

Zoho Creator Platform Evaluation Guide



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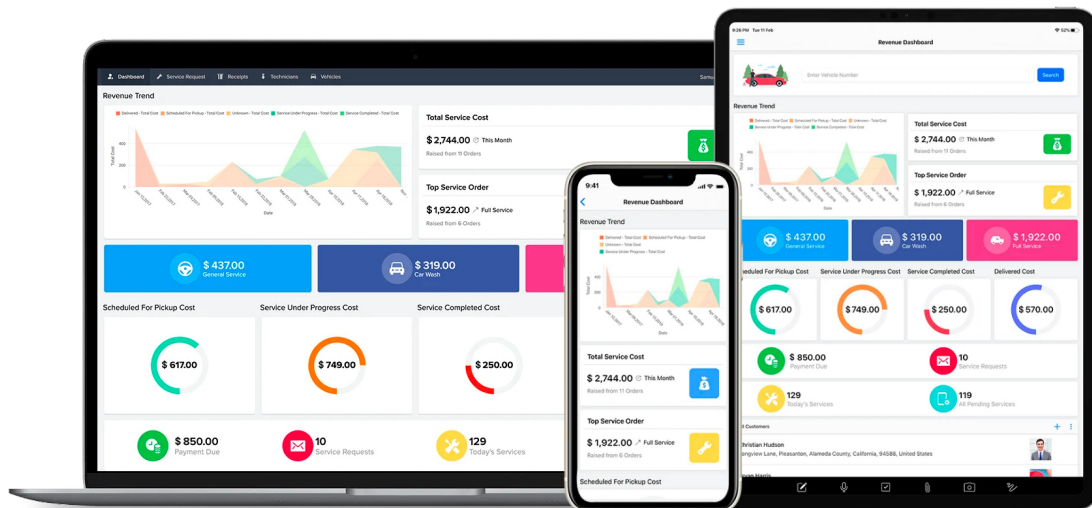


The Zoho Creator Platform Evaluation Guide covers different aspects of the Creator platform, such as our purpose, enterprise capabilities, commitment to privacy, and more. You'll also learn how Zoho Creator can play a key role in your digital transformation strategy.

What is Zoho Creator?

Zoho Creator is a powerful low-code application development platform that enables you to deliver web and mobile applications at the speed of your business.

Being a pioneer in the low-code space, many of the world's largest organizations use Creator applications to manage their daily operations by streamlining processes, projects, and tasks.



Built with a purpose

The future of work is digital, and businesses of all sizes need to transform fast. At Zoho, we believe every business should be able to conduct their work operations with innovative, custom-built software. That's why we built Zoho Creator, our intuitive low-code development platform, so companies across industries can transform their ideas into applications to encourage rapid growth and competitiveness.

Zoho Creator vs traditional development methods

Developing apps on Zoho Creator simplifies and streamlines the entire app rollout process, offering several advantages over traditional development technologies. Let's take a look at how they compare:

	Traditional programming	Zoho Creator
Skill set/expertise requirements	Niche, project-specific skills. Needs programmers with expertise in programming languages for web (Javascript, Python, CSS, PHP), iOS (Swift), and Android (Java, C++).	Little to no coding needed. An intuitive drag-and-drop interface makes it easy for both users and developers to create applications.
Cost of development and total cost of ownership	Expensive. Custom-made software requires upfront investment for infrastructure setup, developer fees, continuous maintenance, and more.	Economical. License-based pricing allows you to pay as you grow and save on the massive amount needed for traditional development and infrastructure.
Multidevice deployment of apps	Single-OS focused. The specific programming language, environment, and device-focus must be selected before the project even begins. Businesses will need the capacity to develop for various different operating systems, environments, and devices. Applications need to be developed separately for each platform, and code can't be shared between Android and iOS.	Builds multiplatform-optimized apps. Cross-platform app builder helps to build native mobile applications that can be used on iOS and Android devices with multiplatform access. The same application works for mobile, the web, on-premise, and in the cloud.

Speed to market	Looser timelines. Traditional software development can take months, with multiple teams building applications from scratch through extensive coding and multiple revisions of prototypes. They offer no guarantees, and often go over schedule.	Exponentially faster. Ready-to-use code snippets and templates allow you to accelerate application development by 10x. Building off an existing framework and configuration is significantly faster than writing, debugging, and compiling code, and end-user functionality can be created rapidly.
Security and privacy	Demands application-level security initiatives, which need to be manually configured by the developer. In traditional coding architecture, the code behind each form or module will need to be edited to build in the necessary defenses. If deployed into production, vulnerabilities need to be found and plugged ASAP, to prevent access to exposed data.	Safe and reliable, with built-in security features, like audit logs, user access control, and automated threat assessments. Any new vulnerability identified is fixed in the next update. In turn, all the applications running on the platform automatically inherit the latest security protection, ensuring complete data safety. Provides all the necessary security framework certifications in place, with proven experience in large-scale initiatives.
Enterprise application integration	Limited integration capabilities, without considerable scripting and testing of compatible code to integrate with new external applications—a significant challenge for enterprises with legacy systems that are vital to their business operations.	Fast integrations and complete control, due to a responsive development environment. Easy coupling with external and existing systems, with the help of a wide array of out-of-the-box APIs and smart integration tools. Seamless, cross-platform workflows to safeguard speed and efficiency.

Application updates and maintenance	Requires dedicated labor to closely manage revisions and implement updates. Difficult to integrate the latest technologies across platforms (web and mobile) once the application is deployed.	Handled by the hosting company , low-code tools periodically roll out the latest updates and features to all applications built on them, without the need for a team or third-party vendor.
Application updates and maintenance	Requires substantial engineering efforts. Scaling after deployment demands a collaborative involvement from cross-functional teams—development, testing, production—to build enterprise-scale applications, with developers bridging gaps between business and IT.	Apps scale with business requirements. Platform-level upgrades that integrate the latest technologies and features occur regularly. Many leading low-code platforms support scalable architectures, such as microservices, support for extensibility, and cloud deployment through popular computing services.
Support	Needs developers with expertise in programming languages for web (Javascript, Python, CSS, PHP), iOS (Swift), and Android (Java, C++).	Lifelong support is provided at a fraction of the cost, through AMC for the platform.

How does Zoho Creator add business value?

On the Creator development platform, IT and business teams work together to build high-quality applications, accelerating time to market.

As an extension, Zoho Creator provides you with:



Accessible application development

Zoho Creator makes code-free business application creation easy and hassle-free, with a straightforward minimalist style. Business users can bring innovative ideas to life by just dragging and dropping ready-made elements or code snippets. Meanwhile, developers don't lose their focus struggling through cluttered feature sections and overwhelming coding.



Intuitive visual builder

The visual development environment lets users create complete applications using a drag-and-drop interface. Visual modeling and interface design enables non-developers to grasp application design quickly, by allowing them to see how their application looks as they build it.



Automate business workflows

Add business logic to make your Zoho Creator application more powerful and dynamic. Automate workflows and eliminate repetitive tasks by scheduling them to run periodically. Deluge, Creator's powerful scripting language, will help you design and automate workflows with a minimal amount of code.



Launch native multi-device applications without recoding

Drive agile transformation with Zoho Creator, a platform that allows you to iterate apps, and release them as soon as the functionality is built.

Businesses can also accelerate time to value by rapidly creating and launching applications, and enhancing and expanding them over time. And application reworks are considerably easier, with the business largely dodging cost overruns.



Security boost

Built-in security features, like audit logs, user-access control, and automated threat assessments, keep apps built on Creator safe and reliable. Any new vulnerability identified is fixed through regular updates, and the platform provides all the necessary security framework certifications a company could need.

The applications are also yours to resell—customize the look, upload your logo, and connect stakeholders through your domain. And Creator's dedicated portals ensure you keep your customers engaged and informed, based on their interests, location, and usage.



Reduce reliance on legacy apps

Zoho Creator's modern frameworks can build consumer-grade applications, reviving your business ecosystem. Outdated legacy applications, although vital to business processes, drain efficiency and keep your IT resources in a constant state of updating and fixing.



Eliminate backlogs and reduce shadow IT

Businesses can build apps to streamline, automate, and harmonize manual internal processes so that developers aren't overburdened and can focus on higher-value tasks. Minimizing overwhelming coding needs gives IT relief from the pressures of their oftentimes unconquerable app backlog. This also eliminates the need for businesses to employ risky third-party apps outside their certified IT infrastructure.

Where low-code development gets the job done

Software development can be expensive and time consuming, and not every requirement that calls for new software is mission-critical or customer-facing. Instead of wasting your dev teams' time building scores of redundant apps; simply get someone that understands your business to create the apps they need in the low-code environment. App development on the Zoho Creator platform can solve a litany of business problems:

- ▶ **Sluggish app development:** You may be a growing business looking to capitalize on new opportunities, but struggle to operate at a digital speed. You're not able to execute on your innovative ideas quickly, and struggle with slow app development.
- ▶ **Project backlogs:** Your business is slammed with too many projects, and your overwhelmed IT team can't focus on innovation due to their endless app backlog.
- ▶ **Reliance on legacy software:** You work with outdated legacy systems that you installed years ago. They're constantly in a state of updates and fixes, and simply can't keep up with ever-changing customer expectations.
- ▶ **Lack of IT bandwidth:** Your business team has ideas that take advantage of ongoing market trends and need to quickly craft workable applications, but lack the technical expertise.

- ▶ **Inability to align business with IT:** You think app rollout would be much easier if your business stakeholders could create prototypes of applications as they envision them, to share with your IT team.
- ▶ **Risky shadow IT:** Your business uses a variety of off-the-shelf solutions to get projects off the ground. Shadow IT threatens internal compliance and security protocols.
- ▶ **Teams working in silos:** Separate teams of programmers are required to build for each platform, as the technicalities of each one are different. This adds to your expenses and prolongs app deployment.
- ▶ **Cost constraints:** Your company has budget constraints, and can't afford skilled or professional developers, or expensive tech solutions.
- ▶ **Unhappy customers:** UX is currently on the backburner and your applications fall short of user expectations.

Zoho Creator features

Zoho Creator, the multiplatform builder for business users, supports creating and managing a broad range of business applications. Powered by a drag-and-drop interface and user-friendly scripting language, Creator makes app building incredibly fast, as well as simple. This low-code platform allows you to build custom applications based on your unique business needs.

There are a huge number of features in Zoho Creator and this list highlights some of the prominent ones, to offer you an idea of its capabilities:

- | | |
|--------------------|-----------------------|
| 1. Forms | 11. Portals |
| 2. Analytics | 12. Multilingual apps |
| 3. Dashboard | 13. SDK |
| 4. AI | 14. Widgets |
| 5. Workflows | 15. Audit trial |
| 6. Notifications | 16. SAML |
| 7. Payments | 17. SSO |
| 8. Approvals | 18. REST API |
| 9. Mobile apps | 19. Connections |
| 10. Rebranded apps | 20. On premise |

1. Forms

A form is the component of your Zoho Creator app that enables you to collect and store data. In other words, it enables your users to enter data into your app. This makes forms one of the main points of interaction between your users and your app.

If you relate your Zoho Creator app with a database, then a form corresponds to a table in the database. If you relate your Zoho Creator app with a spreadsheet, then a form corresponds to a sheet in the spreadsheet.

