Openbravo Professional Edition
Business Agility For Mid-Size Companies

In today's competitive economy, mid-sized organizations thrive when they can rapidly respond to changing market conditions.

Agile ERP from Openbravo empowers forward-thinking companies to achieve strategic advantage with the proven power of our industry-leading open source ERP. Over 6,000 companies worldwide rely on Openbravo's full-featured, affordable ERP because it delivers unmatched value throughout an organization.

Whether you're looking for your first business application suite, to replace an existing proprietary product with an open source solution achieve lower TCO, or to augment a current ERP with additional functionality as part of a two-tier ERP solution – Agile ERP from Openbravo can help you reach your goals.

Openbravo's open source innovation delivers a broad functional footprint and fully integrated set of tested extension modules. This allows Openbravo to be adapted to support your business, and spares you the challenges of changing your business to meet the limitations inherent in most legacy systems.

By enabling business agility, Openbravo customers streamline operations while gaining the ability to pursue new opportunities, or quickly & cost-efficiently respond to change in your industry or region. Openbravo is a 100% web based business management platform that is:

- Flexible and easy to adapt
- Web-based and cloud ready
- Productivity empowering user interface
- Affordable

Spreadsheet style data entry: powerful grid supports in-cell editing for highest productivity, with automatic data saving as the user moves to another row.

Role-based workspace: purpose built widgets provide easy access to information and work flows, for fast adoption and productive daily use.

Multi-tab UI: power users love how Openbravo lets them productively manage many independent tasks--all at the same time!

Flexible and Easy to Adapt

Openbravo's agile business platform enables IT/business alignment, efficient organizational responsiveness, and the aggressive pursuit of time-sensitive business opportunities. Benefits include:

- **Adapt Software to Your Needs, Not Your Needs to Software** - Openbravo breaks away from the 'one size fits all' nature of monolithic ERP solutions which force you to install a massive code base then use expensive consultants to scale it back. Agile ERP from Openbravo is different because it features a lean, flexible architecture that allows you to adapt the software to the needs of your business, not the other way around.

- **Modular Architecture** - An extensible architecture lets you quickly add functionality from hundreds of pre-packaged modules that can be installed from a central repository in some cases with only a few clicks. Modules add capabilities and tools such as Dunning reports, extended costing, tracking attributes for inventory and more. Modules also integrate with other applications or deliver local language and currency support.

- **Model Driven Development** – Model driven development uses 'rules' instead of 'code' to define business processes. This means once you create a rule for managing a process, it can be easily applied throughout Openbravo without repetitive and error-prone code changes.

- **Integrate with Other Applications** – Openbravo's open API allows simple integration with other enterprise applications like ecommerce, CRM, BI and more using a best-in-class, secure API based on RESTful web services available via XML, JSON, and SOAP.

- **Always Easy to Update** – With most solutions, once you customize something, it becomes nearly impossible to upgrade anything. Openbravo's core, modules, and your customizations can always be automatically updated, so you can easily upgrade any component risk-free how and when you want to.

Web Based and Cloud Ready

A fully web based ERP solution is still rare in today's market, as most products have monolithic client-server architectures requiring extensive IT management. Openbravo's 100% web-based Agile ERP, requires only a single server and single point of administration for all business units and employees. Benefits include:

- **Anywhere Access** – A web-based solution means employees can access the system and stay productive from anywhere in the world using their preferred internet-enabled device – Mac or PC, tablets and smart phones.

- **Easy Support for Multiple Locations** – Without the IT cost of provisioning servers at every office, warehouse, or store, Openbravo dramatically accelerates your ability to extend ERP support to new facilities an any location, saving resources and eliminating capital expense.

- **Lower IT Overhead Costs** – With no code on the client, Openbravo eliminates the cost and frustration of pulling employees offline to ensure client-side application compatibility, saving even more time and expense.

- **Improved Organizational Collaboration** – Openbravo's role-based solution can be extended to individual employees with a simple authorization from their manager or IT. This provides tremendous flexibility to rapidly extend Openbravo to employees and even trusted Partners or Customers.

Accelerate Employee Productivity

Openbravo's broad functional footprint and best-in-class user experience improves productivity and collaboration, while streamlining operations to support real-time decision-making across your business. Benefits include:

- **Easy Information Access** – Unlike applications with complex interfaces that are difficult to use, Openbravo looks and feels like a desktop application, so users of spreadsheets and other common applications immediately feel comfortable with it.

