E-commerce White Paper

COMPARISON

Odoo, Salla & Zid

2024

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Introduction

The rapid growth of e-commerce has transformed the global retail landscape, creating a fiercely competitive environment where businesses must leverage cutting-edge technology to stay ahead.

With consumers increasingly turning to online shopping for convenience, variety, and better pricing, businesses need robust e-commerce platforms to manage their online operations effectively. The right platform can significantly impact a company's ability to attract and retain customers, streamline operations, and scale its business. Choosing the appropriate e-commerce solution is a critical decision that involves considering various factors such as feature sets, customization capabilities, user experience, and support for regional specifics.

In this white paper, we will compare three prominent e-commerce platforms in the region: Odoo, Salla, and Zid. Each of these platforms offers unique strengths and caters to different needs, making them suitable for various types of businesses. We will provide an in-depth analysis of each platform's features, customization and flexibility, and user interface to help you make informed decisions. Whether you are a small business looking for a straightforward solution or a large enterprise in need of a highly customizable platform, this white paper aims to guide you through the essential aspects of each option.

But first, let's discover the different solutions

E-commerce Software

Odoo

Odoo is a suite of open-source business apps that cover all company needs: CRM, eCommerce, accounting, inventory, point of sale, project management, etc. One of Odoo's standout features is its modular approach, allowing businesses to tailor the platform to their specific needs by selecting only the applications they require. This flexibility makes Odoo an attractive option for businesses of all sizes and industries. Furthermore, Odoo's open-source nature enables extensive customization, making it possible for businesses to adapt the platform to their unique workflows and processes. With a strong emphasis on scalability and integration, Odoo is well-suited for businesses looking to manage various aspects of their operations within a unified system.

> E-commerce is not just about selling products online; it's about creating a seamless journey for customers through intuitive software solutions.

10+
million users

50,000+
online websites

40,000+
integrated apps

4,000+
partners

Salla

Salla is a user-friendly e-commerce platform that has gained popularity in the Middle East, particularly among small to medium-sized businesses. Founded in Saudi Arabia, Salla was developed with the goal of simplifying the process of creating and managing online stores, making it accessible to entrepreneurs and businesses with minimal technical expertise.

Salla's focus on regional needs is evident in its support for the Arabic language, local payment gateways, and shipping options tailored to the Middle Eastern market. The platform offers a range of essential e-commerce features, including product management, inventory tracking, order processing, and marketing tools such as discount codes and email marketing. With its straightforward setup and intuitive interface, Salla enables businesses to quickly establish an online presence and efficiently manage their e-commerce operations.

> In a world where online presence is crucial, e-commerce software is the key to unlocking endless business opportunities.

21,000+
users

27,500+
online websites

300+
integrated apps

500+
employees

Zid

Zid is another leading e-commerce platform in the Middle East, designed to empower merchants by providing a comprehensive toolset for creating, managing, and growing their online stores. Like Salla, Zid caters primarily to businesses in the region, offering features that address the unique needs of Middle Eastern merchants.

Zid provides a robust set of e-commerce functionalities, including product management, inventory control, order management, and integration with local payment gateways. Additionally, Zid places a strong emphasis on customer relationship management, offering features such as loyalty programs and customer segmentation to help businesses build and maintain strong connections with their customers.

With its combination of ease of use, customization options, and region-specific features, Zid is a valuable platform for businesses looking to thrive in the competitive e-commerce landscape of the Middle East.

> "The future of retail is e-commerce, where convenience meets innovation through powerful software solutions."

8,300+
users

8,500+
online websites

20,000+
integrated apps

400+
employees

Product Management

Feature Comparison

The heart of any e-commerce venture lies in the products offered.

	Odoo	Salla	Zid
Catalog Management			
Configurable Products (Variants, Attributes,...)	✓	✓	✓
Product Inline Page Builder	✓	✓	✓
Digital Products	✓	✓	✓
Product Reviews	✓	✓	✓
Recurring Products (Subscriptions)	✓	✗	✗
Product recommendation	✓	✗	✗
Multi-website support	✓	✗	✗
Inventory Management			
Barcode Support	✓	✗	✗
SKU Support	✓	✓	✓
Product Forecasting	✓	✗	✗
Stock On Hand	✓	✓	✓
Stock Available	✓	✓	✗
Supply Chain	✓	✗	✗
Return/Exchange Management	✓	✗	✗
Shipment Tracking	✓	✓	✓
Backorder Management	✓	✗	✗
Multiple Warehouses	✓	✓	✓
Purchase Management	✓	✓	✓
Inventory Reports	✓	✓	✓

Design

Feature Comparison

Design plays a pivotal role in the visual appeal and functionality of an e-commerce platform.