The diagram illustrates a form layout with the following components:

- forms** (header)
- NAME** (icon: person)
- EMAIL** (icon: envelope)
- PHONE NO** (icon: telephone)
- ADDRESS** (icon: location pin)
- 1 - 2 - Booking Number** (text input)
- Address** (text input, highlighted with a dashed blue border and a callout box)
- Search** (text input with a magnifying glass icon)
- Service Type** (dropdown menu)

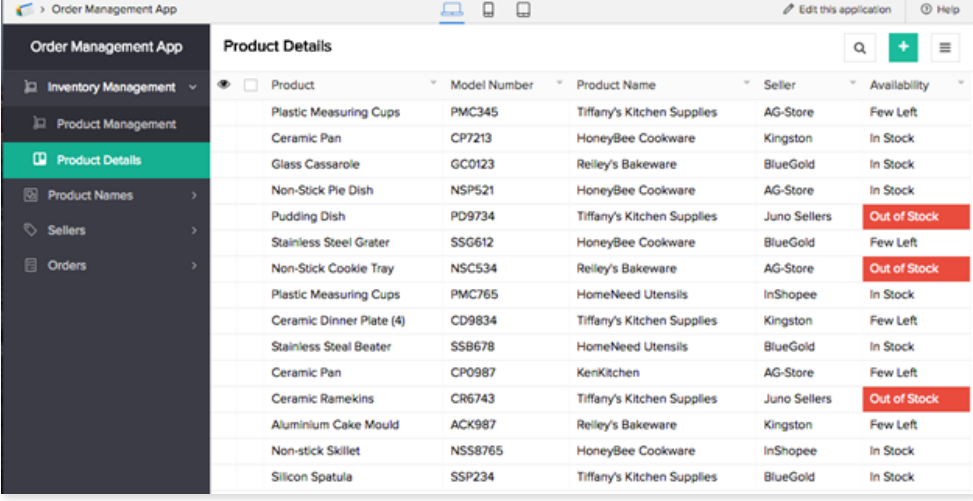
2. Analytics

A report is a compilation of data collected using a form in the created application. Zoho Creator incorporates reports as one of the components that completes the purpose of the application you create. A report collates and presents information to help the user analyze, track, or record data. Conventionally, a report comprises information that's gathered and put together with the intention of displaying, viewing, scrutinizing, tracking, or simply recording details. Reports are made up of text, figures, graphics, and/or audiovisual information.

Zoho Creator offers a range of functions to help create efficient, functional reports that fulfill specific business needs. You can use charts, diagrams, images, and audiovisual files, create criteria to filter information, and arrange data by category. You can also create more than one report based on a single form.

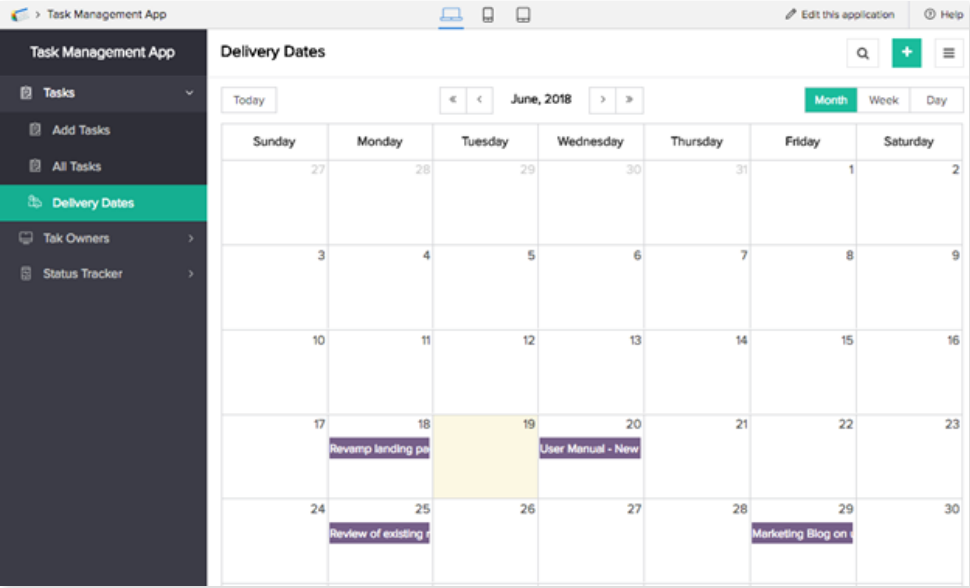
Zoho Creator gives you many different options to spin your data into meaningful reports that provide substantial information for their intended audience.

- a) **List report:** The records are displayed as rows of information, with fields in the column header and field values in the rows, to form a tabular structure, and also as cards of information with select field values enclosed in each card. It's good for running through many records at once.



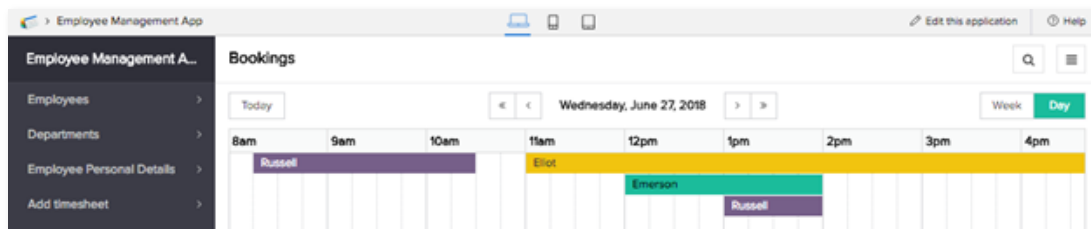
Product	Model Number	Product Name	Seller	Availability
Plastic Measuring Cups	PMC345	Tiffany's Kitchen Supplies	AG-Store	Few Left
Ceramic Pan	CP7213	HoneyBee Cookware	Kingston	In Stock
Glass Cassarole	GC0123	Reiley's Bakeware	BlueGold	In Stock
Non-Stick Pie Dish	NSP521	HoneyBee Cookware	AG-Store	In Stock
Pudding Dish	PD9734	Tiffany's Kitchen Supplies	Juno Sellers	Out of Stock
Stainless Steel Grater	SSG612	HoneyBee Cookware	BlueGold	Few Left
Non-Stick Cookie Tray	NSC534	Reiley's Bakeware	AG-Store	Out of Stock
Plastic Measuring Cups	PMC765	HomeNeed Utensils	InShopee	In Stock
Ceramic Dinner Plate (4)	CD9834	Tiffany's Kitchen Supplies	Kingston	Few Left
Stainless Steel Beater	SSB678	HomeNeed Utensils	BlueGold	In Stock
Ceramic Pan	CP0987	KenKitchen	AG-Store	Few Left
Ceramic Ramekins	CR6743	Tiffany's Kitchen Supplies	Juno Sellers	Out of Stock
Aluminium Cake Mould	ACK987	Reiley's Bakeware	Kingston	Few Left
Non-stick Skillet	NSS8765	HoneyBee Cookware	InShopee	In Stock
Silicon Spatula	SSP234	Tiffany's Kitchen Supplies	BlueGold	In Stock

- b) **Calendar report:** The records are charted based on **date and date-time** field values. It displays a calendar with records present on specific dates in the report. It's best suited for keeping track of events in chronological order.



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18 Revamp landing page	19 User Manual - New	20	21	22	23
24 Review of existing	25	26	27	28	29 Marketing Blog on	30

c) **Timeline report:** In this report, records are charted based on date and date-time field values. It's a higher-level view of the calendar report that captures time frames that relate to the records. It can be used to track longer time spans, like in the case of projects.

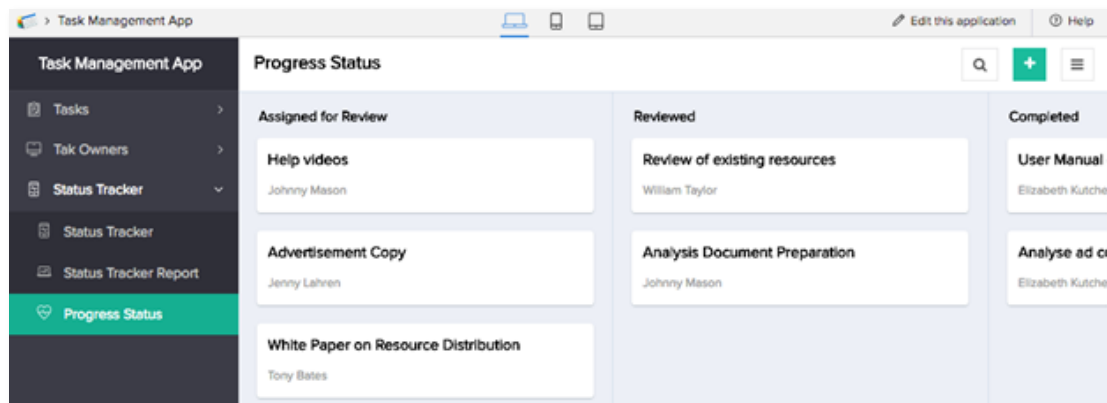


d) **Spreadsheet report:** This typically captures and displays data as a spreadsheet. It also has the capabilities of a spreadsheet, wherein you can edit, add, or remove records just as you would on a spreadsheet.

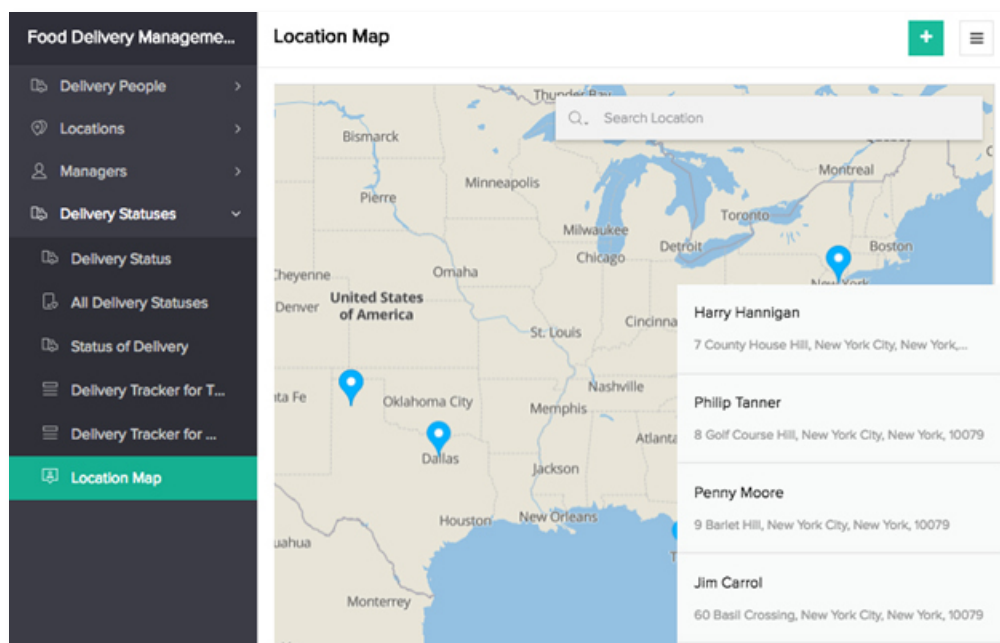
The screenshot shows the 'Order Management App' interface. On the left is a sidebar with navigation options: Inventory Management, Product Management, Product Details, Product Information (highlighted), Product Names, Sellers, and Orders. The main area is titled 'Product Information' and displays a table with 12 rows of product data.

