Openbravo: Backgrounder
March 2008

Introduction
Openbravo is the developer of leading professional Open Source enterprise resource planning (ERP) and point-of-sale (POS) solutions for small and midsize enterprises (SMEs).

Openbravo is driven by the philosophy that every company, regardless of size, should have the opportunity to own and adapt its own ERP system, and every retail outlet should have be able to link and track front-end sales with back-office planning.

Openbravo has more than 50 live installations around the world and averages over 1,000 downloads per day.

Driven by an Open Source philosophy and a desire to offer best-in-class services, Openbravo delivers a fully integrated, web-based ERP system that can be tailored to the needs of any company, regardless of its size or industry sector. Openbravo puts the customer in full control of its software investment without the cost overheads of contracts or licenses.

Openbravo ERP is used by many companies of varying sizes across a wide variety of business sectors, such as manufacturing, distribution, services, and logistics. Interested partners are provided with powerful tools and guidance to help them create and manage profitable businesses based upon Openbravo.

The company’s POS solution, Openbravo POS, is an Open Source point-of-sale system. It is standalone, and integrated with Openbravo ERP, linking front-end sales operations with back-office resource planning and financial management.

Openbravo’s Open Source product functionality is continually evolving thanks to an expanding international community made up of users, partners and developers.

The history of Openbravo
Openbravo is a European software company that is growing across the globe. In January 2006, the company secured a €5 million ($6.4m or £3.4m) financing agreement with Sodena, the business development agency for the Spanish region of Navarre, where the company has its global headquarters in Pamplona.

This record funding for an Open Source ERP company has fueled invaluable software development while enabling the company to grow internationally.

Openbravo was originally founded on a vision that every company, regardless of its size, has the right to own its own ERP system, specifically adapted to its needs and to its own budget. The company is adamant this can only be achieved by combining a great product, an Open Source philosophy and a valuable set of services to support the whole community.

Openbravo has been recognized by its peers and customers across the Open Source community through Top 10 rankings on SourceForge, the world's largest Open Source software development website.
Milestones in Openbravo’s development

1999: Nicolas Serrano and Ismael Ciordia develop a technical approach to building web applications more effectively.

2001: Serrano and Ciordia team up with Moncho Aguinaga to form Tecnicia, the forerunner of Openbravo. This project leads to the creation of Openbravo ERP and the launch of the product. By 2006 the team has expanded operations further, making the important transition from start-up to an Open Source business model.

January 2006: the company secures a €5 million ($6.4m or £3.4m) financing agreement, a record funding for an Open Source ERP company.

April 2006: Release 2.0 of the Openbravo Open Source web-based ERP solution is launched.

August 2006: Release 2.11 is already dominating the ERP project category on SourceForge.

October 2006: Release 2.13 becomes SourceForge’s top ranking project overall. With close to 160,000 projects posted on SourceForge, Openbravo reaches the number one position in a short amount of time and is in the top ten across all software categories.

February 2007: Openbravo becomes a founding member of the Open Solutions Alliance (OSA). This independent consortium has several objectives including educating businesses on best practices and encouraging interoperability between different vendors’ applications.

March 2007: Openbravo is recognized by Red Herring and listed on the Red Herring Top 100 Europe.

April 2007: Openbravo’s COO, Josep Mitjà, is appointed OSA board director.

April 2007: Openbravo launches its innovative partner program and outlines its unique value proposition to all existing and future partners.

June 2007: Openbravo exceeds 200,000 downloads on SourceForge.

July 2007: Openbravo launches v2.3 with a range of new features and usability enhancements.

August 2007: Openbravo wins the LinuxWorld 2007 Product Excellence Award for ‘Best Integration Solution’.

August 2007: Paolo Juvara recognizes the growing acclaim accorded to Openbravo and leaves Oracle to become Openbravo’s Chief Products Officer.

September 2007: Openbravo wins InfoWorld’s 2007 ‘Best of Open Source (BOSSIE)’ Award for ERP.

October 2007: Openbravo announces the acquisition of Librepos (formerly Tina POS), which becomes Openbravo POS.

October 2007: Openbravo partners with rPath to build an ERP appliance.
October 2007: The first Openbravo Get Together, an event to bring its community together, is held in Barcelona, Spain. Openbravo is growing steadily and opens new offices in Barcelona.

November 2007: Openbravo moves into the Indian market with its new ‘Get Ready’ training program and initiative, signalling the start of an expansion into key emerging markets.