	Odoo	Salla	Zid
General			
WYSIWYG Editor	✓	✗	✗
Drag-and-Drop Page Builder (Blocks)	✓	✗	✗
Responsive Web Design	✓	✓	✓
Auto-Generated Sitemaps	✓	✗	✗
Customizable HTML/CSS/JS	✓	✓	✓
AI-Powered Site Builder	✓	✗	✗
Theme Building Recommendations	✓	✓	✗
PWA support	✗	✗	✓
Mobile friendly	✓	✓	✓
Mobile Specific Content	✓	✓	✗
eCommerce Usability			
Breadcrumb Navigation	✓	✓	✓
Site Search Engine	✓	✓	✓
Sorting of Search Results	✓	✓	✓
Filtering of Search Results	✓	✓	✓
Product			
Multi Pictures per Product	✓	✓	✓
Bulk Image Upload	✓	✓	✓[v]
Bulk Product Import/Export	✓	✓	✓
Hierarchy of Categories	✓	✓	✓
Video	✓	✓	✓
3D product asset	✓	✓	✓
Back in stock notification	✓	✓	✓
Matrix Selector	✓	✓	✓
Variants Display Types	✓	✓	✓

Customer Management

Feature Comparison

The art of managing and nurturing customer relationships is the key to e-commerce success.

	Odoo	Salla	Zid
Customer Management			
Cart Abandonment Tracking	✓	✓	✓
Persistent Cart	✓	✓	✓
Customer Portal	✓	✓	✗
Buy Without Signup	✓	✗	✗
Customer Testimonials	✓	✓	✓
Customer Contact Form	✓	✗	✗
Customer Order History	✓	✓	✓
Customer Specific Prices	✓	✗	✗
Live Chat on Website	✓	✓	✓
Affiliates Management	✗	✗	✗
Wishlist	✓	✓	✗
Customizable customer forms	✓	✗	✗
B2C Website Configuration	✓	✓	✓
B2B Website Configuration	✓	✗	✗

Shipping

Feature Comparison

Efficient and reliable shipping is the backbone of e-commerce operations.

	Odoo	Salla	Zid
Shipping			
Custom Shipping Rules	✓	✓	✓
Flat Rate Shipping	✓	✗	✓
Label Printing	✓	✓	✓
Gift Wrapping Option	✓	✗	✗
Free Shipping Options	✓	✓	✓
Weight Based Shipping	✓	✓	✓
Dropshipping	✓	✓	✓
Pick-up in store	✓	✓	✓
Shipping Connectors: DHL	✓	✓	✗
Shipping Connectors: UPS	✓	✗	✗
Shipping Connectors: Aramex	✗	✓	✗
Shipping Connectors: FedEx	✓	✗	✗
Shipping Connectors: SMSA	✗	✓	✗

Promotion and Marketing

Feature Comparison

Attracting and retaining customers requires effective promotion and marketing.

	Odoo	Salla	Zid
Promotion & Marketing			
Email Auto Response	✓	✓	✓
Email List Management	✓	✓	✓
Drag & Drop Mail Designer	✓	✗	✗
Affiliate Program Support	✗	✗	✗
Coupons & Promo Codes	✓	✓	✓
Reward Points	✓	✓	✓
Discount Management	✓	✓	✓
Gift Cards	✓	✓	✓
Product Ratings	✓	✓	✓
Product Bundling	✓	✓	✓
Product Comparison	✓	✗	✗
Upsells in Shopping Cart	✓	✓	✓
Cross-sells on Product Pages	✓	✓	✗
UTM Conditional Display	✓	✗	✗
Customizable Newsletter Templates	✓	✗	✗
Integrated A/B Testing	✓	✗	✗
eBay Marketplace Integration	✓	✗	✗
Amazon Marketplace Integration	✓	✗	✗
Site-Wide Banner Advertising	✓	✗	✗
Social media integration	✓	✓	✓

	Odoo	Salla	Zid
Search Engine Optimization			
Integrated SEO Tools	✓	✓	✓
Inline SEO Suggestions	✓	✗	✗
Optimized URLs	✓	✓	✓
Link Tracker	✓	✗	✗
SEO-friendly Templates	✓	✓	✓
Sales Management			
Integrated Accounting	✓	✓	✓
Search Reports	✓	✓	✓
Data Import	✓	✓	✓
SSL Support	✓	✓	✓
Integrated Invoicing	✓	✓	✓
Multi-Store Support	✓	✗	✗
Taxes by Country/State	✓	✓	✗
Automatic Taxes Mapping	✓	✗	✗
Customizable Invoice Template	✓	✗	✗
Address Autocomplete	✓	✗	✗
Express Checkout	✓	✓	✗
Multi-Currency System	✓	✓	✓

