

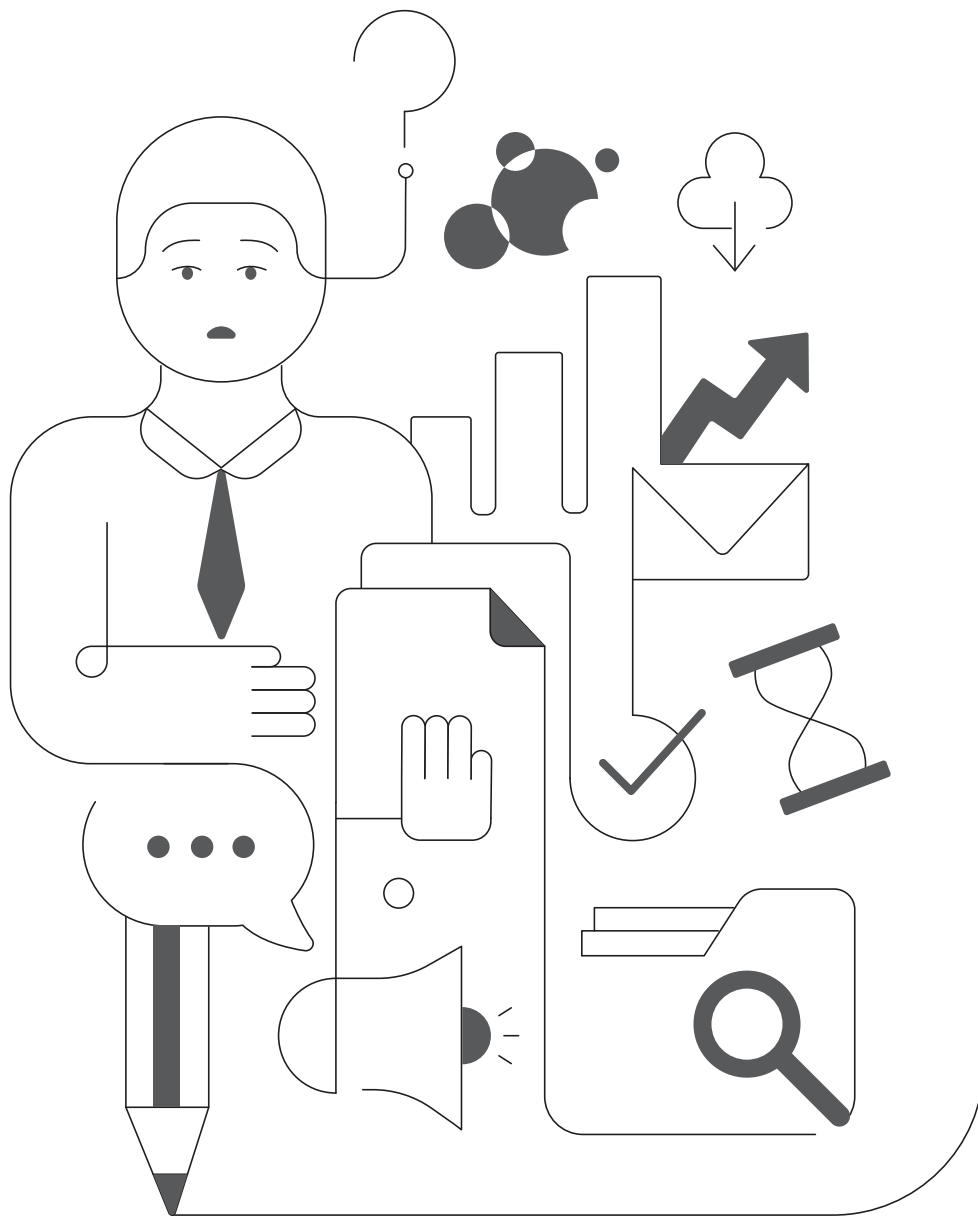
# The **ONE EDGE**

2023

Discover the  
benefits of  
adopting this  
transformative  
solution



**Zoho One**  
in a **Nutshell**







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# **Are you using software to manage your business or does managing software itself take much of your time?**

Stuck with outdated technology?

Juggling between various business software?



Tired of working in silos and entering your data multiple times into different applications?





# Introducing Zoho One



With Zoho One, focus  
only on your business

A deeply integrated suite of  
**45+ applications** that has every  
solution that a business needs - from  
sales to marketing to book keeping  
to human resources to operations to  
much more. So that your focus  
remains only on what matters the  
most - running your business.



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



Empowering more  
than **50,000**  
organizations  
worldwide.

