



Hubleto **Biz** Meetup

This session topic - Know your product

For who?

Business developers, consultants, IT managers, software buyers.

"I finally understood how to talk to my customer. Thanks."

"If I knew this better, I would more optimize."

"Did you know about self-hosted option to run the ERP?"



Free

Moderated by

Marcel
Jašš

Hubleto ERP, CRM & e-commerce business development

Hello everyone - we are getting ready for Biz Meetup!

- 01 • Session will not be recorded**
.....so you can say whatever is on your mind.
-

- 02 • Say Hello!**
Use our chat to let us know from where are you joining today.
-

- 03 • Speaking today - Dušan Daniška and Marcel Jašš**
Marcel is speaking right now.

Presentation & Discussion

Main discussion points

- What Hubleto is and who it is built for
- Open-source vs proprietary: the commercial advantage
- App ecosystem overview: what is available out of the box
- Competitive positioning: Hubleto vs alternatives

What is Hubleto?

- open-source CRM and ERP platform
- PHP based for easier customization
- allows businesses to adapt the platform to - **“Build the system around the business, not the business around the system.”**
- uses modular approach

Open source vs. Proprietary

Proprietary systems involve:

- Expensive licensing
- Vendor lock-in
- Limited flexibility
- High customization costs
- Complex implementation processes

Hubleto provides:

- Ability to deliver customized implementations
- Build long-term customer relationships
- Consulting and integration services
- Ability to expand solutions gradually
- Maintain better control over customer projects

What is available out of the box?

- CRM
- Marketing/Sales
- Productivity tools
- Supply chain tools
- Finances
- Administration/management

Hubleto vs. alternatives

Hubleto vs Legacy Systems

Traditional legacy systems are often:

- Expensive to maintain
- Difficult to customize
- Slow to implement
- Complex for end users

Hubleto vs Odoo

Odoo provides a large ecosystem of pre-built ERP modules.

Hubleto differentiates with:

- Greater workflow flexibility
- Faster adaptation to customer requirements
- Leaner implementation approach
- Easier customization possibilities
- More flexible partner-driven solutions

How to position Hubleto:

- Flexibility
- Faster implementation
- Workflow optimization
- Process automation
- Scalability
- Customization

Key notes & findings from discussion

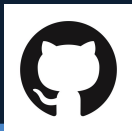
- Every user has a different “a-ha moment” timeline when completely understanding the software, some have to dig deeper, others not so much
- Customer onboarding presentation with potential clients sounds like a good idea.
- Is there golden standard for CRM research needed?
- Words of wisdom - polishing a polish language :) (just a silly joke)

Next Biz Meetup topic: Hubleto - know your market

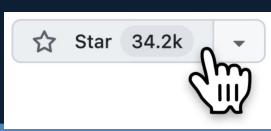
DATE – Wednesday 29th of July
TIME – 2:30 PM (UTC +2)

See you next month, same time, same place.

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