



Comparison of ERP systems : Microsoft Dynamic 365, NetSuite et Odoo Online

A guide to preparing for digital transformation



nali**s**

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Chapter

Introduction

Introduction

In recent years, digitalization has become an essential competitive lever. Implementing an ERP has become a major project for many companies.

Once reserved for large companies, ERPs have become more popular with more flexible and accessible solutions. Today, they have become a real growth engine for SMEs, offering them the opportunity to optimize their way of working.

In a context where SMEs must constantly adapt to new market requirements, having an efficient ERP is no longer a luxury but a necessity.

1. How to choose the right ERP for your business?

The ERP market has grown considerably in recent years, today there is a wide variety of ERPs, ranging from general-purpose solutions to specialized software by industry. This profusion of offers can make the choice complex, hence the importance of adopting a structured approach to select the ERP that best suits your company's needs.

2. The different categories of ERP

ERP can be classified according to several criteria:

General ERP vs. Specialized ERP

- **General-purpose ERPs** (such as Odoo, SAP Business One or Microsoft Dynamics) offer broad functional coverage and flexibility. They are designed for companies in a variety of sectors and can be customized to meet specific needs.
- **Specialized ERPs** are designed for particular sectors (Vertuoza, Freshdesk, Doctolib, etc.). They incorporate functionalities adapted to the constraints and business requirements without requiring major customizations.

Open source ERP vs. proprietary ERP

- **Open source ERPs** (e.g. Odoo, ERPNext) offer a wide range of customization options and are often less expensive to license. They are appreciated by companies who want total control over their information system.
- **Proprietary ERPs** (e.g. SAP, Oracle, Microsoft Dynamics) are developed by private publishers with turnkey features, often accompanied by support and regular updates.

ERP Cloud vs. ERP On-Premise

- **Cloud ERP (SaaS)** is hosted on remote servers and accessible via the internet. They allow for greater flexibility and reduce infrastructure costs.
- **On-Premise ERP** is installed on company servers and offers full control over the data, but requires internal technical management and additional costs.

3. The key criteria for choosing your ERP

To make the right choice, several elements must be taken into account:

- **Business needs**: It is essential to clearly define the expected functionalities: accounting management, invoicing, CRM, inventory management, production, HR... Precise specifications will facilitate comparison of solutions.
- **Scalability**: A growing SME must choose an ERP capable of adapting to its development, integrating new functionalities or supporting a larger volume of data and users.
- **Simplicity of use**: A powerful ERP must be ergonomic and easy to handle to ensure rapid adoption by teams.
- **Integration with existing tools**: A good ERP must be able to communicate with the software already in place (e-commerce, payment management, marketing, etc.) in order to avoid information flow disruptions.
- **The total cost of the project**: In addition to the price of the licenses, it is necessary to consider the costs of implementation, training, maintenance and possible customization.
- **Support and community**: Responsive technical assistance and an active community can be a valuable asset to quickly solve potential problems and optimize the use of ERP.

To make the best choice, we also invite you to consult our guide "**The 7 essentials for digitising your business**", of which in particular points 5 "avoid the trap of tailor-made" and 6 "give preference to integrated tools".

4. A methodical approach to choosing

- Assess internal needs: Audit existing processes to identify areas for improvement and priorities.
- Analyze market offers: Compare ERPs based on features, customer reviews and demonstrations offered by publishers.
- Involve the teams: Future users must be consulted to ensure that the ERP chosen corresponds to their expectations and facilitates their work.
- Test before committing: Many publishers offer trial versions or demonstrations to better understand the tool before a full deployment.
- Relying on an integrator: Using a specialized integrator can simplify the implementation process and ensure better alignment with business needs.



Chapter 2

ERP's Comparison : Microsoft Dynamics, NetSuite and Odoo Online

Choosing an ERP can be complex given the variety of solutions available on the market. To help you make an informed decision, we have compared three popular and SMB-friendly solutions: **Microsoft Dynamics 365 Business Central**, **NetSuite** and **Odoo Online**.

These three SaaS-based ERPs offer centralized operations management and are known for their flexibility. However, they differ in terms of functionality, accessibility and cost. Here is a detailed analysis to better understand their strengths and limitations.

1. Presentation of the ERPs



Microsoft Dynamics 365 Business Central

Microsoft cloud ERP, adapted to SMEs, offering a strong integration with the Microsoft ecosystem (Teams, Office 365, Azure). Focused on financial management, inventory management and CRM.



NetSuite

Oracle's cloud ERP solution, targeting growing businesses and international structures. Offers advanced modules for financial management, inventory, e-commerce and data analysis.



