Odoo

Odoo is an open source tool for Customer Relationship Management CRM. It is a Belgian suite of business management software tools including e-commerce, billing, accounting, manufacturing, warehouse, project management, and inventory management.

It is known for making applications available for free in enterprise edition, it is a centralised database that helps you to store data in the cloud and also it helps to access & analyse the data. It is a ideal tool for non-profits because it is available for both on-premises and ready to use the SaaS environment. It provides source code for the Open Object framework and the core ERP modules.

Features of the tool:

- Schedule manufacturing orders and work orders automatically.
- collaborative and real-time project management
- Easily send mass mailings to your leads, opportunities and customers
- Reporting and Business Intelligence

Benefits of Nonprofits:

- Integrated and Modular Approach
- Customization and Flexibility
- Open Source and Cost-effective
- Improved Efficiency and Productivity
- Scalability and Growth
- Rich Feature Set
- Mobile Accessibility

Why Nonprofits use Odoo

- Its an open source tool
- Quick setup and ease to use
- It provides a modular approach, where we can choose and configure only the applications they need, and can add more modules as their requirements evolve.
- Reduce manual tasks and paperwork, which can lead to increased efficiency.
- Suitable solution for long-term growth plans.

Supported Database:

ODOO, being an open-source ERP (Enterprise Resource Planning) software, supports multiple databases as its backend. The supported databases for ODOO include:

1. PostgreSQL

2. MySQL
3. SQLite
4. Oracle Database
5. Data Source Connectors

    - Odoo Magento Connector
    - Odoo WooCommerce Connector
    - Odoo eBay Connector
    - Odoo Amazon Connector
    - Odoo PayPal Connector
    - Odoo QuickBooks Connector
    - Odoo Google Sheets Connector

Graphical Representation:

Fig. 1. Home page: Odoo provides seamlessly integrated functional business apps called Odoo apps that form an ERP solution when combined.
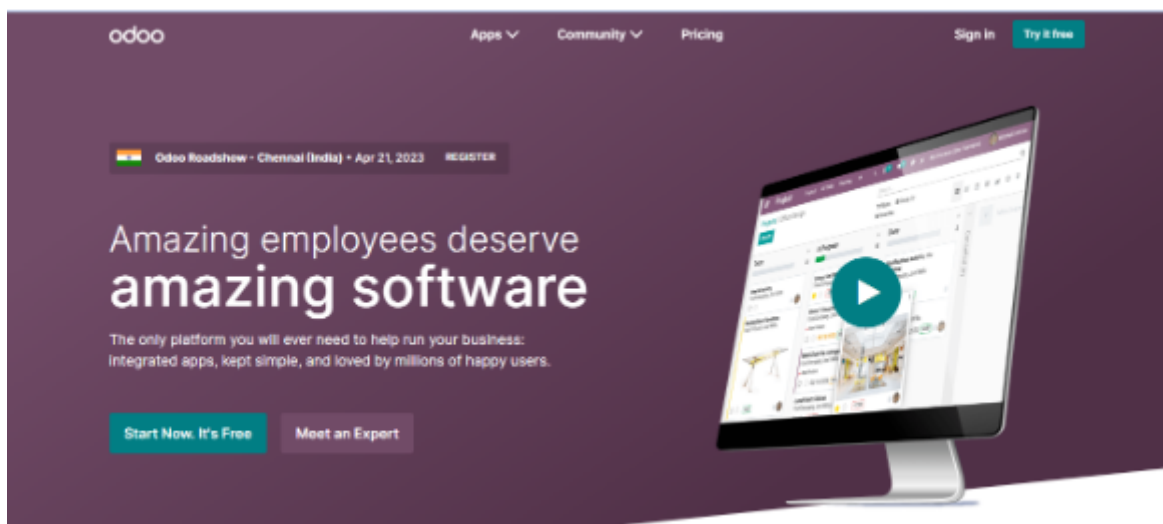

