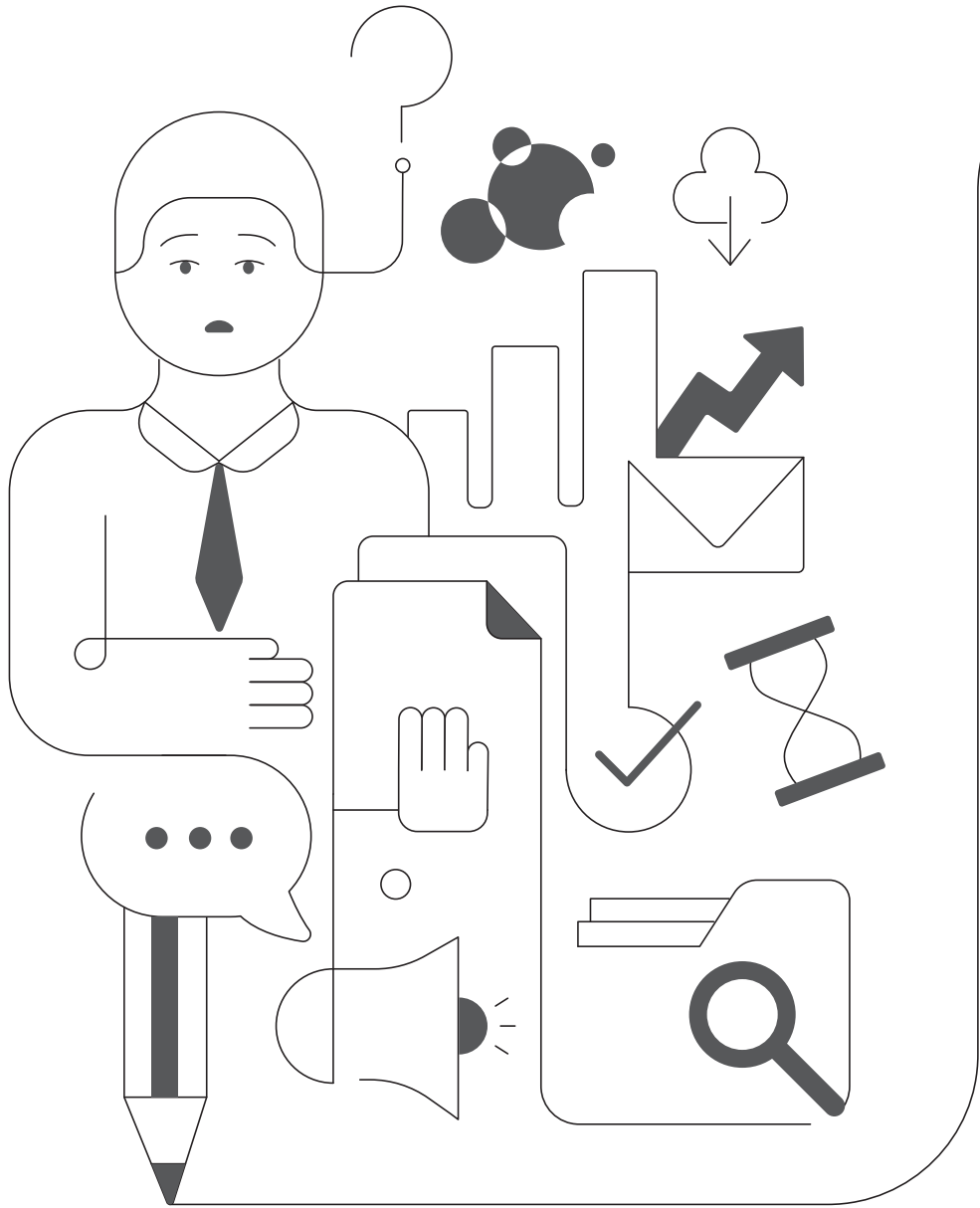


# The **ONE EDGE**

Discover the  
benefits of  
adopting this  
transformative  
solution

**ZOH**O One

in a Nutshell





# Problem Statement

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Wonder what's keeping your business from growing to the next level?

## Using outdated technology

Dealing with legacy systems is an ongoing challenge for many businesses. They're inflexible, immobile, complex, too expensive to maintain, and mostly managed by specialists. The truth is, most of the time you are better off with newer applications.



## Using various business software



Do you have one application for finance, another for sales, a third for marketing, and so on? Why?

With separate apps for every part of your business, heaps of data get duplicated across platforms without making any sense. You're also spending a lot of time training your employees on multiple pieces of software.

Companies that don't have a core, unified solution miss out on the big picture: sales, marketing, finance, HR, and operations can "Work as One" to keep customers happy, surpass competition, and reap profits.



# Introducing **ZOHo** One

Let's close the gap between where your business stands and where you want it to be!

Zoho One is an integrated suite of **45+ applications** with advanced enterprise-class capabilities that multiply the ROI for your business. Manage your sales, marketing, finance, human resources, operations, and much more with this easy-to-use, all-in-one solution.

**Visionary suite. Built to sustain growth.**

Empowering more than  
**12,000**  
organizations  
worldwide

Replacing  
Quickbooks, MS Office,  
Tally, Google Apps,  
Salesforce, and other  
**600+**  
business systems





Advanced solution addressing the needs of **CXOs, leaders, managers, and frontline employees** of all business functions.