	Odoo	Salla	Zid
Payment & Pricing Features			
Payment Gateway: Redirect	✓	✗	✗
Payment Gateway: Server-to-Server	✓	✗	✗
Recurring Payments	✓	✗	✗
PayPal Integration	✓	✓	✓
Adyen Integration	✓	✓	✓
Mada Payment	✓	✓	✓
STC Pay	✓	✓	✓
Apple Pay	✓	✓	✓
Visa	✓	✓	✓
Mastercard	✓	✓	✓
AMEX	✓	✓	✓
MyFatoorah	✓	✓	✓
Own Provider Support	✓	✓	✓

Reporting

Feature Comparison

Numbers tell a powerful story in e-commerce.

	Odoo	Salla	Zid
Reports			
Sales Report	✓	✓	✓
Inventory Reports	✓	✓	✓
Subscription KPIs (MRR, Churn, etc.)	✓	✗	✗
Google Analytics Integration	✓	✓	✓
Plausible Analytics Integration	✓	✗	✗
Product Performance Reports	✓	✓	✓
Sales Summary Reports	✓	✓	✓
Site Search Report	✗	✗	✗
Report Engine			
Dynamic Graphs	✓	✗	✗
Dynamic Pivot Table	✓	✗	✗
Customizable Dashboard	✓	✗	✗
Export Report to Excel	✓	✓	✓
Full Web Interface	✓	✓	✓
Fast Backend (Ajax)	✓	✗	✗
Responsive Backend	✓	✗	✗
Multi-language	✓	✓	✓
API	✓	✓	✓

Pricing & Conditions

Feature Comparison

	Odoo	Salla	Zid
Pricing & Conditions			
Monthly Pricing	One App Free	✓	✓
Free Cloud Version	✓	✓	✓
1-Year free domain	✓	✓	✓
Contract Duration	Monthly/Yearly	Monthly/Yearly	Monthly/Yearly
1 Free App	✓	✗	✗
Open-source	✓	✗	✗
Free Updates	✓	✓	✓
Upgrades to Future Versions	✓	✓	✓
Hosting Mode	On-Premise/ Cloud	✓	✓
Support	✓	✓	✓