	Product	Product Name	Model Number	Seller	Availability
1	Plastic Measuring Cups	Tiffany's Kitchen S...	PMC345	AG-Store	Few Left
2	Ceramic Pan	HoneyBee Cookw...	CP7213	Kingston	In Stock
3	Glass Cassarole	Reiley's Bakeware	GC0123	BlueGold	In Stock
4	Non-Stick Pie Dish	HoneyBee Cookw...	NSP521	AG-Store	In Stock
5	Pudding Dish	Tiffany's Kitchen S...	PD9734	Juno Sellers	Out of Stock
6	Stainless Steel Grater	HoneyBee Cookw...	SSG612	BlueGold	Few Left
7	Non-Stick Cookie Tray	Reiley's Bakeware	NSC534	AG-Store	Out of Stock
8	Plastic Measuring Cups	HomeNeed Utens...	PMC765	InShopee	In Stock
9	Ceramic Dinner Plate (4)	Tiffany's Kitchen S...	CD9834	Kingston	Few Left
10	Stainless Steel Beater	HomeNeed Utens...	SSB678	BlueGold	In Stock
11	Ceramic Pan	KenKitchen	CP0987	AG-Store	Few Left
12	Ceramic Ramekins	Tiffany's Kitchen S...	CR6743	Juno Sellers	Out of Stock

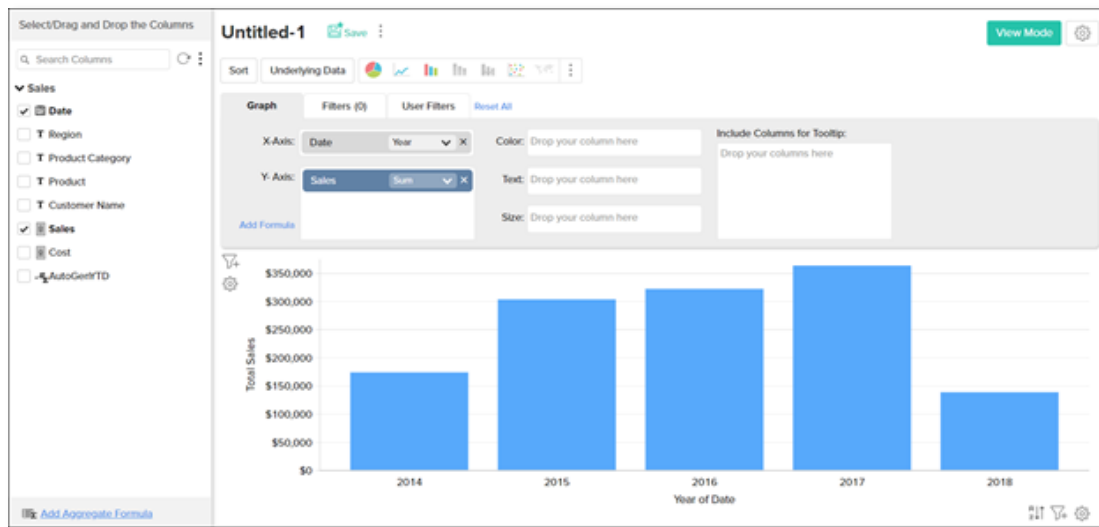
e) Kanban report: This report helps you organize data into categorical entities in a single report, with record sorted into preset groups based on the selected field. This type of report comes in handy when you want to maintain records based on their status, and capture the stages of a process



f) Map report: The map report displays records that are driven by geographical locations. The report is based on the location field type, and the recorded locations are plotted on a typical map.



g) Pivot chart report: A pivot chart provides you with an analytical view of the data collected using a form. The data can be presented graphically for visual appeal and consumption. Charts like **area, line, bar, stacked, pie, scatter, combination, funnel, web, and more** are supported.



h) Pivot table report: Pivot tables enable you to organize information as summarized in grids. It allows you to dynamically rearrange, group, and summarize information for easy analysis of large sets of data. The records are presented as rows and columns of information based on the selections that you make to create the table.

3. Dashboard

Pages are one of the key components of Creator, but you can also build dashboards using a drag-and-drop method. Dashboards help establish a daily data monitoring habit, by sourcing data from multiple apps and offering a comprehensive view of your business's health. They contain charts, reports, and widgets that forecast business trends, and display KPIs for things like projects, customers, profits, and percentages.

4. Artificial Intelligence

Bring AI to your business apps in a few clicks—no need to write formula or code algorithms. Just feed the data to your app and the AI will figure out the patterns on its own.

The following ML techniques are available in Zoho Creator:



Prediction



Sentiment
analysis



Optical character
recognition



Keyword
extraction



Object
detection

a) Prediction

The prediction field uses Zoho's artificial intelligence (AI) to predict the value of fields in your form. It analyzes the data in your form, then uses machine learning to create a model that's capable of predicting a field value for all future records. Prediction relies on a substantial amount of data, and the AI analyzes your data and "learns" from it to build a model. This model is the one that will predict the field values for all future records. The more records you provide the AI, the more reliable the model will be.

b) Sentiment analysis

The sentiment analysis field enables you to determine if the sentiment of the text in a single line or multi line field is positive, neutral, or negative. For example, you can find out the sentiment of your customers' feedback.

c) Optical character recognition

The OCR field enables you to perform optical character recognition on an **image**. In other words, it extracts text from the images stored in an image field. For example, you can use the OCR field to extract the text from the images of invoices, business cards, and contracts used in real estate dealings. The source of the OCR field is an image field from which you want to extract text.

d) Keyword extraction

The keyword extraction field enables you to extract keywords from the text stored in a single line or multi line field. It use Zoho's AI to analyze the text in the selected field and stores the output as comma-separated keywords.

Keyword extraction can help you pick up keywords from huge chunks of text. This, in turn, can help you gain insights and make data-driven decisions. It can even help you set up or modify new business processes. For example, you can perform keyword extraction on the feedback from your customers. This can help you quickly find out about the topics or aspects of your business that your customers are frequently reaching out to you about.

e) Object detection

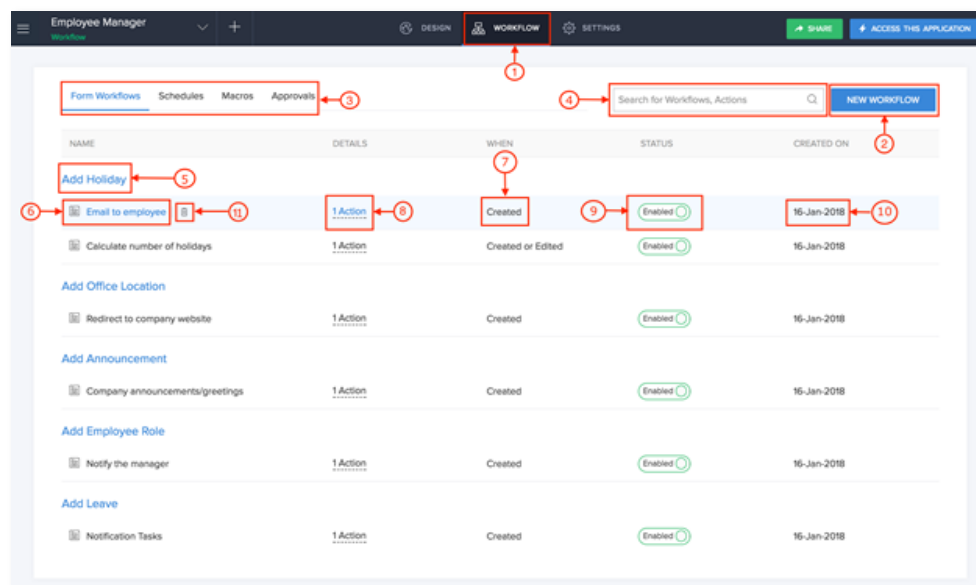
The object detection field determines the objects present in the pictures stored in an image field in your form. It uses Zoho's AI to identify the type of objects present in the image. This field will store the output as a comma-separated list of objects. The source of the object detection is an image field that's present in the same form.

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5. Workflows

A workflow comprises a set of actions executed at specific instances to automate routines in an application. When you trigger a workflow, it executes a set of associated actions.

Creator's workflow dashboard gives you a high-level overview of all the workflows in the application. You can create, edit, enable/disable, and delete workflows directly from the dashboard page. The workflows are grouped under separate tabs based on the instances at which you want to trigger the workflow.



The components in the workflow dashboard are listed below (See the above image for reference).

- ❶ The workflow dashboard will load when you click on the Workflow section in the header strip.
- ❷ Click **New Workflow** to create a new workflow.

- ③ The workflows are grouped and listed under separate tabs based on the instances in which they occur. You can switch tabs to view and edit the workflows in the respective sections.
- ④ You can search for a particular workflow by specifying the workflow or action name in the search bar. The search results will display all the relevant results that match the search criteria.
- ⑤ The workflows associated with a form are listed under the specific form names.
- ⑥ You can click on a workflow name to view, add, and edit the associated actions.
- ⑦ Each workflow displays the form activity (add, edit, or delete a record) in which the workflow will be triggered.
- ⑧ The number of actions associated with a workflow is shown here. Mouse over the text to see the action information.
- ⑨ You can enable/disable a workflow in the application using the **Enabled/Disabled** toggle button. By default, the status of workflows will be marked as Enabled.
- ⑩ Zoho Creator displays the date information in which the workflow was created.
- ⑪ The trash icon will appear when you mouse over an application name. Click on the icon to delete the workflow permanently from the application.

Understanding form workflows

A form workflow refers to a workflow triggered when there is an activity on a form. The activities that you can perform on a form are:

- ✓ Create or Edit - Create a new record or edit an existing record in the form
- ✓ Create - Create a new record in the form
- ✓ Edit - Edit an existing record in the form
- ✓ Delete - Delete an existing record in the form

A form can have multiple workflows that get triggered when the above-mentioned activities are performed. There needs to be a sequence for the workflows to be executed one after the other—the workflows get executed in the order of creation. Let's assume you've created three workflows in the following order:

1. When the form is created.
2. When the form is created or edited.
3. When the form is edited.

The first workflow (**when the form is created**) is executed first, followed by the second and third workflows.

6. Notifications

Zoho Creator lets you configure email, SMS, and push notifications to be sent when new form data is submitted, or when existing form data is modified or deleted, or by invoking custom action from reports.

a. Email notifications



The **Send Email** action can be used to send email notifications when there's an activity in a form. For example, you can invoke a send email action when a new record is successfully added to the database.

Zoho Creator executes the action for all records by default, whenever there is an activity on the form. You can run the action for select records by setting criteria. Refer to the Set criteria page to learn more about setting criteria in a workflow.

b. SMS notifications



The **Send SMS** notification action allows you to send customized text messages every time a user submits a new record, or when an existing record is modified or deleted. That means when a user submits or deletes the data in the form, you'll get an instant real-time notification on your mobile phone. An application admin will first have to create a connection with the supported SMS providers to send SMS notifications.

c. Push notifications



Push notifications are the transmission of information from a software application to electronics like mobile phones and tablets, without any specific request from the end user. In Zoho Creator, push notifications can be configured by selecting when to send them (on adding, updating, or adding and updating records), setting a criteria (the needs to be met for notifications to be sent) and selecting users (to

whom notifications will be sent). The user can receive push notifications even if the app is not being actively used, or the device is locked, and irrespective of whether the app is running in the background or not.