A solution for every business size - **Start-up, mid-size, growing, and large businesses**

Built to serve every industry better

# APPS FOR **SALES**

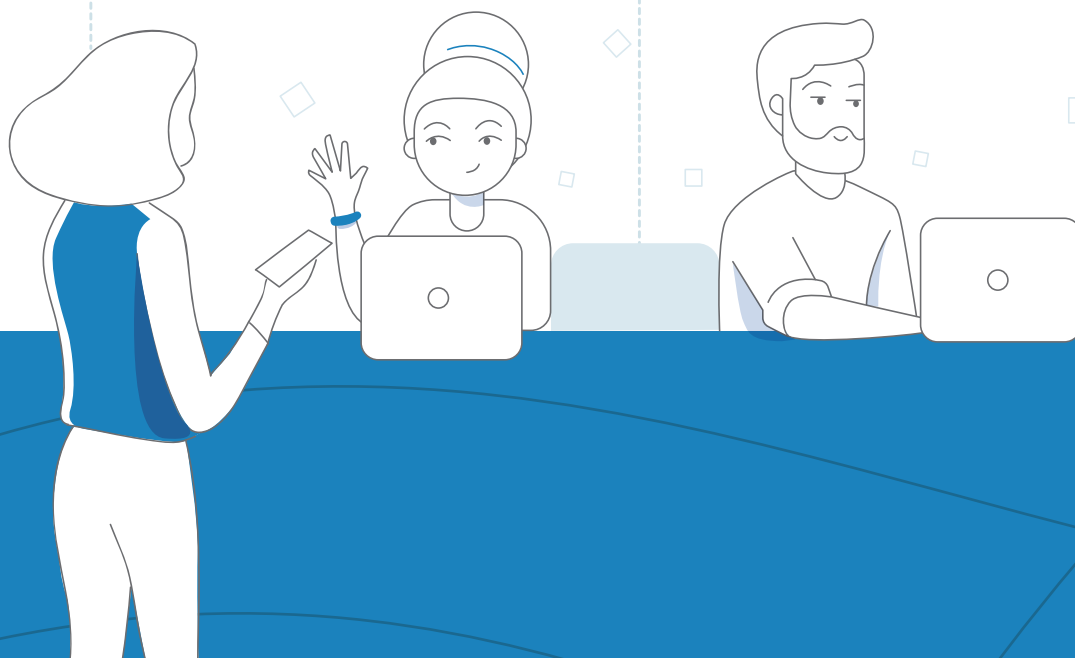
## **MOTIVATOR**

Software to boost sales performance.



## **CONTACT MANAGER**

Online contact management.





## SALESINBOX

An email client exclusively for sales people.



## CRM

Multi-channel CRM for businesses of all sizes.



# APPS FOR **MARKETING**



## **SITES**

Build websites.  
Just the way  
you want.



## **SALESIQ**

Convert website  
visitors into  
customers.



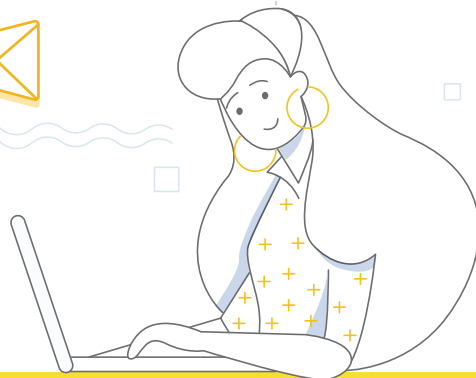
## **SOCIAL**

Social media  
management  
for businesses.



## **CAMPAIGNS**

Reach and engage  
your customers.





## SURVEY

Create professional surveys with ease.



## FORMS

Online forms from mobile teams.



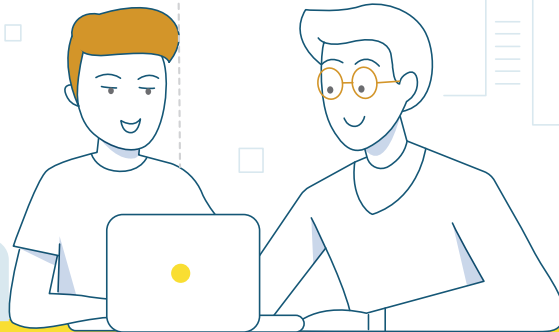
## PAGESENSE

Increase your website's conversions.



## BACKSTAGE

Online event management software.



# APPS FOR **FINANCE**

## **SUBSCRIPTION**

Recurring billing tool for subscription business.



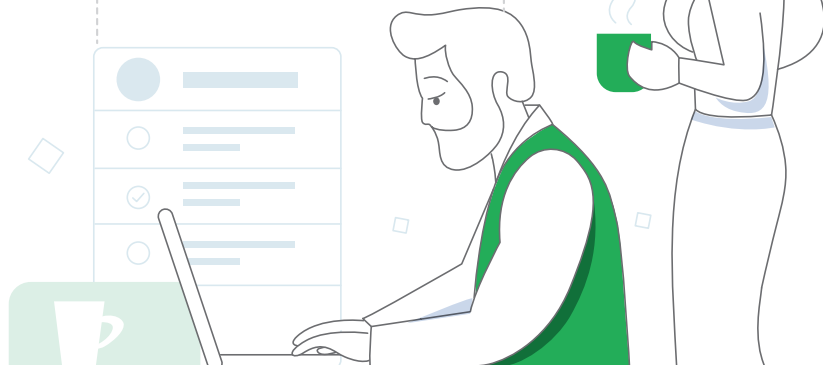
## **INVOICE**

Get paid fast with hassle-free invoicing.



## **BOOKS**

Smart accounting for businesses.





## EXPENSE

Expense reporting software.



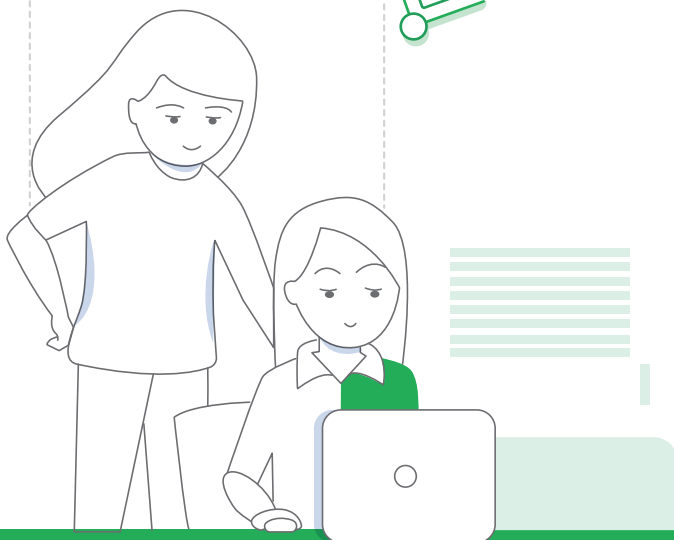
## INVENTORY

Inventory management for businesses.



