

• **BUY GUIDE · ERP SELECTION 2026**

Running Your Business on Odoo: 03 Cloud ERP Options Worth Considering.

A guide for CEOs, CFOs and CIOs: recognize when Odoo has hit its limits - Read the Cloud ERP market through Nucleus Research - Compare Acumatica, Oracle NetSuite and Microsoft Business Central for businesses in Vietnam.



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6 Chapters

Signals → Market Data →
Comparison

Nucleus Research 2026

SMB ERP Technology Value
Matrix

3 Options Compared

Acumatica · NetSuite · Business
Central

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01 | WHEN TO CONSIDER A MOVE

Has Your Odoo Hit Its Limits?

Odoo is a sensible choice for many businesses in their early stage: a low entry cost, a wide range of apps and a fast rollout. As the business grows, its needs change too. If your company shows any of the three signals below, it is time to reassess your ERP platform.

01 - STUCK ON AN OLD VERSION

Left Out of the AI Wave

Odoo has an app for almost everything, but most apps only cover the basics, so businesses end up customizing. The more you customize, the more each upgrade costs, and many companies stay put on version 14, 15 or 16. AI agents, a data Q&A assistant and AI form filling arrived mainly in Odoo 19. Standing still means standing outside AI.

02 - UNPREDICTABLE COSTS

TCO Far Above the Original Budget

The per-user price is only the tip of the iceberg. Over time come plan upgrades to unlock multi-company, API or Studio, third-party modules, development fees and maintenance of custom code. The hardest cost to see is the staff hours spent on manual work that AI could already handle.

03 - THE BUSINESS HAS GROWN

The System Can't Keep Up

New legal entities, branches, warehouses, foreign investors. Leadership needs consolidated reports and segment P&L in near real time, yet figures are still exported to Excel and stitched together by hand, month-end close takes a week, and every small change waits for a developer.

Odoo provides standard support for its 3 most recent versions (currently 17, 18 and 19). From April 2026, older versions on Odoo.sh and On-Premise receive extended support only, with a 25% surcharge on the subscription. Odoo 20 is expected around October 2026, at which point Odoo 17 also drops out of standard support.

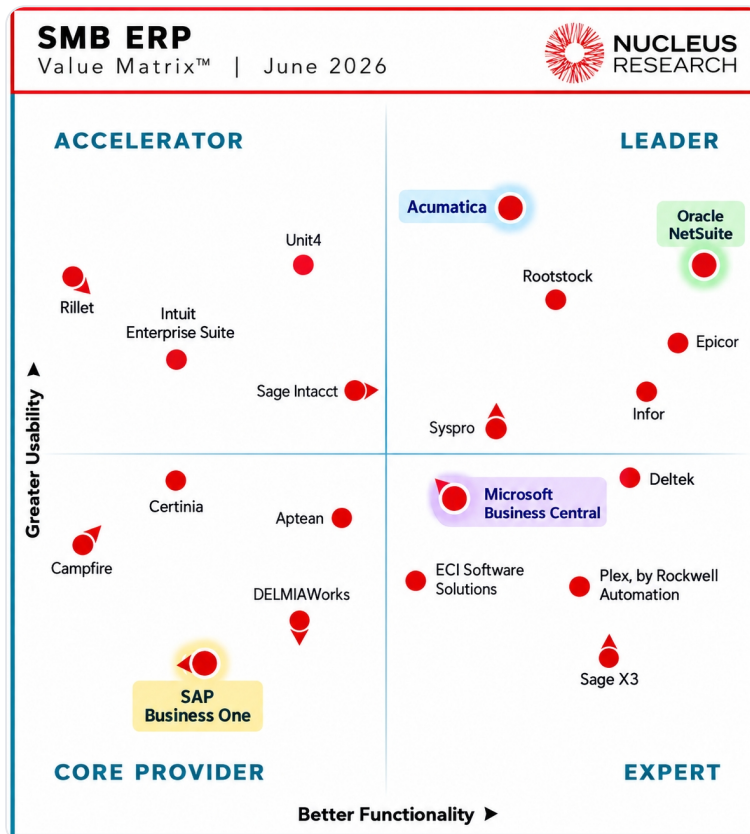
Odoo 14: Still Running Every Day, but How Many Generations Behind?

