

Successful Odoo Implementation: Key Criteria for Choosing a Partner

Criteria	 Premium Odoo Partner braintec	 Market Average Odoo Partner
Official Odoo Partner Status	- Odoo Gold Partner in the market area "Best Odoo Partner" Award	- Odoo Silver / Ready Partner - No Odoo certification - Only a few years in the market
Odoo Experience + Certifications	> 15 years of Odoo experience - Current Odoo version certification > 95% certified Odoo experts	< 5 years of experience - No or outdated certifications
References + Project Size	> 400 global Odoo implementations - Corporations, SMEs, Start-ups with 20–1000 users	< 100 implementations, primarily with local or regional focus - Micro and small businesses with 1–100 users
Company Structure	Large, well-rounded team (80+) in Project Management, Business Development, DevOps Engineering (no outage risk).	Small teams (1–20 people) with high dependency on individuals and risk of downtime.
Market Presence	Multiple locations in the market area with local staff and international tech/innovation hubs.	- Only 1 location or very few locations - Active only in their home country
Scalability + Internationality	Deep experience with global rollouts and multi-company setups.	Smaller projects implemented in neighboring countries and minimal international experience.
Service Portfolio	Full-service offering: analysis, consulting, customizing, implementation, dedicated hosting, and in-house customer support.	Partial services or pure installation with heavy reliance on external freelancers / standard Odoo support.
Odoo-Standard-First	Focus on Odoo standard: adjustments only when necessary with clean, upgradeable code for low long-term maintenance costs.	Risk of over-engineering: unnecessary or isolated custom developments that complicate upgrades and increase maintenance costs.
Industry Expertise + Specialization	Broad industry expertise: manufacturing, trade, services, finance, logistics, consumer goods, NPO/NGO, e-commerce, IT, health, etc.	Focus limited to 1–2 industries or purely technical understanding without business process know-how.
Service Quality + Customer Satisfaction	Excellent – officially confirmed by Odoo reviews and ratings.	Often inconsistent customer service with fluctuating quality and technical gaps.
Pricing Structure + Initial Investment	Transparent, honest calculation: higher initial costs, but guaranteed investment security, long-term process optimization, and high ROI.	Low entry price, but hidden fees, quality compromises, and frequent follow-up costs due to rework.
Support	Dedicated customer service with fixed contacts as well as solution-oriented, fast problem resolution.	Often no dedicated resources: long wait times, changing responsibilities, and frequent forwarding to standard Odoo support.
Network and Odoo Ecosystem	- Direct contact with Odoo Management Team, Product Owners, and Core Devs for fast escalations - International Odoo partner network	Anonymous access to general Odoo support via standard ticket system without direct contacts or influence on Odoo development.