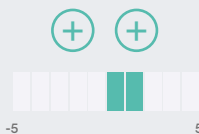




Impaakt Report

+1.64



Global Impaakt
Universe

-0.27

SASB Industry

+1.03

Listing Country

-0.56

SASB Industry: Software & IT Services

ISIN:

N/A

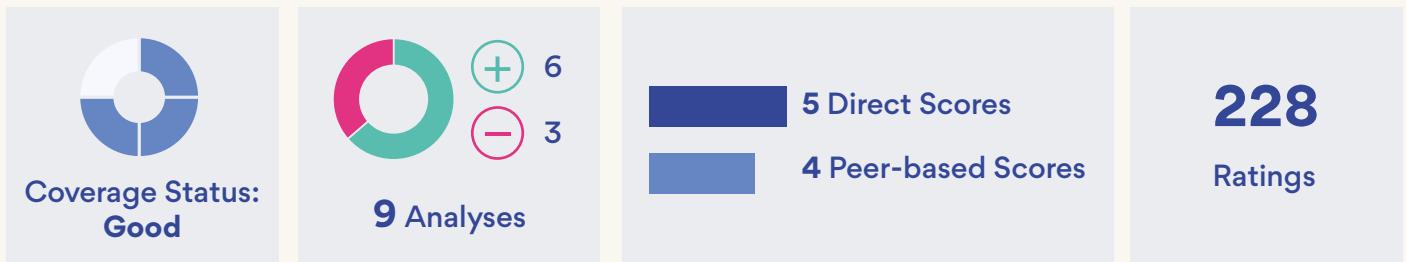
Market Cap:

N/A

Ranking:

2 / 82 Rank in industry

Odoo S.A. is a leading global software company headquartered in Belgium, renowned for its open-source enterprise resource planning (ERP) and customer relationship management (CRM) solutions. Founded in 2005, Odoo's flagship product offers a versatile suite of customizable applications that empower businesses across various industries to streamline operations, manage finances, optimize sales and marketing, and enhance customer relationships. Odoo integrates a wide range of business functions into a single software solution, including CRM, sales, project management, manufacturing, inventory management, accounting, human resources, marketing, customer support, and more. It caters to businesses of all sizes and budgets across diverse sectors, providing open-source applications to meet business needs.



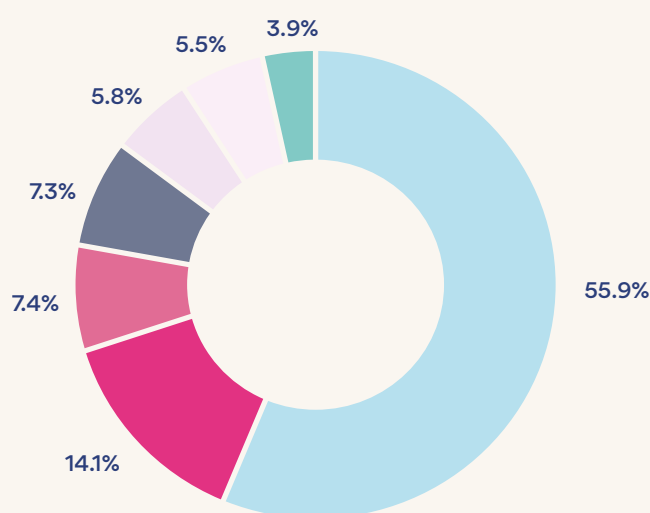
Distribution by Topic scores



- 9 topics covered out of a maximum of 11 topics available
- 5 topics covered with analyses
- 4 topics covered with peer-based scores when the data is not available but there is a clear industry pattern
- 2 topics (“Promote or Hinder Inclusion and/or Diversity”, “Health Impact from Products”) are not covered in the absence of positive/negative evidence
- 6 positive topics vs. 3 negative topics and positive topics tend to be more important (bigger scale, vertical axis) than negative topics
- overall score of +1.64 (on a range of -5/+5) well above the average score on the platform (-0.27)

Analytics based on the SDG Framework

The Sustainable Development Goals or Global Goals are a collection of 17 interlinked goals designed to be a blueprint to achieve a better and more sustainable future for all. The SDGs were set in 2015 by the United Nations General Assembly and are intended to be achieved by the year 2030.