## CHECKOUT

Collecting payments online just got simpler.



# APPS FOR **HUMAN RESOURCES**

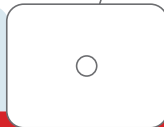
## **PEOPLE**

Your complete  
online HR  
solution.



## **RECRUIT**

Pick the right  
employees  
quickly and easily.



# APPS FOR **SUPPORT**

## **DESK**

Put customer service at the heart of your company.

## **ASSIST**

Instant remote support.  
Unattended remote access.



# APPS FOR **COLLABORATION**

## **PROJECTS**

Project management, as effective as it gets.



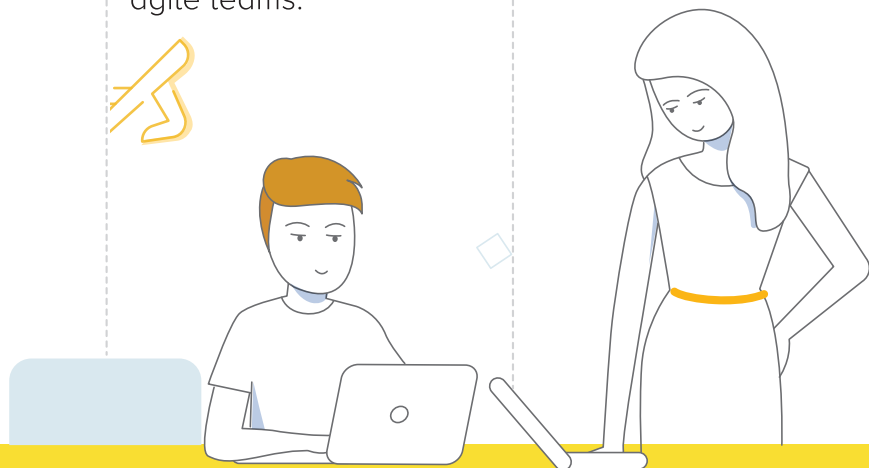
## **SPRINTS**

Planning and tracking for agile teams.



## **CONNECT**

An app that builds team collaboration.





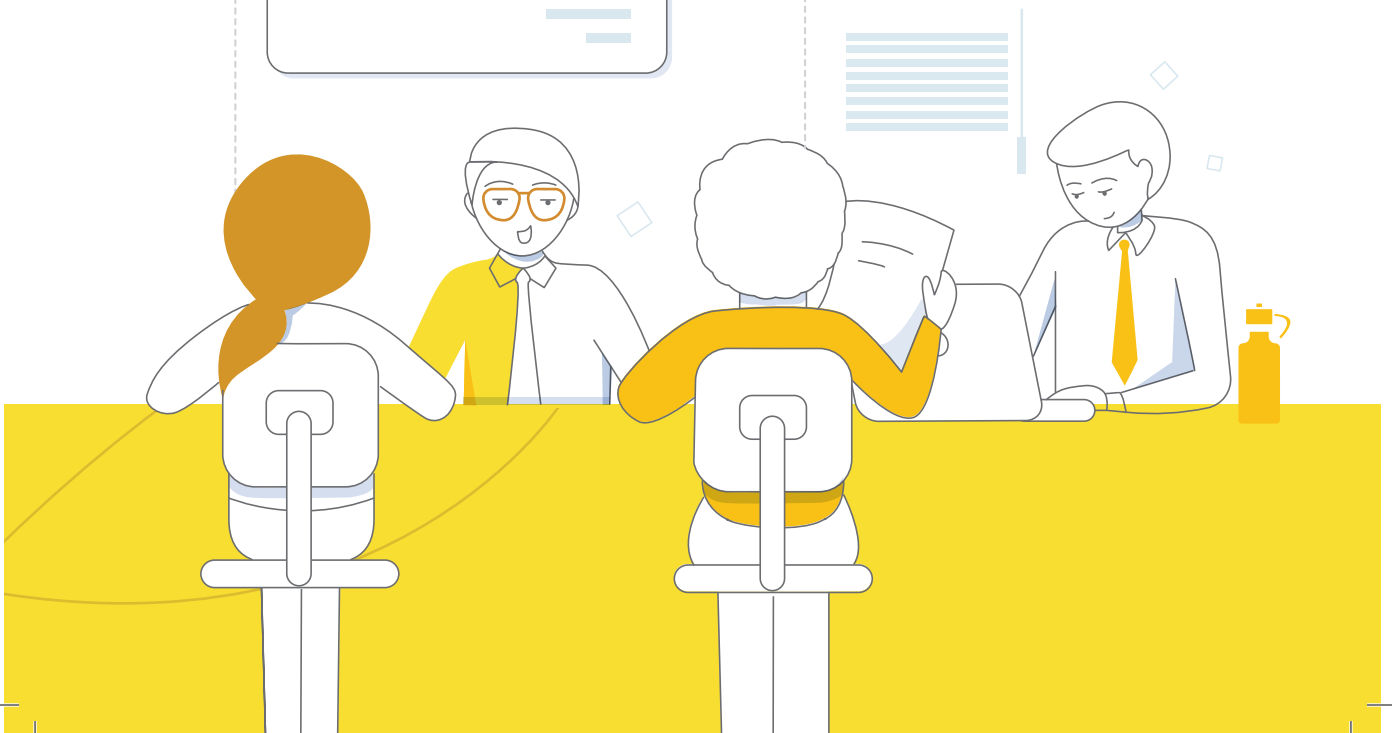
## SHOWTIME

Turn learning  
into a two-way  
street.



## MEETING

Next generation  
web conferencing  
solution.



# APPS FOR **PRODUCTIVITY**

## **WRITER**

Write.  
Discuss.  
Influence.



