

# Creators

## Story of James Yang



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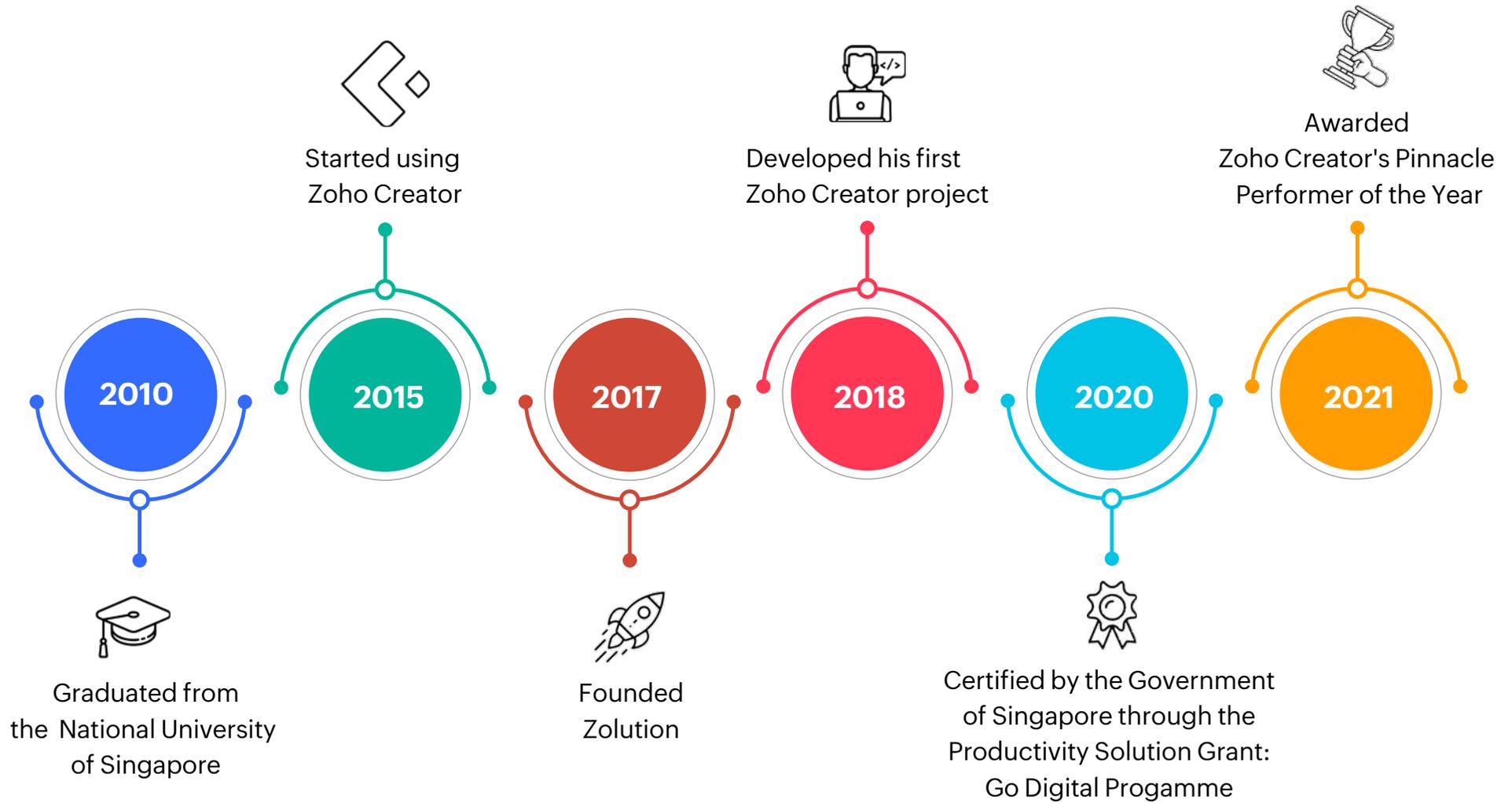
*I came across Zoho Creator in 2015 while working for a corporation and found it to be extremely powerful. I started exploring the platform and built functional and robust solutions, which we used to automate our processes internally.* ”

# About James Yang

James Yang is a **Zoho Creator** Certified Developer based out of Singapore. Originally trained in engineering, Yang ultimately graduated from the National University of Singapore with an MBA degree in Finance. From strategizing at a corporate planning office for MNCs to founding **Zolution** in 2017, Yang's career has been nothing short of a roller coaster.

The one thing that has remained constant throughout Yang's career is his drive to explore new technologies and develop innovative rapid development solutions for his customers. In this ebook, we follow Yang's journey to becoming an award-winning Zoho Creator developer.

# Timeline



# Early career

After graduating from the National University of Singapore with an MBA degree in Finance, James Yang worked for almost a decade as a strategist in a corporate planning office for MNCs. During his last big corporate stint, he came across Zoho Creator.