Replacing  
Quickbooks, MS  
Office, Tally, Google  
Apps, Salesforce, and  
other  
**700+**  
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.**

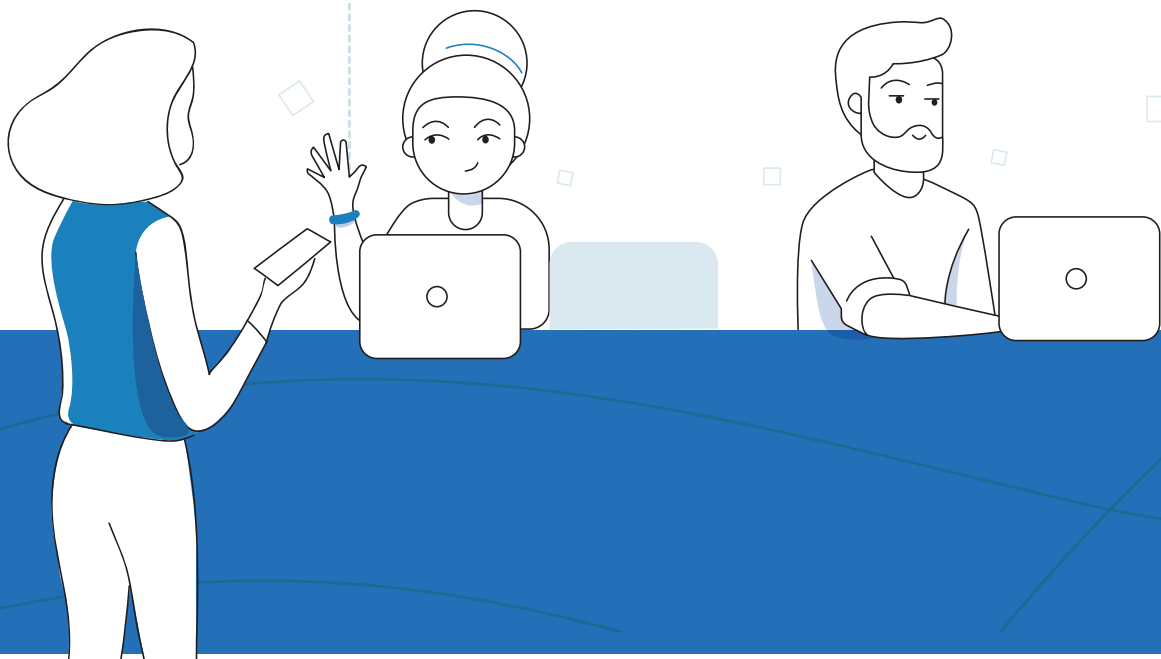
Built to serve every industry better.

