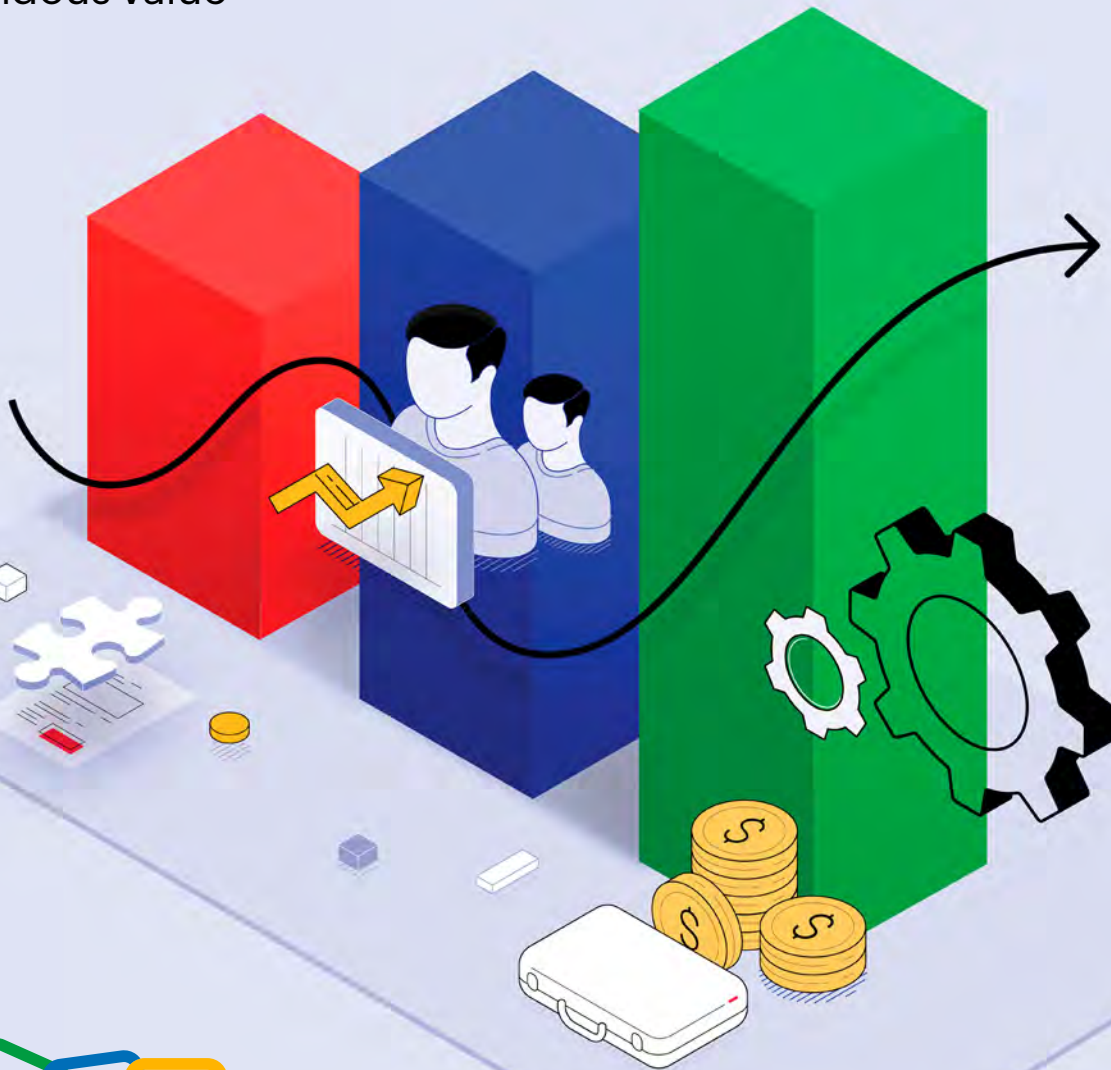


Serve your **customers.** Empower your **employees.** Run your **operations.**

Proven software with a deep commitment
to customer success delivered at
tremendous value



About Zoho

For the last 30 years, Zoho has provided global organizations with the technology to attract, convert, and retain loyal customers; analyze and forecast business performance; and digitize, streamline, and scale the unique processes that are key to their success.