*I was part of the team that helped champion various Zoho products internally and promote the products throughout the region. I started exploring Zoho Creator and found it to be a powerful automation tool.*



**James Yang**  
Managing Director  
Zolution



*Our team was constantly looking for ways to spread awareness about low-code, and in the process, we wanted to explore using Creator to tackle some of our problems in-house. We built several robust and popular solutions on Creator, which I found increasingly empowering. It was also a great window of opportunity for me, and that's how everything started.*



**James Yang**  
Managing Director  
Zolution

Before Creator, Yang's company relied on spreadsheets to automate diverse internal processes. Spreadsheets can be useful, but they can also be rife with errors and inefficient for complex business processes.



# First project with Zoho Creator

The defining moment in Yang's career came when his first customer gave him the confidence to venture out and start his own business.



*My name was listed in Zoho's Partner portal, and my first customer found me there. I thought I was not ready to quit my job and start a company, but I was fortunate. My first Creator project helped me make up my mind and wholeheartedly commit to my business. That was the beginning of Zolution*



**James Yang**

Managing Director  
Zolution

Yang's first project came from an accounting firm with multiple subsidiaries. Frustrated by disparate systems and siloed data resulting from a lack of automation, the firm's owner reached out to Yang for a robust, centralized solution. That solution was to connect the back-end operations team with the front-end sales team for seamless collaboration. Yang closely integrated the Creator application with other Zoho flagship products like CRM and Books.



*The company has scaled up significantly over the years. When we implemented the project, they had around 40-50 employees, and now they're close to 100. They've been using the same solution for the past four years, and it still works perfectly fine. It was an ambitious project and I'm pretty happy with how it turned out*



**James Yang**  
Managing Director  
Zolution

# Starting Zolution

Running a business on your own is challenging, especially when you have to single-handedly manage every aspect from marketing and sales to application development and support.



*It was tough in the beginning. But thankfully, Zoho Creator is a very easy platform to learn and use. Most of my customers only require a bit of guidance, and they're happy to explore it themselves. I would step in when it came to complex solutions and help them with end-to-end implementation.*



**James Yang**

Managing Director  
Zolution



*The pandemic has changed the way we look at things. Businesses, big or small, now see the importance of automating their core processes and collaboration methods. It's been my pleasure to help diverse businesses on their journey to meaningful and effective digital transformations.*



**James Yang**

Managing Director  
Zolution

Thanks to positive word of mouth and some smart marketing investments, Zolution now enjoys a steady revenue stream and a growing list of happy customers. Furthering his reputation, Yang was officially certified by the Government of Singapore in 2020 under the Go Digital Programme to assist SMEs in adopting new technologies and expediting digital transformations.



# Choosing Zoho Creator

While now emerging as a trend in the developer community, low-code platforms have been around for decades. Low-code technology allows developers to create unique offerings for digitally savvy consumers. Some vendors offer more customizations, while others support advanced technologies like AI and IoT. How did Yang zero in on Zoho Creator?





***I researched different vendors and their offerings extensively and found Creator to be the most flexible. My first project experience gave me confidence that I'd be able to build solutions to accommodate the unique requirements and use-cases that customers put forth with Creator. Creator as a low-code platform has also evolved and has become stronger through the years. And the Zoho ecosystem, from the partner team to the technical support team, has been very supportive in ensuring the success of their partners. I really appreciate that.***



# Cracking the code on artificial intelligence (AI)

Artificial Intelligence is rapidly becoming a strategic imperative. And low-code has helped smooth the divide between business owners and tech leaders, while simplifying the complexities of managing data.



*I think the latest trend in web development is AI. Creator has lowered the entry barrier to the technology with its latest version.*

*Developers can use drag-and-drop modules and integrations to build complex solutions quicker and more effectively. It's a great starting point, and I'm eager to learn how other Zoho developers have incorporated AI in their projects.*



**James Yang**

Managing Director  
Zolution

# Thoughts on the Deluge scripting language

**Deluge, Zoho's proprietary scripting language**, can handle any task a developer throws at it. Easy for both beginners and advanced users, it's ideal for bolstering innovation and adaptation



*Deluge is very easy to learn. As a non-developer, if I can learn how to use and build with it, any non-technical person can learn it in no time. They can even implement some unique use-cases on the platform in a few weeks. That's pretty amazing. It's forgiving in its usage, allowing coders to skip learning the nuances necessary in other, more structured languages like Java.*



**James Yang**

Managing Director  
Zolution

# Yang's advice to new Zoho Developers

Here's what Yang has to say to new and aspiring Zoho developers:

Dive in and understand the advantages and limitations of the technology you're learning. Knowing the technical highlights of a platform is excellent, and it'll help you pitch a solution to your customer. But what makes the customers trust us is when we know the limitations of technology. As partners or developers, we need to come up with innovative workarounds to compensate for a technical shortcoming. So don't hold yourself back— explore every feature and module of the platform!



# About Zoho Creator

Running a business is no easy feat, but we believe we can help. Rapidly build custom applications that are a perfect fit for your business, or choose from and modify our extensive range of pre-built apps. The best part? You don't have to be a programmer. Just sign up, pick a plan, and start building!

## Top brands that use our platform:





[www.zoho.com/creator](http://www.zoho.com/creator)

We'd love to talk! Reach out to us at:

[hello@zohocreator.com](mailto:hello@zohocreator.com)