- **Accelerate Employee Productivity** – Intuitive commands allow employees to complete common tasks faster and more accurately than before. As a result, users recapture time lost to old manual processes so they can add value to your business in new ways.

- **Rapid User Adoption** – A common challenge with legacy solutions is poor employee adoption due to unfamiliar user interfaces and non-intuitive commands. With it's familiar look and feel, Openbravo users require minimal training to realize new productivity gains.

- **Low Risk** – When you combine desktop quality productivity, intuitive commands, and high adoption rates – the risk of poor adoption and organizational resistance drops dramatically, allowing companies to select Openbravo with a high degree of confidence.

Affordable

Openbravo changes the economics of ERP by enabling the cost-effective deployment, growth and maintenance of a battle-tested suite of business applications that are truly tailored to the needs of your business. Benefits include:

- **Open Source** – Commercial open source software is widely understood to cost less than proprietary solutions because you don't have to pay for the right to use some versions of the software. Because the code is freely available to developers, innovation within open source ecosystems is rapid and cost-effective which further lowers long-term TCO.

- **Adaptability** – Adapting an ERP is always a necessary step for any implementation. With highly affordable licenses, Openbravo customers realize significant savings that can fund customization and additional development so your implementation meets the precise needs of your business.

- **Subscription Pricing** – Most ERP vendors require perpetual licenses with a large up front payment, which can result in a loss of vendor motivation after the sale to ensure adoption rates and customer success. Instead, subscription pricing from Openbravo places additional weight on us to ensure your ongoing success and satisfaction.

- **No Vendor Lock-in** – Because Openbravo is open source and uses trusted open source license terms, you never lose the right to use your instance of Openbravo Professional Edition - even if you become dissatisfied with it for any reason.

- **Extended Open Source Affordability** – Openbravo relies on mainstream open source web technology through our stack, including Java, Javascript, Web Services, PostgreSQL, as well aspublic wiki-based documentation. This minimizes platform and supplier lock-in, while assuring a global supply of competitive Openbravo-capable IT talent.

opening ERP's future!

Openbravo Functional Footprint

Master Data Management
Accurately model your enterprise in a single ERP instance with a flexible multi-organization structure that lets you maintain information about Products, Suppliers, Price Lists, Promotions, Customers, Warehouses, and much more. Maintain central control, with the flexibility to accommodate local needs of individual organizations.

Procurement Management
Minimize acquisition costs with centralized supplier management and purchase planning, purchase orders, goods receipts, invoice registration, requisition management, and streamlined payment processing.

Warehouse Management
Achieve optimal inventory control and customer satisfaction with management of warehouses and bins, units, lots, receipts and deliveries, transfers, inventories, stock value, etc. Use the embedded alert management system to independently monitor inventory levels of key products.

Production Management & MRP
Streamline production and control costs across a wide range of manufacturing scenarios, from traditional discrete and mixed-mode, to custom products, as well as repetitive disassembly operations. Openbravo's easy adaptability and interoperability make it the perfect ERP backbone for manufacturing.

Sales Management and CRM
Increase profit per transaction by managing prices, promotions, discounts, rates, invoicing, commissions, and more. Plus, Openbravo workspace widgets make it easy to monitor sales trends and performance at any level of the organization hierarchy.

Project and Service Management
Improve project profitability and resource use by tracking multi-phase projects, tasks, resources, budget, expenses and invoicing, purchasing, and more. Full integration of project accounting, billing, and receivables closes the customer engagement loop and allows mid-sized services companies to optimize cash flow.

Financial Management and Accounting
Achieve financial control and streamlined payment processing with integrated GL, AP, AR, P&L, budgets, taxes, balance sheet, P&L, etc. Companies with business units in multiple countries can easily establish a one-to-many relationship between transactions and organizational accounting, to meet both local and corporate financial reporting requirements in a single Openbravo instance.

Embedded Analytics
Improve decision-making and execution with flexible reporting and browser-based access to key operational and business intelligence. Integrated managerial accounting datamart automatically consolidates all your accounting and operational data in a single, unified datastore for easy access to KPIs and business performance reporting at any level of the organization.

Downloaded over 2,000,000 times, Openbravo is the world's most popular open source ERP. Learn more about Openbravo and the success of our customers at www.openbravo.com

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