## **SHOW**

All new show slides,  
stories, and ideas  
to inspire.



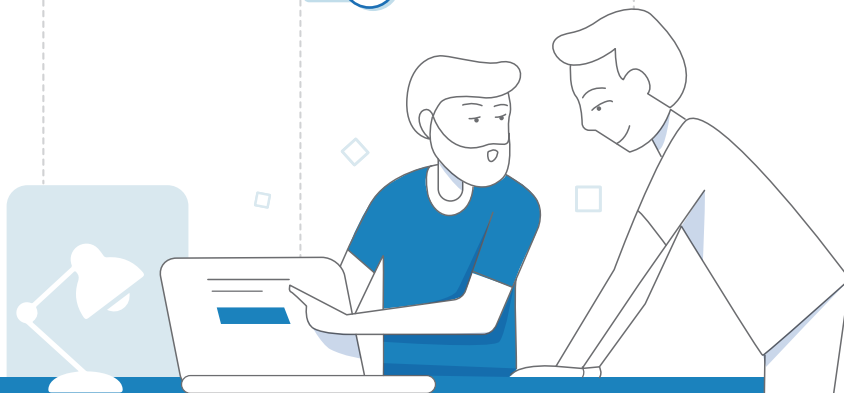
## **SHEET**

The spreadsheet  
application  
for collaborative  
work.



## **DOCS**

Bring your  
office to  
Zoho Docs.







## SIGN

Robust digital signature app for businesses.



## VAULT

Online password manager for teams.



## NOTEBOOK

Beautifully simple note-taking app.



# APPS FOR **COMMUNICATION**

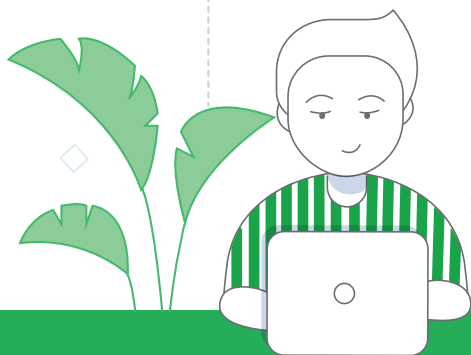
## **MAIL**

Making email great again.



## **CLIQ**

Chat that's built for work.



# APPS FOR **BUSINESS PROCESS MANAGEMENT**



## **ANALYTICS**

Online reporting and business intelligence.



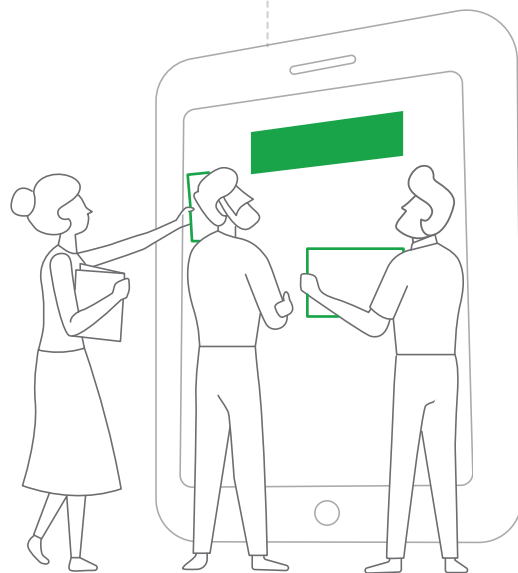
## **CREATOR**

Build custom apps for unique business needs.



## **FLOW**

Create custom integrations.



# Enterprise class features and capabilities



## ANALYTICS FOR ZOHU ONE

With the Zoho One Analytics Dashboard tab, users can track KPIs and trends across business functions, including financial health, sales and marketing performance, and inventory counts, all from one place. With over 500 pre-built reports and dashboards, plus the option to create your own, users will be able to blend data for cross-functional analytics right out of the box.

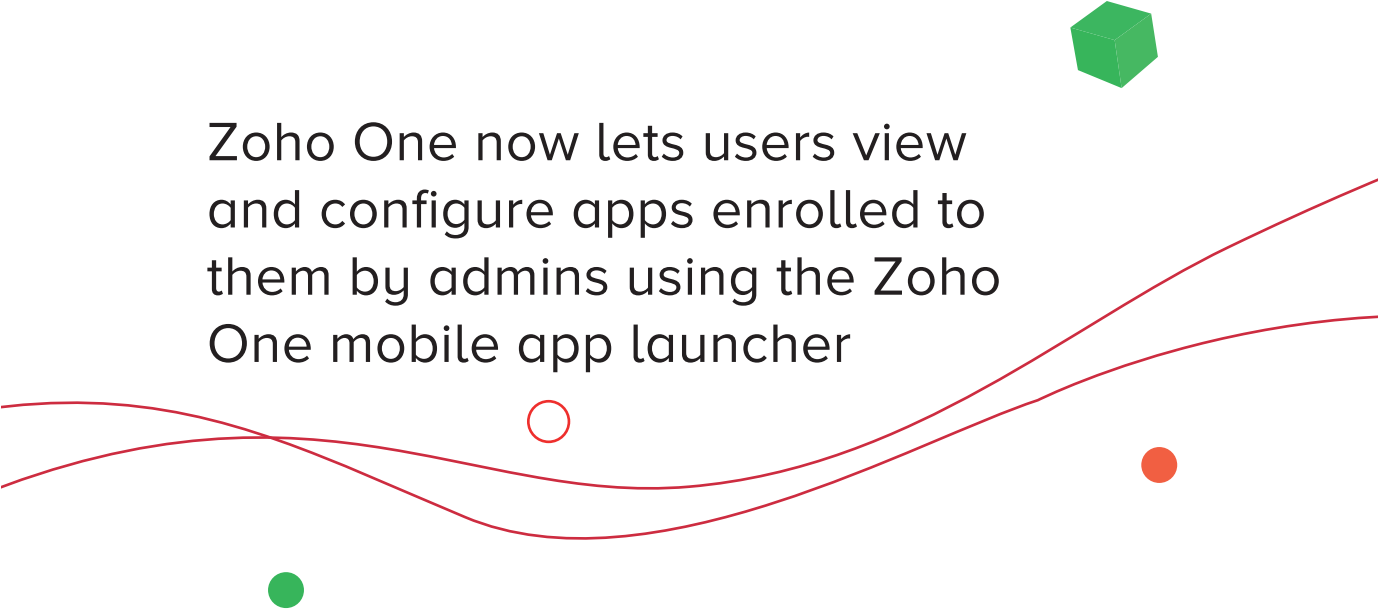
## SAY HELLO TO ZIA

Zia, Zoho's AI-powered conversational assistant, is extended to Zoho One. Users can issue commands via text chat or voice across various applications. Zia can extract real-time, contextual business insights from varied data sources, on command.