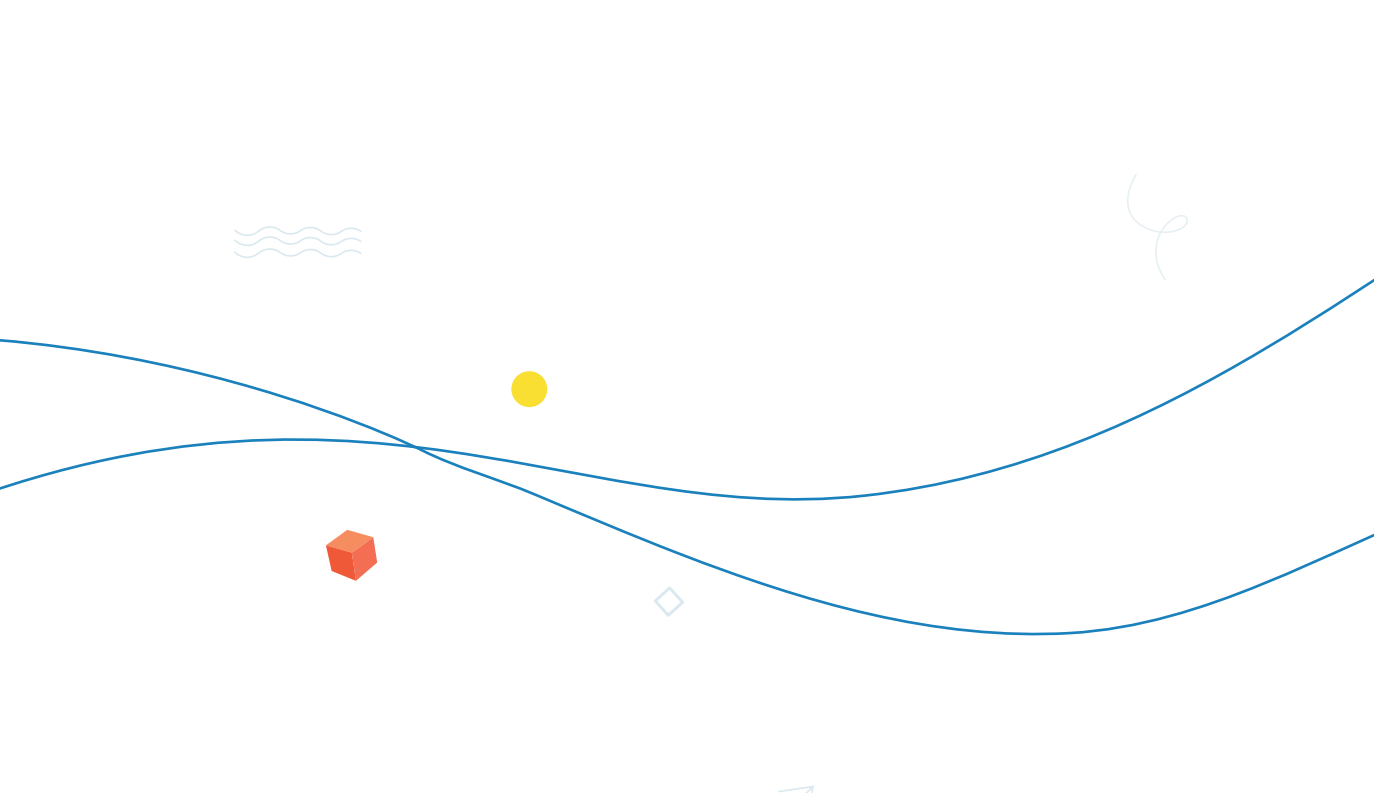
# APPS FOR **SALES**

OFFER

## **BIGIN**

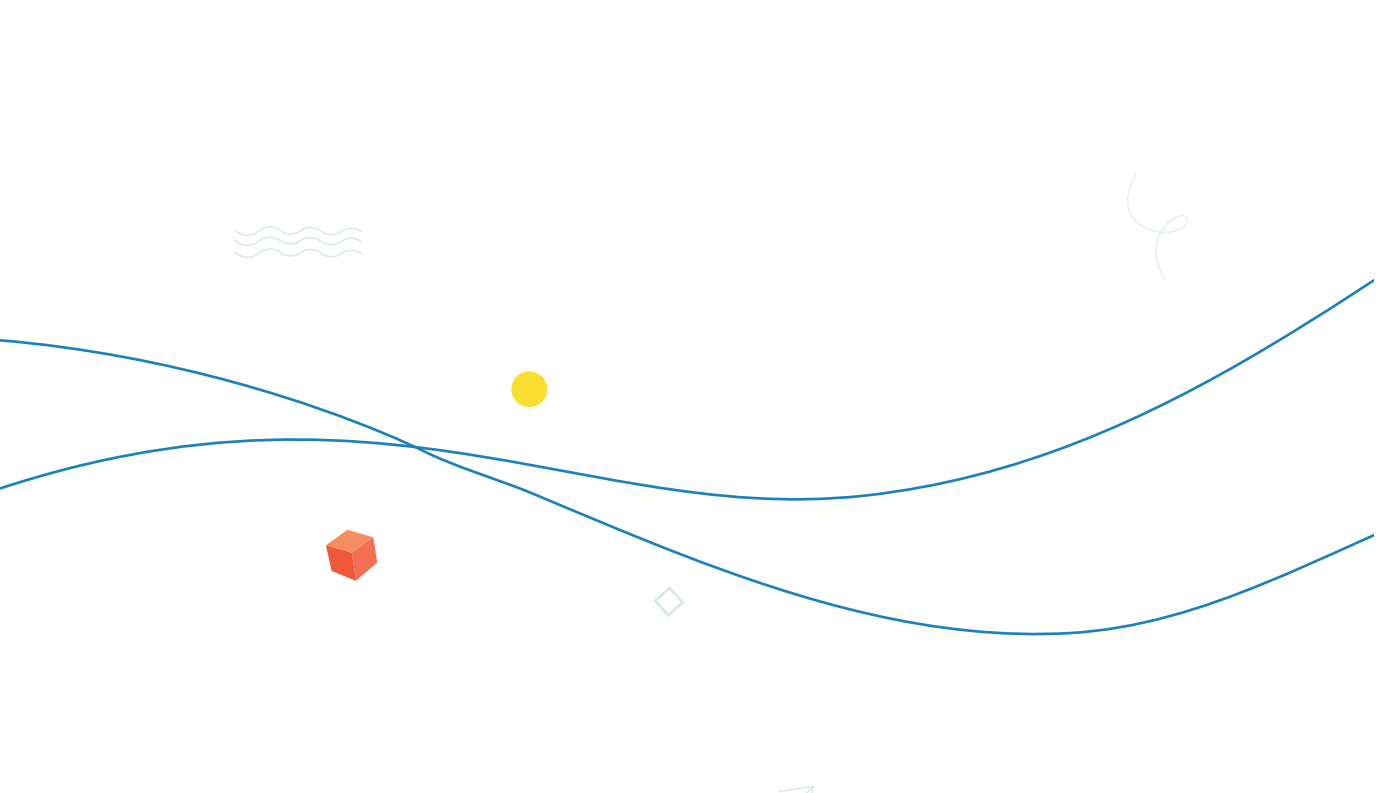
Nimble CRM software  
that easily manages  
contacts, tasks, and  
deals.





## BOOKINGS

Online appointment scheduler that syncs with your calendar, reduces email back and forth and eliminates no-shows.



## CRM

Multi-channel CRM for every business to close deals smarter, better and faster.



# APPS FOR **MARKETING**

## **SITES**

An intuitive drag and drop website builder that helps businesses build a strong online presence.



## **SALESIQ**

Online live chat and website visitor tracking software that fuels business growth.



## **FORMS**

Form building application that propels lead generation and customer engagement activities.



