

# The **ONE EDGE**

2024

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**Discover the  
benefits of  
adopting this  
transformative  
solution**



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



## **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Stuck with outdated technology?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



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  
**60,000**  
organizations  
worldwide.



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



## BIGIN

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



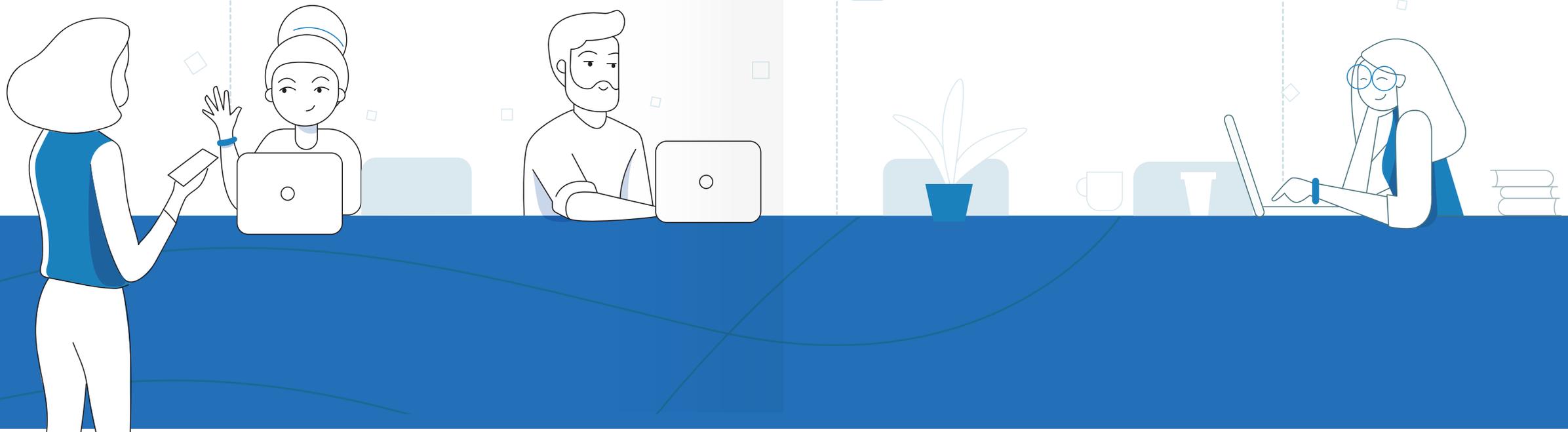
## BOOKINGS

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.

## SURVEY

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

## PAGESENSE

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

## BACKSTAGE

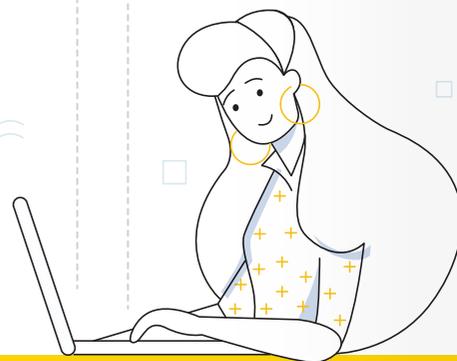
End-to-end event management software that maximizes event participation and ROI.

## THRIVE

A performance-based marketing platform to improve sales and increase customer profitability.

## 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.

## **BILLING**

Payment management tool to handle and optimize your billing processes, customer lifecycle, and finances.

## **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**

# APPS FOR **SUPPORT**



## **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.

## **DESK**

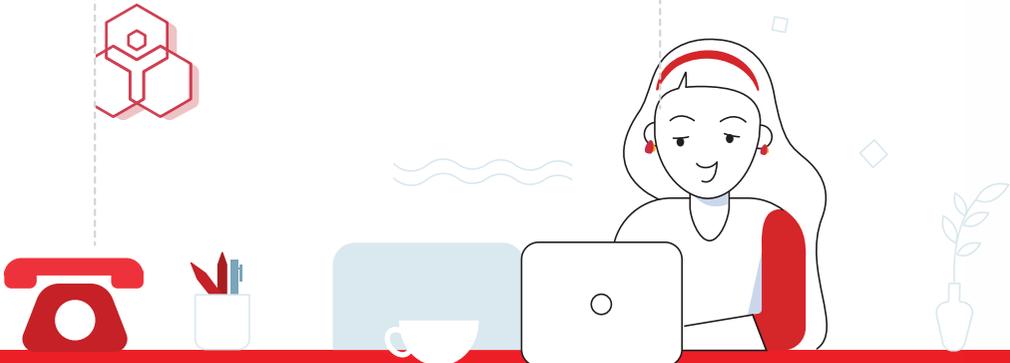
A context-aware support desk platform that helps businesses deliver top quality customer support to their clients.