## SIMPLIFYING USER SEARCH

Zia Search is a powerful method of navigating across company data. It can provide a quick, direct route to any form of information that your business keeps in the Zoho One suite. Search across all apps to find anything you need, from documents and business data to colleague contact information. Then take contextual actions, like launching a presentation, assigning a help desk ticket, or starting a chat.



Zoho One now lets users view and configure apps enrolled to them by admins using the Zoho One mobile app launcher

## ZOHO ONE MOBILE APP

Zoho One administrators can access and control Zoho One wherever or whenever it's convenient for them. The mobile app lets admins stay informed about their business, manage automatic user app provisioning and de-provisioning, view reports, formulate security policies, create groups, and more, from anywhere.

## THE COMPASSIONATE CONCIERGE

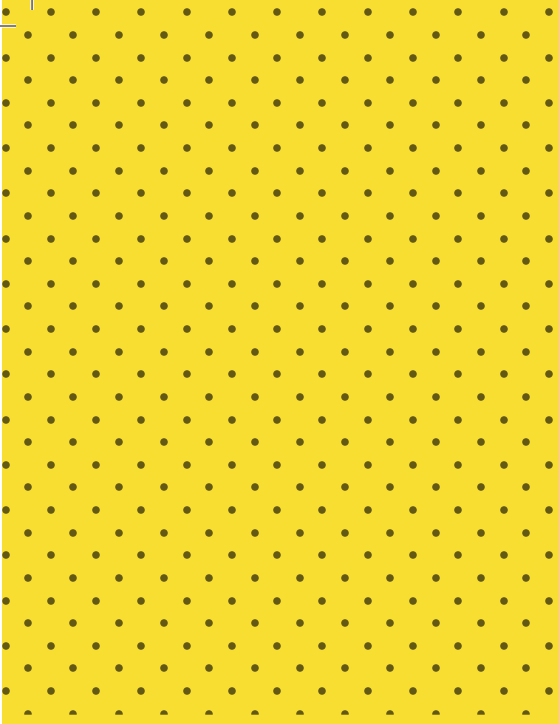
Zoho One has more than 40 web apps and just as many for your mobile device. That's precisely why new users tend to feel overwhelmed. The Zoho Concierge provides a human touch in the world of software. When you contact Zoho One's concierge service, one of our experts will make the effort to understand your business requirements and provide a solution using Zoho's range of apps.





# What can you expect from Zoho One?





# Zoho One brings major benefits to the table for businesses of all sizes

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Startup

Growing businesses and SMBs

Mid-market and large businesses





Zoho One brings major benefits to the table for businesses of all sizes

**STARTUP**

Set up a business venture in minutes

More bang for your buck

The suite scales with the business

**GROWING BUSINESSES AND SMBs**

Streamlines operations

Eliminates redundancies

Saves time on employee training

Combines operational, financial, and strategic insight

Improves and automates workflows

Brings enterprise-class solutions to SMBs and growing businesses

Forges deep connections with customers, suppliers, and employees.

**MID-MARKET AND LARGE BUSINESSES**

Strong industry-specific functionalities

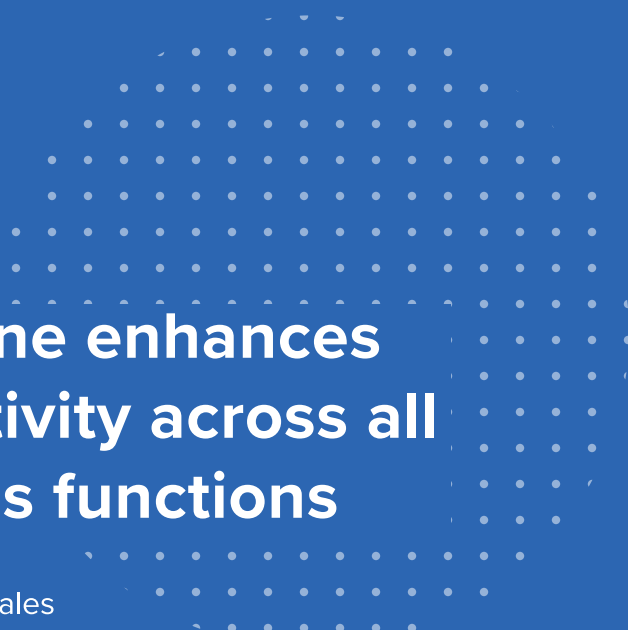
Helps businesses grow with easy-to-use, enterprise-class capabilities.

