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Subscriptions Overview

Odoo 19 Enterprise · Subscriptions

The Subscriptions module manages recurring revenue — automatically generating invoices on a schedule for products or services billed monthly, quarterly, or annually.

1 What Subscriptions does

Subscriptions

Subscriptions automates recurring billing: create a subscription for a customer, set the billing frequency and amount, and Odoo automatically generates invoices on the scheduled date. It tracks subscription health — MRR (Monthly Recurring Revenue), churn rate, and customer lifetime value. Connect with CRM to track subscription opportunities in the pipeline.

2 Key concepts

Subscription Plan: the template defining billing frequency (monthly, annual) and price. **Subscription:** one active recurring agreement with a customer. **MRR (Monthly Recurring Revenue):** the total monthly value of all active subscriptions — the key health metric. **Churn:** subscriptions cancelled in a period — high churn is a warning sign.