Our extensive software solutions portfolio spans sales, marketing, customer service, finance, HR, collaboration, business analytics, and custom development. With other solution providers, users are often forced to make a choice between out-of-the-box capabilities and easy customization. Our unified platform—built on a profoundly composable architecture—is designed to deliver both. Our continuous investment in R&D allows us to deliver enterprise-grade scalability, security, and AI innovation, without the sticker shock of traditional enterprise vendors.

Privately held and consistently profitable, Zoho answers only to our customers. Our commitment to long-term value over short-term profits ensures that we stay at the forefront of rapidly changing technology while remaining a responsible, human-centric technology partner for our customers.

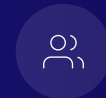
Zoho walks its talk. Our entire global business operation—every department, function, region, and product team—relies exclusively on Zoho software to plan, execute, and manage our complex global business strategies.



30
years



150+
countries



1M+
user orgs



55+
products

A different type of enterprise software vendor

➤ Zoho offers sophisticated products and solutions

Zoho's comprehensive software platform balances technical depth, ease of customization, and tremendous opportunity for long-term growth.

- ✔ **Modular platform architecture** – Used across job functions, departments, industries, and geographies, Zoho's software portfolio has the power and extensibility to satisfy complex business needs.
- ✔ **Shared, suite-wide services** – Zoho's integration ecosystem, analytics platform, and AI framework empower both standalone apps and product bundles.

➤ Zoho focuses relentlessly on customer value

Zoho's unwavering commitment to customer value allows us to drive meaningful results for users while ensuring their operating costs stay lean and predictable.

- ✔ **Lower TCO across the product life cycle** – Reasonable subscription prices, 30% lower implementation fees, and built-in developer tools that extend native capabilities keep costs low and ROI high.
- ✔ **More functionality included standard** – Product editions include more advanced features than comparable plans across competitors, reducing the nickel-and-diming common with complex software deals.

➤ Zoho makes it easy to do business with us

We reject the complexity, opacity, and rigidity that have become synonymous with enterprise software, offering instead an easier way to evaluate, buy, and grow your Zoho implementation.

- ✔ **Transparent by design** – With straightforward pricing, flexible contracts, and no hidden add-ons or automatic price increases, you always know what you're paying for and why—now and in the future.
- ✔ **Built on trust, not pressure** – As a privately held company that answers to customers, not shareholders, Zoho practices a consultative, low-pressure sales approach that is more focused on solving problems than maximizing deal size.

Customer Experience

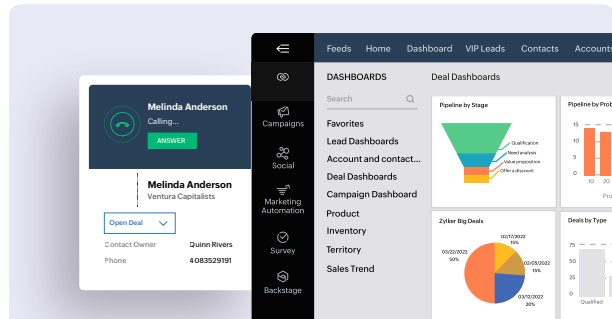
From initial awareness to long-term customer success, create a tightly connected, data-driven customer journey that improves outcomes and grows revenue.

Omnichannel marketing
Plan, launch, monitor, and optimize your marketing initiatives across email, social media, live events, webinars, surveys, and more.

Collaborative sales
Deploy a CRM with enough customizability and feature depth to manage operations across multiple departments, markets, and regions.

Intelligent support
Resolve issues faster and boost customer retention with advanced AI agents, self-service portals, and sophisticated automated ticket assignment.

