

KHAOS CONTROL VS THE FIELD

Is your ERP the one you actually need, or the one your provider wants you to buy?

Eight honest, line-by-line comparisons. Where something sits behind a higher plan, a paid add-on or extra configuration, we have said so. Where a competitor matches or beats us, we have said that too.

WHAT IS INSIDE

Unleashed	Strong on inventory, thin around it — no complaints management, and phone support costs extra.
Cin7	Multichannel inventory that grew outwards. Limited CRM; warehouse and reporting depth vary by plan.
Linnworks	Excellent at routing orders. No native CRM, no accounting, advanced WMS is a paid add-on.
Stok.ly	Keeps stock simple for smaller teams. No dedicated CRM; reporting leans on Power BI.
Orderwise	A genuine ERP competitor. The gap is complaints, Keycodes, prepayments and chargeable reports.
OGL	Complete — once you have bought the modules. WMS is an add-on and implementations run long.
WinMan	Built for manufacturing, and good at it. Weaker on eCommerce and business-wide reporting.
GenetiQ	Bespoke to a fault. APIs are an add-on and custom development pushes cost up.

Three questions worth asking every vendor on your list

What everyday jobs sit behind a higher plan or a paid add-on — and what do they cost?

Where does the customer live, and who joins the stock record to the complaint?

Who answers the phone, where are they based, and is that call billed separately?

KHAOS CONTROL VS UNLEASHED

Is your ERP the one you actually need, or an inventory tool wearing an ERP badge?

Unleashed does inventory well. It was built to. Khaos Control was built to run the whole business — orders, customers, complaints, warehouse, purchasing, accounts and the reporting that ties them together.

CAPABILITY	Khaos Control	Unleashed
Scope	Full comprehensive ERP suite, with custom development to fit how you actually work	Inventory-based business management, extended with modules
Inventory management	Advanced stock control, purchasing, warehousing, barcode scanning and traceability	Strong inventory management and stock visibility (fairly matched)
CRM & complaints	Built-in CRM for customer management, with a full complaints system	Limited CRM module, no complaints management
Warehouse management	Comprehensive WMS with barcode scanning, picking, packing and stock movements	Basic warehouse functionality; advanced capability needs a higher paid plan
Purchasing	Integrated purchasing, supplier management and replenishment	Purchasing and supplier management included (fairly matched)
Forecasting	Inventory planning and purchasing tools to support stock decisions	Includes demand forecasting capability (Unleashed leads)
Accounting	Internal accounting function, plus integrations with the major accounting platforms	Limited accounting module; integrations with Xero and QuickBooks
Reporting	Extensive operational and management reporting across the whole business	Good inventory reporting; more limited business-wide analytics
Deployment	Cloud and on-premises	Cloud only
Scalability	Suits growing SMEs and established enterprises alike	Best suited to inventory-focused SMEs
Software support	Tickets, phone calls and knowledge base — all included	Ticketing system and knowledge base; phone support at extra cost

WHERE THE DIFFERENCE BITES

No complaints management, and only a limited CRM to hang it off.

Advanced warehouse capability sits behind a higher paid plan.

Phone support costs extra. Ours is included.

WHEN UNLEASHED IS THE BETTER BUY

Stock is the whole job — no complaints handling, no service side, no internal accounts.

You are happy for Xero or QuickBooks to stay the financial system of record.

Cloud-only suits you and demand forecasting is your top priority.

KHAOS CONTROL VS CIN7

Some ERP capability is not the same thing as an ERP.

Cin7 is a strong multichannel inventory system that has grown outwards. Khaos Control started as a complete ERP and stayed one — so the CRM, the warehouse, the accounts and the reporting are not plan upgrades.

CAPABILITY	Khaos Control	Cin7
Scope	Full comprehensive ERP suite	Primarily an inventory management system with some ERP capability
Inventory management	Advanced stock control, purchasing, warehousing, barcode scanning and traceability	Strong multichannel inventory control (fairly matched)
CRM & complaints	Built-in CRM for customer management, with a full complaints system	Limited CRM functionality
Warehouse management	Comprehensive WMS with barcode scanning, picking, packing and stock movements	Warehouse management with functionality varying by selected plan
Purchasing	Integrated purchasing, supplier management and replenishment	Supplier and purchasing management included (fairly matched)
Forecasting	Inventory planning and purchasing tools to support stock decisions	Basic inventory forecasting and planning, with an optional paid AI add-on (fairly matched)
Accounting	Internal accounting function, plus integrations with the major accounting platforms	Integrations with Xero and QuickBooks Online
Reporting	Extensive operational and management reporting across the whole business	Limited native reporting; advanced reporting sits on a more premium plan
Deployment	Cloud and on-premises	Cloud only
Scalability	Suits growing SMEs and established enterprises alike	Suitable for eCommerce SMEs
Software support	Ticketing, knowledge base and phone support included in all enterprise plans	Phone support via a paid Premium Support plan; call-volume limits are not publicly documented