Includes accurate real-time reporting and analytics

Integrates with 3rd party systems

Provides high ROI, reduces expenditure, ensures value for time spent





# Zoho One enhances productivity across all business functions

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Sales

Operations

HR

Finance

Marketing

Customer relations



## Zoho One enhances productivity across all business functions

### **SALES**

Improves lead conversion rates

Makes sales forecasting easy

Increases sales productivity

Provides consumer insights for smarter decisions

Grows sales revenues

### **HR**

Reduces manual work

Modernizes employee management

Improves communication and engagement

Strengthens teams and improves culture

Instant access to HR data

Increases Revenue Per Employee

### **MARKETING**

Ensures sales and marketing initiatives align

Provides insights for business development

Enhances the quality of leads

Increases revenue and average deal size

Increases customer retention

## Zoho One enhances productivity across all business functions

### **OPERATIONS**

Integrates smoothly with other platforms

Helps you make better business decisions

Speeds up reporting, analysis, and planning

Increases speed of access to knowledge

Makes it easy to keep track of projects

Improves data quality

Reduces time to market for products/services

### **FINANCE**

Provides real-time cross-functional analysis

Improves risk assessment

Enables global expansion

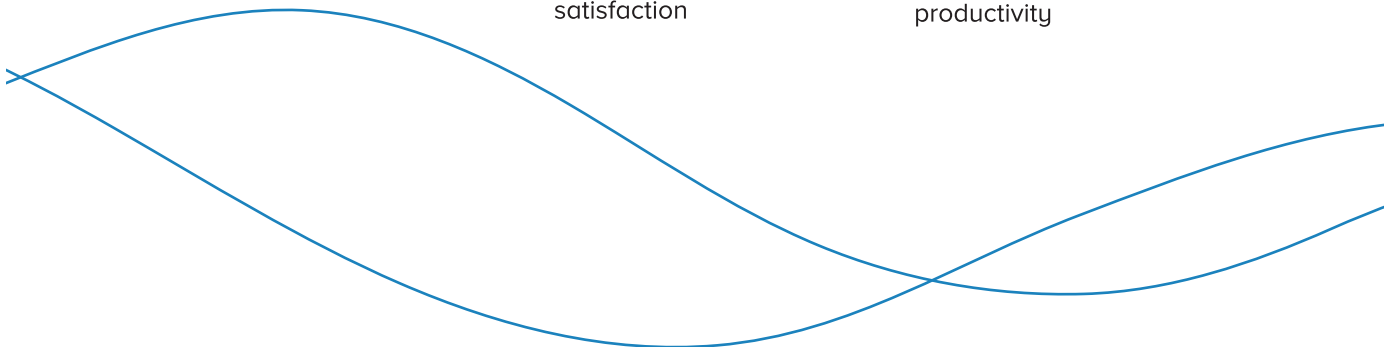
### **CUSTOMER RELATIONS**

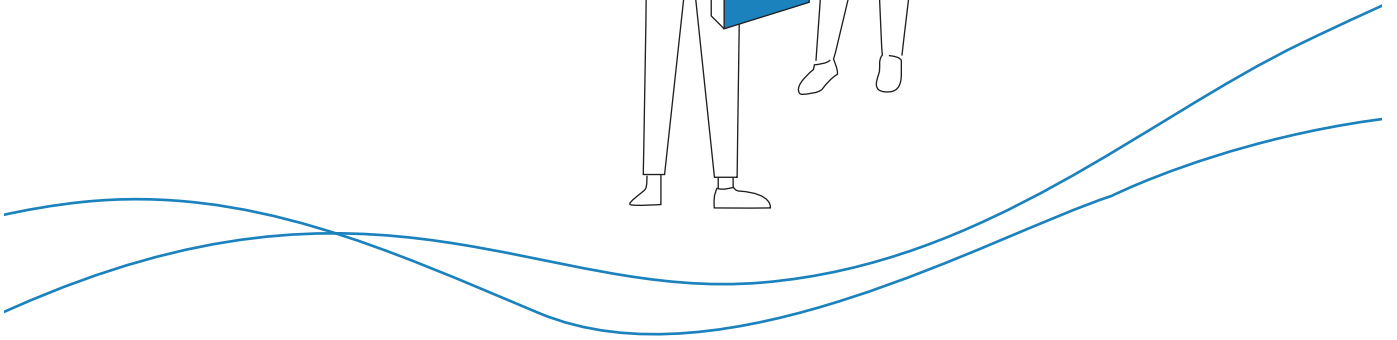
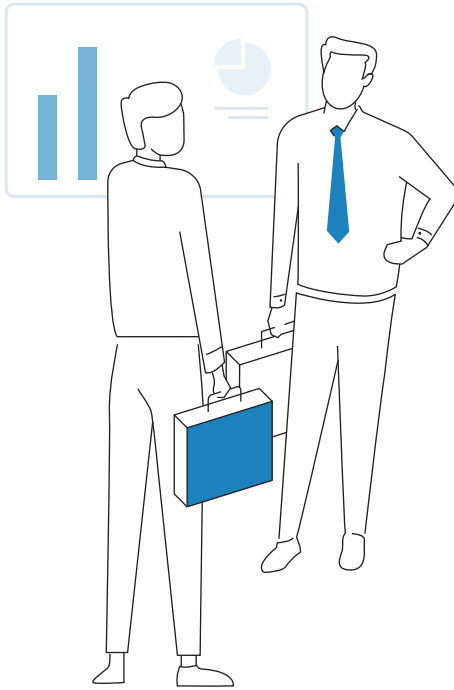
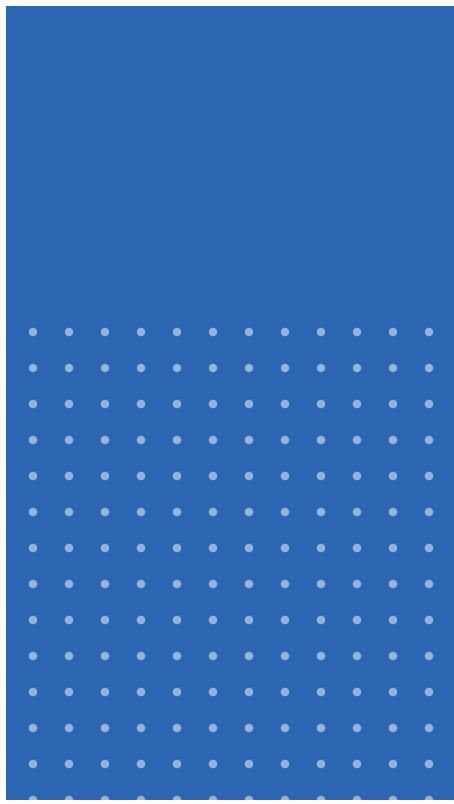
Helps cater to emerging demographics


