



Zoho Reports Competitive Analysis

June 2016



Agenda

Why Are We Here?

Zoho Overview

Zoho Reports Competitive Analysis

Strengths & Weaknesses

Comparison

Conclusions

Why Are We Here?

Take a competitive look at Zoho Reports

Enable Sales, Marketing, and Development to better compete


































Find out what Zoho does well, and does not do well

Recommendations for what we can steal

What Is Zoho?



End-to-End Enterprise Software Suite

<h3>Sales & Marketing</h3> <p>Give your sales team the perfect set of apps to help close more business deals in less time.</p>	<h3>Email & Collaboration</h3> <p>Empower your workforce with apps to collaborate and transform the way they work.</p>	<h3>Business Process</h3> <p>Simplify complex business processes with apps that will make your team's work easier.</p>
<p> CRM</p> <p><small>NEW</small>  MOTIVATOR</p>	<p> MAIL</p> <p><small>NEW</small>  CHAT</p>	<p> CREATOR</p>
<p> SALESIQ</p> <p> SURVEY</p> <p> CAMPAIGNS</p>	<p> DOCS</p> <p> PROJECTS</p> <p> CONNECT</p>	<p><small>NEW</small>  APPCREATOR</p> <p> REPORTS</p> <p> SITE24X7</p>
<p> SITES</p> <p> SOCIAL</p> <p> CONTACT MANAGER</p>	<p> BUGTRACKER</p> <p> MEETING</p> <p> VAULT</p>	
<p> FORMS</p>	<p> SHOWTIME</p>	
<h3>Finance</h3> <p>Solve business accounting challenges using our perfect set of finance apps on the cloud.</p>	<h3>IT & Help Desk</h3> <p>Be right where your customers are with apps to help your business engage with them.</p>	<h3>Human Resources</h3> <p>Focus on your people while our apps automate your human resources processes.</p>
<p> BOOKS</p> <p><small>NEW</small>  INVENTORY</p>	<p> SUPPORT</p>	<p> RECRUIT</p> <p> PEOPLE</p>
<p> INVOICE</p> <p> SUBSCRIPTIONS</p> <p> EXPENSE</p>	<p> SERVICEDESK PLUS</p> <p> MDM</p> <p> ASSIST</p>	



What Is Zoho?

Quick Facts

Founded in 1996

Headquartered in India

US Presence in San Francisco, Boston, & Austin

Privately Held (No Financials)

4,000 Employees indicated on Wikipedia & LinkedIn

Zoho Reports

Connecting To A Datasource



Get more features like Connectors, Re-branding, Scheduled emails, More Rows & Users - Upgrade now!

Zoho Reports Subscription Feedback

Create Reporting Database

Getting Started

Create a reporting database by importing your data from wide variety of sources and create insightful reports & dashboards for informed decision-making.

- Import from Files & Feeds
- Import from Cloud Storage/Drive
- Import from Local Databases
- Import from Zoho Projects
- Import from Google Analytics
- Import from Salesforce CRM
- Import from Zoho BugTracker
- Create Database from Template

My Databases **Shared Databases**

Store Sales Created yesterday

1 - 1 of 1

Zoho Reports



Building Select Statement

Get more features like Connectors, Re-branding, Scheduled emails, More Rows & Users - Upgrade now!