Odoo ships a new version every year, and the feature and AI gap with the version you run keeps widening. The next chapter looks at 2026 mid-market ERP market data.

02 | NUCLEUS RESEARCH SMB ERP VALUE MATRIX 2026

The 2026 Mid-Market ERP Landscape

According to Nucleus Research's SMB ERP Technology Value Matrix (June 2026), the ERP market for mid-sized businesses (annual revenue of roughly VND 200-1,000 billion, about USD 8-40 million) is taking shape around a handful of platforms that lead on both usability and functionality.



Source: Nucleus Research - SMB ERP Technology Value Matrix, June 2026 · [Download the full report →](#)

In the **Leader** quadrant, Nucleus Research places **Acumatica and Oracle NetSuite** alongside Epicor, Infor, Rootstock and Syspro. Microsoft Business Central sits in the **Expert** group. Odoo is not among the vendors evaluated in this year's report. The report also highlights 4 trends in what mid-sized businesses now expect from ERP:

TREND 01

AI Embedded in Workflows

AI built directly into business processes draws more interest than standalone AI tools, with a focus on automating repetitive work.

TREND 02

ERP for Operational Scale

ERP is used as a platform to scale operations, well beyond financial management.

TREND 03

Usable, Fast to Deploy

Businesses expect an easy-to-use interface, fast implementation and responsive support.

TREND 04

Industry Depth

Industry-specific workflows with built-in payments, banking, payroll and analytics.

Set against the three signals in Chapter 01, the pattern is clear: what the market now demands is exactly where an older, heavily customized Odoo system struggles most.

02 | 3 LEADING NAMES FOR MID-SIZED BUSINESSES

3 Leading Options to Replace Odoo

All three platforms rank among Nucleus Research's top performers, have implementation partners in Vietnam and ship with built-in AI. They differ clearly in design philosophy and license model, the two factors that drive most of the cost and fit.

RANKED BY NUCLEUS RESEARCH VALUE MATRIX 2026

LEADER · OPERATION FIRST

1

Acumatica

Unlimited User License, deep customization through code - a fit for manufacturing, construction and distribution.

LEADER · FINANCIAL FIRST

2

Oracle NetSuite

Finance, multi-entity, multi-currency - one real-time data model, a fit for businesses expanding internationally.

EXPERT · MICROSOFT ECOSYSTEM

3

Business Central

Deep integration with Microsoft 365, Teams and Power BI - the natural choice for businesses already living in Microsoft.

Criteria	Acumatica	Oracle NetSuite	Business Central
Value Matrix position	Leader	Leader	Expert
Design philosophy	Operation First	Financial First	Financial First
License model	Unlimited User	Per user & service tier	Per user (Essentials/Premium)
Version upgrades	2 major releases/year (R1, R2)	2 major releases/year, automatic	2 release waves/year, automatic
Customization approach	Customization Projects, separate from core	SuiteCloud / SuiteScript, separate from core	Extensions (AL), separate from core
Built-in AI	AI Studio, AI Assistant	NetSuite Next, SuiteAgents	Microsoft Copilot
Best fit	Manufacturing, construction, distribution	Multi-entity, multinational, retail, tech	Businesses already on Microsoft 365

The most important common ground for Odoo users: all three platforms keep customizations separate from the system core. Vendors can upgrade on a regular schedule while your extensions keep working, and new AI features arrive through routine updates instead of a dedicated upgrade project.

A Value Matrix position is only a starting point. The next three chapters look at each option's strengths, the challenges of moving from Odoo and how to address them.

03 | OPTION 1

Acumatica Cloud ERP:

Operational Depth, No Per-User Fees

Drawn from S4 Consulting's hands-on implementation experience in Vietnam - when businesses choose Acumatica to replace Odoo.

STRENGTHS

Operation First, Unlimited Users

Acumatica shares Odoo's Operation First mindset, so operations teams get up to speed quickly. Manufacturing, inventory, project, construction and distribution functions come with real depth out of the box, which sharply reduces the need to customize. The Unlimited User License lets every employee use the system, and cost does not rise with headcount as you hire.

