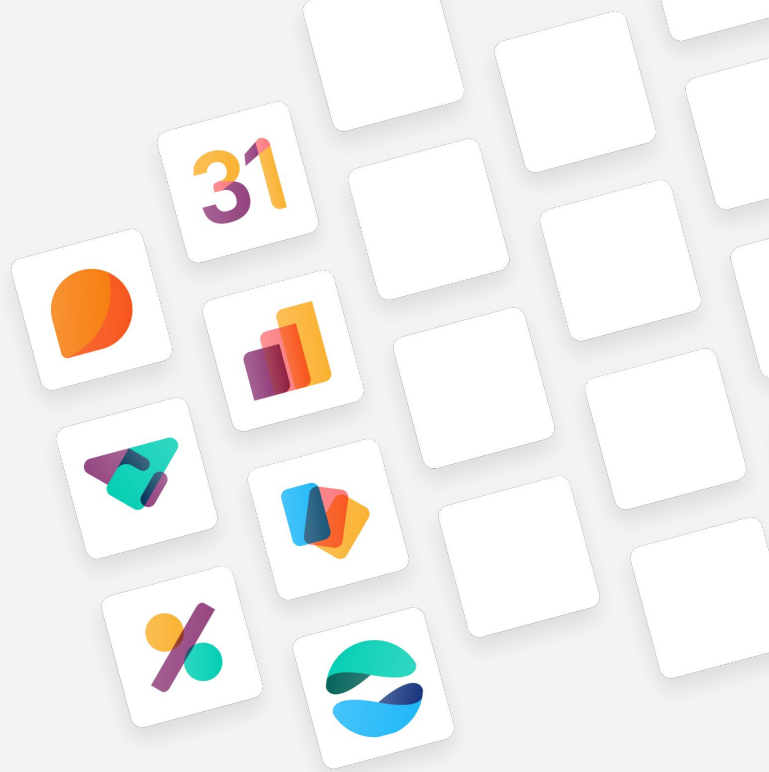


Komaf maken met dure bedrijfssoftware



Alexandre de Cambry - Strategic Partnerships Manager



Odoo's extreme groei

2024

vs

2025

503M€
facturatie

+23%

619M€
facturatie

431M€
omzet

+28%

552M€
omzet

329M€
ARR

+46%

480M€
ARR

4750
werknemers

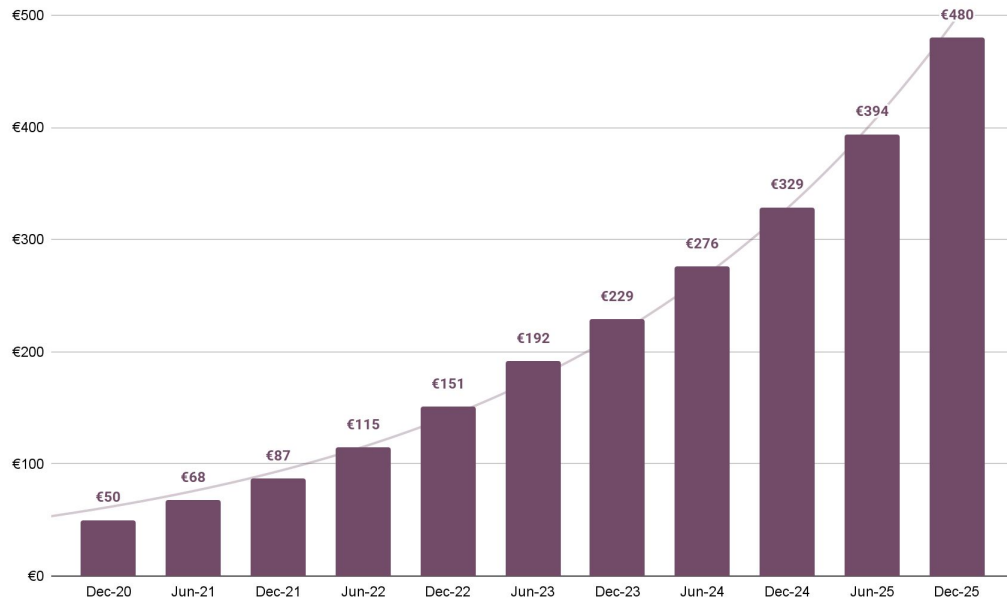
+44%

6800
werknemers

5MLD€
waardering

+40%

7MLD€
waardering



ARR, Dec 2020 - Dec 2025
57% CAGR, op de laatste 10 jaar

Hyperscalen in de software wereld

Visie

drempel naar digitalisatie moet laag
blijven

software wordt een
commodity-product

Focus

constante
overlevingsmodus

complexiteit **bestrijden**

Product

clean & open-source
codebase

Functionaliteiten met
hoge impact eerst

Cultuur

verantwoordelijkheid
geven

gezond verstand boven
KPI's

Reeds van **Saaspocalypse**
gehoord?



Data van 21.04.2026, bron: Google.com

Waar is Odoo dan mee bezig?





in Odoo.sh



80% van Odoo code is open-source



2% van open-source Python code is Odoo-gerelateerd

Filter branches...

Production

master 20.0 ●

Staging +

20.0-demo-data 20.0 ●

client-account 20.0 ●

client-demo 20.0 ●

demo 20.0 ●

preprod 20.0 ●

Development +

master-5958257-pay... 20.0 ●

20.0-5487655-dosp-CR 20.0 ●

master-5945251-feed... 20.0 ●

master-5809770-dupli... 20.0 ○

master

Clone Fork Merge SSH SQL Submodule Del

```
git clone --recurse-submodules --branch master git@github.co
```

HISTORY SHELL EDITOR MONITOR LOGS BACKUPS UPGRADE TOOLS



Claude Code v2.1.47
Sonnet 4.6 · Claude Pro
~/code/odoo

Create a module that adds referral bonus on sales orders

- Entered plan mode
Claude is now exploring and designing an implementation approach.