Odoo Online

Open-source ERP in SaaS mode, modular and flexible, which allows companies to choose only the functionalities they need. Recognized for its intuitive interface and affordable cost.

2. Comparison of main features



Features Microsoft Dynamics 365

Criteria	Microsoft Dynamics 365
Ease of use	Fluid interface but requires training
Personnalisation	Moderately customizable, depends on the integrator
Modules available	Finance, inventory management, sales, CRM
Integration with other tools	Excellent integration with the Microsoft ecosystem
Flexibility & evolution	Suitable for SMEs and large companies
Cost	113€/user Annually
Support & community	Paid Microsoft support, partner network
Déploiement	Cloud & on-premise



Features NetSuite

Criteria	NetSuite
Ease of use	More complex interface, longer learning
Personnalisation	Customizable but requires technical skills
Modules available	Finance, advanced inventory management, e-commerce, advanced reporting
Integration with other tools	Strong connectivity with third party tools (including Oracle)
Flexibility & evolution	Suitable for high-growth companies
Cost	125€/user Annually
Support & community	Premium support with Oracle, little active community
Déploiement	100% cloud



Criteria	Odoo Online
Ease of use	Intuitive and easy to use interface
Personnalisation	Highly customizable thanks to the many modules
Modules available	Wide choice of modules: sales, CRM, e-commerce, HR, invoicing, project management, marketing, etc.
Integration with other tools	Native connectors with various external applications and open APIs
Flexibility & evolution	Very flexible, ideal for SMEs and startups
Cost	20€/user annually or mensually
Support & community	Active community, free Odoo support
Déploiement	100% cloud

A. Sales

Sales	Microsoft Dynamics 365	NetSuite	Odoo Online
B2B Sales			
Quotation/ Order form	✓	✓	✓
E-signature	✗	✗	✓
Online payments	✓	✓	✓
Quote templates	✗	✗	✓
Sales on-site			
Point of sales	✓	✓	✓
Point of sales (restaurant)	✗	✗	✓
Sales online			
eCommerce	✗	✓	✓
eBay integration	✗	✗	✓
Advanced product management			
Multi-level variants	✓	✓	✓
Configurable products	✓	✓	✓
Kits	✓	✓	✓

B. CRM

CRM	Microsoft Dynamics 365	NetSuite	Odoo Online
Sales Flow			
Lead generation	✗	✓	✓
Lead ranking	✓	✓	✓
Leads management	✓	✓	✓
Opportunity management	✓	✓	✓
Pipeline management	✓	✓	✓
Communication tools			
Multi-client addresses	✓	✓	✓
Calls / Meetings / Emails	✓	✓	✓
VOIP	✗	✗	✓
Integration of emails	✓	✓	✓
Live Chat	✗	✗	✓
Customer history	✗	✓	✓
Email templates	✗	✓	✓
Analysis of opportunities	✓	✓	✓

C. Accounting & finance

Accounting & finance	Microsoft Dynamics 365	NetSuite	Odoo Online
Interne processen			
Analytical accounting	✓	✓	✓
Alerts	✓	✗	✓
Budgets	✓	✓	✓
Expense reports	✓	✓	✓
Asset management	✓	✓	✓
Stock valuation in real time	✓	✓	✓
Analytical reports	✓	✓	✓
Daily operations			
Online synchronization with the bank	✓	✗	✓
Rapid reconciliation	✓	✗	✓
Unearned revenue	✓	✓	✓
Cheque Management	✓	✓	✓

Bill management			
Invoice management	✓	✓	✓
Bulk	✓	✗	✓
Customer / supplier feedback	✓	✗	✓
Payment automation (SEPA)	✓	✓	✓
International			
International (more than 10 countries covered)	✓	✗	✓
Multi-company	✓	✓	✓
Multicurrency	✓	✓	✓

D. Marketing

Marketing	Microsoft Dynamics 365	NetSuite	Odoo Online
Actions			
Mass mailing	✓	✓	✓
Blog / SEO / Web pages	✓	✓	✓
Events	✓	✗	✓
Marketing automation	✗	✓	✓
Edition de pages du site (drag & drop)	✗	✗	✓
Marketing campaigns	✓	✓	✓
Segmentation of contacts	✓	✓	✓
Tracking tools			
Surveys	✓	✗	✓
Visitor tracking	✗	✓	✓
Social media management	✗	✗	✓

E. Inventory

Inventory	Microsoft Dynamics 365	NetSuite	Odoo Online
Classic inventory management	✓	✓	✓
Paths			
Multi-warehouse	✓	✗	✓
Pick-Pack-Ship	✓	✓	✓
Products			
Traceability, lots, serial numbers	✓	✓	✓
Expiration dates	✗	✓	✓
Multiple units of measurement	✓	✓	✓
Reporting			
Stock assessment (FIFO, etc.)	✓	✓	✓
Stock reports	✗	✓	✓
Predictions	✓	✓	✓