## **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.



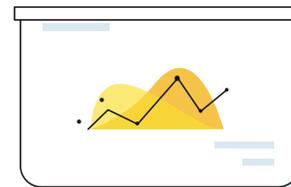
## **LEARN**

Complete knowledge and learning management software for your organization.



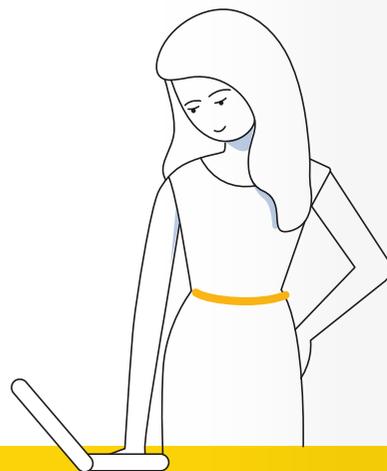
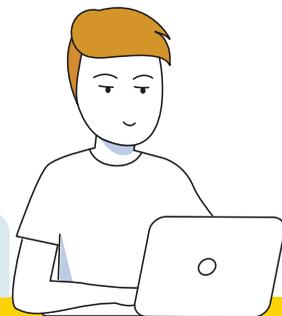
## **MEETING**

Next generation web conferencing solution that hosts meetings and webinars.



## **TEAM INBOX**

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



# 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.

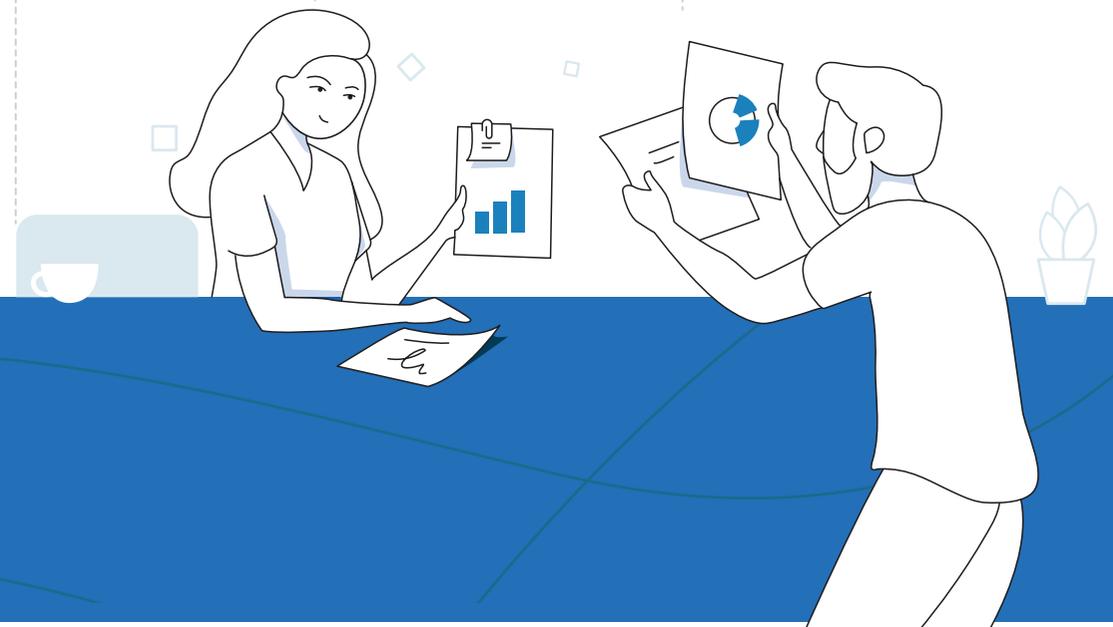
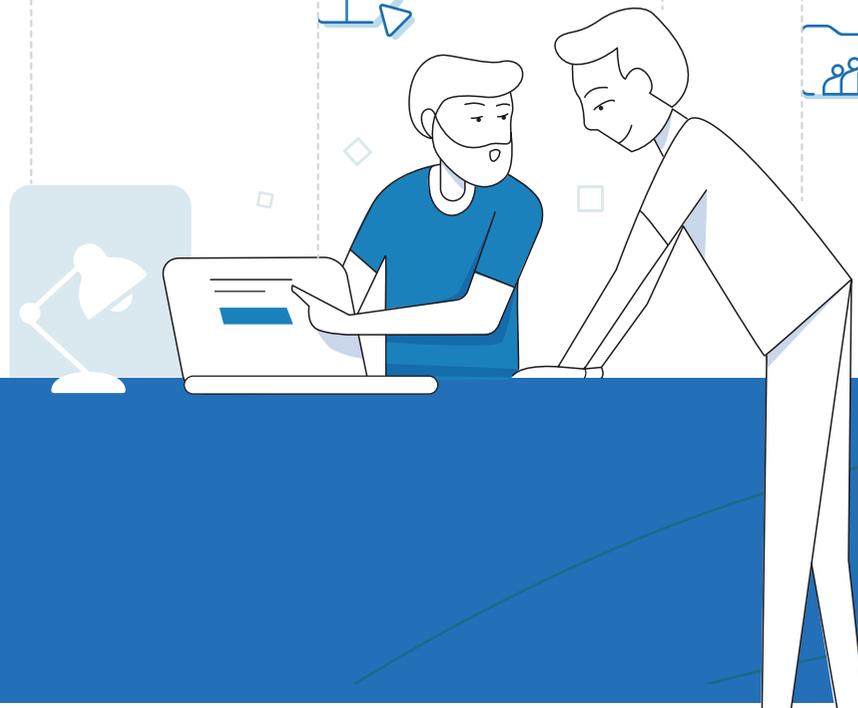


