

Odoo

Modular open-source business apps.

MODULAR APPS

OPEN SOURCE

FLEXIBLE ROLLOUT

About the platform

Odoo is a modular suite of open-source business apps — sales, inventory, accounting, HR and more — that can be adopted one module at a time as your needs grow.

Why businesses choose it

- Pay only for the apps you actually use — add more as you grow
- Fastest path to a working system on smaller budgets
- Single vendor for ERP, CRM, website and e-commerce
- Large open-source community and app marketplace

Modules & packages

Sales, CRM, Inventory, Accounting, Manufacturing, HR, e-commerce, POS and Field Service are each a separate app; Standard bundles core apps, Custom adds Odoo Studio and multi-company support.

Editions & variants

Odoo Enterprise (the Standard and Custom plans, shown above) is what unlocks the modules, Studio customization and multi-company support described below — the free Community edition doesn't include them. Per-user pricing also varies significantly by region; Gegohub confirms the applicable rate for Kenya during scoping.

Full pricing breakdown below, edition by edition — not just the starting price. Publicly reported global pricing, shown for context; actual local quotes depend on modules, users and deployment.

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01 Community (open-source)

Startups and technical teams who can self-host and don't need premium apps — company size: Any size; deployment: Self-hosted, on your own server.

PRICING MODEL	Self-hosted, no licence cost
STARTING PRICE	Free — no licence cost
PER-USER RANGE	N/A — free, no per-user licence
TYPICAL IMPLEMENTATION	\$790 – \$8,000 depending on company size (1–5 staff: \$790–\$1,200; 30–50 staff: \$4,000–\$8,000)
TYPICAL TCO	~\$4,350 – \$10,500 over 5 years (20-user deployment, incl. hosting & support)
TYPICAL TIMELINE	1–8 weeks depending on company size

02 One App Free

Trying Odoo with a single app before committing — company size: Small teams; deployment: Odoo Online (cloud).

PRICING MODEL	Free forever, one app only
STARTING PRICE	Free forever, one app only
PER-USER RANGE	N/A — free, unlimited users on the one app
TYPICAL IMPLEMENTATION	Not applicable — self-serve sign-up, no paid implementation phase
TYPICAL TCO	Not applicable
TYPICAL TIMELINE	Immediate — self-serve, no formal implementation project

03 Standard

Small teams with simple, standard workflows — company size: Small-to-mid businesses; deployment: Odoo Online (cloud).

PRICING MODEL	Per-user subscription
STARTING PRICE	~\$9 – \$31/user/month (region-dependent)
PER-USER RANGE	~\$24.90/user/month promo, ~\$31.10/user/month renewal (region-dependent)
TYPICAL IMPLEMENTATION	Not distinctly split from Custom in public sources — combined Standard+Custom implementation typically \$15,000–\$100,000+, average ~\$50,000
TYPICAL TCO	Year-1 example (10 users): ~\$2,000 licensing + \$5,000–\$15,000 training/dev support
TYPICAL TIMELINE	~6–8 weeks for a quick-start deployment (under 20 users, 2–3 modules)

Odoo — continued

04 Custom (Enterprise) ★ Gegohub implements this

Businesses needing multi-company, custom modules, Odoo Studio or Odoo.sh hosting — company size: Growing & multi-entity businesses; deployment: Odoo Online, Odoo.sh, or on-premise.

PRICING MODEL	Per-user subscription
STARTING PRICE	~\$14 – \$61/user/month (region-dependent)
PER-USER RANGE	~\$14 – \$61/user/month (region-dependent)
TYPICAL IMPLEMENTATION	\$5,000 (simple SMB) – \$200,000+ (enterprise); typ. \$20K–\$75K for 10–30 users
TYPICAL TCO	\$10,000 – \$80,000 overall; ~\$56,000–\$185,000 over 5 years (20-user deployment)
TYPICAL TIMELINE	1–4 months typical; 14–28 weeks for mid-market/heavy customization

05 Odoo.sh (hosting add-on)

Businesses running custom code who still want managed hosting — company size: Any size on the Custom plan; deployment: Odoo's own managed cloud.

PRICING MODEL	Resource-based hosting add-on to the Custom plan
STARTING PRICE	Requires the Custom/Enterprise plan
PER-USER RANGE	N/A — priced per resource, not per user: \$16/worker/month + storage; Enterprise licence billed separately
TYPICAL IMPLEMENTATION	Not applicable — hosting is layered onto the Custom plan's own implementation
TYPICAL TCO	Not applicable — hosting fee simply adds to the Custom plan's TCO
TYPICAL TIMELINE	Not applicable — follows the Custom plan's own implementation timeline