Productivity			
Logistics rules (advanced routes)	✓	✗	✓
Storage / Picking	✓	✓	✓
Barcode	✗	✓	✓
Customer portal	✗	✓	✓
Shipments (DHL, Fedex, etc.)	✗	✓	✓

F. Production

Production	Microsoft Dynamics 365	NetSuite	Odoo Online
Production management			
MRP	✓	✓	✓
Assembly orders	✓	✓	✓
Costs	✓	✓	✓
PLM	✗	✓	✓
Worksheets	✓	✗	✓
Traceability	✓	✓	✓
Quality	✓	✓	✓
Maintenance	✗	✗	✓
Equipment efficiency (EE)	✗	✗	✓
IOT	✗	✗	✓
Repairs	✓	✓	✓

G. Purchase

Purchase	Microsoft Dynamics 365	NetSuite	Odoo Online
Purchases			
Price requests	✓	✓	✓
Calls for tender	✗	✗	✓
Price and discount management	✓	✓	✓
Supply			
MTO	✓	✓	✓
Minimum stock rule	✓	✓	✓
MPS	✓	✓	✓
Management			
Charging control	✓	✓	✓
acceptance inspection	✓	✓	✓

H. Services and projects

Services and projects	Microsoft Dynamics 365	NetSuite	Odoo Online
Project management	✓	✓	✓
Kanban View	✗	✗	✓
Planning	✓	✗	✓
Marketing automation	✗	✓	✓
Timesheets	✓	✓	✓
Customer focus			
Help Desk / Support	✗	✓	✓
Integration of emails	✗	✓	✓

I. Human Resources

Human Resources	Microsoft Dynamics 365	NetSuite	Odoo Online
Recruitment	✓	✓	✓
Assessment	✗	✓	✓
Holidays	✓	✓	✓
Fleet management	✗	✗	✓
Salary	✓	✓	✓
Expense reports	✗	✓	✓
Salary Configurator	✗	✗	✓

3. Pros and cons of each ERP

	Advantages	Disadvantages
Microsoft Dynamics 365	<ul style="list-style-type: none"> • Strong integration with the Microsoft ecosystem • Robust solution for financial management • Secure and scalable 	<ul style="list-style-type: none"> • High cost of entry (licenses and customization) • Longer learning curve • Less flexible for companies looking for a quick solution to implement
NetSuite	<ul style="list-style-type: none"> • Suitable for multi-subsidiary and international companies • Advanced reporting and BI functions • Robust for inventory and e-commerce management 	<ul style="list-style-type: none"> • Very high cost, even for SMEs • More complex customization • Longer deployment compared to other solutions
Odoo Online	<ul style="list-style-type: none"> • Modular and scalable solution as required • Cost-effective compared to other ERPs • Intuitive interface and quick handling • Wide choice of modules without hidden cost 	<ul style="list-style-type: none"> • Less suitable for very large international companies • Some advanced features require customization

4. Why choose Nalios for your Odoo ERP implementation?

Of course, you can choose to set up your ERP by yourself, especially if you have the resources and skills. However, a stand-alone implementation can have some limitations: lack of integration with other management tools, poorly automated business processes, unstable foundations for project evolution, or a user experience that can generate frustration.

This is where a **specialized integrator** makes all the difference.

An ERP integrator does not just deploy a solution. It designs a **system comprehensive**, tailored to your **specific needs**, integrated with your other tools and scalable for to support the growth of your business. Choosing an integrator means a solid foundation from the start, which avoids costly and complex adjustments in the future.

As a **Gold Odoo partner**, Nalios helps you design and implement an ERP that optimizes the management of your business processes, thus ensuring better organization and greater flexibility. Whether for a quick implementation or a more complex solution, we put our expertise at your service to maximize the efficiency of your organization.



Chapter 3

Conclusion

Conclusion

In this white paper, we explored the key features of different ERPs, highlighted the critical points of attention for a successful implementation and shared best practices. Thanks to these elements, you now have all the cards in hand to start your digitization project on a good basis and optimize the management of your company. However, each project is unique, and personalized support can make the difference in the quality of your implementation to obtain a solution that is truly tailored to your needs.

If you would like to discuss your project and benefit from the advice of our experts, we would be happy to discuss it with you.

Make an appointment now with a Nalios consultant:

[Book a call](#)

See you soon to build your digital transformation together!



Your Odoo Experts

For more information, visit
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If you have any questions :
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Our YouTube channel :



www.nalios.com