Agentic CX
Transform your customer experience with agentic AI that unifies context across channels—helping teams anticipate needs, personalize engagement, and deliver faster, smarter service.



Take ownership of your CRM with Canvas

Every enterprise CRM comes with necessary complexity. However, that complexity can become a drain on productivity if day-to-day users struggle to use the system effectively. That's where Canvas comes in. Build custom interfaces for Zoho CRM on desktop and mobile with the industry's first intuitive design studio.



Zoho CRM provides the tools to create the methodology and culture to accomplish our goals. I think we can attribute our growth to tracking our sales pipeline in Zoho.

Fred Greenhalgh
Digital Marketing Manager | Revision Energy

Business Intelligence

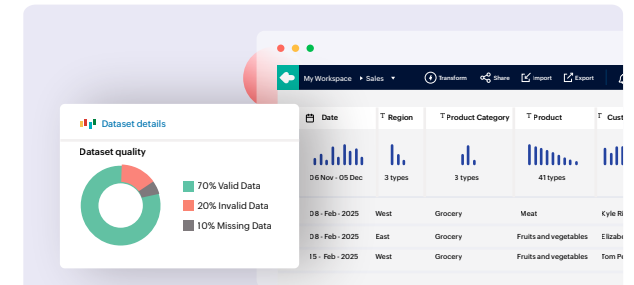
Blend data from 500+ sources—including files, feeds, cloud or on-prem business software, data lakes, and data warehouses—to uncover operational bottlenecks, improve forecasting, and streamline resource planning.

Org-wide data hygiene
Push key datasets such as CRM records or marketing data to Zoho Analytics, clean and enrich the data, and then push it back to your internal systems.

AI-augmented insights
Help employees interpret complex information more easily by displaying AI-generated summaries of key takeaways alongside data visualizations.

Self-service data visualization
Empower team leads to think like data analysts with custom dashboards, reports, and visualizations, as well as prebuilt, industry-specific templates.

Automated data modeling
Leverage superior, out-of-the-box data modeling to process and categorize data from all of the most popular business apps used by enterprise organizations today.



Generate better insights with AI-powered data preparation

Zoho's BI platform includes an AI-driven data preparation environment, supporting smart clustering, anomaly detection, and language-based transformations. Use it to clean, validate, and enrich raw data before loading it into your warehouse for analysis.



Zoho Analytics is very easy to set up and easy to learn. It got us quick results and it has a very intuitive user interface. It's robust and stable, and it makes it easy for me and my team to create dashboards and collaborate.

Filip Goossens
CEO & MD | ON TIME Logistics



Project Management

Streamline the operational processes at the heart of your organization—from manufacturing workflows and service delivery chains to facility upgrades and IT infrastructure deployments—without the rigidity or training overhead of old-school project management systems.



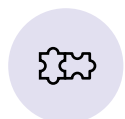
Mission-critical task management

Establish clearer ownership, tighter coordination, and stronger deadline discipline across the initiatives that matter most to your bottom line.



Efficient automation

Increase workforce capacity and improve the consistency of task transitions with custom SLAs, process blueprints, and custom business rules.



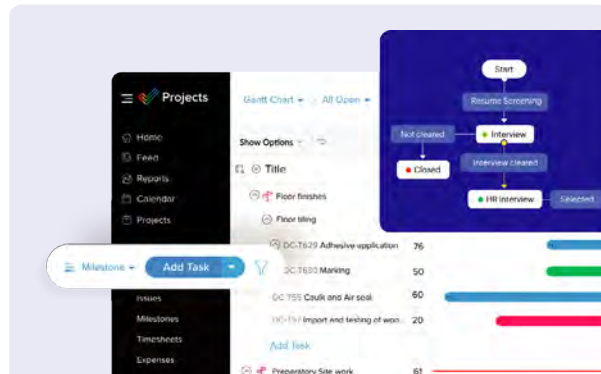
Cross-team collaboration

Improve strategic alignment across your organization via centralized workspaces and tools for task-based coordination and discussion.