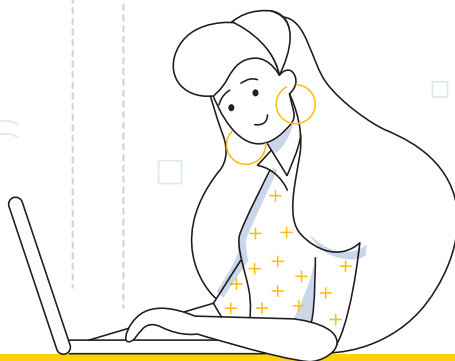
## **SOCIAL**

A social media engagement software that lets businesses post content, interact with followers, and monitor conversations across social networks.



## **CAMPAIGNS**

E-mail marketing software that helps businesses to drive more sales.



## MARKETING AUTOMATION

All-in-one marketing automation software that helps you manage marketing activities across multiple channels.



## PAGESENSE

A complete website testing tool that tracks key website metrics, analyzes visitor behavior and optimizes website conversions.



## SURVEY

A professional survey builder that collects relevant data for customer satisfaction, feedback, business research, and HR.



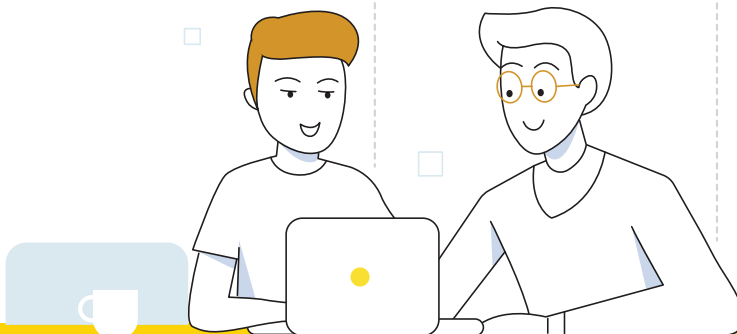
## BACKSTAGE

End-to-end event management software that maximizes event participation and ROI.



## COMMERCE

Online store builder that has all the tools to help you accept orders, track inventory, and market your brand.



# APPS FOR **FINANCE**

## **BOOKS**

Smart accounting software that keeps your financial operations in order.



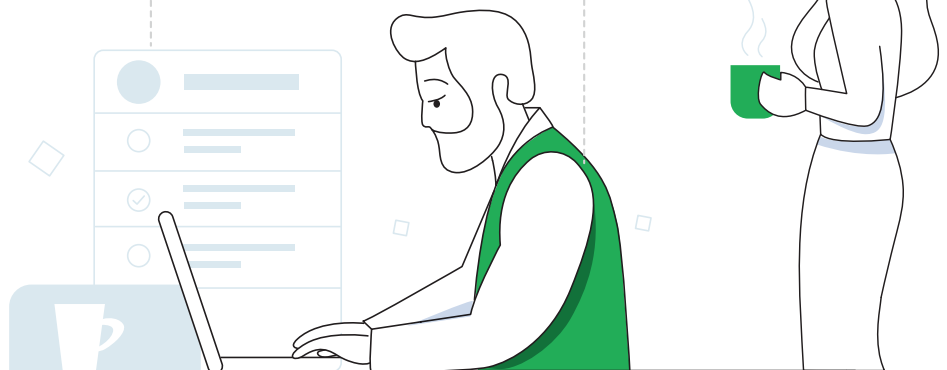
## **SUBSCRIPTIONS**

Recurring billing tool built to handle the entire customer subscription life cycle.

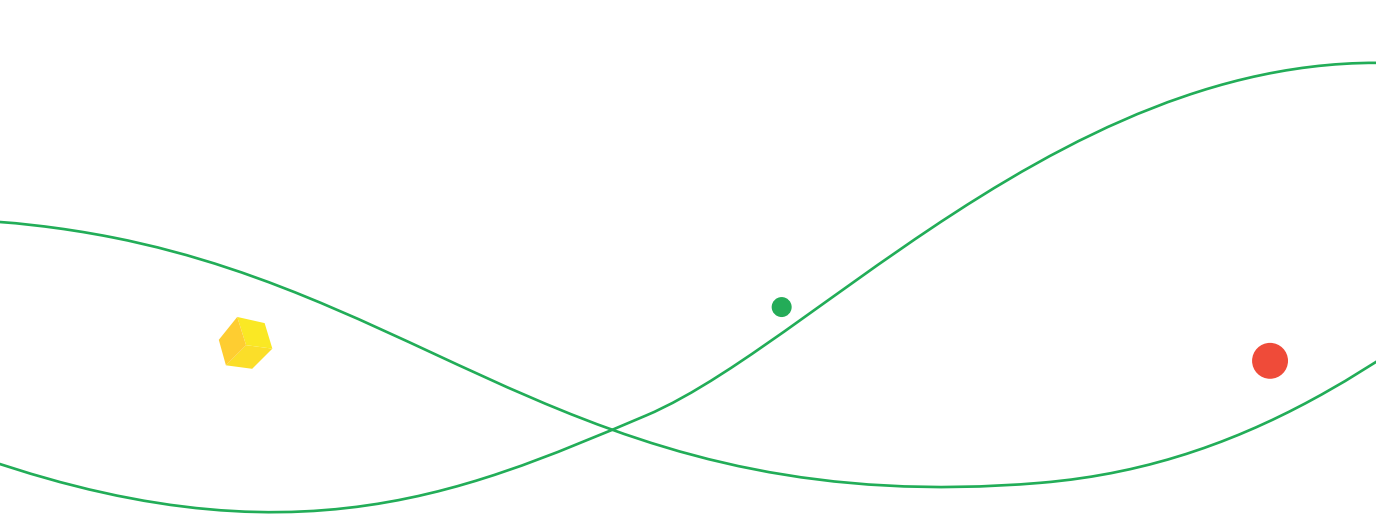


## **INVOICE**

Invoicing app that helps businesses create professional invoices, and receive payments.