- 9 topics related to 7 out of the 17 SDGs

- SDG 9 (Industry, Innovation and Infrastructure) has the most positive and significant score for Odoo (3 analyses with a big weight contributing to over 50% of the total score)

- The three negative SDGs (SDG 5, SDG 6 and SDG 13) tend to be negative for all the companies in the "Software & IT Services" industry and have a relatively modest weight in the overall score

7 SDGs Covered (out of 17)	#Analyses	Weight	Impact Score	
SDG 9: Industry, Innovation and Infrastructure	3	55.92%	+2.60	■■■■
SDG 4: Quality Education	1	14.11%	+3.21	■■■■
SDG 5: Gender Equality	1	7.43%	-1.88	■
SDG 17: Partnership for the Goals	1	7.30%	+2.27	■■■■
SDG 6: Clean Water and Sanitation	1	5.79%	-2.43	■■■
SDG 13: Climate Action	1	5.54%	-2.74	■■■
SDG 8: Decent Work and Economic Growth	1	3.90%	+0.08	■

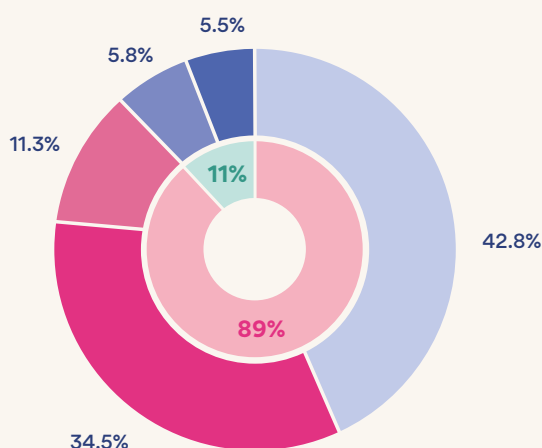
Detailed Score of all Topics

SDG	HEADLINE/ TOPIC	VALUE	SCALE
 SDG 4	Through its education platform, Odoo's business courses have benefitted +16,000 people worldwide	+3.21	224
 SDG 5	Employee Gender Diversity (Peer-based)	-1.88	118
 SDG 6	Operational Water Consumption (Peer-based)	-2.43	92
 SDG 8	Odoo is contributing to the economic growth by employing 1,700 people in 2023	+0.08	62
 SDG 9	Odoo offers affordable and free open source business management software options for 7 Mn users	+2.60	278
 SDG 9	Odoo's integrated business management software increases productivity for 7 Mn users worldwide	+2.66	286
 SDG 9	Odoo's open-source code fuels innovation by harnessing collective intelligence to create 16,000 apps	+2.50	324
 SDG 13	GHG Emissions (Peer-based)	-2.74	88
 SDG 17	Taxes (Peer-based)	+2.27	115

See Appendix for detailed analyses.

Analytics based on the ILG Framework

The Investment Leaders Group (ILG) is “a global network of pension funds, insurers and asset managers, with over £14 trillion under management and advice.” They came up with a framework to analyze impact that uses the SDGs as a reference point, but with 6 broader themes, 3 of them related to Social, the 3 others to Environmental. Each analysis is linked to one particular ILG Theme.



- 7 out of the 9 topics covered for Odoo refer to social impacts
- These social impacts account for the bulk of Odoo’s total score (>3/4) and are significantly positive (+2.18)
- The two environmental impacts are not specific to Odoo. They mainly reflect the environmental footprint of any company in the same industry which is modest in the case of a software company like Odoo

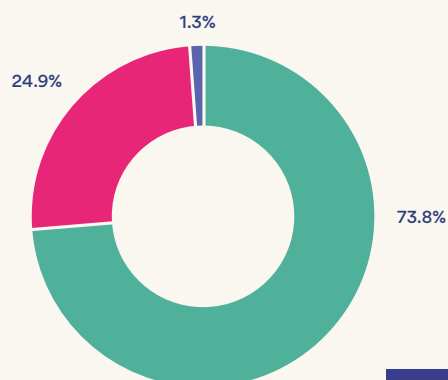
Environmental: 11%

Social: 89%

5 ILG themes covered (out of 6)	#Analyses	Weight	Impact Score	
Wellbeing	3	42.82%	+2.59	
Basic Needs	2	34.51%	+2.79	
Decent Work	2	11.34%	-1.20	
Healthy Ecosystems	1	5.79%	-2.43	
Climate Stability	1	5.54%	-2.74	

Analytics based on Products vs Processes

To help you look at the most material impacts of a company, we distinguish impact that is either related to the Processes of the company, its Products (or services) or its Philanthropy.