Project forecasting

Built-in time logs, project budgets, and workload balancing reports help project leaders optimize their resources by spotting overruns early.



Keep your business data secure with end-to-end PPM

Shrink your security attack surface by implementing a modern project management platform. Define role-based user access privileges for sensitive data and password protect imported and exported reports to prevent unauthorized access.



As we grow, we know we'll have the platform to accommodate our evolving processes and staff. We simply love the UI experience. It really delivers on the promise of what a great browser-based application should be.

Jon Anderson
Creative Director & Strategist | Anderson Creative



Custom Solutions

Connect and customize your unique business systems—while reducing your org-wide technical debt—by equipping your IT team with all the tools they need to build secure and scalable solutions.



Minimization of shadow IT

Protect your company data by building all of your key internal tools on a shared, centralized app platform that is managed by your IT team.



Mobile app development

Fully equipped with IDEs, compilers, interpreters, and mobile SDKs for both Android and iOS, Zoho's developer tools make it possible to create sophisticated mobile solutions.



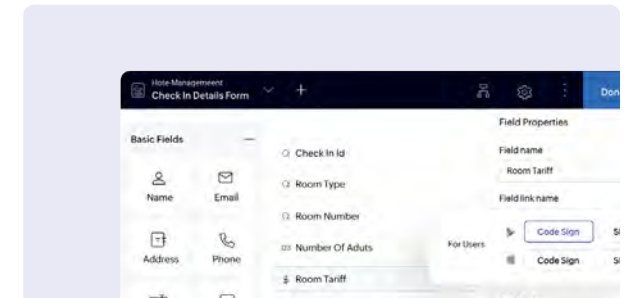
Custom business processes

Automate the flow of tasks and data between business apps, and orchestrate complex BPA workflows with off-the-shelf templates and customizable logic.



Legacy system modernization

Layer a cloud-native custom user interface over your inherited code base to breathe new life into the indispensable business technology that powers your operations.



Extend your IT stack with low-code and pro-code developer tools

Create, customize, and integrate applications faster using Zoho's unified low-code and pro-code toolset. Develop within a secure, scalable environment where your data never leaves Zoho's infrastructure, and extend functionality across the ecosystem through robust APIs, serverless functions, embedded analytics, and AI-powered components.



Our ERP now spans everything from pineapple fields to port logistics on one connected platform. We're proving that you don't need millions to build world-class systems—you just need Zoho.

Tyron Mangakahia
Director of Security | Dole Asia Holdings Pte. Ltd.



Platform Solution Spotlight

Zoho's platform solutions are the backbone of our software ecosystem. Built for maximum configurability, these powerful but flexible business systems can be tailored to the fine-grained requirements of any business model.

Examples of Zoho platform solutions:



Improve sales performance with fine-grained funnel analysis and robust automations inside a unified and customizable sales platform. Gain complete visibility into your pipeline to deliver personalized experiences that convert more leads into loyal customers.



Deliver contextual customer support across multiple channels from a single interface. Streamline and scale your service operations with intelligent automations and optimized workflows.



Plan, track, and collaborate on projects while capturing detailed "time on task" data. Coordinate teams, manage dependencies, and optimize resources to deliver every project on schedule and within scope.



Unify data from across your organization, uncover trends through AI-assisted business analytics, and share interactive, drag-and-drop dashboards that drive informed, data-backed decisions.



Leverage AI-powered, low-code app development to digitize manual processes, centralize business data, modernize legacy software, and build quick integrations with external applications.



Empower your DevOps team to build, test, host, deploy, and optimize production-ready applications using Zoho's full-stack cloud development platform.

Point Product Spotlight

Zoho's point products are designed to solve common business problems with minimal configuration and implementation effort. Accelerate your time to value by incorporating these streamlined and intuitive products into your IT stack in a matter of hours.

Examples of Zoho point products:



Simplify employee expensing with mobile receipt capture, OCR, and one-click reporting.



Connect, explore, cleanse, and enrich data for analytics, machine learning, data warehousing, and more.