7. Payments

Payment workflows let you collect online payments from your users through the forms in your Zoho Creator application. You (the application admin) can create the payment workflow by specifying the criteria based on which the payment will be collected. You can also set action(s) to be performed on a payment's success or failure.

8. Approvals

An approval process is a workflow that lets a user approve or reject the record submitted through a form, in a sequential order. The admin of the application can create the approval workflow by specifying the criteria based on which records will be sent for approval, setting multiple levels of approval, and assigning an approver for each level. You can also set action(s) to be performed on approval or rejection.

9. Mobile Apps

The application that you build on Zoho Creator can be accessed via the Zoho Creator mobile app, or you can download your Creator application as a separate mobile app for iOS and Android devices.

10. Rebranded apps

The native Creator mobile app can be published to the Apple App Store and Google Play Store, provided certain prerequisites regarding developer certification are fulfilled for the respective operating systems.

The native app can also be created in two different variants, for employees and customers, respectively. The app for users is for internal purposes, within the organization. Integration of the native app with Zoho's MDM is available. The app can also be configured for external distribution, which will facilitate interactions with customers.

11. Portals

A Customer Portal is a great way for an organization to allow its customers to log in to a dedicated internal system to access restricted data set by an admin. Instead of building your own authentication and security mechanisms, Zoho Creator allows you to create your own portals. Your users will also be able sign up specifically for your portal, instead of needing to sign up for a Zoho account.

Your customers can log in to your dedicated portal, access applications shared to them, submit data, and most importantly, view and edit set records. Customer Portals provide you with an opportunity to present your application with a brand identity personal to your organization.

12. Multilingual apps

Localization refers to the adaptation of a product to meet the needs of a specific locale, through language, culture, or other relevant factors, and translation is a key element of the localization process. Through translation, Zoho Creator enables you to make your apps consumable by a larger audience and connect with your users on a more comfortable level. Zoho Creator provides multilanguage support to collaboratively work online across organizational, geographical, and language barriers.

13. SDK

The Zoho Creator Software Development Kit (SDK) is aimed at helping you easily build a custom Android app with multiple features and functionalities. The SDK enables you to programmatically fetch and edit data within different Zoho Creator modules, such as Forms, Pages, and Reports. Additionally, you can design the app's UI according to your style guides, while powering the back-end development using the SDK. The Zoho Creator SDK is available for Android and iOS platforms.

14. Widgets

Widgets are used to extend the capabilities of your Zoho Creator application, so that you can perform tasks that may not be possible using built-in features. It equips you with additional options to enhance the front-end capabilities of your app.

Widgets enable you to:

- Create and customize features that are specific to your app
- Redefine the way your application interacts with your customers
- Take complete control of the front-end design
Incorporate third-party apps that cater to your Creator app

15. Audit Trail

Audit Trail is a security-related feature in Zoho Creator which captures the history of changes made to a record, for viewing and auditing purposes. For example, when a user updates a record with new values or deletes an existing record, the updated or deleted record values are logged with the entire activity log, including the old value, modified values, the user who modified or deleted the record, the modified time, and more.

In short, this feature keeps track of the changes made in your application, as well as when, by whom, and how much of the data has been modified. This serves as documentary evidence for the sequence of activities in your application records.

16. SAML

Security Assertion Markup Language (SAML) is a framework which helps us to achieve single sign-on (SSO) in a secure and easy manner. SSO is a centralized login system which can authenticate the customer with just a single set of login credentials.

In Zoho Creator, Customer Portal administrators can simplify password management for their customers using SAML. If the administrator already stores the login credentials of their customers in a SAML provider, then they can configure the Customer Portal to be authenticated based on those credentials. The administrator can also configure SAML for multiple portals, to enable customers to access all the portals using the same credentials.

17. SSO

SSO is an authentication service that allows a user to use a single login to access multiple applications. SSO uses Security Assertion Markup language (SAML) for exchanging authentication between the applications.

18. REST API

Zoho Creator provides REST APIs that allow external websites to interface with Zoho Creator applications. Users can build their web applications in PHP, JSP, ASP, Perl, or in any other programming language and store the data in Zoho Creator. REST APIs can be used to perform simple add, delete and update operations.

19. Connections

Connections enable you to integrate your Zoho Creator application with various cloud services, such as Quickbooks, Salesforce, Twilio, and more. The integration takes place by adding a connection to your Zoho Creator account for each service, and adding a connection to your account is a one-time process. Once connected, you can use these services across all the applications on your account. You'll then be able to perform various actions, like adding, fetching, and searching records from the connected cloud service.

20. On-premise

Zoho Creator is a cloud-based SaaS application. However, sometimes an organization wants to host their apps in-house, due to special security concerns. In such scenarios, with the Zoho Creator On-Premise solution, a company can install, store, and access their Zoho applications on their local server or a non-cloud-based platform.

What do analysts say about Zoho Creator

Over the years, Zoho Creator has been recognized as one of the leading go-to low-code application development platforms in the market.

According to Gartner



Zoho Creator is a mature platform that supports diverse developer personas for multi-experience application development and provides enterprise-class features.

Some of our recent Analyst recognitions include:

- A Visionary in the Gartner Magic Quadrant for Enterprise Low-Code Application Platforms (LCAP), 2020
- A Leader in the 2020 Value Matrix for Low-Code Application Platforms (LCAP) Technology by The Nucleus Research
- A Technology Leader in the 2020 SPARK Matrix for Low-Code Application Development (LCAD) Platforms by Quadrant Knowledge Solutions

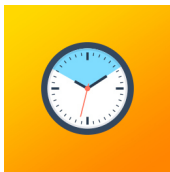
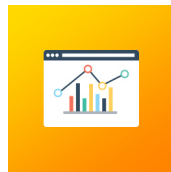
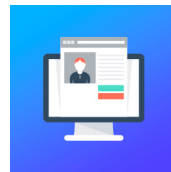
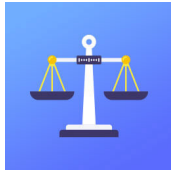
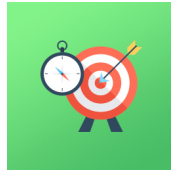
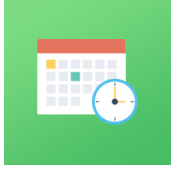
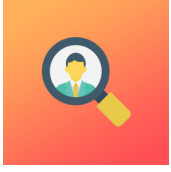
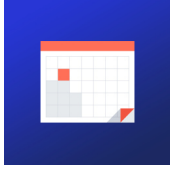
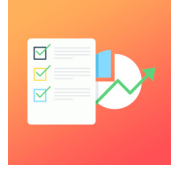
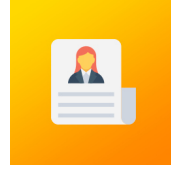
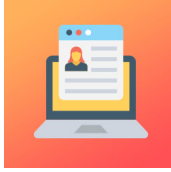
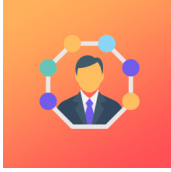
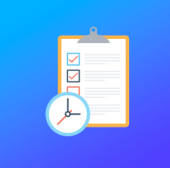
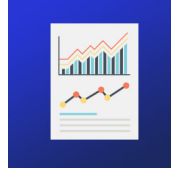
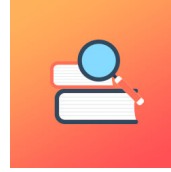
What can you make with Zoho Creator?

Zoho Creator is a low-code application development platform that empowers you to build enterprise-class applications that run on mobile, tablet, and the Web. You can build any business process management application using Creator. Its drag-and-drop interface enables you to create custom, multiplatform business applications, ranging from simple call logs to complex ERPs that integrate with your existing processes.

Accelerate the development process using our rich ecosystem of intuitive visual builders, code editors, and prebuilt templates. With Zoho Creator, businesses can collect data, automate processes or workflows, analyze data in reports, collaborate with other users, and even integrate with external applications. Here are some of the business applications that can be built on Zoho Creator.

- a. Point of sale
- b. Quotation management
- c. Project tracker
- d. Construction management
- e. Sales management
- f. Event organizer
- g. Volunteer portal
- h. Material management
- i. Approval system
- j. Support desk & more

App Gallery

				
Quotation Management	Seat Booking	Time Tracker	Project Tracker	Employee Management
				
Legal Case Management	Workplace & Safety Management	Volunteer Portal	Task Done	Sales Management
				
Attendance Management	Employee Onboarding	Leave Tracker	Point of Sale	Vendor Management
				
Donor Management	Customer Service Tracker	Course Planner	Business Finance Tracker	Education Management

Zoho Creator has a collection of 60+ ready-to-use business applications which are classified under industry-specific and core business functions, covering a multitude of disciplines, like IT, business, education, sales & marketing, HR, nonprofit, and many more.

The App Gallery offers some of our most popular applications, like sales management, order management, employee management, IT asset management, event management, and more—and you can get any of these apps up and running in a matter of minutes. And what's more, these prebuilt apps can be completely customized based on your unique business requirements.

What Zoho Creator isn't suited for

Zoho Creator is an application to build custom business apps. However, it's not recommended for building things like social media, digital wallets, ecommerce, live tracking, or gaming apps. Zoho Creator's workflow component is eventuated based on Creator form events, and currently Zoho Creator does not support live tracking. Zoho Creator is much more geared toward building BPM tools/applications.

Zoho Creator's customers

Whether your business is a multinational enterprise or a five-person operation working out of a basement, you can rely on Zoho Creator to build apps for your business software infrastructure. All apps have built-in enterprise-grade security, compliance, and governance controls.

Zoho Creator is trusted by over 10,000 businesses worldwide, but don't just take our word for it. Here are some of their stories:

Aboitiz Equity Ventures

Aboitiz Equity Ventures is one of the largest conglomerates in Asia, operating in four sectors: consumer goods, utilities, financials, and industrials. Aboitiz's investments are predominantly in banking and financial services. With \$8.1 billion in assets and 4,000 employees, Aboitiz is recognized as one of the best-managed companies in the Philippines.

Business challenge

Aboitiz Group didn't have a proper system in place to track all their CSR activities—their projects and internal processes were managed on paper and spreadsheets. The entire organization was reliant on the IT department for feature implementation, which couldn't perform at the rate of the organization's dynamic needs. Their IT team needed a platform to help them quickly create apps to manage \$300 million of their CSR funds across business units.

Solution

With Zoho Creator, AEV rolled out a full-fledged web and mobile CSR application. The app was a success and is used by all the business heads, finance executives, and program heads at the company. They then went on to deploy over 40 business apps for different needs. Currently, these apps are used by 4,000+ employees.

Results

By the end of 2019, AEV automated 1,000+ transactions and saved over \$670K dollars through the efficiency brought into their application development processes by Zoho Creator. They centralized 50 diverse business units and increased productivity by nearly 50%.

“

To date, we've deployed 46 applications with mobile and web capabilities using Zoho Creator, and when comparing it with other platforms, we realized that we've saved \$670k. Zoho Creator brings agility and speed to digital transformation.

- Jojo Guingao, Chief Digital Officer, AEV

[Read more](#)

Mission Bicycle Company

Founded in 2008 in San Francisco, Mission Bicycle Company is a custom bicycle shop focusing on commuter, adventure, and track bikes. The company epitomizes bike customization, letting customers design their own bikes at the store or their website, and then handmaking the design in the workshop.