- 3/4 of the impact comes from positive topics that are all related to the core products of Odoo
- Externalities related to “processes” only have a modest influence on the overall score

3 Products/Processes covered (out of 3)	#Analyses	Weight	Impact Score	
Products	4	73.78%	+2.72	
Processes	4	24.91%	-1.89	
Taxes & Philanthropy	1	1.31%	+2.27	

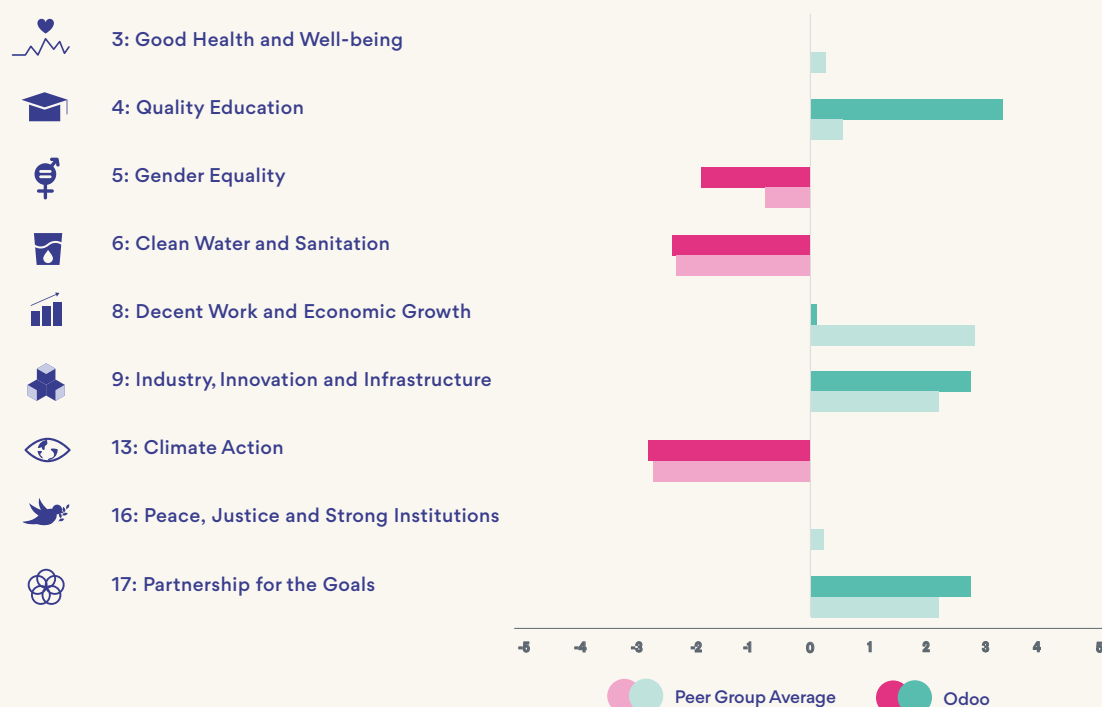
Ranked 2/82 in industry

1.	Visa	+1.96	⊕ ⊕
2	Odoo	+1.64	⊕ ⊕
3.	CGI	+1.58	⊕ ⊕
4.	SS&C Technologies	+1.55	⊕ ⊕
5.	Vmware	+1.52	⊕ ⊕
6.	Ansys	+1.52	⊕ ⊕
7.	Trend Micro	+1.49	⊕ ⊕
8.	Check Point Software Tech	+1.47	⊕ ⊕
9.	Palo Alto Networks	+1.46	⊕ ⊕
10.	Adobe Systems	+1.44	⊕ ⊕
11.	Tata Consultancy Services	+1.44	⊕ ⊕
12.	F5 Networks	+1.44	⊕ ⊕
13.	Cognizant Technology	+1.43	⊕ ⊕
14.	Leidos	+1.42	⊕ ⊕
15.	TIS Inc	+1.39	⊕ ⊕
30.	Salesforce	+1.19	⊕ ⊕
32.	Microsoft	+1.16	⊕ ⊕
35.	SAP	+1.12	⊕ ⊕
38.	Sage	+1.08	⊕ ⊕
50.	Oracle	+0.77	⊕