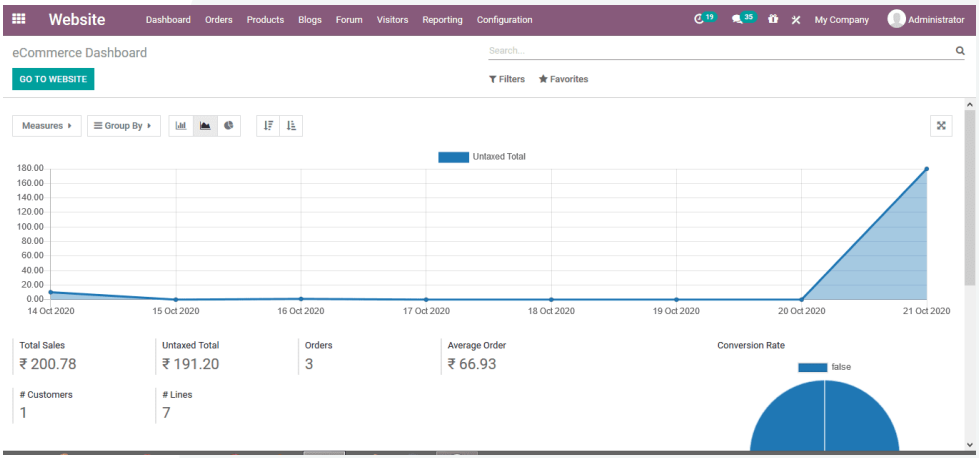
User Interface

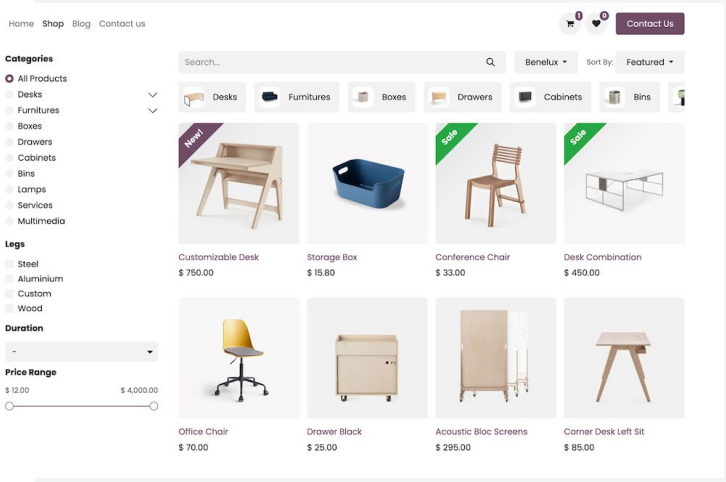
In many software applications across various industries, the importance of the user interface (UI) is often underestimated. Often, more attention is given to core functions and back-end developments, while the UI receives less focus. This can lead to poor user experiences and reduced productivity. For software to be truly effective and user-friendly, excellent usability is essential. The software must meet the users' needs and goals, allowing them to accomplish their tasks easily. The UI plays a critical role in this, considering human factors such as preferences, habits, and skills to ensure the software functions effectively.

A well-designed UI is key to a positive user experience. Usability measures a software's ability to anticipate and fulfill user needs. Every aspect of the interface should be easy to access, understand, and use. Superior software design offers usability that instills user confidence, helping them quickly achieve their desired outcomes and enhancing overall efficiency. Maintaining a minimalist interface with consistent elements and logically organized layouts is also beneficial. To explore this further, let's examine the back-end screenshots of several products and compare their interface designs.

Odoo: Features a modern and intuitive interface with extensive functionalities. The UI is consistent across different modules, providing a seamless user experience once familiarized.

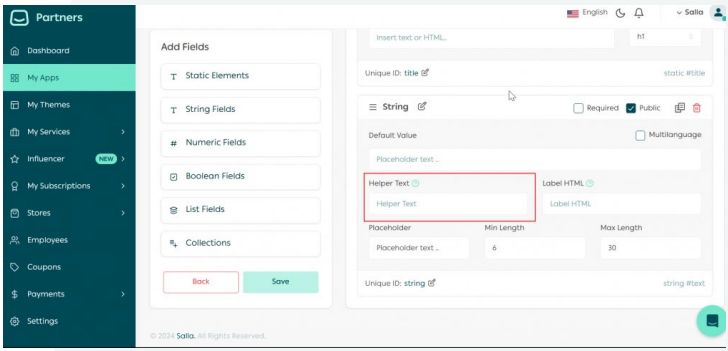
Odoo

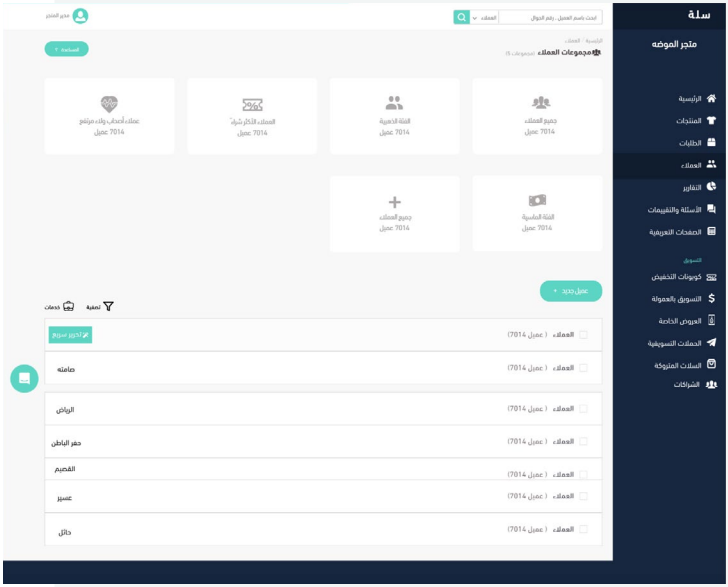




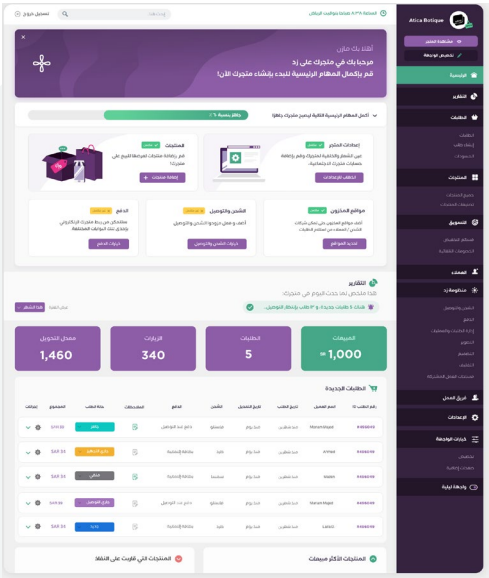
Salla: Designed with simplicity in mind, Salla offers a user-friendly and straightforward interface. Its clean design ensures that even users with minimal technical knowledge can navigate and manage their online stores effectively.