Business challenge

Being a popular local business, Mission Bicycle realized their paper-based system was no longer adequate, and needed to streamline their process. The main challenge the company faced was the increasing number of errors in order details and bicycle specifications. Organizing the documents and build sheets was a tricky job on its own.

Solution

Using Zoho Creator, Mission Bicycle built their first order management app. They then went on to extend its functionality to build apps for vendor management, after-sales follow-up, bookkeeping, and more.

Results

Soon, Mission Bicycle experienced a staggering 500% increase in productivity, with 45% of work hours saved every week. They brought down errors in order-taking to 0% and are keeping their customers very happy.

“

The one word I would use to describe our Zoho Creator experience is 'empowering.' I now feel like we have the tools to address any problem we come up against. Our only limit is our imagination.

- Ryan Moskal, Operations Manager, Mission Bicycle Co.

[Read more](#)

MTN

MTN is the eighth largest mobile operator globally, at the forefront of technological and digital changes. They offer voice, data, and digital services, and have over 232.6 million subscribers spread across 24 countries in Africa and the Middle East.

Business challenge

Handling multiple regions, tools, and stakeholders, with each producing separate troves of data, MTN had no control over the inconsistencies in the data they received. The data was gathered in various file formats, naming conventions, and columns. Transforming it into one cohesive data set, for deriving actual insights, took weeks. MTN needed an efficient method for managing their data from purchasing, cash flow, and vendor relationships. They wanted to understand their business performance across regions to make smarter decisions. Simply installing an off-the-shelf procure-to-pay tool wouldn't guarantee better reporting, utilization, or compliance for such a giant enterprise

Solution

Instead, MTN used Zoho Creator's low-code platform to build their own procure-to-pay solution, tailored to suit the company's requirements. Zoho Creator's built-in AI helped with cleaning up, sorting, parsing, and categorizing the data in their spreadsheets. They also set up audit trails and established workflow automation, making the data from their organization truly connected.

Results

Using Zoho Creator's controls and built-in workflows, MTN set up a system that forced users to submit data that met defined criteria and passed validation rules. Thus, the user data collected was smart, harmonized, and ready for analysis, without manual cleaning. MTN gained a centralized space for both technical and non-technical users to gain insights. Stakeholders themselves could log in to the dashboards and see the real-time status of their requests. Clear-cut audit trails helped prevent misuse, hacking, or corruption of information. And automated workflows managed purchase orders, stakeholder follow-ups, and invoice approvals.



We were able to push the data from multiple data sources to our dashboard, and translate it automatically, to help stakeholders better understand what was going on with their P2P data.

- Laila Kakar, Senior Data Analytics Manager, MTN

[Read more](#)

Briotix Health

Briotix Health, established in 1979, is an industry-leading provider of workforce performance optimization solutions. They provide specialized services in industrial sports medicine and office ergonomics. Based in the United States, Briotix Health clients include SMEs and several Fortune 500 companies in over 63 countries.

Business challenge

Briotix Health was making substantial changes to its technology strategy. They had been using off-the-shelf software to run their day-to-day business. However, once they started experiencing rapid growth, they found their solutions to be vastly underperforming and failing to meet their needs.

Briotix Health serves diverse clients, using an assortment of programs. These programs differ in workflow, SLAs, operating parameters, and billing models. Off-the-shelf software couldn't provide a segregated and controlled multitenancy environment. Managing login credentials for over 100 different systems and generating invoices was challenging.

Solution

On Zoho Creator's drag-and-drop interface, Briotix Health was able to build database-backed mobile and web apps faster, without being pulled down by hosting costs, platform maintenance, and security updates. They trained their technology team, who became certified Zoho Creator developers, then consolidated most of their technology platforms onto Zoho Creator.

Results

Briotix Health started from a small proof of concept, and now have more than 10 full-scale commercial products and 200+ production applications built and managed on Zoho Creator—with plans to reach 300 applications. They saved 68.8% by using Creator to build their apps, adding up to savings of over \$300,000! They've now consolidated most of their technology platforms onto Zoho Creator, with more planned in the future.



Every business leader is looking for a solution that'll help them get ahead and solve critical pain points, and Zoho Creator has been the most transformative solution I've encountered in my 20 years of business. It has completely revolutionized the way we think about what we do and how we do it.

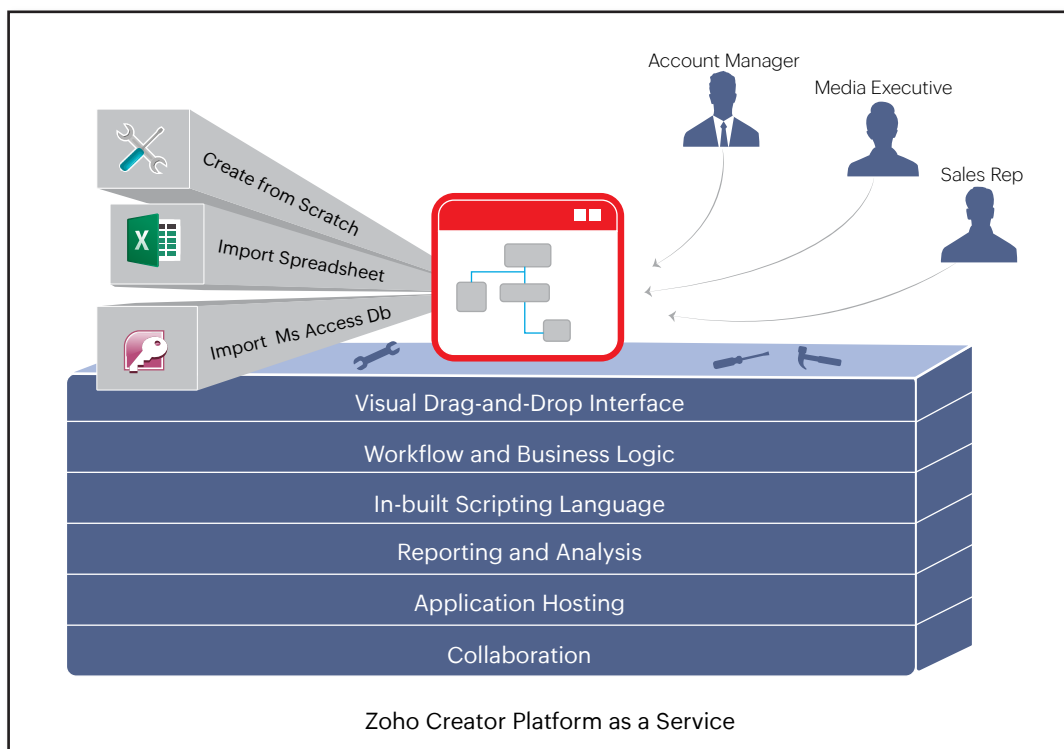
- Shelby Spencer, CTO Briotix Health

[Read more](#)

Enterprise capabilities

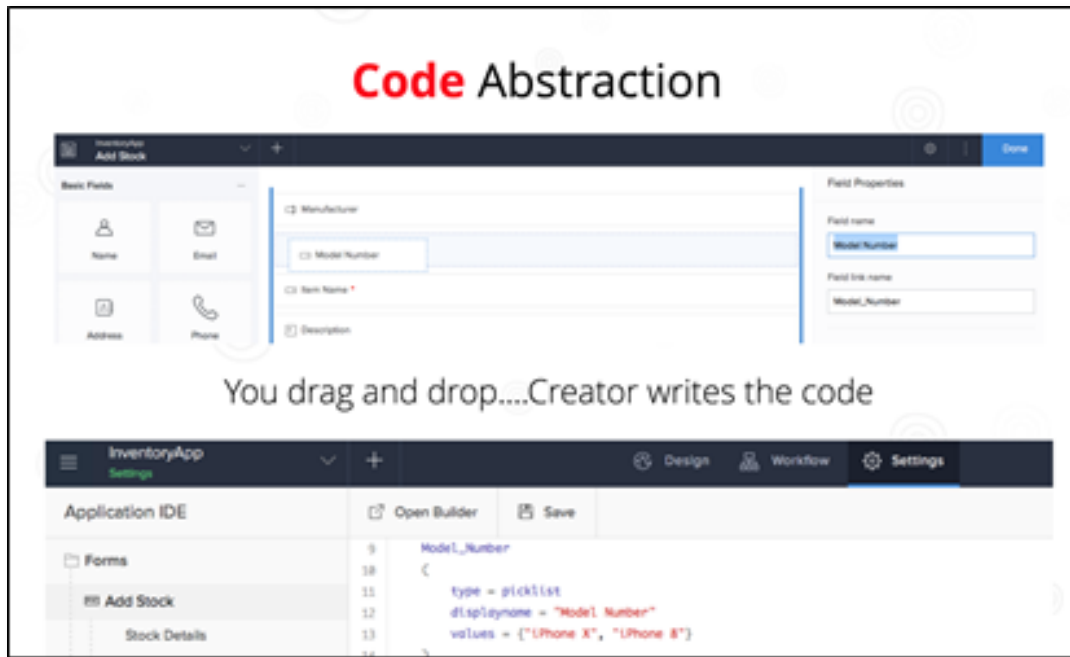
Zoho Creator architecture

Zoho Creator supports both PaaS and on-premise options for deploying applications. Based on the location, the data, and whether it is behind a firewall or in the cloud, either one can be chosen. But both the PaaS and on-premise versions have the flexibility to run your applications seamlessly.



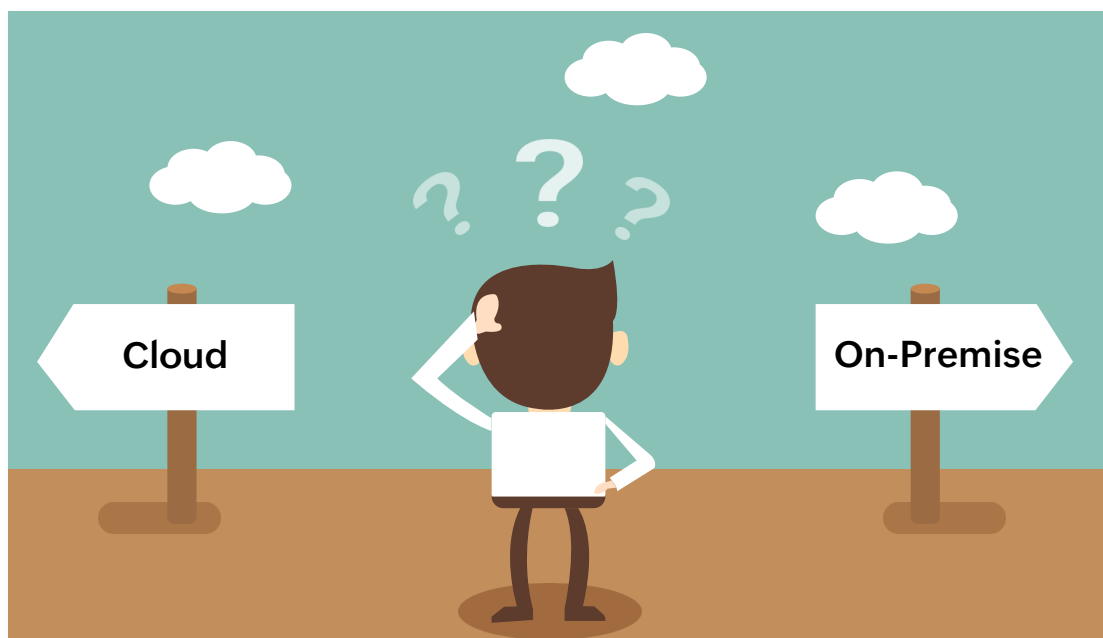
Creator is a scalable and secure platform with end-to-end low-code development tools catering to the entire spectrum, from citizen developers to professional developers to:

- ▶ Create custom web and mobile apps
- ▶ Extend custom app, Zoho app, or third-party app, and
- ▶ Integrate by connecting and exchanging data with any Zoho or third-party app



On-premise architecture

As a low-code platform, Zoho Creator lets you build powerful customized applications and host them on your own servers.



