

02

Creating Subscriptions

Odoo 19 Enterprise · Subscriptions

A subscription links a customer to a recurring billing plan.

1 Create a subscription

Subscriptions [↗](#) **New**

Click New to create a subscription.

SUBSCRIPTION FIELDS

Customer *	The subscribing customer.
Subscription Plan *	The billing template “” defines frequency and included products.
Start Date *	When billing begins.
End Date	Leave blank for open-ended subscriptions. Set for fixed-term contracts.
Pricelist	Override pricing for this specific customer.
Salesperson	Who manages this subscription relationship.

2 Automatic invoice generation

When the billing date arrives, Odoo generates a draft invoice automatically. Review and post the invoice, then send it to the customer. Configure the subscription plan to send invoices automatically without manual review if preferred. Payment can be collected via payment provider if online payment is enabled.

Subscription renewal “” Near the subscription end date, Odoo sends a renewal alert. The sales team can contact the customer to renew. If renewed, extend the end date. If not renewed, close the subscription “” this records it as churn in the reporting.