- Odoo ranks 2nd among the 82 companies in the “Software & IT Services” Industry (range -0.71/+1.96)

- The company compares well with more direct competitors like Salesforce, SAP, Sage or Oracle

Score Compared to Peer Group Average by SDG



Detailed Peer Group Comparison by SDG

SDG	PEER GROUP AVERAGE	ODOO	MICROSOFT	SAP	SALESFORCE	SAGE	ORACLE
SDG 4	+3.15	< +3.21	+4.05	+3.14	+3.78		+4.44
SDG 5	-1.87	> -1.88	-1.50	-2.31	-2.68	-0.13	-2.58
SDG 6	-2.51	< -2.43	-2.99	-2.50	-2.41	-2.24	-2.64
SDG 8	+2.69	> +0.08	+4.03	+2.75	+2.64	+2.46	+2.50
SDG 9	+2.84	> +2.60	+3.31	+2.50	+2.66		+2.20
SDG 13	-2.70	> -2.74	-3.26	-2.53	-3.45	-2.50	-0.32
SDG 17	+2.29	> +2.27	+2.83	+3.12	+1.35	+2.65	+3.03
OVERALL	+1.03	< +1.64	+1.16	+1.12	+1.19	+1.08	+0.77

- Odoo's SDG score is consistent with the score of the peers for SDG 4, SDG 5, SDG 6, SDG 9, SDG 17
- Odoo's SDG score is less positive than its peers on SDG 8 (salaries below industry average) but the topic is relatively marginal
- Odoo's above average score partly reflects the lack of negative evidence on the topics "Promote or Hinder Gender Diversity and/or Inclusion", "E-Waste Productive" and "Corruption" - hence on SDG 10, SDG 12, and SDG 16

Appendix

Access to Education & Training

Impact value
+3.21

Impact scale
224

Written by: Oluwatobi O.
Sep 7th, 2023

**Through its education platform, Odoo's
business courses have benefitted
+16,000 people worldwide**

Globally, 70 million (Mn) children and 759 Mn adults lack elementary education/literacy¹. Education allows people to develop new skills, broaden their minds, and achieve sustainable careers². Moreover, education has proven to combat poverty and crime, which leads to improved health, employability, income, and social networks^{2,3}. Business skills, in particular, can improve job prospects and increase earning potential¹³. Odoo, an open-source business management suite, simplifies businesses' operations by offering a business management platform that integrates several applications including sales, finance, e-learning, accounting, inventory, and project management^{4,14}. Launched in Nov. 2019, Odoo's e-learning app offers teaching resources on digital business management^{5,15,16,19}. The platform currently offers over five certifications and 50 courses encompassing subjects such as business management, sales and human resources^{6,7,17}. Under its educational version, the company makes its business suite and supporting documentation freely available for teachers and students, allowing them to create, tailor, and share courses on the platform^{5,19;12:00-12:10}. Odoo's educational platform provides users with built-in applications that measure student's performance and provides access to quizzes, badges, certification and over 1 Mn images and videos¹⁵. Accounting, invoicing, and website building courses are among Odoo's most popular with syllabi spanning from fundamental accounting concepts to invoicing and taxes as well as creating business websites and marketing strategies^{8,9,10}. Since its inception, four of its most popular courses recorded over 140,000 student enrollments, while its platform has over 16,000 all-time students (5,300/year)^{20,8,9,10,11,12}. Certifications have been shown to increase salaries by 5-20%, boosting earning potential for students¹⁸. Odoo has empowered thousands of students, equipping them with new skills & enhancing their job prospects.

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Job Creation

Impact value

+0.08

Impact scale

62

Written by: Oluwatobi O.