Our platform includes a data bridge that enables connecting to external local on-premise databases, such as MS Access, MySQL, SQL Server, Sybase, PostgreSQL, Oracle, SQLite, DB2, DB2 AS/400, SQLite, FireBird, or any JDBC driver supported database.

Zoho Creator On-Premise helps you:

- Stay compliant with data privacy regulations
- Take ownership of your software
- Gain flexibility with multi-deployment options
- Protect critical data with secure solutions

Sample Use case

When an industry or company (like specific governments or industries) wants their resources or data stored on in-house IT infrastructure, Creator On-Premise provides exactly the solution they're looking for.

Creator development tools

Sandbox

- Zoho Creator Sandbox provides a temporary replica of an application and keeps it isolated from the actual application and its users. You can make changes to applications, review them, and choose which changes to publish to the live application.
- Sandbox is useful when changes need to be tested before going live on a complex application.



Sample Use case

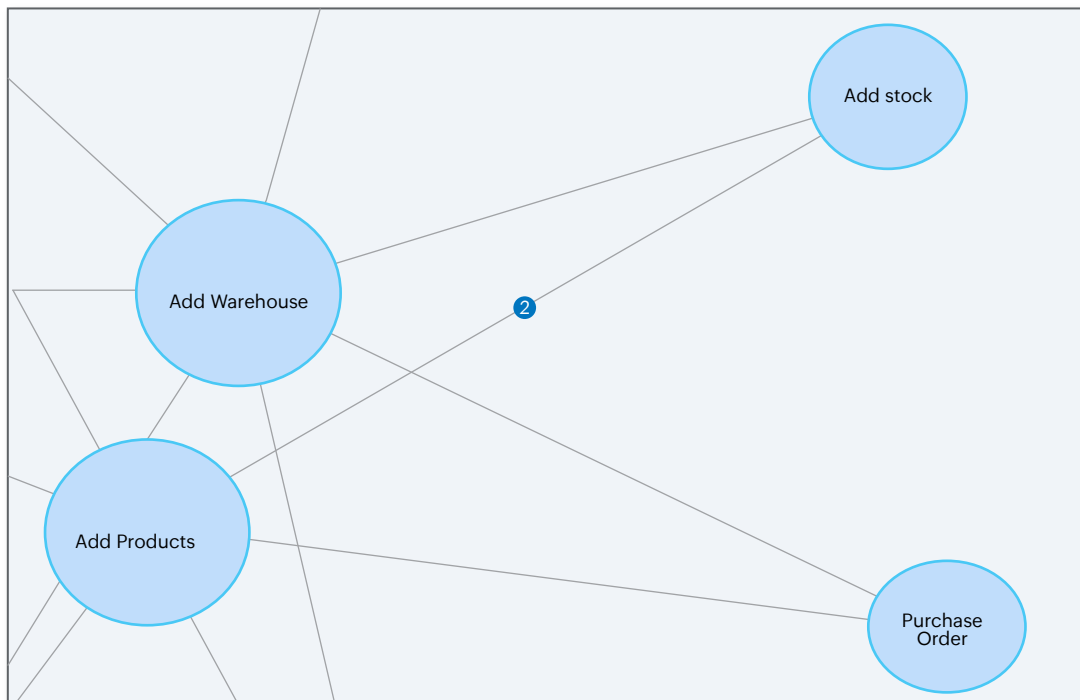
When a company needs to create a new module or make changes to the existing process flow of their current application without effecting the current business or application service, a sandbox serves your developers as a platform for preliminary testing, allowing them to publish the changes at once instead of making gradual changes to the application.

Schema builder

Our schema builder provides you with a holistic view of the forms and logical structure of your application's database. The modules in the application interact via relationships that are visually represented in the scheme builder.



The term relationship here refers to the link that is created while using a lookup or a sub form field to enable one form to access the data stored in another form.



Application IDE

- Creator's application IDE (integrated developer environment) displays the skeletal framework of forms, reports, pages, schedules, and workflows in your application in Deluge
- Click **Settings** to navigate to Application Settings. Then click **Application IDE** under Developer Tools.

Attributes displayed in each component are:

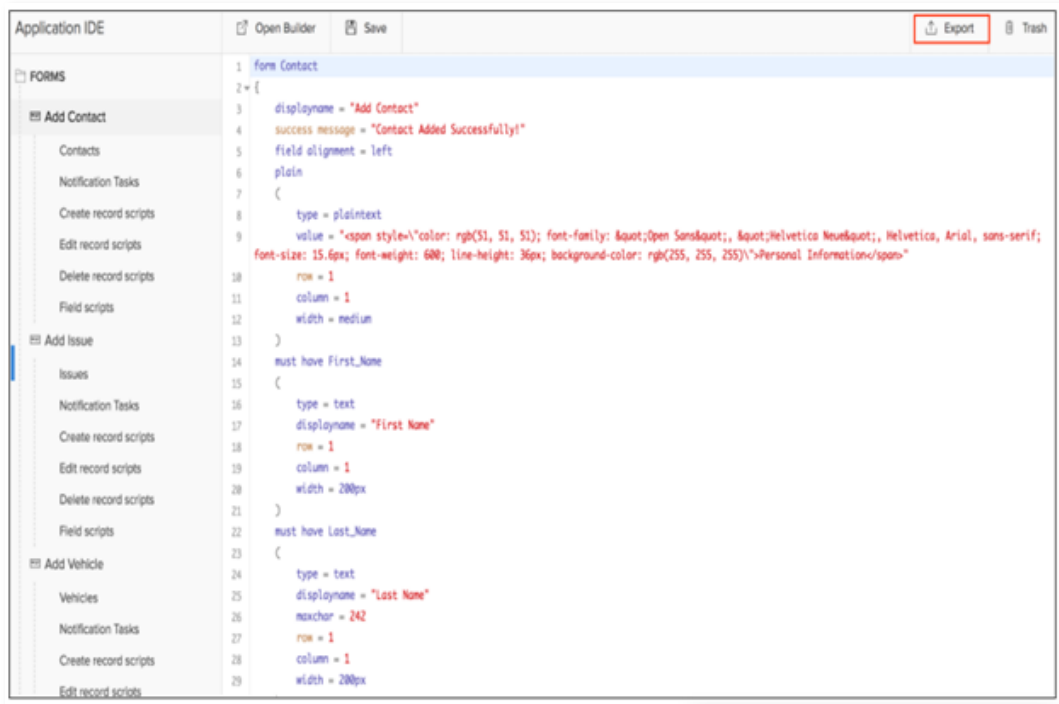
Forms	Reports	Pages	Workflows
Attributes of the form, such as the field type, field name, success message, whether the field is hidden or visible, functions, schedules, and custom scripts, are displayed in Deluge	Attributes of the report, such as the report type, layout type, header options, and more, are all presented in Deluge.	Attributes of the page, such as components, widgets, the display settings, action settings, and more, are displayed in Deluge.	All the schedules and automations configured in your application are displayed using Deluge scripts.

- Users can view the scripts for each component individually and modify them if required. Click the required component under Application IDE to view its back-end script.



Deluge Script (DS) file

- Deluge Script (DS) files store the structure of a Zoho Creator application, which includes forms, fields, reports, pages, Deluge scripts, schedules, sections, and application-level settings in text format.
- Click the **Settings** icon on top, and select **Application IDE** under Developer Tools.
- The DS file of an application can be exported from the application IDE in Application Settings. Inversely, a DS file can be created into an application using the import feature.
- Click the **Export** button on the Application IDE page. Your application's Deluge Script (.ds) file will be downloaded to your device.



Understand logs

- Logs are automatically produced, time-stamped documentation of the history of actions in the application. They are recorded for statistical, security, and debugging purposes. Click **Settings** to navigate to Application Settings and select **Logs** under Developer Tools.
- Application owners can refer to logs to check an application's performance and keep track of actions executed in an application, or in the event of action failure.

Logs
All Success and Failures in this application has been logged here. You can check and correct the failures before it affect your production.

Message	Details	User	Time (GMT 5:30)	Type	
Error in executing "html_snippet" in the page "Invoice"	Invoice → html_snippet	Creator POC Creator POC	21-Oct-2020 14:59	Page	Full log
Error in executing On Create / Edit - On Validate script.	Attendance → On Create / Edit - On Validate	Creator POC Creator POC	21-Oct-2020 14:54	Form Actions	Full log
Error in executing On Create / Edit - On Validate script.	Attendance → On Create / Edit - On Validate	Creator POC Creator POC	21-Oct-2020 14:50	Form Actions	Full log
Error in executing On Create / Edit - On Validate script.	Attendance → On Create / Edit - On Validate	Creator POC Creator POC	21-Oct-2020 14:49	Form Actions	Full log
Error in executing On Create / Edit - On Validate script.	Attendance → On Create / Edit - On Validate	Creator POC Creator POC	21-Oct-2020 14:49	Form Actions	Full log
Error in executing On Create / Edit - On Validate script.	Attendance → On Create / Edit - On Validate	Creator POC Creator POC	21-Oct-2020 14:47	Form Actions	Full log
Error in executing On Create / Edit - On Validate script.	Attendance → On Create / Edit - On Validate	Creator POC Creator POC	21-Oct-2020 14:44	Form Actions	Full log

Mobile platforms

- Zoho Creator is a low-code platform that helps users rapidly create and deploy mobile applications with minimal coding.
- It features an intuitive drag-and-drop interface and extensive customization options with guided scripting, making app development fast, simple, and efficient.
- Supports Android, iOS, and Web apps.

Mobile SDK

- Zoho Creator provides an SDK (software development kit) for both Android and iOS, which will assist you in building a custom Android/iOS app with robust features and functionalities.
- The Zoho Creator SDK enables you to programmatically fetch and edit data within different Zoho Creator modules, such as Forms, Pages, and Reports.
- The Zoho Creator SDK for Android and iOS is available for both users and customers.

Android	iOS
For users • The For Users option gets you the SDK, which will guide you in creating Android apps for users. • You can choose from two different libraries based on your requirements: * Core Library * UI & Core Library	For users • The For Users option gets you the SDK, which will help you create iOS apps for users. • You can choose from two different frameworks based on your requirements: * Core framework * UI & Core framework
For users • The For Customers option gets you the SDK, which will guide you in creating Android apps for customers. • You can choose from two different libraries based on your requirements: * Core Library * UI & Core Library	For users • The For Customers option gets you the SDK, which helps you create iOS apps for customers. • You can choose from two different frameworks based on your requirements: * Core framework * UI & Core framework

Widgets

Widgets are used to extend the capabilities of your Zoho Creator application so that you can perform tasks that cannot be accomplished using the built-in features.