## EXPENSE

Expense reporting software designed for businesses to automate expense report creation and approval, on the go.



## INVENTORY

A centralized inventory management solution for distributed sales channels like retail stores, online shops, or marketplaces.



## CHECKOUT

A solution for collecting one-time and recurring online payments through custom branded payment pages.



# APPS FOR **HUMAN RESOURCES**



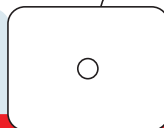
## **PEOPLE**

A Human Resource Management System that automates and simplifies HR operations from hire to retire.



## **RECRUIT**

A powerful recruiting software and cutting-edge applicant tracking system that helps recruiters pick the right employees quickly and easily.



# APPS FOR **SUPPORT**

## **DESK**

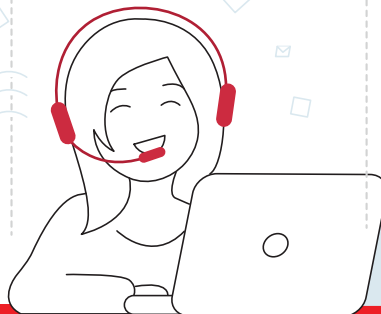
A context-aware support desk platform that helps businesses deliver top quality customer support to their clients.

## **ASSIST**

Provide on-demand remote support to customers instantly, or access remote computers in unattended mode.

## **LENS**

Augmented reality-based remote assistance software to aid problems in equipment from plant machinery to servers.



# APPS FOR **COLLABORATION**

## **PROJECTS**

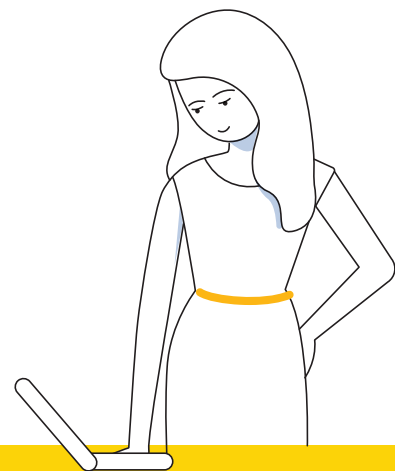
Project management tool to create and manage projects efficiently.

## **SPRINTS**

Planning and tracking projects for agile teams.

## **CONNECT**

Social networking app that allows people to connect with their colleagues, share ideas, and disseminate information.



## LEARN

Complete knowledge and learning management software for your organization.



## TEAM INBOX

Shared inbox for your teams to boost productivity and enable collaboration.



## MEETING

Next generation web conferencing solution that hosts meetings and webinars.



# APPS FOR **PRODUCTIVITY**

## **WRITER**

Efficient word processor and document editor that helps teams collaborate and ideate better.



## **SHEET**

Collaborative spreadsheet application that lets businesses create, edit, and share spreadsheets on the web.



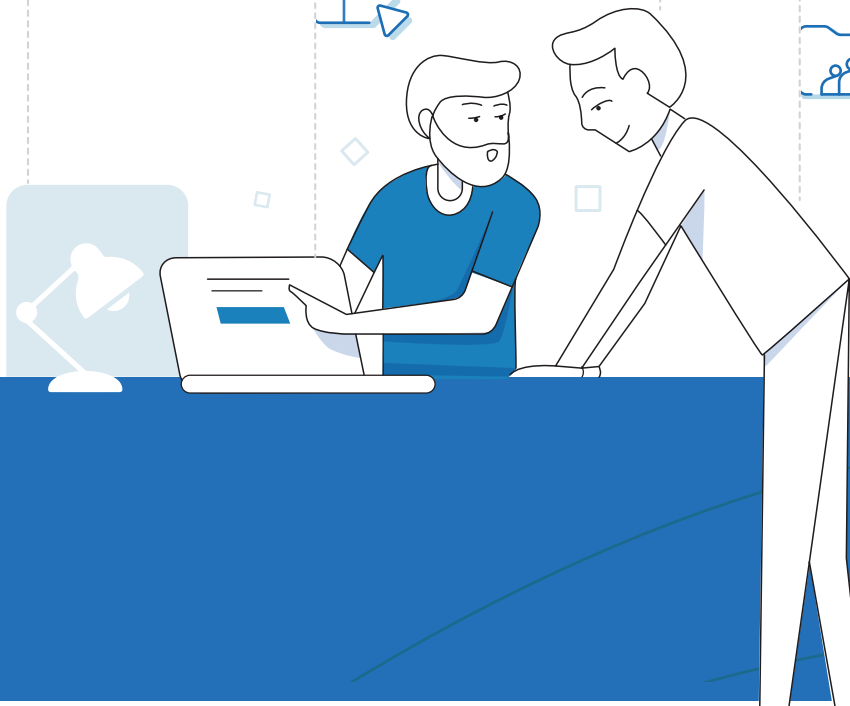
## **SHOW**

Presentation software that lets businesses create, collaborate, publish, and broadcast presentations from any device.