Sep 12th, 2023

Odoo is contributing to the economic growth by employing 1,700 people in 2023

In 2022, 3.32 billion people were employed globally¹. Job creation assists society in many ways, such as reducing poverty and increasing social cohesion and economic stability². It also provides personal growth opportunities for employees and their families². On average, employees in software companies earn USD\$102,000 per year⁵. Moreover, the average annual salary in Belgium is \$78,000 and the annual cost of living for an individual in the country is about \$28,000^{3,4}. Headquartered in Belgium, Odoo is a software and IT services company that offers all-in-one business management software^{7,6}. As of Sept. 2023, the company had 1,700 employees⁸. Odoo has not disclosed the geographical breakdown of its employees, but it does have 17 offices around the world, including Belgium, Germany, Italy, Kenya and India⁸. The annual estimated average salary of an Odoo employee is \$85,094, lower than the software industry average but approximately 1.1 times the average yearly wage in Belgium^{9,5,3}. It is also three times the national cost of living^{9,4}. Employees at Odoo enjoy work perks & benefits such as health Insurance, retirement plans, parental leave, paid vacation, professional support, and employee discounts, among others¹⁰. On Glassdoor, its overall rating was 3.8/5 (675 reviews), 3.3/5 for compensation benefits and 3.4/5 for career opportunities¹¹. Odoo contributes to economic growth and social stability by creating jobs that improve people's well-being, being their job prospects.

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Affordability

Impact value

+2.64

Impact scale

278

Written by: Oluwatobi O.

Sep 8th, 2023

Odoo offers affordable and free open source business management software options for 7 Mn users

Business management software, including ERP (enterprise resource planning) and CRM (customer relationship management), helps businesses manage their resources, processes, and data— resulting in increased productivity, enhanced decision-making, and overall growth^{1,2,5}. In fact, 88% of businesses reported the implementation of ERP software helped them succeed⁷. Overall, productivity software enhances efficiency³; however, it remains expensive for certain businesses⁴. Odoo is an open-source suite of apps that enables businesses to manage business sales, finances, operations, create websites, and amplify marketing, within a single platform¹¹. Odoo's apps, including CRM, accounting, inventory, timesheet & more, can boost business revenue by 10%^{12,11}. Odoo has around a 9% & 2% market share of the ERP and CRM market, respectively^{13,14}. Odoo's Enterprise standard subscription plan costs \$9.1 per user per month, \$13.6 per user per month for its custom plan and \$0 if subscribing just to one application¹⁵. Each plan allows users access to hundreds of applications and modules on the Odoo platform¹⁵. Its CRM competitors, Oracle and Salesforce, have their plans starting at \$25/user per month^{14,16}, while its ERP competitors, SAP and Microsoft, have their plans starting at \$56 and \$20/user/month, respectively^{18,17,13}. Benchmarked against its competitors, Odoo's starting subscription plans are two to six times cheaper^{15,16,17,18}. Benchmarked against other ten popular productivity apps (including Monday, Slack and Microsoft Teams), Odoo's prices are 1.25x cheaper, considering the average price for these apps at \$17¹⁰. Its platform is freely available under its open source Community version, which allows businesses to customize the software's code however it fits them²⁰. The company's low-cost plans make its application a top choice for SMEs¹⁹. As of 2023, 7 Mn users are using Odoo's affordable suite¹¹.

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Core Business Impact (Productivity)

Impact value

+2.66

Impact scale

286

Written by: Ardit N.

Sep 7th, 2023

Odoo's integrated business management software increases productivity for 7Mn users worldwide

Software helps organizations optimize their processes and improve product quality and efficiency, fostering innovation^{1,2}. Increased productivity leads to increased per capita income and spending capacity as well as improved living standards³. All-in-one software that natively integrates various business tools further enhances business productivity, simplifying communication, enhancing workflow efficiency, and making it easier to exchange valuable data⁴. Odoo is a software & IT Services company that provides an all-in-one business management software⁵. Its platform offers over 40 different applications under nine product categories, including Customer Relationship Management tools (CRM), accounting, inventory management, project management, and e-commerce software^{11,5}. Moreover, the company has over 1,500 community active members who have developed over 16,000+ software applications under Odoo's open-source system⁶. In 2022, the company generated around €178 million in revenue⁷. Odoo has a presence in Europe, North America, South America, Australia, Asia, and the Middle East with international clients like Toyota, and Sodexo, among others^{6,8}. Odoo's integrated apps work together to give companies the ability to automate and track all their processes in a single platform⁹. Its integrated apps can also be accessed from any device, thus ensuring smooth operations and processes⁶. Using Odoo has proved a wide range of advantages to businesses, such as process streamlining, seamless data incorporation, instant access to information, enhanced teamwork, elevated customer service, reduced expenses, heightened security, more robust reporting, and a competitive edge¹⁰. As of 2023, Odoo has over 7 million users, while Odoo's "On-premise software" is "the most installed business software in the world"⁶. Odoo is increasing productivity for businesses through its all-in-one platform.