CHALLENGES WHEN MOVING FROM ODOO

Custom Modules Don't Carry Over

Custom modules written in Python on Odoo cannot move as-is to Acumatica, which is customized on .NET. Some of Odoo's "all-in-one" apps, such as Website and Email Marketing, also need a replacement or a separate integration.

HOW TO ADDRESS THE CHALLENGES

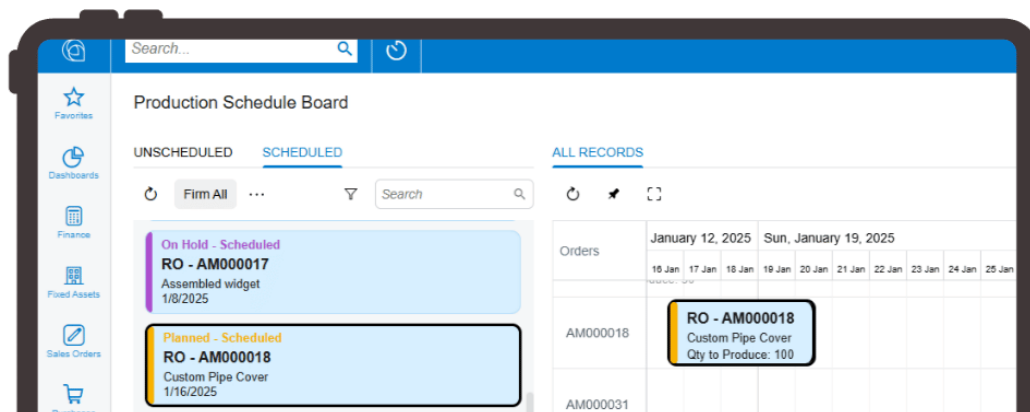
Fit-Gap First, Customize Later

Review each custom module: most are already covered by Acumatica's standard functionality, so keep only what creates real competitive advantage. Build the rest as Customization Projects, kept apart from the core so upgrades don't break them. Roll out module by module in priority order.

INDICATIVE COST · MANUFACTURER, 100 USERS

USD 30,000 - 70,000/year

Acumatica does not publish an official price list; pricing depends on the package and on transaction/resource consumption. Based on S4's implementation experience in Vietnam, subscription fees at this scale typically fall within the range above, depending on the modules selected and the commercial terms at the time.



[Learn more about Acumatica Cloud ERP →](#)

04 | OPTION 2

Oracle NetSuite:

Financial Strength, Multi-Entity, Multi-Country

NetSuite is a unified cloud ERP platform - a fit for businesses with several legal entities, foreign investors or plans to expand internationally.

STRENGTHS

Strong Finance & Multi-Entity

A centralized data model with multi-entity, multi-currency and tax management across more than 220 countries and territories. Consolidated reporting and a fast close address the exact weakness of Odoo setups that stitch figures together in Excel. As true SaaS, every customer always runs the same, latest version.

CHALLENGES WHEN MOVING FROM ODOO

Per-User and Service Tier Pricing

Businesses used to Odoo's low per-user price will notice the difference. Licenses are priced per user, and the service tier is based on the number of concurrent integration connections. The more staff who need access - purchasing, budgeting, expenses - the faster the subscription grows.

HOW TO ADDRESS THE CHALLENGES

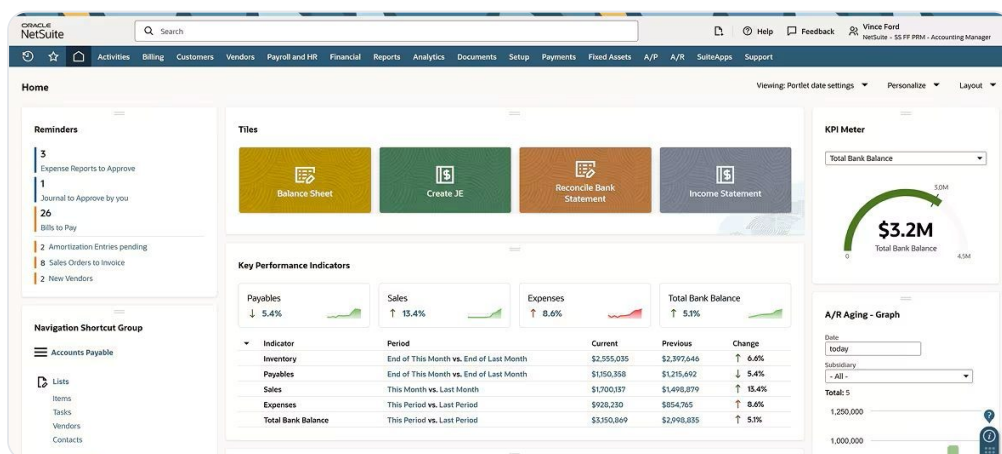
2-Tier Model: NetSuite + Satellite Solutions