## VAULT

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



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# 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**

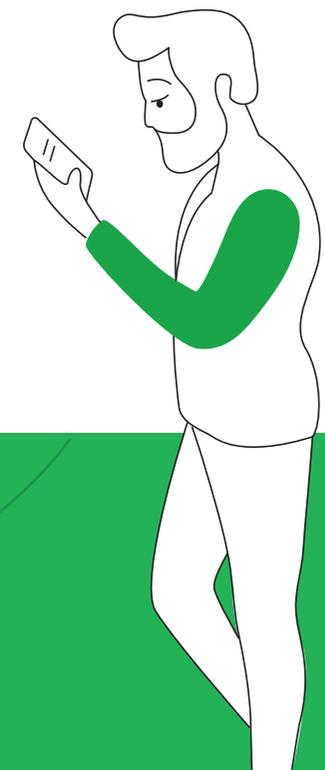
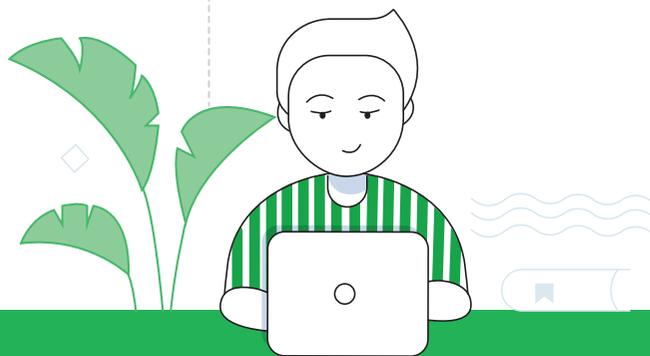
## **CREATOR**