Automate cross-app processes and de-silo organizational data with Zoho's drag-and-drop integration builder.



Provide more effective field service support by overlaying step-by-step AR instructions directly onto the user's live video feed.



Send documents, collect digital signatures, and track progress across the entire signing process.



Instantly and securely share messages and files across departments for better org-wide collaboration.



Plan and execute events from start to finish with ticketing, marketing tools, and audience engagement.

Are you looking for a solution to your business challenges?

Schedule a call with one of our technology experts.



Zoho's cross-platform agentic AI

Zoho's AI advantage stems from both the breadth of our product ecosystem and the depth of our in-house technology stack. Enriched by decades of R&D in the B2B software space, Zoho's agentic AI can draw from diverse, cross-functional business data to deliver more contextual insights, automate processes with precision, and innovate rapidly—all without relying on third-party platforms or compromising customer privacy.

AGENTIC WORKFLOWS	NEXT BEST ACTION	WORKFLOW OPTIMIZATION	PROMPT-TO-APP	QUOTE GENERATION
PRODUCT RECOMMENDATIONS	DATA ENRICHMENT	SENTIMENT/TONE DETECTION	REVENUE GROWTH ANALYSIS	AI SEARCH
TICKET SUMMARIES	ANOMALY DETECTION	DATA TRANSFORMATIONS	AI-BASED DATA CLEANSING	SUGGESTED REPLIES /ARTICLES
FIELD PREDICTION	AUTO-TRIAGE	LEAD QUALIFICATION	DEAL ANALYSIS	SALES COACHING

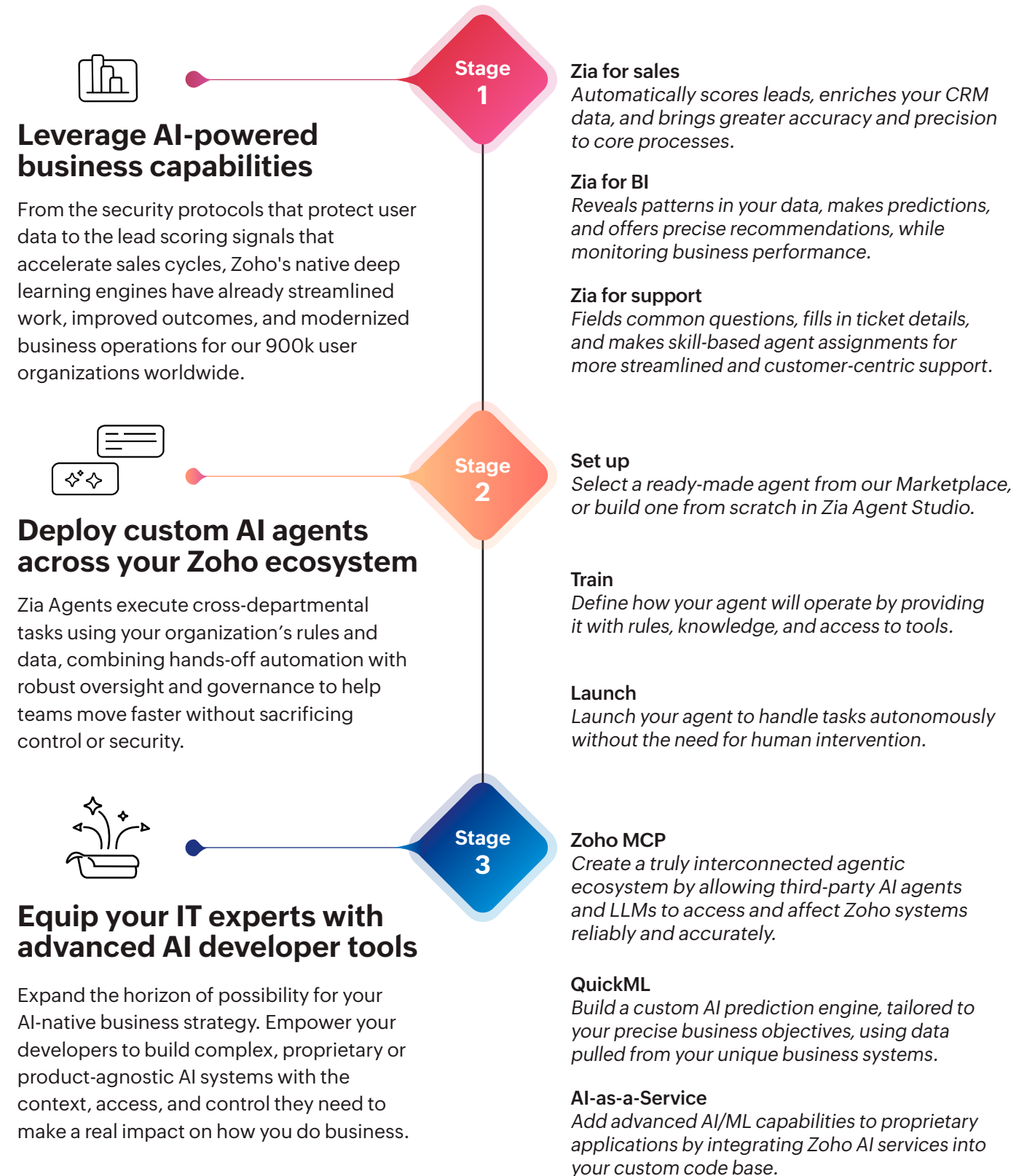
More targeted and reliable agentic AI built specifically for business

