With OpenObject, you may enjoy building on top of OpenERP existing core modules:

crm, help-desk, production, project, event, stock , human-resources accounting ... but you are not obliged to.

One marvellous feature of OpenObject is the capability of a module to bring modification to existing objects and views. It is really a developer equivalent of the lancet used in surgery.

You can also enjoy re-using thousands of modules available on <a href="http://apps.openerp.com">http://apps.openerp.com</a>.