Prioritizes customer requests

Increases customer satisfaction

Increases customer service agents' productivity







# Zoho One addresses the unique needs and issues of each business role

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CXOs

Managers

Executives





Zoho One addresses the unique needs and issues of each business role

**CXOs**

A suite that's quick to set up effectively

Minimizes disruptions to business

Maximizes results

**MANAGERS**

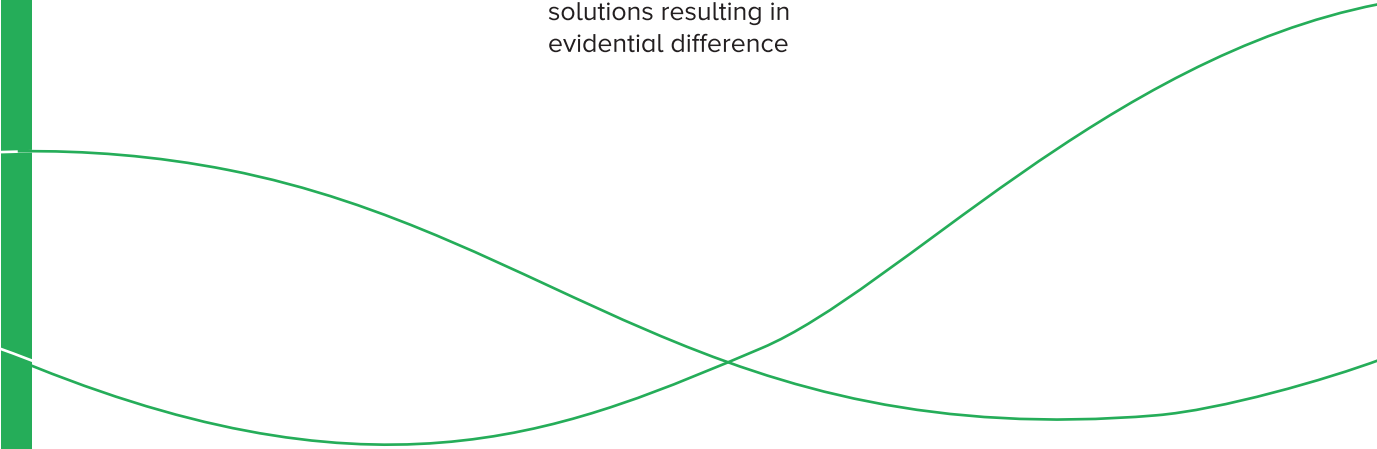
Enables easy user adoption

Allows for processing efficiencies and revenue gains at departmental levels

Helps you strategize business objectives easily

**EXECUTIVES**

Allocate users with the right technological solutions resulting in evidential difference



# CUSTOMER SUCCESS STORIES

## **IIFL, a leading finance and investment services company in India touches a new high with Zoho One**

"At IIFL, we have started using Zoho One, which includes their super-powered CRM, Email, Campaign Management, Survey, Social Media Management, Sales IQ, Creator, Internal Chat and HR products across various entities. Honestly, there is no better value that Zoho One can offer, especially at this low a cost! Zoho One does change the way businesses operate by offering a whole suite of apps that are not only tightly integrated with each other but also play well with third-party applications. These vast varieties of solutions are easy to configure and customize which in itself paves for an efficient cross-selling platform."

### **Niki Kushe**

#### **Group Head - CRM**

India Infoline Finance Ltd



**20k**  
Users

## **The Warehouse Group, New Zealand's largest retailer, experiences better control through Zoho One**

"Having data on one platform has also streamlined how we service customers and has unleashed incredible energy within our company. Our response times have been reduced significantly by days, to where we are now able to resolve customer issues in real time. Zoho One is truly the Operating System for any business!"

### **Timothy Kasbe**

#### **Chief Information and Digital Officer**

The Warehouse Group



**15k**  
Users



## **Purolite, a manufacturing company, boosts productivity and performance through Zoho One**

"Zoho One has brought our company closer together. What started out as a North American implementation for 50 users ended up being a global roll-out for more than 500 employees. We find ourselves executing more efficiently due to the shared data and analytics we now have across departments and offices. We'll continue to explore applications on Zoho One—this is just the beginning of further system expansion we can achieve as a Zoho customer."

**Amanda Dolan**

**Head of CRM**  
Purolite

## **Apex Solar, a leading solar company, gains better visibility with Zoho One**

"Zoho One makes information sharing across apps and channels seamless. We weren't able to accomplish that prior to using Zoho One due to disconnected platforms and the inability of individual vendors to keep up with our growing needs. Our business has been growing at a very fast pace with headcount increasing 20% just within the last year, and we look forward to supporting continued growth using Zoho One."

**Ben Sopczyk**

**Director of Marketing**  
Apex Solar Power

**500**  
Users

**Discover how  
our customers  
are growing  
their businesses.**

**Read their  
stories and  
find out why  
they love using  
Zoho One**

**100**  
users

# EXPERTS OPINE ON Zoho One

“Businesses are increasingly utilizing technology with more automated tasks, incorporation of data, analysis of information, and predictive outcomes and alternatives. Intelligent technology is enhancing business processes and bringing more employee insights at warp speed, enabling the enterprise to quickly bring forward more personalized responses. Zoho One provides a foundation for enterprise intelligence with its Zia, Dashboards, and Search capabilities across the Zoho One platform.”

**Mickey North Rizza -  
Program Vice President,**

Enterprise Applications and Digital  
Commerce at IDC

“To already have more than 12,000 businesses using Zoho One within its first year, ranging from one to 20,000 users, proves the value proposition of Zoho's integrated platform appeals to companies of all sizes. With so many apps integrated together, Zoho One not only makes it easier for businesses to work more efficiently, but having this integrated data structure allows Zoho to leverage its AI and machine learning technologies to provide users a more diverse and complete data set. This has the potential to combine productivity gains with more impactful customer insights, giving businesses a competitive advantage.”