NetSuite serves as the financial core, combined with pre-integrated satellite solutions such as S4 eSuite (Procurement, Budgeting, Expense, POS) for processes that involve many people. The satellite layer comes with an Unlimited User License, so NetSuite users are only needed for finance and management.

INDICATIVE COST · MANUFACTURER, 100 USERS

USD 50,000 - 150,000/year

Oracle does not publish an official price list; pricing is negotiated deal by deal. Based on S4's implementation experience in Vietnam, subscription fees at this scale typically fall within the range above, depending on modules and the commercial terms at the time.



[Learn more about Oracle NetSuite →](#)

05 | OPTION 3

Microsoft Business Central:

Built for the Microsoft Ecosystem

Business Central is an AI-powered business management application deeply integrated into the Microsoft ecosystem - the natural choice for businesses already running on Microsoft 365.

STRENGTHS

Microsoft Ecosystem & Copilot

ERP capabilities and the Microsoft cloud on one unified platform. Seamless integration with Microsoft 365, Teams, Outlook, Excel, Power Platform, Power BI and Azure. Copilot is built into everyday tasks, and users work in familiar tools such as Excel and Outlook.

CHALLENGES WHEN MOVING FROM ODOO

Also Priced Per User

Business Central is licensed per user (Essentials/Premium). Odoo apps such as Website, eCommerce and POS are not included in Business Central and need to be added through AppSource. Deep operational capabilities for large-scale manufacturing and logistics are also more limited than on specialized platforms like Acumatica.

HOW TO ADDRESS THE CHALLENGES

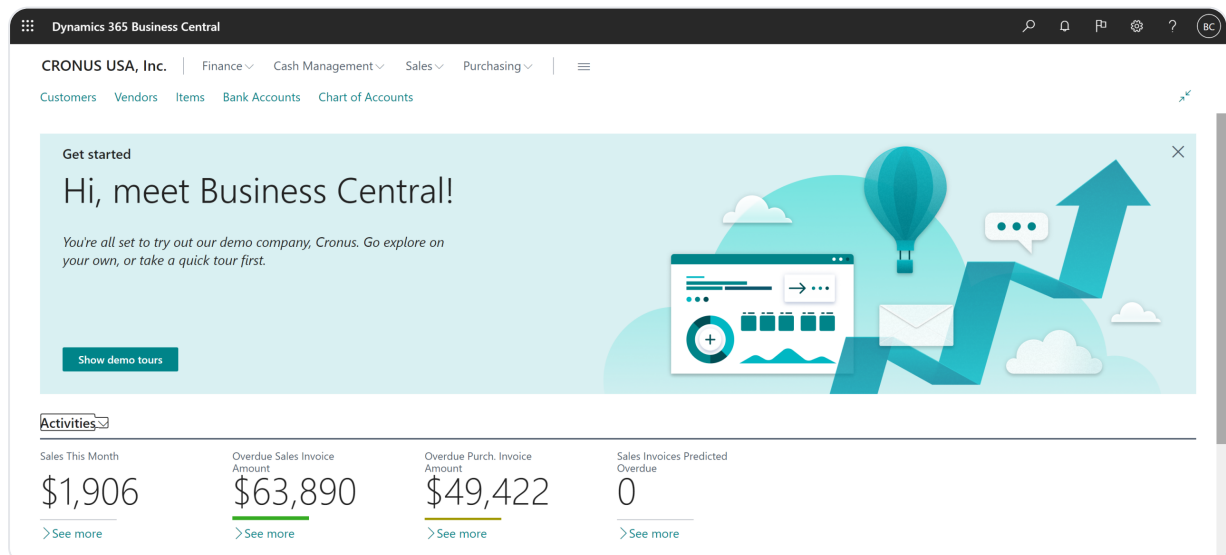
The Same Satellite Model to Reduce Licenses

Business Central acts as the finance and operations core, paired with satellite solutions such as S4 eSuite for processes that involve many people (purchasing, budgeting, expenses). This cuts the number of Premium users required, while every employee still takes full part in digital workflows.