## **WORKDRIVE**

Document management tool that lets teams create, store, and organize files easily.



## SIGN

Robust digital signature app that provides an intuitive signing experience.



## NOTEBOOK

Beautiful and simple note-taking app that works across devices.



## VAULT

Online password manager that lets businesses securely store, share and manage passwords and other sensitive data.



# APPS FOR **COMMUNICATION**

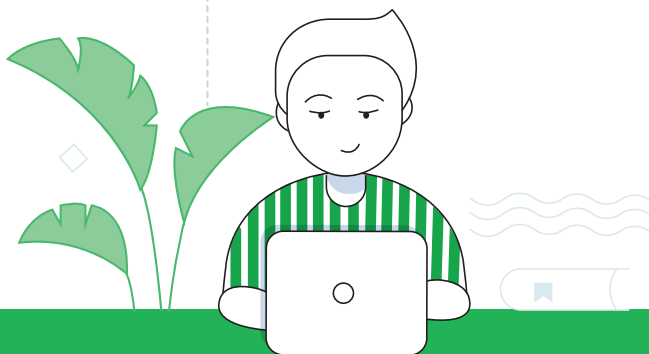
## **MAIL**

Futuristic, feature-rich, fast, and ad-free email service for businesses.



## **CLIQ**

Quick and informal messaging application for better team communication.





# APPS FOR **BUSINESS PROCESS MANAGEMENT**



## **ANALYTICS**

Reporting and BI tool that converts business data into visually rich reports and dashboards to enhance decision-making.



## **CREATOR**

A low-code app development platform that lets businesses create and launch custom apps for their unique business needs.



# APPS FOR **BUSINESS PROCESS MANAGEMENT**

## **DATAPREP**

Data preparation tool that helps connect, explore, enrich, and transform your business data for analytics and machine learning.



## **FLOW**

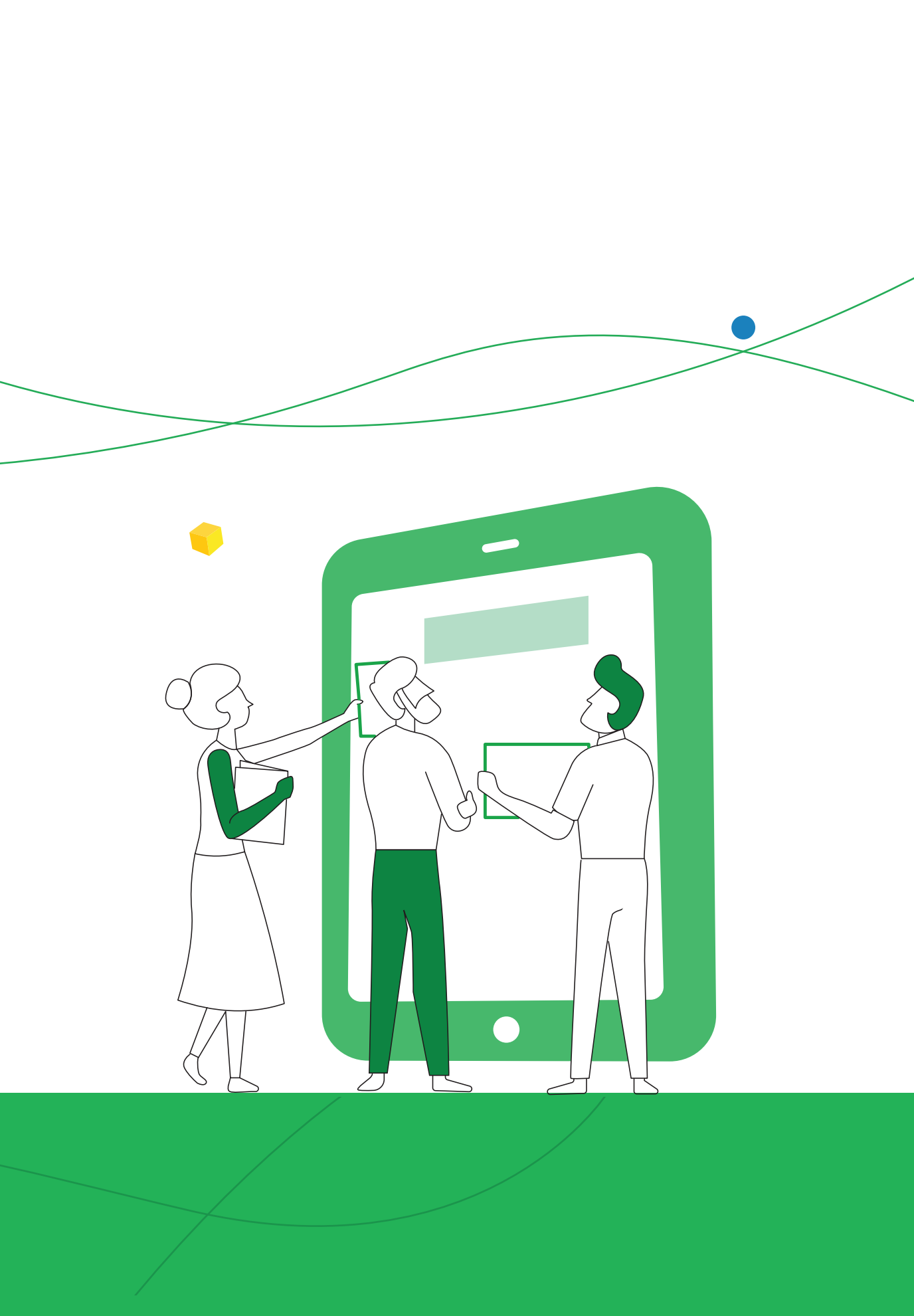
An integration platform that connects web applications and automates complex business workflows, effortlessly.