Widgets enable you to:

- Create and customize features that are specific to your app
- Redefine the way your application interacts with your customers
- Take complete control of the front-end design
- Incorporate third-party apps that cater to your Creator app

Privacy and security

Zoho has an operative information security management system (ISMS) in place, which takes into account our security objectives, and the risks and mitigations concerning all interested parties. We employ strict policies and procedures encompassing the security, availability, processing, integrity, and confidentiality of customer data.

Our goal is to continually review and improve our ISMS and security objectives, to ensure we achieve them in the best way possible.

- Scope of privacy: Zoho collects and uses information about website visitors, potential customers, users of Zoho's products and services, and others who contact Zoho through forms or email addresses published on or linked to our websites.

We collect information about you only if we need the information for a legitimate purpose. Zoho will have information about you only if:

- You have provided the information yourself
- Zoho has automatically collected the information (or)
- Zoho has obtained the information from a third party

Zoho Cloud

The Zoho Creator platform handles the complete lifecycle of development and delivery of applications over the web and mobile. You don't need any software to install or servers to buy and maintain.

Zoho hosts your data in best-in-class data centers across the globe. When you sign up for Zoho, you're given the option to choose the country from which you're signing up from. In order to make it easier for you, that field is selected by default based on your IP address. Based on the country chosen there, the corresponding data center is chosen for your account.

Compliance of datacenter co-location facilities	
US	India
Central Washington SOC 1 TYPE II SOC 2 TYPE II HIPAA PCIDSS	Chennai ISO 27001
Dallas SOC 1 TYPE II SOC 2 TYPE II SOC 3	Mumbai ISO 27001 ANSI/TIA ISO 20000-1:2011 SOC1 TYPE II SOC2 TYPE II
Australia	EUROPE
Sydney SOC 1 TYPE II SOC 2 TYPE II ISO 27001	Amsterdam ISO 27001 ISO 22301
Melbourne SOC 1 TYPE II SOC 2 TYPE II ISO 27001	Dublin ISO 9001 ISO 27001
China	
Shanghai ISO 27001 ISO 22301 CNAS	
Beijing ISO 9001 ISO 22301 ISO 27001	

Zoho Creator also enables rapid deployment of business applications with minimal manual programming and minimal upfront investment.

Using a graphical development environment, we enable the platform-independent implementation of business applications, as well as the integration of back-end connectors, business logic, and workflows.

Privacy & security

Zoho's Privacy Policy statement is made by the Zoho Group, consisting of all the entities (collectively, "Zoho", "we", "us," or "our") and is effective as of May 25th, 2018. It applies to our division, Zoho Creator.

Zoho's privacy commitment

This Privacy Policy is divided into three parts:

Part I – Information Zoho collects and controls

This part deals with how Zoho collects and uses information about website visitors, potential customers, users of Zoho's products and services, and others who contact Zoho through forms or email addresses published on or linked to our websites.

Part II – Information that Zoho processes on your behalf

This part deals with how Zoho handles data that you entrust to Zoho when you use our products and services, or when you share any personal or confidential information with us while requesting customer support.

Part III – General

This part deals with topics that are relevant to both Parts I and II, and other general topics, such as Zoho's security commitments and how we will inform you when we change this Privacy Policy.

Key Certificated ISO's

Zoho Creator's is compliant with the below ISO standards:

- ISO/IEC 27001
- ISO/IEC 27701
- ISO/IEC 27017
- ISO/IEC 27018

ISO/IEC 27001 is one of the most widely recognized independent international security standards. This certificate is awarded to organizations that comply with ISO's high global standards. Zoho has earned ISO/IEC 27001:2013 certification for applications, systems, people, technology, and processes.

ISO/IEC 27701 is an extension to the ISO/IEC 27001 and ISO/IEC 27002 standards for privacy management within the context of the organization.

The certification standard is designed to enhance the existing information security management system (ISMS) with additional requirements in order to establish, implement, maintain, and continually improve a Privacy Information Management System (PIMS). This standard enables the organization to demonstrate compliance with the various privacy regulations around the world that are applicable to them.

ISO/IEC 27017 gives guidelines for information security controls applicable to the provision and use of cloud services by providing additional implementation guidance for relevant controls specified in ISO/IEC 27002, and additional controls with implementation guidance that specifically relate to cloud services.

Zoho is certified with ISO/IEC 27017:2015 for information security controls based on ISO/IEC 27002 for cloud services.

ISO/IEC 27018 establishes commonly accepted control objectives, controls, and guidelines for implementing measures on safeguarding the PII that is processed in a public cloud. These controls are an extension of ISO/IEC 27001, ISO/IEC 27002, and ISO/IEC 27018, which provide guidance to organizations concerned about how their cloud providers are handling personally identifiable information (PII).

Privacy

Third-party trackers

At Zoho Creator, we're taking a stance against this adjunct surveillance. When you use Zoho Creator, we don't let surveillance companies track your behavior. As a part of this, we removed all third-party trackers from companies with ad-based business models. This is to guard you from ad companies tracking you without your knowledge.

There are no advertisement providers in our network. Reliance on online ads compromises the trust between the service provider and therefore the customer. At a service level, product teams track the usage of features to supply better service and keep improving our offerings. We are committed to this approach.

What is GDPR compliance?

The European Union (EU)'s General Data Protection Regulation (GDPR) is a regulation that came into effect on May 25th, 2018. It aims to harmonize the data privacy laws across the EU, and (in particular) protect the rights of residents of the EU with regard to the processing of their personal data. It recognizes the data privacy rights of EU residents, and lays down rules relating to the processing of their personal data.

At its core, the GDPR aims to give EU residents full control over their personal data.

Understanding GDPR in relation to Creator

Key roles that GDPR identifies:

Data subject: A resident of the EU from whom, or about whom, data is collected and/or processed

Data controller: The person or organization that defines the purpose and means of collecting and processing data

Data processor: The person or organization that processes the collected data on behalf of the data controller

In this context, the following two scenarios come into play:

1. When you sign up with Zoho and subscribe to Zoho Creator:

- You act as the data subject
- Zoho acts as the data controller

2. When you use Zoho Creator to build an app:

- The persons that you collect data about (the users that you share your app with, for instance) act as the data subjects for that app
- You act as the data controller for all the apps in your workspace
- Zoho acts as the data processor

California privacy law compliance

This Privacy Policy for California residents is an adaptation of the general Privacy Policy for compliance with the California Consumer Privacy Act (CCPA).

This Privacy Policy statement is made by the Zoho Group consisting of all the entities listed here (collectively, "Zoho", "we", "us," or "our") and is effective as of January 1st 2020. It applies to all our divisions: Zoho, ManageEngine, Site24x7, and WebNMS.

Your rights under CCPA

CCPA provides you five rights, of which two are covered as part of the rights listed above. These two are: right to access of personal information and right to request deletion of personal information. The third is the right to opt-out of sale, which is redundant since we promise not to sell or monetize your data in any way. The fourth right available to you under CCPA is the right against discrimination because you exercised the rights available to you, and the fifth is the right to protection against waiver of rights.

You can exercise the rights described above by sending an email to privacy@zohocorp.com or by writing to: Privacy Team, Zoho Corporation, 4141 Hacienda Drive, Pleasanton CA, USA. Only you, or an agent authorized to make a request on your behalf, may make a request related to your personal information.

We cannot respond to your request if, (i) we cannot verify your identity; or (ii) your request lacks sufficient details to help us handle

the request. We endeavor to comply with a request within 45 days of its receipt. If we require more time (up to 90 days), we will inform you, in writing, the reason for the delay.

Any information we provide will only cover the 12-month period preceding the request's receipt. We do not charge a fee to process or respond to your request unless it is excessive, repetitive, or manifestly unfounded. If we determine that the request warrants a fee, we will tell you why we made that decision and provide you with a cost estimate before completing your request.

Note: Make sure that you have logged in to your Zoho account before clicking on the link. You can also drop us an email at legal@zohocorp.com to request a copy of the Data Processing Addendum.

How Zoho handles data, what happens to that data, how it can be deleted

This part deals with how Zoho handles data that you entrust to us when you use our products and services, or when you share any personal or confidential information with us while requesting customer support.

All the information entrusted to Zoho is collectively termed “service data.”

Ownership and control of your service data

We recognize that you own your service data. We provide you complete control of your service data by providing you the power to (i) access your service data, (ii) share your service data through supporting third-party integrations, and (iii) request export or deletion of your service data.

How we use service data

We process your service data once you provide us instructions through the varied modules of our services. For example, once you generate an invoice, information like the name and address of your customer are going to be used to generate the invoice; and once you use our campaign management service for email marketing, the email addresses of the persons on your list are going to be used for sending the emails.

Push notifications

If you have enabled notifications on our desktop and mobile applications, we'll push notifications through a push notification provider, such as the Apple Push Notification Service, Google Cloud Messaging or Windows Push Notification Services. You can manage your push notification preferences or deactivate these notifications by turning off notifications within the application or device settings.

Retention of information

We hold the info in your account as long as you elect to use Zoho Creator. Once you terminate your Creator account, your data will eventually get deleted from active databases during subsequent clean-up that happens once every 6 months. The data deleted from active database are going to be deleted from backups after 3 months.

Right to erasure:

You have the right to request that we delete your personal information in certain circumstances, like when it's not necessary for the aim for which it was originally collected.

When we not have a legitimate reason to process your information, we'll delete or anonymize it from our active databases. We will also securely store the information and isolate it from further processing on backup discs until the deletion is possible.

You can remove old or unwanted records from your database by directly deleting them from the View, by executing a Deluge script, or by using Zoho Creator APIs. Once a record is deleted, you can't retrieve the info it contained.

Who can delete records?

- The application owner
- Shared users, if access permission is provided by the app owner to delete records.

Deleting records from the GUI

You can delete a single record, multiple records, or all records in a view, directly from the Zoho Creator GUI. Just go to **Zoho Creator User Guide > Access the application > Delete Records**.

Deleting records dynamically by writing Deluge script

You can delete records dynamically from the Zoho Creator database using Deluge scripting. The **Delete Record task** in Deluge is used to delete existing records from a form dynamically, based on specified criteria, and is triggered by form and field actions.

Deleting records through Zoho Creator APIs

Zoho Creator APIs allows client applications to delete records in a Zoho Creator application programmatically. You can use the following methods to delete your records:

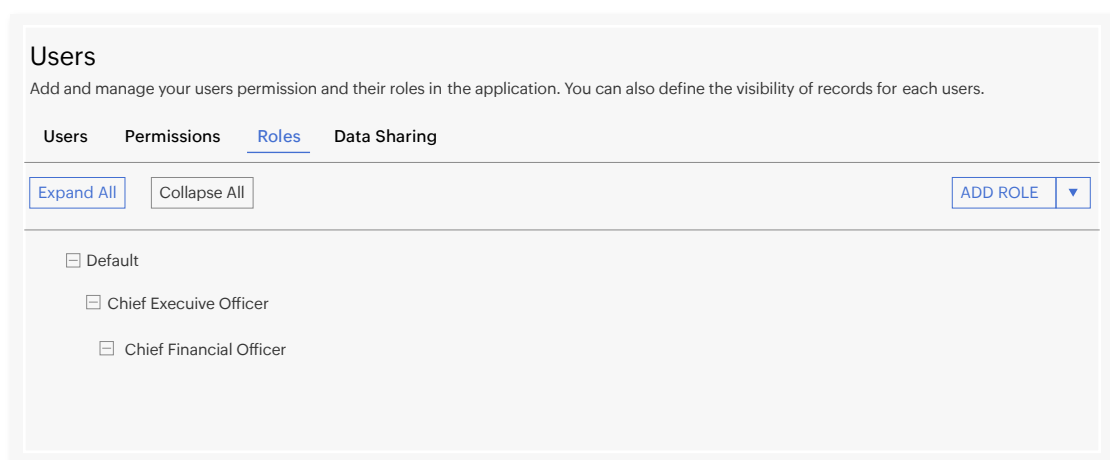
- ▶ Delete Record using Rest API - Post method
- ▶ Delete Record using Rest API - Get method
- ▶ Delete Record using XML RPC
- ▶ Delete Record using CSV RPC

Control user access

Admin users can control and restrict their internal users by setting up permission restrictions under settings.

