

ABSTRACT

The digital era has a significant impact on various aspects of life, including the business world. The rapid progress of digitalization still faces many challenges in the sustainable development paradigm. ERP implementation can support several achievements of sustainable development goals (SDGs). Aneka Binding Surabaya, as a company that provides various machines and materials for printing finishing needs in Surabaya, is one of the companies that feels the need for digital transformation. Positive business growth has triggered an increase in the volume of data and information that needs to be managed. However, the sales business process is still carried out manually. This often results in incorrect information on sales transactions and lost or damaged sales reports. Aneka Binding Surabaya needs to carry out a digital transformation through the implementation of Odoo-based ERP with the Quickstart method which is the right solution & approach.

Qualitative methods are used with a case study approach. System design with the Quickstart method includes the stages of kick-off call, analysis, configuration, and production. The implementation of Odoo ERP at Aneka Binding Surabaya has successfully integrated the Sales, Purchase, Inventory, and Accounting modules. The evaluation showed that the majority of users received the system well, with 66% stating that the system display was comfortable, 47% considered the performance optimal, and 53% felt that the system was in accordance with business needs. This implementation also increased the number of transactions by 9.7% per month, increased revenue from IDR 521.82 million to IDR 783.02 million, and reduced manual activities by 83%. Order processing time was reduced from 15 minutes to 5 minutes. Although there is an additional ERP license fee of IDR 1,465,000 and maintenance of IDR 700,000 per year, the reduction in operational costs, especially stationery, provides long-term efficiency. Overall, Odoo ERP has a positive impact on sales performance, time efficiency, and company cost savings.

Keywords: *ERP, Odoo, Operasional, Quickstart, Sales*