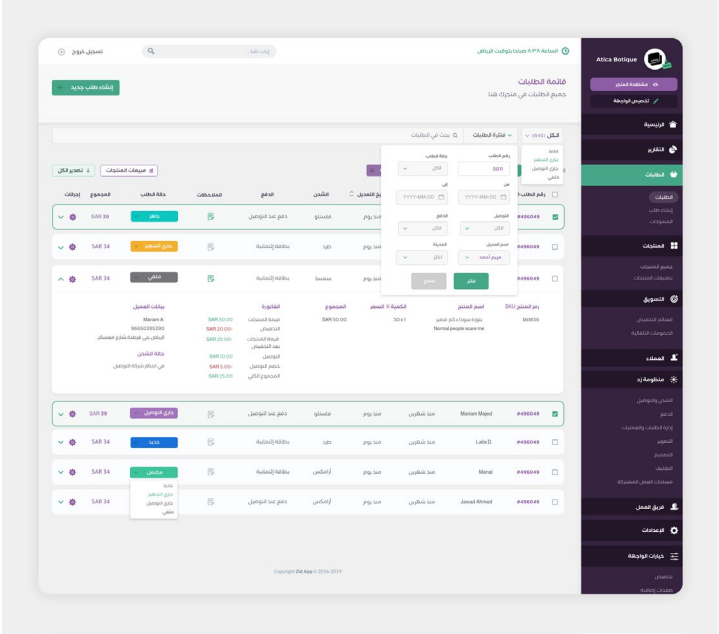
Salla





Zid: Combines ease of use with a visually appealing interface. The platform is designed to be intuitive, making it easy for users to manage their e-commerce operations without extensive training.





Different solutions, Different needs

Feature	Odoo	Salla	Zid
Target Market	Global and Local	Saudi/GCC	Saudi/GCC
Customization	High (flexible)	Low (easy to use)	Medium (themed)
Ease of Use	High (requires some tech skills for customizations)	High (very user-friendly)	High (simple tools)
Local Market Integration	High (global and local support)	High (local-focused)	High (local-focused)
Scalability	High (suitable for all sizes)	Medium (best for SMEs)	Medium (best for SMEs)
Language Support	Multiple Languages	Arabic	Arabic
Setup Time	Longer (due to more features and capabilities)	Quick	Quick
Support	Community and Professional	Local	Local and Community-focused
Cost	Subscription-based	Subscription based	Subscription based

Conclusion

Odoo, **Salla**, and **Zid** each offer unique benefits suited to different business needs. Odoo shines with its comprehensive integration, flexibility, and scalability, making it ideal for businesses looking for a robust all-in-one solution. Salla and Zid provide excellent options for local businesses in Saudi Arabia, offering ease of use and strong local market support.
By evaluating the features, customization options, and user interfaces of Odoo, Salla, and Zid, businesses can select the platform that best aligns with their operational needs and strategic objectives.

Choose Odoo if:

- You need a platform that integrates all your business processes, not just e-commerce.
- You want to customize the system to fit your specific business needs.
- You plan to grow your business significantly or operate internationally.
- You have or can get technical help to make the most of an open-source platform.

Choose Salla if:

- You are focused on the Saudi or GCC markets and need a platform optimized for local requirements.
- You need to get your online store up and running quickly with minimal hassle.
- You want a user-friendly solution that integrates well with local payment and shipping options.
- Ideal for small to medium-sized businesses looking for a simple, localized solution.

Choose Zid if:

- You are a small to medium-sized business focused on the Saudi market.
- You value a platform with strong local support and community resources.
- You want an easy-to-use platform that still offers some level of customization.
- Suitable for businesses looking for a balance between simplicity and local integration.

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This comparison was compiled by Odoo SA. We did our best to make it objective and fair based on the information available online. If you find mistakes or missing features, please report it to whitepapers@odoo.com and we will update the online version. Our goal is to have a continuously updated comparison of the main competitors to be as accurate as possible.