January 2008: Openbravo Network is an Open Source ERP appliance launched to provide SME customers with support contracts for Openbravo ERP and the rest of the stack (operating system, database and application server).

February 2008: Openbravo ERP passes 500,000 downloads on SourceForge.

**Partners**

Openbravo sells to end users through its global network of partners, which own and manage customer relationships and provide support and service to Openbravo’s users.

Openbravo has signed collaboration agreements with several partners and is developing an international partner network, consisting of over 50 partners in 40 countries. The steady increase in the network of partners goes hand-in-hand with the strong interest expressed by the Openbravo community.

The company’s first hand experience using the dual service approach allows it to share knowledge with partners. Openbravo has created a complete suite of services geared toward helping partners at each stage of their business cycle.

**Customers**

Openbravo ERP has already been successfully implemented in SMEs of all sizes across a wide variety of business sectors, such as manufacturing, distribution, services, and logistics. Openbravo’s experience suggests that clients value Open Source solutions that come packaged with high quality professional services.

**The benefits of Open Source**

Because it is Open Source, Openbravo puts the customer in full control without creating financial overheads in the form of contracts or software licenses. Open Source software, also known as OSS or FLOSS, consists of programs that guarantee four fundamental rights to users:

- The ability to use programs without having to pay for licenses
- Privileges to freely redistribute copies of the program
- Unrestricted access to the source code to study how it works
- Freedom to adapt and customize programs for any use

Open Source collaborative software development is notoriously rapid and enthusiastic. This is largely because developers have used the public internet to its fullest in order to employ concurrent working practices across a community model. This allows programmers around the world to contribute toward a mutual benefit, significantly lowering costs and product time-to-market.

**Key product functionality**
Openbravo ERP is a pure, web-based, extended ERP solution tailored to the specific needs of SMEs, and includes robust features that will simplify the management of procurement, warehousing, projects, manufacturing, sales and financials. Basic CRM (Customer Relationship Management) and BI (Business Intelligence) functionality is also embedded into Openbravo.

Openbravo enables companies to manage their daily operations, optimize processes, improve customer satisfaction and, ultimately, increase profitability. The software has been designed as a single ERP application with a revolutionary architecture that results in a better way to build software. This means that all functionalities are seamlessly integrated, and share a common architecture, philosophy, set of rules and user interface. In addition, it supports multiple currencies, companies and accounting systems. The system can be configured to meet company needs easily.

Thanks to the web-based nature of Openbravo, users can access the program from any location equipped with a standards-based web browser, making it particularly suited for customer trials.

An online demo can be found at [http://demo.openbravo.com](http://demo.openbravo.com)

Openbravo POS is a point-of-sale solution for the retail industry. It is a standalone product that is integrated with Openbravo ERP to provide a comprehensive solution that links a company’s front-office with its back-office. It supports ticket printers, customer displays and barcode scanners. The system is internationalized and currently supports Spanish, English, Portuguese and Italian. Other languages are currently being added.

Users can have multiple accounts. Accounts are assigned roles in order to determine their capabilities. There can be as many roles as required, but the default ones are Administrator, Manager, User and Guest.

The main application window is focused on the sales operation. The interface is designed to operate with a touchscreen so that a keyboard and mouse are not required for normal operation. It is also possible to interact fully with the application using a keyboard and mouse without the use of a touchscreen.

The restaurant management features include a visual display of tables to indicate which tables are occupied or free. It is easy to customize this layout to correspond with the actual physical layout of the restaurant.

There are administration options to manage users, set passwords and configure other aspects of the application.

For management, there are options to make closings, manage retail products and to organize products into categories. There are reports and charts of products, closings and sales.

**The management team**

The management team at Openbravo is made up of industry experts with experience in technology and in developing companies. Collectively the management team is responsible for strategy, tactics and international expansion plans. Manel Sarasa, who joined Openbravo from DiamondCluster International, is responsible for shaping and executing Openbravo’s vision and culture.
Chief Executive Officer: Manel Sarasa
Chief Operating Officer: Josep Mitjà
Chief Financial Officer: Marco de Vries
Chief Technology Officer: Ismael Ciordia
Chief Technological Strategist: Nicolás Serrano
Chief Consulting Officer: Eugeni Vives
Chief Product Officer: Paolo Juvara
Consulting Director: Moncho Aguinaga
Community Director: Jordi Mas
Operations Director: Andreu Bartoli
Chairman: Javier Berazaluce
Intellectual Property Advisor: Malcom Bain

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