- 2 Explore agents finished (ctrl+o to expand)
 - Explore Odoo module structure · 40 tool uses · 53.1k tokens
L Done
 - Explore Odoo partner and discount patterns · 37 tool uses · 76.2k tokens
L Done
- Now let me clarify the requirements with the user before designing the plan.

Bonus type Bonus recipient Referral tracking Submit

How should the referral bonus be applied to the sale order?

- Discount line
Add a negative product line (e.g. 'Referral Bonus') that reduces the order total
- Discount percentage
Apply a percentage discount to all order lines (using the existing discount field)
- Credit note / wallet
Generate a credit note or wallet credit for the referrer after order confirmation
- Type something.
- Chat about this
- Skip interview and plan immediately

Enter to select · Tab/Arrow keys to navigate · Esc to cancel

Agentic



Verkoop Orders Te factureren Producten Rapportages Configuratie

Activatie in afwachting AI 13 G 9 centricexperience

Verkooporders Verkooporders x Klant x Aanmaakdatum tussen 01-04-2026 00:00:00 x Zoeken...

Meetwaarden Invoegen in Spreadsheet

	Aantal	Aantal	Aantal
Totaal	12	9	21
Acme Corporation		3	3
Gemini Furniture	12	4	16
Joel Willis		1	1
Lumber Inc		1	1

AI Agents Configuration

New Agents

Search...



Odoo Compliance Assistant

GPT-4o

Helps you with any legal issue related to Odoo.



Odoo Agent

GPT-4o

Your Odoo sidekick for most day-to-day tasks.



Ask AI

Gemini 2.5 Flash

Used for searching information across your database.

View Builder Information retrieval

Orders per klant en verkoper

1 nieuw bericht

Markeren als gelezen

Orders per klant en verkoper

Used for searching information across your database.