Most AI systems are built on large language models (LLMs), which require massive bodies of training data and suffer from frequent hallucinations. Business AI needs to be both more efficient and more accurate. That's why Zoho has focused its AI development strategy around small and medium language models. These more focused AI systems offer a range of important business benefits:



- ✓ Fewer hallucinations
- ✓ Lower cost for training and maintenance
- ✓ Smaller environmental footprint
- ✓ Faster customization and deployment
- ✓ More relevant, domain-specific insights
- ✓ Better compliance, control, and visibility
- ✓ Easier to test, monitor, and predict
- ✓ More modular, iterative, and agile

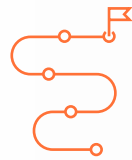
Solutions to support every stage of your AI journey



Zoho Professional Services

Set your digital transformation up for success

Take the next step in your digital transformation with help from Zoho Professional Services. Equipped with a combination of product knowledge, business acumen, and project management expertise, Zoho-certified experts will work with your stakeholders—individuals, internal teams, and external partners—to create your optimal system design.



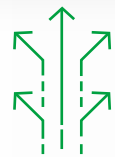
Roadmap

- ▶ **Document and analyze** key business processes and legacy software infrastructure.
- ▶ **Perform fit gap analysis** of requirements against Zoho's native customizability and integrations.
- ▶ **Present plans** outlining recommended system architectures and development milestones.



Implement

- ▶ **Customize and configure** your solution per requirements and industry best practices.
- ▶ **Integrate** with your existing software infrastructure and migrate data from legacy applications.
- ▶ **Conduct user acceptance testing** to ensure the platform meets specifications.



Deploy

- ▶ **Coordinate** with IT and business stakeholders for deployment planning and admin training.
- ▶ **Transfer ownership** to internal IT groups or application management service providers.
- ▶ **Launch periodic change deployments** and adapt systems based on end-user feedback.

Zoho has resources for projects of all scopes and sizes

Zoho Professional Services provides coverage for the full range of potential project requirements and business objectives. From initial product setup to industry customizations and long-term solution management, our experts are available to assist with your digital transformation.



Clean-slate implementations

- ✓ Basic project management
- ✓ Product configuration
- ✓ Account provisioning
- ✓ Admin training and onboarding

Partner Network

Zoho's Partner Network connects you with certified implementation partners who can customize, integrate, and optimize Zoho solutions to meet your unique goals.