Ability to add roles in apps

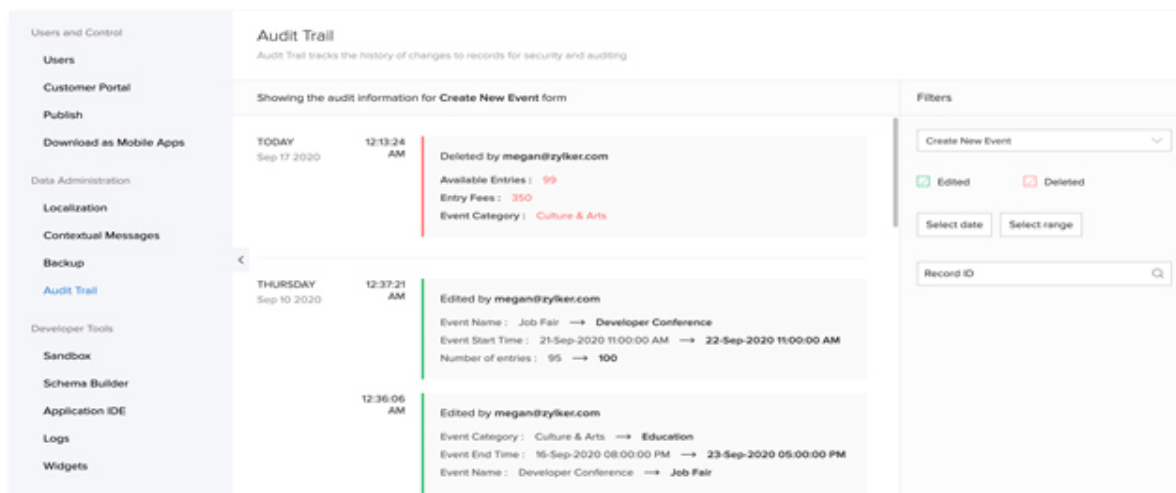
Each organization has different roles to be played in your hierarchy. This feature allows business users to create and assign roles to perform customized actions according to your requirements. Based on the hierarchy reporting and data access, permissions can be predefined and adjusted depending on what you need.



Audit trails

The changes made to a record are often found within the **audit trail option** in the application settings. When a user updates a record with new values or deletes an existing record, the updated or deleted record values are logged with the whole activity log, including the old value, modified value, user who modified or deleted the record, and more.

In short, this feature keeps track of the changes made in your application, as well as when, by whom, and how much of the data has been modified.



SAML

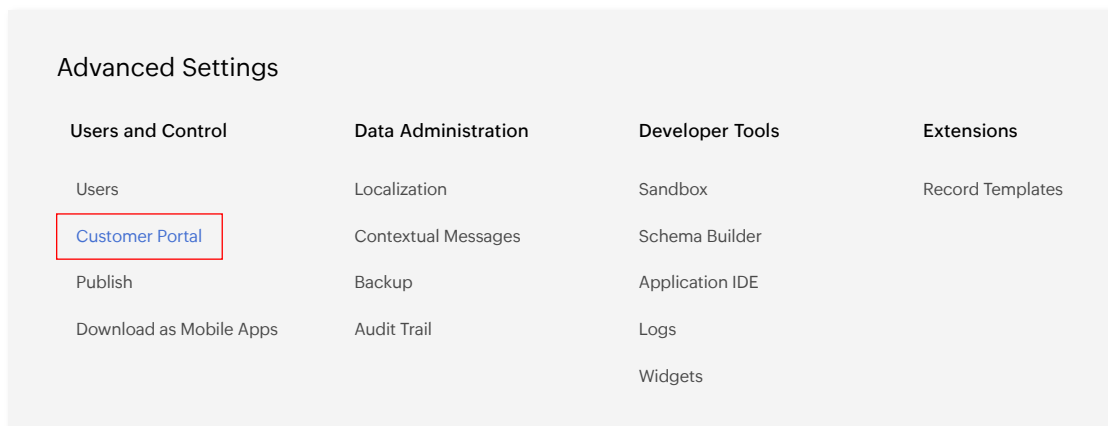
SAML stands for Security Assertion Markup Language. It simplifies federated authentication and authorization processes for users, identity providers, and repair providers. SAML provides an answer to permit your identity and repair providers to exist separately from one another, which centralizes user management and provides better access to SaaS solutions.

How SAML works in Zoho Creator Customer Portals

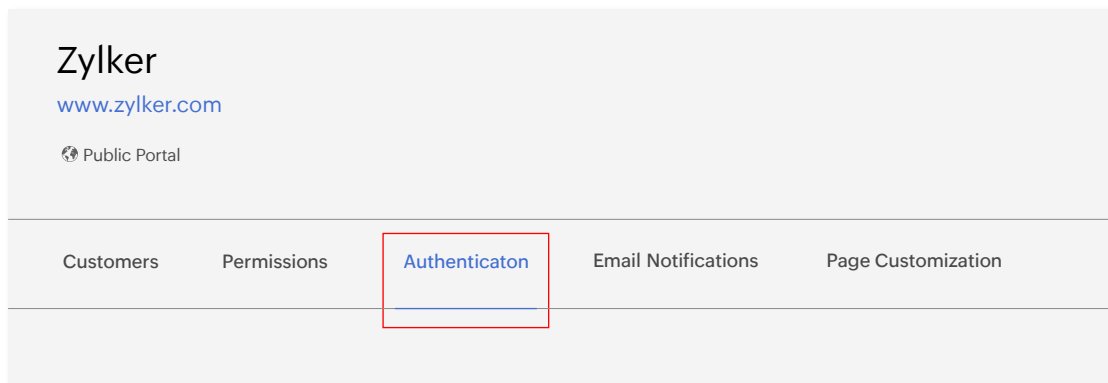
When a customer accesses their portal URL, they'll be redirected to the configured login URL for authentication. The identity provider (IDP) then returns a SAML response specific to the customer after successful validation. The received response is going to be decoded via the configured public key. If the response indicates successful authentication, the customer is then logged in to the portal.

To configure SAML authentication for customer portals:

1. Navigate to the Settings page.
2. Click the Customer Portal option found under Users and Control



3. Click the **Authentication** option on the customer portal page.



4. Click the **SAML** option.

SAML

By Configuring a single sign on framework provided by a third party authentication service provider.

5. Under the SAML Authentication tab, the ACS URL and Entity ID will be displayed. These two values must be copied and used in the SAML provider. The parameters required by Zoho Creator customers for SAML configuration are the Login URL, Logout URL and Public key. These three parameters will be generated by the SAML provider. Copy the values of the three parameters from your SAML provider and paste them in the given fields. The public key can also be saved as a text file and uploaded

SAML Authentication

X

SAML is a framework which help us to achieve Single Sign-On in a secure and easy manner. Learn how to configure SAML in your portal [here](#)

Service Provider Details

ACS URL	<code>https://zylker.localzohocreatorportal.com/accounts/csamlresponse/1001146319</code>
Entity ID	<code>zoho.com</code>

SAML Configurations

Login Url	https://
Logout Url	https://
Public Key	

Configure

Cancel

4. Click **Configure** to complete the process.

Now, if a customer tries to access the customer portal by using the Portal URL they'll be redirected to the Login URL, which has been provided by the SAML provider. The authentication of the customer will be done by the SAML provider and if successful then the customer will be logged in to the customer portal.

SSO

Single sign-on (SSO) is technology which mixes several different application login screens into one. With SSO, a user only has to enter their login credentials (username, password, etc.) on one occasion on one page to access all of their SaaS applications.

Single sign-on (SSO) is secure and easy. It's a centralized login system which can authenticate the customer with just a single set of login credentials.

SSO is a centralized login system which can authenticate the customer with just a single set of login credentials. In Zoho Creator, Customer Portal administrators can simplify password management for their customers using SAML.

Zoho cloud privacy & security

Understanding shared responsibility with Zoho

Zoho takes responsibility for building products that are secure, reliable, and robust. While we maintain the cloud infrastructure, you're liable for securing your data and the settings you configure within Zoho applications.

When you use Zoho, data security and privacy is a shared responsibility between you and us. Here's a model that describes the high-level architecture of our cloud environment, which is software as a service (SaaS), and the associated responsibilities.

We're liable for the protection of the cloud and related controls that run all Zoho services.

Data security

We're liable for traceability and control of your data, such that at any given time, the physical location and processing of knowledge are known.

Availability

We're liable for ensuring that our services are available as per our uptime SLA of 99.9%, by handling hardware/software failures and threats like denial of service attacks.

Business continuity

We're liable for having a business continuity plan in situ for our major operations, like support and infrastructure management.

Network controls

We're liable for operating a secure production network. We use firewalls to stop our network from unauthorized access and undesirable traffic. Access to production networks is strictly controlled.

Host infrastructure

We're liable for protecting and securing the host infrastructure. All the servers provisioned within the production network are hardened, consistent with security standards.

Physical security

We're responsible for making sure that our infrastructure is shielded from unauthorized physical access, intrusion, and disasters.

Security in on-premise solutions

The Zoho Creator Cloud provides convenience and value to end users, by handling the administration of the technology stack as well as core Zoho administrative tasks. While the Zoho Creator Cloud supports secure integration with a customer's own on-premises or cloud systems, for some customers there is a requirement to install Zoho Creator within their own infrastructure. Zoho Creator supports on-premises installations and provides additional security configurations for these, as described below:

- Windows Integrated Authentication
- Network-based security
- Network zones
- Client authentication with SSL certificates
- On-premises security is largely your responsibility, and yours alone. This means constant monitoring and maintenance.

- You get to retain all of your data and remain in control of what happens to it.
- Complete on-premises security includes both physical and network security measures, especially if you need to stay within compliance.
- On-premises allows you to configure your system the way you like it, but this means you need a high level of expertise.
- Separate and sometimes costly security tools are needed to protect each layer of an enterprise.

Security measures and resources are also limited by location.

About Us

At Zoho Creator, we've always worked towards a single purpose—enabling problem solvers of varied technical skills to build business solutions that make a difference.

Equipped with features like a drag-and-drop interface, predictive analysis, and prebuilt integrations, we empower users to build and deploy custom applications 10x faster than conventional methods. Build tailor made solutions from scratch, or choose from our extensive range of prebuilt apps to kickstart your digital transformation.

Contact Us

We'd love to talk! Reach out to us at hello@zohocreator.com



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