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



## **ANALYTICS**

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



# 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.

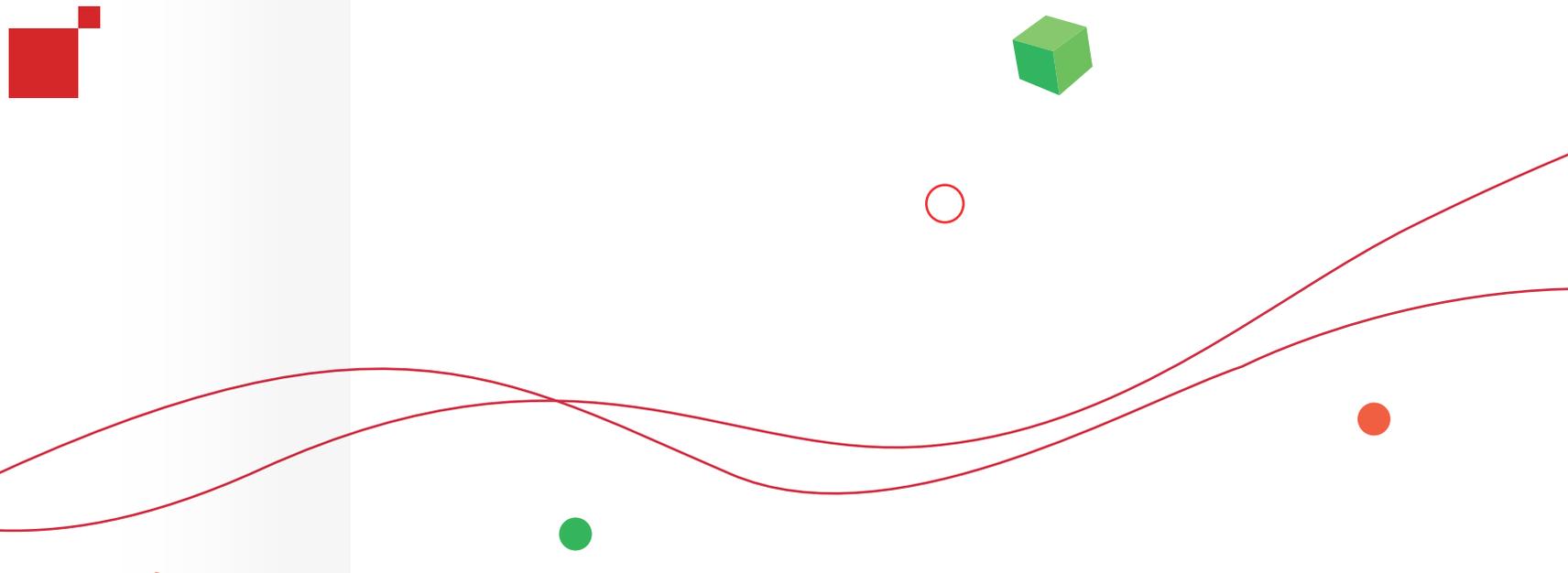


## **CONTRACTS**

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



# Enterprise class features and capabilities



## 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.

## ZOHU 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.

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

- 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

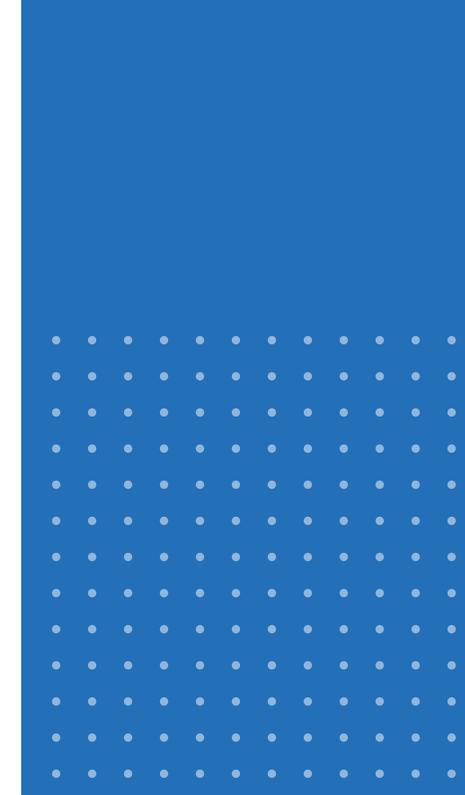
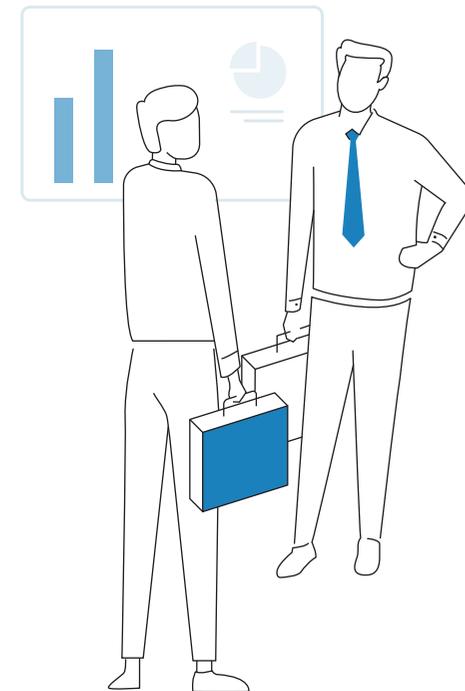
### CUSTOMER RELATIONS

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

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

**46k**  
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

## LIVIN, a mental health charity, improves productivity by 40% using Zoho One

"The one thing I will recommend to people is that you might think you don't need a full technology stack. It might just be a buzzword you've heard or read about. But I encourage you to explore and start to implement early, do what you can afford. But the sooner you start, the better off you'll be in the long run. You can't be scared to change if you find a better product, and having a technology stack, especially these days, is super important. Zoho One has an app for everything, and it's super affordable. It's also easy to implement, even without the help of a support implementation partner."

**Casey Lyons**  
Co-founder  
LIVIN

**500**  
Users

**20**  
Users

Discover how our customers are growing their businesses. Read their stories and find out why they love using Zoho One.

# 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.

# ABOUT



## 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

**100M**  
**users**  
across the world

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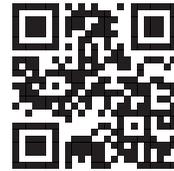
Zoho One is  
empowering

**60K+**

**companies  
worldwide**

This could be the  
start of something  
great.

Sign up today



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



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