INDICATIVE COST · MANUFACTURER, 100 USERS

~USD 132,000/year

Based on Microsoft's list price at the time of writing, the Premium plan (which includes manufacturing) is USD 110/user/month, billed annually - about USD 132,000/year for 100 users, excluding implementation. Actual prices may vary with discounts at any given time.



06 | PRE-MIGRATION CHECKLIST

Leaving Odoo: 5 Things to Do Before You Switch

Whether you choose Acumatica, NetSuite or Business Central, the biggest risk in a migration project lies in preparation. These five steps help you avoid repeating the "customize, then get stuck on a version" cycle on your new system.

- ☐ **1. Inventory every custom module.** List each custom module, who uses it and for which process. Sort them into three groups: can be dropped, can be replaced by standard functionality in the new system, and truly worth keeping because it creates competitive advantage.
- ☐ **2. Run a Fit-Gap on the new platform before signing.** Map each core process against standard functionality using your own data and real scenarios instead of a canned demo. Every gap should be quantified in cost and time.
- ☐ **3. Clean up and restructure your data.** Odoo stores customers, vendors and contacts in a single partner table (res.partner), while many other ERPs keep them separate. Standardize master data, decide how many years of transactions to migrate and how to archive the rest.
- ☐ **4. Plan for apps outside the ERP scope.** Website, eCommerce, Email Marketing, POS and HR running on Odoo should be kept with an integration, replaced with a specialized solution, or moved to a satellite system.
- ☐ **5. Calculate a 3-5 year TCO, beyond the first-year fee.** Include subscription, implementation, integration, training and the added cost as users, entities and branches grow. Compare it with the true cost of keeping your current Odoo, including extended support surcharges and the upcoming upgrade project.

An ERP migration is a rare chance to streamline how the business works. Carrying every old customization into the new system simply starts the same cycle over again.

PHASE 1

Assessment & Fit-Gap

Inventory customizations, data and integrations. Lock scope and platform.

PHASE 2

Core Rollout

Finance, purchasing, sales and inventory first. Migrate master data and balances.

PHASE 3

Expand & Add AI

Manufacturing, projects, satellites, integrations. Bring AI into daily workflows.

07 | ABOUT S4 CONSULTING

About **S4 Consulting**

We believe data drives profit.

Building on that belief, S4 Consulting helps businesses turn data into better decisions through modern ERP platforms such as Acumatica Cloud ERP and Oracle NetSuite. Behind every number lies an opportunity to improve. When a business truly understands its data, it can see what is eroding its margins, spot operational bottlenecks and find improvement opportunities that were hard to notice before.



LEGACY SYSTEMS

Profit Quietly Leaks Away

Fragmented systems can let revenue and margin slip away through errors, delays and management blind spots - losses that are often noticed only when it is too late.

MODERN ERP

Remove Information Blind Spots

A connected, real-time ERP helps businesses remove blind spots, shorten the time it takes to get information and gain tighter control over revenue, costs and profit.

Our Mission

We founded S4 Consulting with a clear goal - to help businesses in Vietnam and Asia operate with more transparency, agility and control. We focus on building real-time financial management models where every number is transparent and can be turned into action.



The S4 Consulting team

[Download Company Profile →](#)

• BUY GUIDE · MOVING BEYOND ODOO · S4 CONSULTING

Every Quarter You Wait Is Another Quarter Your Competitors Use AI First.

S4 Consulting helps businesses on Odoo assess the right timing, run a Fit-Gap on real data and implement Acumatica or Oracle NetSuite at the scale that matches their business - before any decision is made.

NUCLEUS RESEARCH 2026

SMB ERP Technology Value
Matrix - mid-market ERP data

3 OPTIONS COMPARED

Acumatica · Oracle NetSuite ·
Microsoft Business Central

S4 CONSULTING

Acumatica Gold Partner ·
Oracle NetSuite consulting in
Vietnam

[Explore Acumatica ERP →](#)