- ▶ Connect with Zoho-authorized partners who specialize in deploying, customizing, and integrating Zoho solutions to fit your processes.
- ▶ Work with partners who understand your region and sector, providing tailored strategies and hands-on support.
- ▶ From initial consultation and setup to training and ongoing optimization, Zoho Partners help you maximize value from your Zoho investment.

Advanced legacy migrations

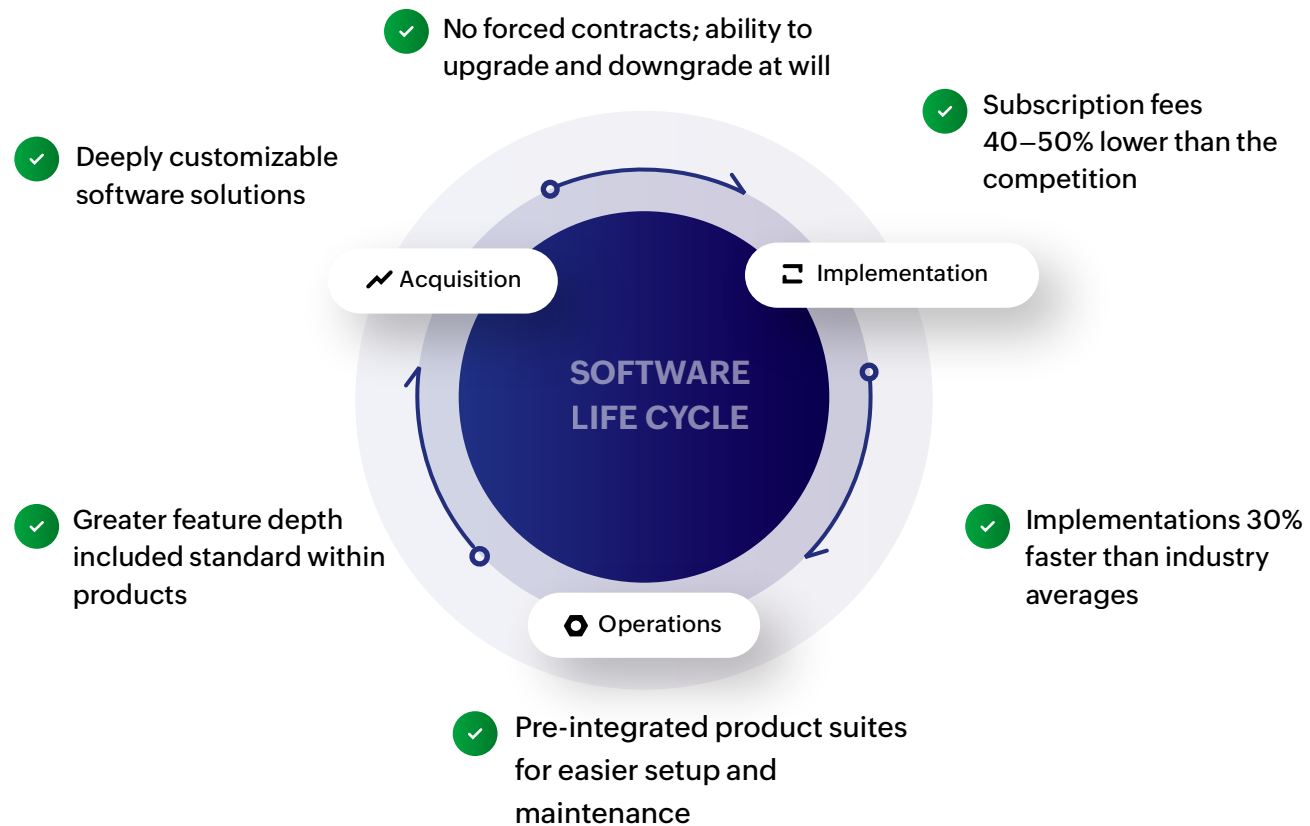
- ✓ Multi-phase project planning and deployment
- ✓ Change management and consulting
- ✓ Custom solution development
- ✓ End-user training and ongoing maintenance

Enterprise Support

Zoho's Enterprise Support offers dedicated guidance, faster response times, and proactive monitoring to keep your mission-critical systems running smoothly.