## **CONTRACTS**

Contract management application to efficiently manage the entire lifecycle of your legal contracts.





# Enterprise class features and capabilities

A decorative graphic featuring two red squares of different sizes in the top right corner. A thin red line starts from the left edge, dips down, and then rises towards the right. Another red line starts from the middle of the top edge, dips down, and then rises towards the right. There are also two orange shapes: a semi-circle on the left and a cube on the right.

## ANALYTICS FOR ZOHO 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 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?

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# **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

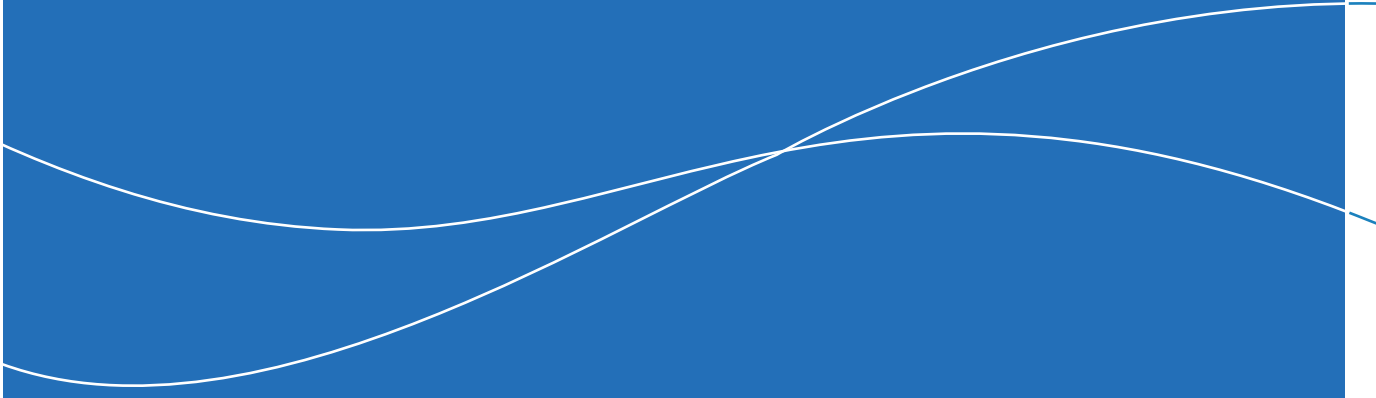
Operations

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

Enables global expansion

Improves risk assessment

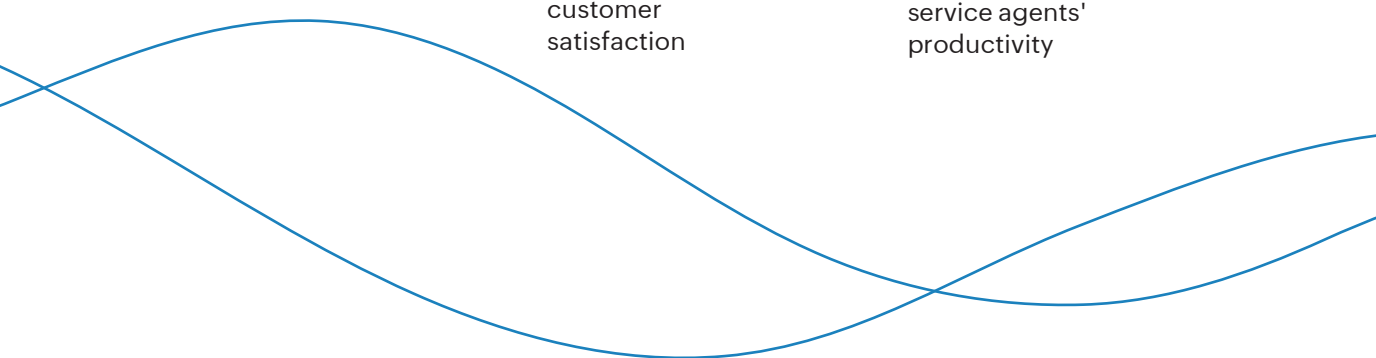
**CUSTOMER RELATIONS**

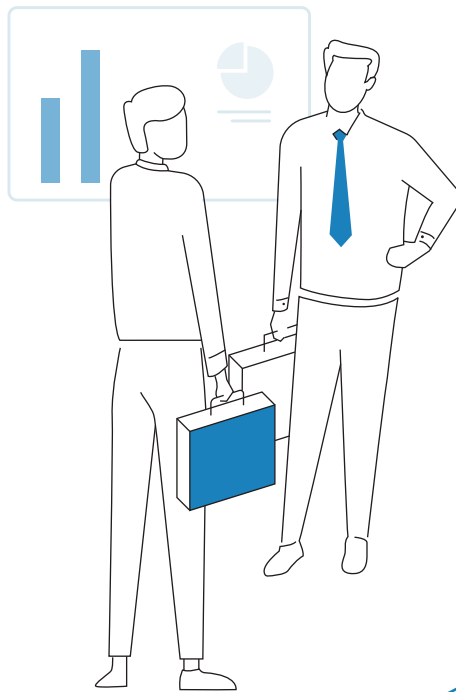
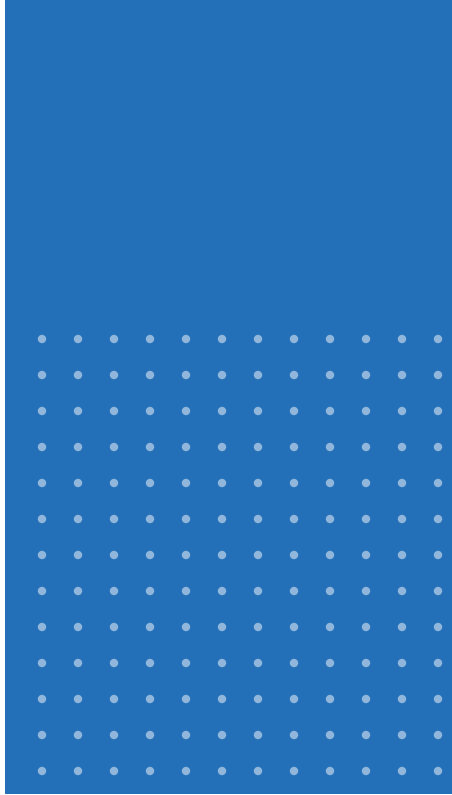
Helps cater to emerging demographics

Prioritizes customer requests

Increases customer satisfaction

