



ODOO CAPABILITY GUIDE · 2026

What *Odoo* Can Do for Startups & Growing SMBs

A plain-English guide to Odoo's integrated apps and capabilities —
built for teams evaluating the world's most flexible open-source
ERP as the platform to run their whole business on.

● Encode — Odoo implementation & optimization partner

80+

INTEGRATED APPS

\$0

TO START (COMMUNITY EDITION)

2-4wk

TYPICAL TIME TO LAUNCH

ERP. Implemented. Optimized. Supported.

Encode Systems
encodesystems.com

Why teams choose {Odoo}

Most startups and growing SMBs run on a stack of disconnected tools — accounting here, a CRM there, a spreadsheet holding the rest together. Odoo replaces that patchwork with one integrated platform.

Odoo is the world's most flexible open-source ERP, with 80+ apps covering accounting, inventory, CRM, ecommerce, HR, and more — all sharing **one database and one interface**. Because it's modular, you start with a single app and add the rest as you grow, with no integrations to maintain and no migration to a bigger system later.

Modular

Start with one app, add more anytime

Affordable

Open-source core; a fraction of legacy ERP cost

Integrated

Every app shares one database — zero glue code

WHAT SETS ODOO APART

Odoo's appeal is flexibility and cost — but that same flexibility means outcomes depend heavily on configuration. An Odoo instance can do far more than most teams switch on. Planning the right apps and setup upfront is what turns "affordable" into "valuable."

The core {apps}

These are the apps most businesses start with. You don't need all of them at once — a typical first phase is accounting plus one or two operational apps, expanded over time.



Accounting

Full double-entry accounting, bank sync, multi-currency, and automated reconciliation — investor-ready from day one.



CRM & Sales

Pipelines, quotations, and sales orders that flow straight into invoicing — no re-keying between tools.



Inventory & Purchase

Real-time stock across locations, automated reordering, and purchasing tied directly to sales demand.



Manufacturing (MRP)

Bills of materials, work orders, and production planning for makers and light manufacturers.



Website & Ecommerce

Build a site and online store that share the same product, stock, and customer data as the back office.



Project & Timesheets

Plan tasks, track time, and bill projects — connected to invoicing and profitability reporting.



Employees & HR

Onboarding, org chart, contracts, time-off, and performance reviews in one shared system.



Point of Sale

In-store and mobile POS that syncs with inventory and accounting in real time, online or offline.

Plus Helpdesk, Field Service, Marketing, Subscriptions, and 70+ more — all in the same suite.

What each app {unlocks}

A quick reference for how Odoo's apps map to the outcomes evaluators usually care about.

App	What it replaces	Outcome
Accounting	QuickBooks / Xero + spreadsheets	Investor-ready books, automated reconciliation
CRM & Sales	Standalone CRM tool	Quote-to-cash in one flow
Inventory & Purchase	Manual stock tracking	Accurate stock, automated reordering
Manufacturing	Spreadsheet BOMs	Planned production & work orders
Website & Ecommerce	Separate web platform	Store sharing live back-office data
Project	Disconnected PM app	Billable time tied to profitability

WORTH KNOWING BEFORE YOU BUY

Odoo's flexibility cuts both ways: its most common post-launch issue is expected functionality that was never fully configured or switched on. The apps are affordable to license — the value comes from setting them up for how you actually work. Plan implementation and ownership before you commit.

Community or {Enterprise}?

Odoo comes in two editions. The right one depends on your budget, hosting preference, and how much you need beyond the open-source core.

FREE & OPEN-SOURCE

Odoo Community

\$0 license

The open-source core apps, self-hosted. Ideal for lean teams comfortable managing their own hosting and wanting maximum control at zero license cost.

SUBSCRIPTION

Odoo Enterprise

Per user / month

Adds studio customization, advanced apps, mobile, and official support — hosted on Odoo Online or your infrastructure. The common choice for growing SMBs.

Odoo is likely a strong fit if you:

- Have outgrown disconnected tools and need everything talking to each other
- Want to start small and add capabilities without re-implementing
- Are cost-sensitive but need real ERP breadth
- Value flexibility and want to tailor the system to your processes

Where {Encode} fits

Odoo's outcome depends almost entirely on which apps you turn on and how they're configured. Encode deploys and configures Odoo for how startups and SMBs actually work — typically live in 2–4 weeks — then stays on to optimize and support the system as your business grows.

That means you get Odoo's flexibility and cost advantage **without** the under-configured, half-used instance that flexibility so often leads to.

Get a free Odoo fit assessment

Not sure which apps you'd need, or whether Community or Enterprise is right for you? We'll map your requirements to a recommended setup — no obligation.

[Book your free Odoo assessment →](#)

Encode Systems — ERP. Implemented. Optimized. Supported.

Web: encodlesystems.com · Email: hello@encodlesystems.com

Platforms: Odoo · NetSuite · Sage Intacct · QuickBooks Enterprise · Business Central · Acumatica

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