- ▶ Work with a dedicated Technical Account Manager (TAM) who offers advanced troubleshooting, process optimization, and continuity of support.
- ▶ Get the fastest response times available, with immediate attention for both routine maintenance and critical issues.
- ▶ Receive hands-on assistance and learning resources during implementation to ensure a smooth transition into ongoing support.

Software built, managed, and priced to reduce TCO



The power—and value—of the Zoho software ecosystem

Offering competitive products across nearly every category of business software, Zoho delivers a uniquely comprehensive set of cross-function and cross-platform capabilities—such as integrated search, robust reporting, contextual AI, messaging, video conferencing, calendaring, and scheduling—that work across all of our products.

With other vendors, many of these functions must be procured separately, paid for separately, and integrated individually. But with Zoho, all of this is part of the platform, natively integrated and bundled for an easier, more convenient, and more affordable software implementation.

Success stories across the Zoho ecosystem



ABA Advisors + Zoho CRM

To eliminate manual workflows and disconnected data, ABA Advisors built a custom Zoho CRM solution tailored to their advisory process. By automating lead management, project tracking, and invoicing, the firm gained real-time visibility and seamless handoffs across teams. The result: **150% higher productivity, 35% more output, and 100% adoption**—transforming their CRM from a sales tool into the backbone of ABA's entire client lifecycle.

Learn more



Bergen Logistics + Zoho Desk

Facing surging support volumes, Bergen Logistics adopted Zoho Desk to replace emails and spreadsheets with a unified, data-driven support system. The result: **faster response times, smarter compliance tracking, and a 98% customer satisfaction score**. With automation and real-time visibility, Bergen transformed client service into a scalable advantage.

Learn more



Certas Energy + Zoho Analytics

Managing 800+ fuel stations across Europe, Certas Energy turned to Zoho Analytics to replace fragmented spreadsheets with a single source of truth. The platform delivered real-time visibility into site performance, automated compliance reporting, and unbiased vendor evaluation. With data-driven insights at its core, Certas achieved a **98% boost in leak detection accuracy, 85% improvement in downtime tracking, and faster, smarter decisions across millions of annual transactions**.

Learn more



ITV Studios + Zoho Creator

To unify thousands of disconnected spreadsheets and boost creative collaboration, ITV Studios built a custom Zoho Creator platform in just six weeks. The low-code solution consolidated data from **60+ departments across 13 countries** into a single searchable hub, giving 400+ users **real-time visibility into projects and ideas**. With Creator driving efficiency and cross-team collaboration, ITV turned scattered data into a powerful creative network built to scale.

Learn more



Powering global business transformation for the last 30 years

“We're all in with the Zoho ecosystem and loving it... We've easily recouped our investment in the software by 10 times.”



Greg Longabucco
Manager of Packaging Development and Design | Vitaquest

“The savings are hard to quantify but tremendous. Just the amount of staff we haven't needed to hire, reduction in manufacturing errors, supply efficiency, and cross-company communication alone could account for this.”



Charles B. Gale
Strategic Business Analyst | SmartLam North America

“We selected Zoho primarily based on the sheer breadth of its products and cost efficiency. Our main focus was to find a provider with a suite of advanced product offerings. Whenever we need to administer a change in Zoho CRM, the technology is so well-developed that it becomes an easy task.”



Ryan King
Senior Director of Global Strategy | Shiji

“[Zoho has] always been responsive to our requests for additional custom features... and have shown a high level of support even within tight time frames. This allows our commercial teams to focus their time on collaborating with our partners and the operations team to set up new partnership requests efficiently.”



Pierre Honne
Director of Partnerships Innovation | Agoda

Are you ready to transform your organization?

Set up a quick, no-obligation call with one of our business solutions representatives at zoho.com/enterprise