WHERE THE DIFFERENCE BITES

Limited CRM functionality, and no complaints handling to speak of.

Warehouse and reporting depth both vary by plan.

Phone support sits behind a paid Premium Support plan.

WHEN CIN7 IS THE BETTER BUY

You are an eCommerce SME and multichannel stock sync is the whole requirement.

You want their paid AI forecasting add-on and little else.

KHAOS CONTROL VS LINNWORKS

Brilliant at moving orders. Less interested in the rest of your business.

Linnworks routes multichannel orders and syncs stock. That is a real job, done well. But there is no CRM, no accounting and no full warehouse without a paid add-on — which is where a single ERP starts to pay for itself.

CAPABILITY	Khaos Control	Linnworks
Scope	Full comprehensive ERP suite	Inventory and order management platform focused on multichannel commerce
Inventory management	Advanced stock control, purchasing, warehousing, barcode scanning and traceability	Multichannel inventory synchronisation, stock control and order management (fairly matched)
CRM & complaints	Built-in CRM for customer management and complaints	No native, dedicated CRM
Warehouse management	Comprehensive WMS with barcode scanning, picking, packing and stock movements	Basic warehouse functionality; advanced WMS is a paid “Enhanced Warehouse” add-on
Purchasing	Integrated purchasing, supplier management and replenishment	Purchase order management and supplier management (fairly matched)
Forecasting	Inventory planning and purchasing tools to support stock decisions	Forecasting available through demand planning and inventory forecasting (fairly matched)
Accounting	Internal accounting function, plus integrations with the major accounting platforms	No native accounting module; integrates with Xero and QuickBooks
Reporting	Extensive operational and management reporting, heavily customisable	Inventory, order and sales reporting with dashboards
Deployment	Cloud and on-premises	Cloud only
Scalability	Suits growing SMEs and established enterprises alike	Scalable for growing eCommerce and multichannel retailers (fairly matched)

WHERE THE DIFFERENCE BITES

No native, dedicated CRM — so customers and complaints live elsewhere.

Advanced WMS is a paid add-on called “Enhanced Warehouse”.

No native accounting module at all.

WHEN LINNWORKS IS THE BETTER BUY

Marketplace listing, order routing and courier volume are the core problem.

You already run a CRM and a finance system you have no intention of replacing.

KHAOS CONTROL VS STOK.LY

A budget ERP is only cheap until you need the rest of it.

Stok.ly keeps stock straightforward for smaller businesses, and there is nothing wrong with that. Khaos Control gives you the CRM, the warehouse, the accounts and the reporting in the same licence — and the room to grow into them.

CAPABILITY	Khaos Control	Stok.ly
Scope	Full comprehensive ERP suite, for growing SMEs and enterprises alike	Budget ERP best suited to SMEs and growing businesses
Inventory management	Advanced stock control, purchasing, warehousing, barcode scanning and traceability	Straightforward inventory management suitable for SMEs
CRM & complaints	Built-in CRM for customer management, with a full complaints system	No dedicated CRM module
Warehouse management	Comprehensive WMS with barcode scanning, picking, packing and stock movements	Warehouse management with functionality dependent on selected plan
Purchasing	Integrated purchasing, supplier management and replenishment	Comparable purchasing functionality (fairly matched)
Forecasting	Inventory planning and purchasing tools to support stock decisions	Markets AI-driven demand forecasting as a core or add-on feature (fairly matched)
Accounting	Internal accounting function, plus integrations with the major accounting platforms	No native accounting module; integrates with Xero and QuickBooks
Reporting	Extensive operational and management reporting, heavily customisable	Limited native reporting; Power BI integration available
Deployment	Cloud and on-premises	Cloud only
Scalability	Suits growing SMEs and established enterprises alike	Primarily SMEs, growing eCommerce and retail businesses

WHERE THE DIFFERENCE BITES

No dedicated CRM module.

