

Hidden Brains Launches datumsAI for Odoo to Drive Smarter, AI-Powered Enterprise Operations



Irvine, California Sep 9, 2026 ([Issuewire.com](https://www.issuewire.com)) - Hidden Brains has announced the launch of datumsAI for Odoo, an AI-powered intelligence layer designed to help organizations transform operational ERP data into accessible and actionable business insights. The launch adds to Hidden Brains' growing portfolio of technology products, following ROCKEYE and Guardian Layer, reinforcing its focus on developing solutions for evolving enterprise needs.

Odoo enables businesses to manage critical functions including sales, CRM, finance, inventory, manufacturing, purchasing, and other operations. However, converting this data into decision-ready understanding can require navigating reports, applying filters, exporting information, and performing manual analysis. datumsAI introduces a streamlined approach to [AI business intelligence for Odoo](#), helping users access, understand, and act on business information more efficiently.

From Business Questions to Business Understanding

datumsAI enables users to approach business data through questions rather than starting with complex report navigation. Through conversational interaction, dashboards, Key Performance Indicators (KPIs), analytics, and visual insights, users can explore business performance and gain greater visibility across their organization.

“datumsAI is designed to simplify the journey from Odoo data to business understanding. By enabling users to ask business questions and explore relevant insights through AI-powered analytics,

dashboards, and KPIs, the solution helps organizations gain greater visibility and make more informed decisions,” said Prabhat Singh, Senior Sales Manager, Hidden Brains.

Key Capabilities Include:

- **Conversational Business Intelligence:** Ask business questions about Odoo data using a natural approach.
- **KPI Dashboards:** Monitor important business performance indicators through centralized dashboards.
- **Cross-Functional Insights:** Explore information across Sales, CRM, Inventory, Manufacturing, Finance, Purchase, and POS.
- **Operational Analytics:** Identify trends, performance changes, and areas requiring attention.
- **Visual Analytics:** Transform operational information into clearer, accessible business insights.

Supporting Businesses and Odoo Partners

datumsAI is designed for business owners, executives, functional leaders, and operational teams seeking greater visibility into business performance. The platform also enables Odoo Partners to enhance customer offerings with AI-powered analytics, dashboards, KPIs, and business intelligence capabilities.

The product follows a simple ASK → UNDERSTAND → ACT journey.

Users can begin with the questions that matter to their business, explore relevant information, understand key performance indicators and trends, and use those insights to support informed action.

Continuing Product Innovation

The launch of datumsAI builds on Hidden Brains’ portfolio of technology products, including ROCKEYE and Guardian Layer. Together, these products reflect the company’s continued investment in developing solutions that address diverse enterprise technology requirements.

With datumsAI for Odoo, Hidden Brains extends this innovation into AI-powered business intelligence, helping organizations turn everyday operational data into clearer visibility and stronger business understanding.

About Hidden Brains

Hidden Brains is a technology company focused on digital engineering, enterprise software, and innovative technology solutions for businesses worldwide. Through products including ROCKEYE, Guardian Layer, and datumsAI, Hidden Brains continues to develop technology solutions designed to

address emerging enterprise requirements and support digital transformation.

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