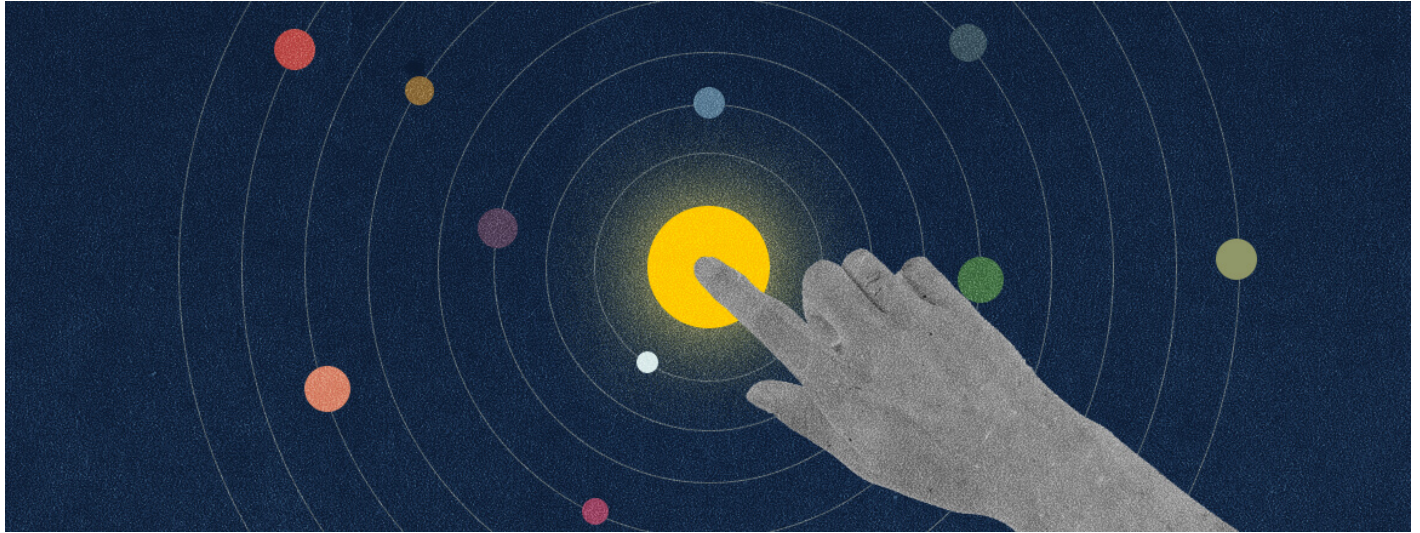


Zoho Perspectives: An inside look at the values that drive us.

Zoho Perspectives gives you an inside look at the values and principles that have brought us success.

<https://www.zoho.com/perspectives>

Zoho One brings an Operating System for business



Zoho One is a broad and cohesive set of applications that work collectively to run an entire business on the cloud. It includes more than 35 web applications and an equal number of mobile apps—under a single sign-on, with centralized administration and provisioning—making it a true operating system for any business.

Zoho One has been a vision more than ten years in the making. It provided the logic for the family of business apps we've been building over this time. We were busy planting trees; now, you see the entire forest.

With Zoho One, we've put together all the applications a company needs to acquire and serve its customers (marketing, sales, and support apps); run its operations (finance, recruiting, and HR apps); and provide all the tools for its employees to work collaboratively and get their work done (office suite, mail, personal productivity, and collaboration apps). Almost any company has these same needs. When you add to that Zoho Creator, our drag-and-drop app builder, customers can even build custom apps for unique business needs—like logistics scheduling or process control monitoring—and put them under the same umbrella that forms the single operating system for their business.

It's all on the web and on your mobile, so your business is accessible wherever you go.

Innovation Beyond Software

We've looked beyond the apps themselves to find unique ways to create even more value. This led us to implement hundreds of integrations across all these applications, so we could put relevant business information in all the right places. We connected marketing, sales, and customer care processes, so you know everything about your customer. We allowed information to flow back from

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customer-facing apps into the back office apps so orders are fulfilled, invoices are tracked, payments are collected, inventory gets updated, and accounts stay balanced. Mostly automatically.

We also integrated our applications with hundreds of leading third-party software companies to preserve your choice and flexibility, rather than seek to lock you in with us. That's a poor play from the past. We'd rather earn your business the right way.

But our innovation doesn't stop with the software. We also went after the procurement experience. Zoho One is available under a single, simple contract with one service agreement that covers the entire suite. You can buy it from our website, or from our worldwide partners.

Once software is procured, it must be set up, administered, and provisioned. Every vendor does this their way, so this means the customer must set up multiple credentials, accounts, and settings—for each employee. That's a load of painful chores and hurtful headaches.

Zoho One presents one single administrative console for all account management and administration. Policies can be flexibly set—at the service level, organizational level, department levels, or even at the individual level.

Incredible Technology at an Impossible Price

So what does all this magic cost? If you have a drum, this is the time to set it rolling...

Zoho One is available at \$30 a month—or just about a dollar a day, per employee. At this price, we just democratized business software as never before. Software is no longer a scarce resource that must be rationed and apportioned. It's more like a utility that anyone simply must have. Like electric power, you can just put it on every desk.

There are no catches. No ifs. No buts. No nickels. No dimes. No forced multi-year contracts. You get high-end editions of every application, thus all the capabilities you will likely ever need. There are no hidden prices, wily clauses, or sneaky upgrades. You get everything you need to run your business at that one price.

[Zoho One](#) really is a license for your peace of mind. So stop worrying about the software. Or about breaking the bank to pay for it. Instead, go ahead and build your dream.