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Social Solutions

Impact value

+2.50

Impact scale

324

Written by: Ardit N.

Sep 12th, 2023

Odoo's open-source code fuels innovation by harnessing collective intelligence to create 16,000 apps

Open-source software models rely on collective intelligence to spur innovation through collaboration and transparency¹. It's cost-effective for businesses, reducing expenses compared to proprietary software while accelerating innovation and customization by tapping into a vast talent pool to create higher-quality products¹. Open-source code, in fact, has been shown to spur innovation by lowering entry barriers for small businesses, allowing them to expand and compete¹⁴. Greater competition, in turn, expands customers' choices, powering investments and innovations¹⁴. As of 2023, around 78% of businesses use open-source software^{2,3}. Odoo provides an all-in-one business management software⁴. Its open-source development platform has enabled 1,500 active community members to build, customize and create over 16,000 apps to solve business needs, resulting in the world's largest ecosystem of seamlessly integrated business applications^{12,5}. In fact, Odoo's open-source code created a collaborative community that constantly cooperates to solve each other's doubts^{16,15,12}. Moreover, unlike other business management platforms, Odoo's integration capabilities extend to advanced systems like IoT and biometric devices⁷. In fact, Odoo's app integration increased Sodexo's Vending division revenues by 10% by integrating 14 platform functions in just one¹³. As of 2023, it has over 7 million users, 90% of which opt for the community-based software^{17,8}. Odoo's solutions are highly suitable for SMEs and startups with limited financial resources⁹. Considering SMEs make up over 95% of enterprises and account for 60-70% of jobs in OECD countries, Odoo's software solutions contribute significantly to society's well-being^{11,10;p3,7}. Odoo's open-source software is fostering innovation and efficiency for businesses.

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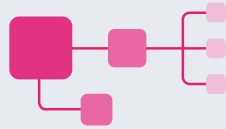
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17. https://techcrunch.com/2021/07/29/summit-invests-215m-into-odoo-an-open-source-business-management-software-developer-at-a-2-3b-valuation/?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLnNvbS8&guce_referrer_sig=AQAAANWEmqjP7OFPxsYcmmlBZ0SsUUDBC6KJuPtcFuaomla3CeCsLnQ5xDgSVnq7LDj6oShpljlnKjHI0tlCRbe9o9BWahaFftOJVMafCfDwNkUo-UnChE8jVQqZOpcDC7iCJNdklnnjzGW98gAhXu0Lp3AvrOd5Zrs80dkUJNZMqi2op

Metrics for all Topics

TYPE	TOPIC	METRIC	VALUE	UNIT	COVERAGE	STATUS
Social	Access to Education & Training	total individuals with access to education and training	5,300	People	Complete	Estimated
Social	Affordability	price is below, aligned, or above industry average	Below		Complete	Disclosed
Social	Job Creation	total jobs created	1,700	Jobs	Complete	Disclosed
Social	Job Creation	industry average salary	Below		Complete	Estimated
Social	Solutions-Social	total people benefitting from social solutions	6.300M	People	Complete	Estimated
Social	Solutions-Social	total households or businesses benefitting from social solutions	3,500	Businesses	Complete	Disclosed

Understanding our Impact Score

1. Topics



The Impaakt community has identified a total of 76 Social and Environmental topics for the 77 industries mapped by the Sustainable Accounting Standard Board (SASB). Not all topics are relevant for all industries but all the companies in a given industry are covered with the same topics.

2. Analyses



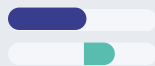
The analyses are written by an active community of writers that went through a rigorous training process. Each analysis is reviewed by our team of editors before being published.

3. Ratings



Then the community rates each analysis according to 2 dimensions: value and scale.

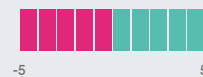
4. Value & Scale



Value: how positive or negative the impact is described in the analysis.

Scale: how small or large the impact described is, taking into account the breadth, depth and persistence, as defined by the Impact Management Project.

5. Final Score



The impact score is based on the underlying analyses. It is equal to the average of each analysis' Impact Value score weighted by its Impact Scale. It goes from -5 (very negative impact) to +5 (very positive impact).