Fig. 2. Mobile Apps: Odoo is a suite of open source business apps that covers CRM, e-commerce, Accounting, inventory, point of sale, Project management, and more. The mobile app offers a smooth and friendly user experience that has been carefully built to ensure quick and seamless user adoption.
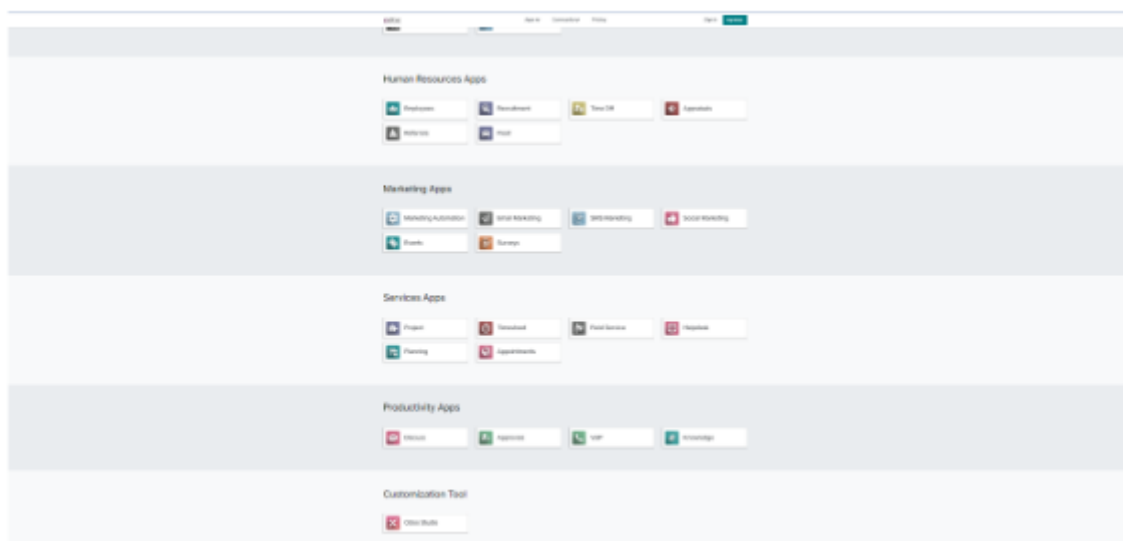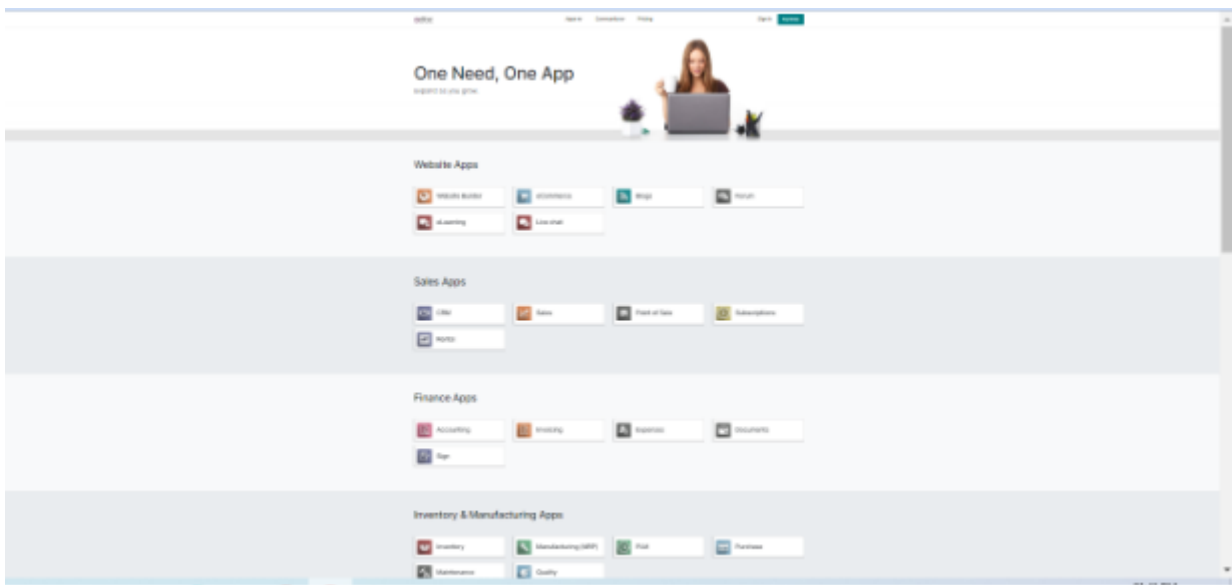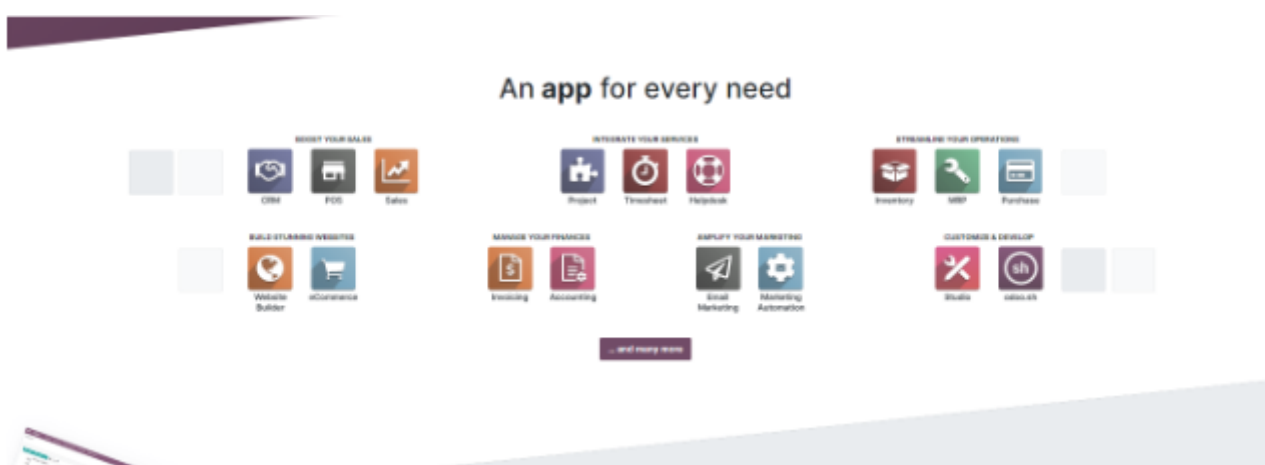
Fig. 3. App for every Need

Conclusion:

Odoo is an open source tool for CRM. It provides a modular approach, where NPOs can choose and configure only the applications they need, and can add more modules as their requirements evolve. They can also form collaborative and real-time project management and easily send mass mailings to your donors, funders and their constitutions. This business intelligence tool also helps NPOs report on data.