Vandaag


15:53

geef mijn de orders van deze maand per klant en per verkoper weer in een draaitabel

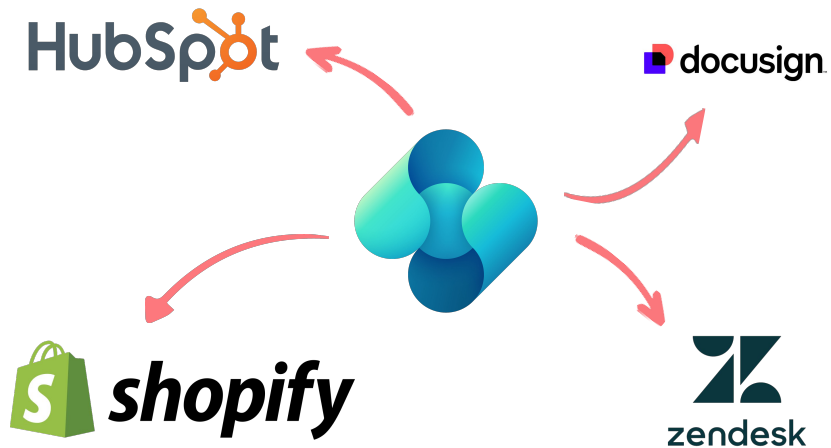
Ask AI 15:54

Hier zijn de orders van deze maand per klant en per verkoper in een draaitabel.

Bericht Orders per klant en verkoper...

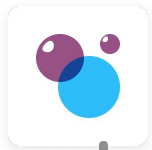
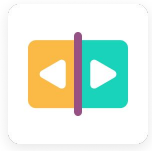
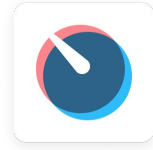
Waarom is  voor
odoo dan wel
een opportuniteit?

Zonder integratie

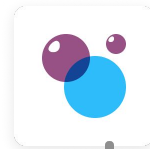
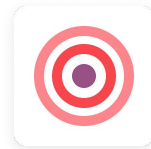
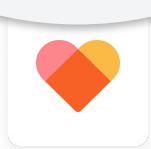
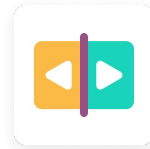
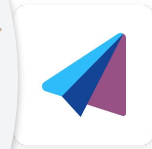
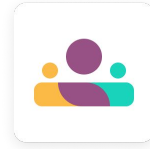
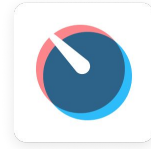
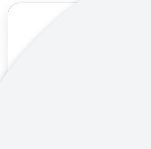
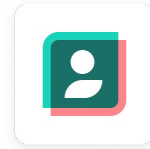
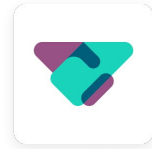
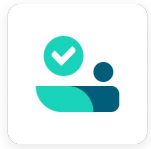


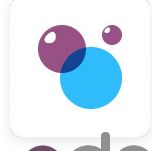
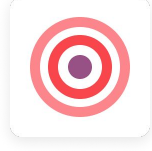
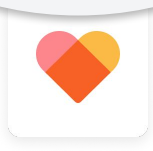
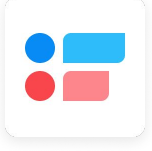
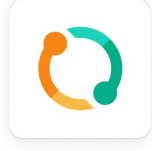
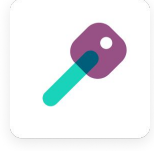
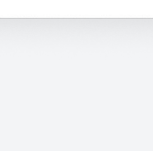
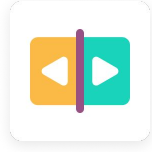
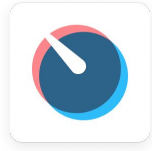
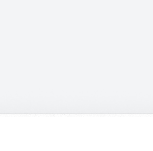
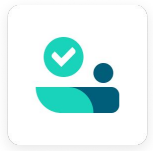
Software	Prijs / Maand
Business Central (essential)	€69,30
HubSpot (starter)	€20 x 20% = 4,00€
Shopify (grow)	€69 x 10% = 6,90€
Zendesk (suite team)	€55 x 10% = 5,50€
DocuSign (standard)	€23 x 10% = 2,30€
Total	= 88€ / maand

*Wat kost
Odoo dan in
vergelijking?*



€37,40





Any Question?