Increases customer service agents' productivity







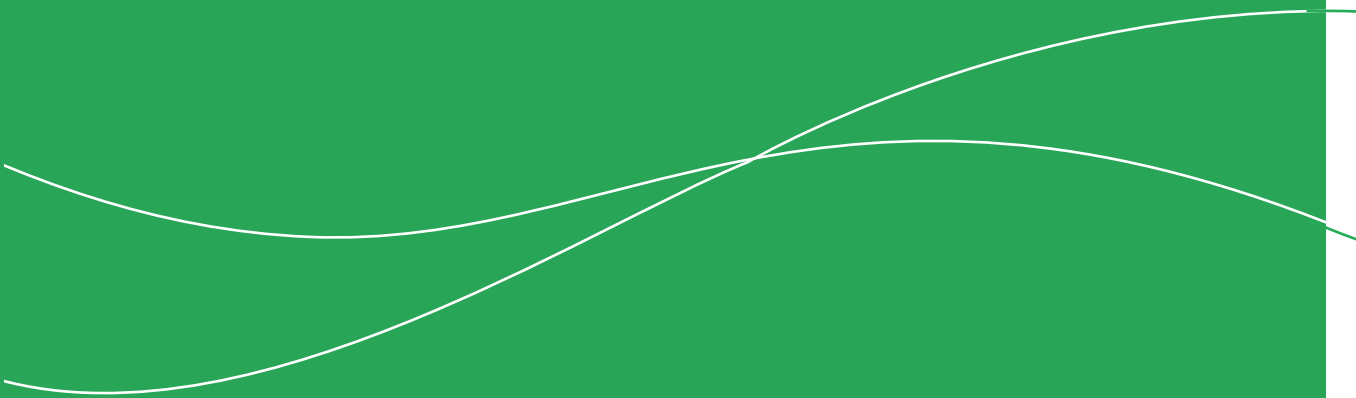
# **Zoho One addresses the unique needs and issues of each business role**

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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**

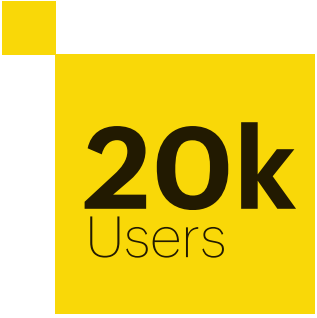
Allocate users with the right technological solutions resulting in evidential difference

# 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



## **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

# THE EXPERTS SPEAK



“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 with a dark grey vertical structural element. The building's glass facade reflects the sky and surrounding environment. The word "ABO" is overlaid in large, white, bold, sans-serif capital letters. The bottom of the image shows green foliage.

# ABO

OUT



## 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

**80M**  
**users**  
across the world

**Zoho One is  
empowering**

**50K+**

**companies  
worldwide**

This could be the  
start of something  
great.

**Sign up today**



[zoho.com/one](https://zoho.com/one)



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