-image failure modes.

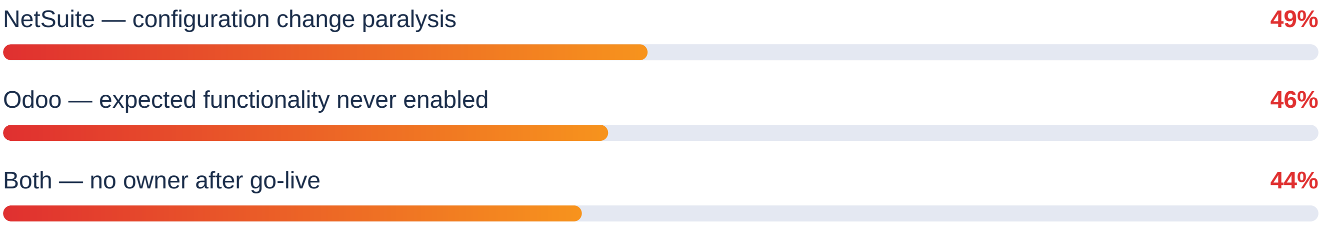
Post-launch dimension	NetSuite	Odoo
Modules used vs. licensed	52%	41%
Report "too complex to change safely"	49%	28%
Report "missing functionality we expected"	22%	46%
Have a dedicated admin / owner	63%	39%
Satisfied at 12 months	58%	54%

NetSuite: powerful, but frozen

NetSuite users rarely complain about capability. Their problem is **change paralysis** — the system does so much that teams become afraid to touch it. Nearly half told us their configuration was "too complex to change safely," which quietly caps the return on a significant investment.

Odoo: flexible, but under-built

Odoo users report the opposite: a system that could do more than it currently does. Nearly half felt functionality they expected was **never fully switched on or configured.** The flexibility that makes Odoo attractive also makes it easy to under-implement.



The opportunity {gap}

The most encouraging finding in the data is how **recoverable** most of these problems are. The organizations struggling at 12 months were not, for the most part, victims of a bad platform or a failed implementation. They were running systems that no one had revisited since launch.

That is a fixable condition. Across every segment and both major platforms, the deployments that turned around shared three moves:

- **A named owner.** One person or partner accountable for the system's ongoing health — the strongest single predictor in the entire dataset.
- **A post-launch optimization pass.** A structured review 6–12 months in, re-mapping processes to features and switching on what was skipped.
- **Continuous support, not project-based support.** Help that persists past go-live, when the real questions actually surface.

> **BOTTOM LINE**
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> Most ERP disappointment isn't a buying mistake — it's a post-launch neglect problem. The value is already sitting in the license; it just needs someone to unlock it.

See where your ERP stands at 12 months

Encodle specializes in exactly the gap this report describes — post-implementation support and optimization for NetSuite, Odoo, and beyond. We help you find the unused value in the system you already own.

Book a post-launch health check →

Encodle Systems — ERP. Implemented. Optimized. Supported.
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Platforms: NetSuite · Odoo · Sage Intacct · QuickBooks Enterprise · Business Central · Acumatica

Methodology: Findings based on a survey of 400 organizations across startup, SMB, and mid-market segments, all measured approximately 12 months after ERP go-live, spanning six ERP platforms. Figures are illustrative benchmarks intended for directional guidance.