



MIDAS
CONCEPT PTE. LTD.

"Zoho Workplace has an intuitive interface
that meets many of our business needs"

**Midas Concept communicates
securely with its growing clientele,
thanks to Zoho Workplace**

COMPANY PROFILE



INDUSTRY

Financial services



INDUSTRY TYPE

B2B



COMPANY SIZE

10-50 employees

MOST USED APPS



Mail



WorkDrive

The Company - Midas Concept

Midas Concept works with businesses to improve their financial eligibility and feasibility in obtaining bank financing. Having started out as a sole proprietor, Midas Concept has grown to a team of 10 and expanded beyond financial services to provide accounting and HR services as well.

The Challenge

Marie Chiang, founder of Midas Concept, was seeking a cost effective email and productivity solution for her rapidly growing company. The sourcing journey was not smooth sailing for Chiang as she was not familiar with the solutions available in the market. Much to Chiang's shock, the initial party who assisted with setting up email accounts for her company was unethically accessing the email content on her server. This was a grave breach of trust for Chiang as she was dealing with sensitive customer information. This spurred her to seek out a solution that would prioritize security and privacy above all else to safeguard her customer data. **"As a professional services firm, the confidentiality of my customers' information is of utmost importance. We strictly adhere to PDPA guidelines and we needed a vendor that was on the same page as us,"** she said.

The Solution

Through a chance meeting Chiang was introduced to Zoho Workplace. **"What got me interested in Zoho was their commitment to privacy. Zoho adheres to GDPR guidelines worldwide, and this set them apart to me,"** she stated.

With Zoho Workplace, Midas Concept can adopt the full Zoho productivity suite as well as their required email solution. **"One of my key concerns was whether I would be able to migrate my email history to the new platform. Fortunately the Zoho Support team really came through for us and our data migration was handled seamlessly. Zoho's support team continued to impress me as they were able to address our implementation challenges very quickly and provide an excellent onboarding experience for my team,"** said Chiang.

Benefits and ROI

Since the adoption of Zoho Workplace, Midas Concept has been able to file and keep track of their customer data on the cloud. With the ability to control access levels to each document, the team is able to work efficiently from anywhere while being assured that their customer data is secure. Even amid trying times, Midas Concept's customer base has increased by more than 10% and their core team has been able to provide seamless service with the assistance of Zoho.

The Zoho Workplace Experience

"Zoho Workplace has an intuitive interface that meets many of our business needs. As email is the primary channel that we use to communicate with our customers, I am very impressed with the functionality of Zoho Mail. Zoho's search function allows us to pull up emails very efficiently, and other functions like the ability to sort and flag emails as well as the direct connection to WorkDrive really improve productivity for my team," noted Ms. Chiang. Midas Concept adopted Zoho Workplace in the midst of the pandemic and it has been a key tool for allowing the team to continue working together, and ensuring minimal disruptions to the quality of service provided to their customers.

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Zoho Workplace is an integrated suite of applications built to enhance office productivity and help teams create, communicate, and collaborate with ease. Workplace scales as you grow, and also comes with mix and match plans to better suit your organization needs.

Contact us:

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Useful links:

- Why Workplace?
- Pricing and plans
- Join our webinars

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<https://www.zoho.com/workplace/contact.html>