Warehouse functionality depends on the plan you pick.

Limited native reporting — the answer is a Power BI integration.

WHEN STOK.LY IS THE BETTER BUY

Budget is the binding constraint and stock control is all you need today.

You already have Power BI in place and a team who enjoy it.

KHAOS CONTROL VS ORDERWISE

Two proper ERPs. The difference is what you get charged for later.

Orderwise is a genuine competitor with its own website module, and we will not pretend otherwise. The gap shows up in the detail: complaints, Keycodes, prepayments, chargeable report development and how far bespoke work can actually go.

CAPABILITY	Khaos Control	Orderwise
Scope	Complete ERP with CRM, accounting, warehouse management, purchasing and optional KCWeb eCommerce	Complete ERP with its own integrated B2B/B2C eCommerce website module (fairly matched)
Inventory management	Advanced stock control with purchasing, barcode scanning and full traceability	Strong stock management, but no standard support for customer prepayments on sales orders
CRM & complaints	Built-in CRM for customer management, complaints handling and Keycodes	Built-in CRM, but no dedicated complaints management or Keycodes
Warehouse management	Warehouse management with barcode scanning, picking, packing and stock movements	Comparable warehouse management functionality (fairly matched)
eCommerce	KCWeb delivers integrated websites, hosting and ERP-connected eCommerce	Integrated website module — this narrows the gap on eCommerce (fairly matched)
Purchasing	Integrated purchasing, supplier management and replenishment	Comparable purchasing functionality (fairly matched)
Forecasting	Inventory planning and purchasing tools to support stock decisions	Comparable forecasting capability (fairly matched)
Accounting	Built-in accounting with automation, plus integration with the major platforms	Limited automation, requiring more manual financial processes
Reporting	Powerful reporting, with custom and standard report creation included	Custom report development is chargeable regardless of complexity
Deployment	Cloud or on-premises, with flexible implementation and bespoke development	Less flexible bespoke development and more restricted support access
Scalability	Scales with configurable workflows, shortcuts and automation	Fewer workflow customisation options, shortcuts and keybinds for power users

WHERE THE DIFFERENCE BITES

No dedicated complaints management and no Keycodes.

Custom report development is chargeable regardless of complexity.

Less flexible bespoke development, and more restricted support access.

WHEN ORDERWISE IS THE BETTER BUY

Their integrated B2B/B2C website module maps neatly onto how you sell.

You have no need for complaints handling, Keycodes or prepayments on sales orders.

KHAOS CONTROL VS OGL

How many modules does a complete system need before it counts as complete?

With OGL, full functionality tends to arrive module by module — WMS as a paid add-on, purchasing and forecasting with extra setup, growth with further customisation. Khaos Control gives you the whole thing on day one.

CAPABILITY	Khaos Control	OGL
Scope	Complete ERP with CRM, accounting, warehousing, purchasing and eCommerce	ERP system with additional modules required for full functionality
Inventory management	Advanced stock control with barcode scanning and full traceability	Basic inventory management with limited flexibility
CRM & complaints	Built-in CRM with customer management and complaint tracking	CRM available, with additional customisation often needed
Warehouse management	Full WMS included, with barcode scanning, picking and packing	WMS available as a paid add-on
eCommerce	Fully integrated website and eCommerce platform	Bundled “ERP & Website” package for integrated eCommerce (fairly matched)
Purchasing	Integrated purchasing, supplier management and replenishment	Purchasing tools available, with additional setup required
Forecasting	Built-in forecasting and inventory planning tools	Forecasting available with additional configuration
Accounting	Integrated accounting with major platform connections	Greater reliance on integrations and third-party tools
Reporting	Customisable reporting with easy report creation	Basic custom reporting available
Deployment	Cloud and on-premises deployment options	Longer implementation times and higher setup costs
Scalability	Scales easily as the business grows	Growth often requires further customisation
Specialist functionality	Flexible platform supporting diverse business needs	Limited specialist functionality available

WHERE THE DIFFERENCE BITES

WMS is a paid add-on rather than part of the system.

Purchasing and forecasting need additional setup and configuration.

Longer implementations and higher setup costs.

WHEN OGL IS THE BETTER BUY

Their bundled ERP-and-website package happens to fit your commercial model.