**Brent Leary - Partner**

CRM Essentials

Find out what  
Industry Analysts  
and Experts are  
saying about  
Zoho One

A photograph of a modern, curved glass skyscraper. The building features a prominent curved facade with multiple stories of windows. The sky is a clear, light blue. The letters 'ABO' are overlaid in large, white, bold font across the center of the image. The bottom of the image shows some green foliage.

**ABO**

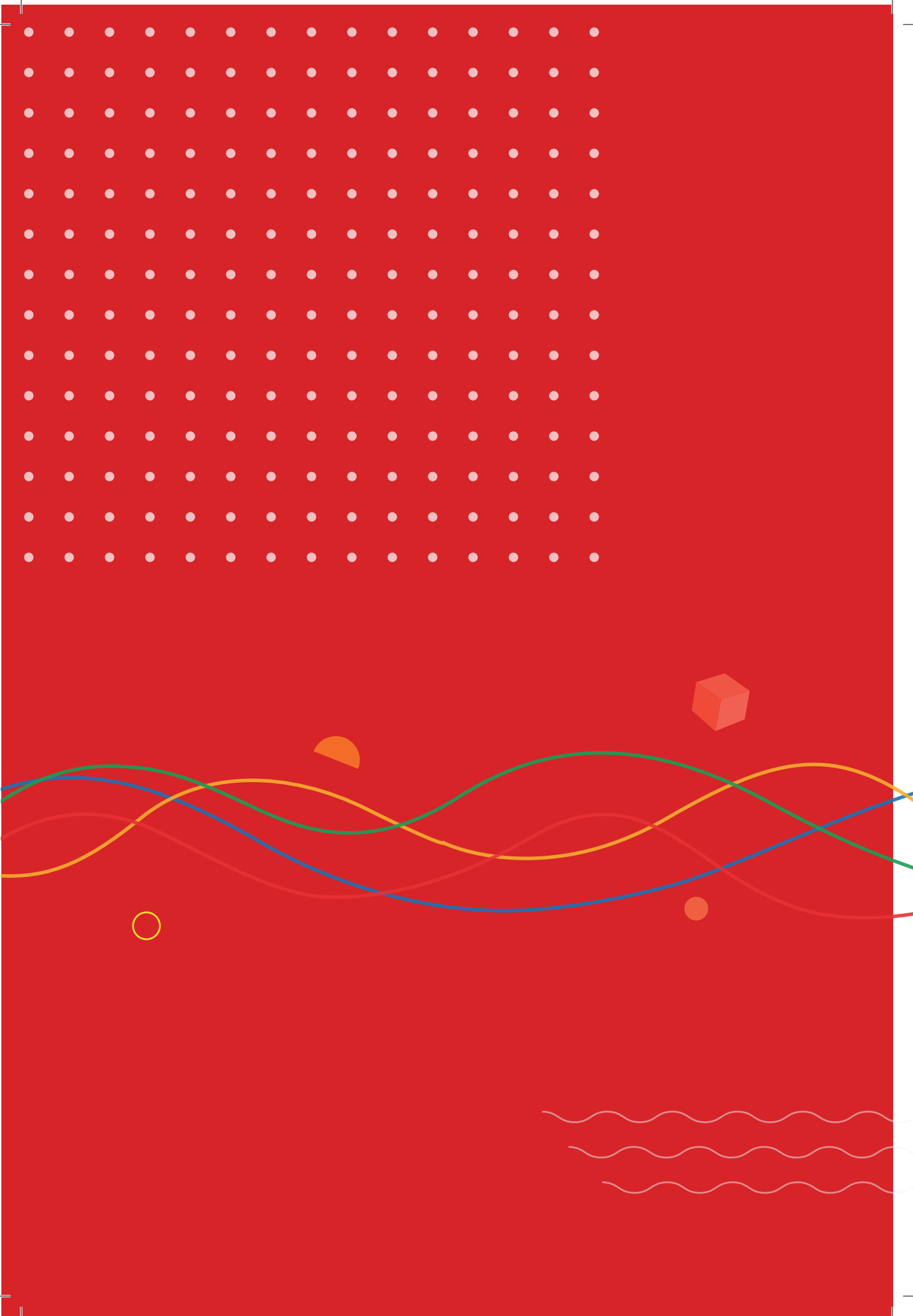
JUST



## Building software on the Cloud

It's our craft and our passion. At Zoho, we create incredible software that enhances business performance. We have an enduring commitment to improve your experience. Our relentless devotion to customer satisfaction has helped us grow as a company, with a diverse set of products ranging from collaboration to accounting to sales analytics, and of course, CRM, and more than

**40M**  
**Customers**  
across the world





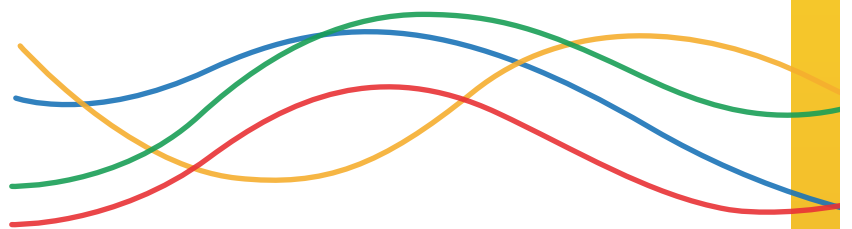
## AUTHOR

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Rithika is a Brand and Marketing Strategist who helps businesses grow their professional brands. With strategy as her core skill, she has planned and executed marketing campaigns aimed at brand building and lead generation on a global scale. As typical for a technology aspirant, Rithika is passionate about innovative technologies like AI, ML, AR, and Blockchain. At Zoho, Rithika drives marketing and growth hack initiatives for Zoho One.

Rithika holds a B.S. (Hons) in Management & IT from the University of Madras. She has also been trained by the London Business School on Entrepreneurship and Brand Management. When she isn't actively marketing, she is mostly laying out plans on creative outreach strategies.

**[rithika.s@zohocorp.com](mailto:rithika.s@zohocorp.com)**



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