You want a phased, module-by-module rollout and have the appetite for it.

KHAOS CONTROL VS WINMAN

If you run a factory, look hard at WinMan. If you run a business that sells, look at us.

WinMan is built around trade and manufacturing operations, and it is good at them. Khaos Control is built for retail, wholesale and multichannel selling — where eCommerce connectivity and business-wide reporting matter more than production planning.

CAPABILITY	Khaos Control	WinMan
Scope	Complete ERP with CRM, accounting, warehousing, purchasing and eCommerce	ERP focused on trade and manufacturing operations
Inventory management	Advanced stock control with real-time visibility and traceability	Strong inventory management for trade and manufacturing (fairly matched)
CRM & complaints	Built-in CRM for customer management and sales processes	CRM available, with a stronger focus on operational workflows (fairly matched)
Warehouse management	Full WMS included, with barcode scanning, picking and packing	Comprehensive warehouse management for trade and manufacturing (fairly matched)
eCommerce	Integrated eCommerce with direct ERP connectivity	Limited eCommerce integration and online retail connectivity
Purchasing	Integrated purchasing, supplier management and replenishment	Strong purchasing functionality for manufacturing environments (fairly matched)
Forecasting	Built-in forecasting and inventory planning tools	Forecasting focused on supply chain and production planning (WinMan leads)
Accounting	Integrated accounting with major platform connections	Native accounting module (GL, AP/AR, cash management) plus integrations (fairly matched)
Reporting	Flexible reporting with custom dashboards and insights	More limited reporting and business analysis capability
Deployment	Cloud and on-premises deployment options	Higher implementation effort and cost
Scalability	Designed to grow with your business	Additional growth often requires further customisation

WHERE THE DIFFERENCE BITES

Limited eCommerce integration and online retail connectivity.

More limited reporting and business analysis.

Higher implementation effort and cost, and growth often means more customisation.

WHEN WINMAN IS THE BETTER BUY

Manufacturing and production planning sit at the centre of your operation.

Supply-chain forecasting matters more to you than selling online.

KHAOS CONTROL VS GENETIQ

Bespoke sounds flattering until you see the invoice for it.

GenetiQ can be shaped to fit, module by module and quote by quote. Khaos Control includes the APIs, the courier integrations, the CRM and the warehouse as standard — and still does bespoke work when it genuinely earns its place.

CAPABILITY	Khaos Control	GenetiQ
Scope	Complete ERP with CRM, accounting, warehousing, purchasing and eCommerce	ERP system requiring additional modules and custom development
Inventory management	Advanced stock control with real-time visibility and traceability	Inventory management available, with more limited flexibility
CRM & complaints	Built-in CRM for customer management and sales processes	CRM available, with additional configuration often required
Warehouse management	Full WMS included, with barcode scanning, picking and packing	Warehouse functionality available through additional modules
eCommerce	Integrated eCommerce with direct ERP connectivity	Own Cliqx eCommerce platform, plus partner marketplace integrations (fairly matched)
API & integrations	Built-in APIs for third-party integrations	API functionality available as an additional add-on
Purchasing	Integrated purchasing, supplier management and replenishment	Purchasing tools available, with additional development for some workflows
Courier integrations	Built-in courier integrations for streamlined fulfilment	Built-in transport scheduler plus vehicle-tracking and logistics integrations (fairly matched)
Forecasting	Built-in forecasting and inventory planning tools	Forecasting available with additional configuration
Accounting	Integrated accounting with major platform connections	Accounting functionality available through additional integrations
Reporting	Flexible reporting with custom dashboards and business insights	Reporting available, with more limited data analysis
Deployment	Cloud and on-premises, with bespoke development available	Custom development available, but it can increase implementation cost
Scalability	Designed to grow with your business	Expanding functionality can increase complexity and ongoing cost

WHERE THE DIFFERENCE BITES

API functionality is an additional add-on.

Warehouse capability arrives through further modules.

Custom development can push implementation cost and complexity up.

WHEN GENETIQ IS THE BETTER BUY

Their Cliqx eCommerce platform or transport scheduler is exactly what you need.

You want a heavily bespoke build and have the budget and time to run it.

We use the most advanced technology in the industry. It's called the truth.

Ninety minutes, your own numbers, no scripted demo. If Khaos Control is the wrong fit for your business, that is what you will hear from us.

Book your Khaos Control product tour today.