zoho Reports Sales DB

Subscription Feedback

Select/Drag and Drop the Columns

Search Fields

Actual Sales

- Date
- Salesperson Email
- Region
- Sales
- Cost
- Profit

Salesperson Data

- Email
- Name
- Store Location
- Sales Manager
- Monthly Target

Explorer Actual Sales Salesperson Data Sales Trend - 6 months Untitled-1 * x

Untitled-1

View Mode Show/Hide Totals Underlying Data

Pivot Filters (0) User Filters Reset All

Columns: Drop your columns here

Rows: Salesperso... Actual Region Actual

Data: Sales Sum

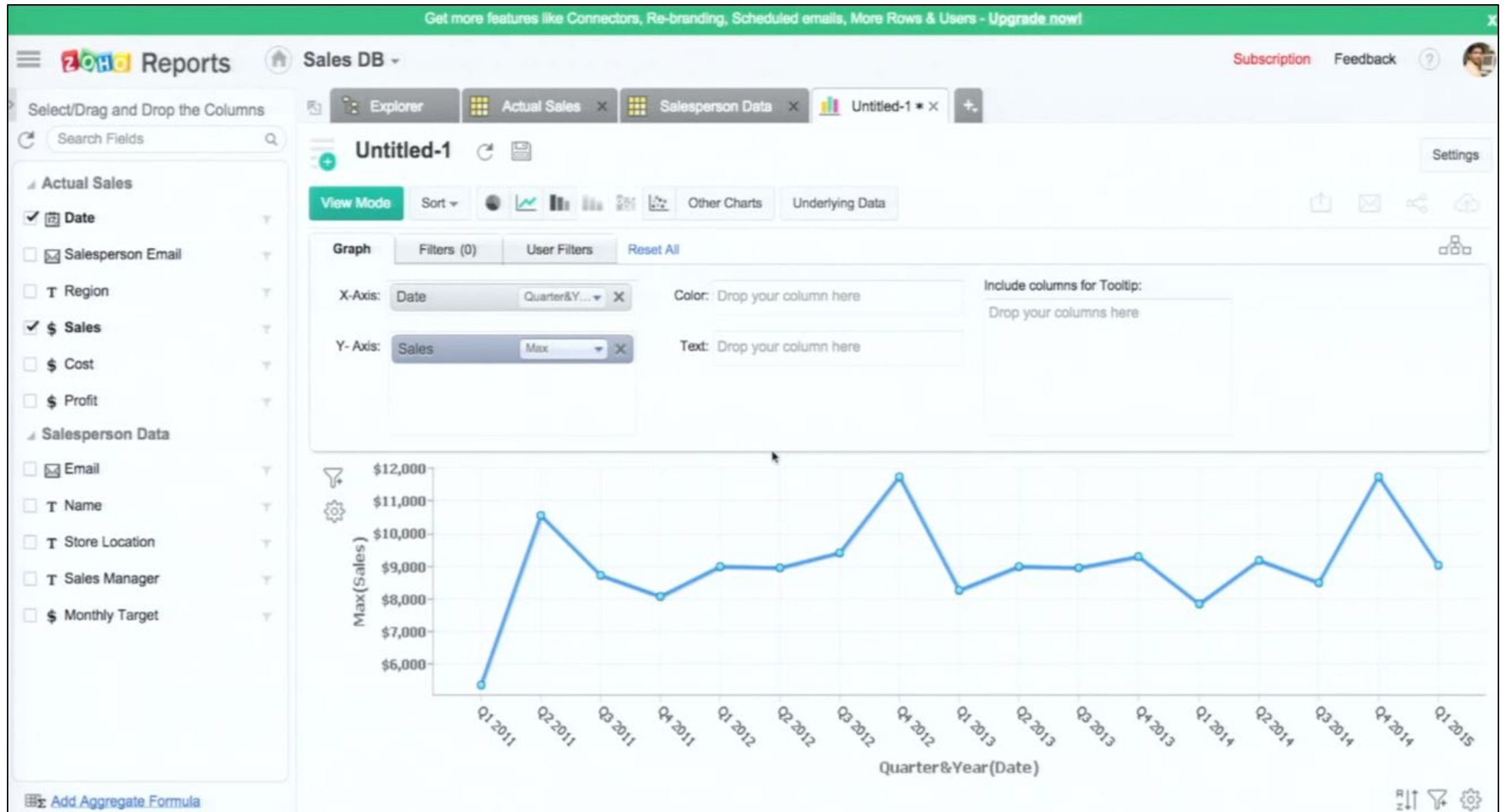
	Salesperson Email ↓	Region ↓	Total Sales
1	alex@acmemart.com	Central	\$49,366.00
2		East	\$59,087.00
3		West	\$48,592.00
	alex@acmemart.com		\$157,045.00
4	caesar@acmemart.com	Central	\$33,153.00
5		East	\$25,142.00
6		West	\$37,494.00
	caesar@acmemart.com		\$95,789.00
7	cale@acmemart.com	Central	\$9,716.00
8		East	\$64,177.00
9		West	\$29,476.00
	cale@acmemart.com		\$103,369.00

Add Aggregate Formula

Zoho Reports



Drag-n-Drop Table/Chart/Graph/Dashboard Builder



Zoho Reports

Modular, Tabular Design



Get more features like Connectors, Re-branding, Scheduled emails, More Rows & Users - Upgrade now!

Reports Sales DB - Subscription Feedback

Explorer Actual Sales x Salesperson Data x Sales Trend - 6 months x Sales Trend Pivot x New Dashboard * x

Search Tables/Reports

Tables & Reports

- Actual Sales
- Sales Trend - 6 months
- Sales Trend Pivot
- Salesperson Data

New Dashboard

View Mode Add Widget Add Text Add Image

Sales Trend - 6 months

Quarter&Year(Date)	Sum(Sales)
Q1 2015	\$27,500

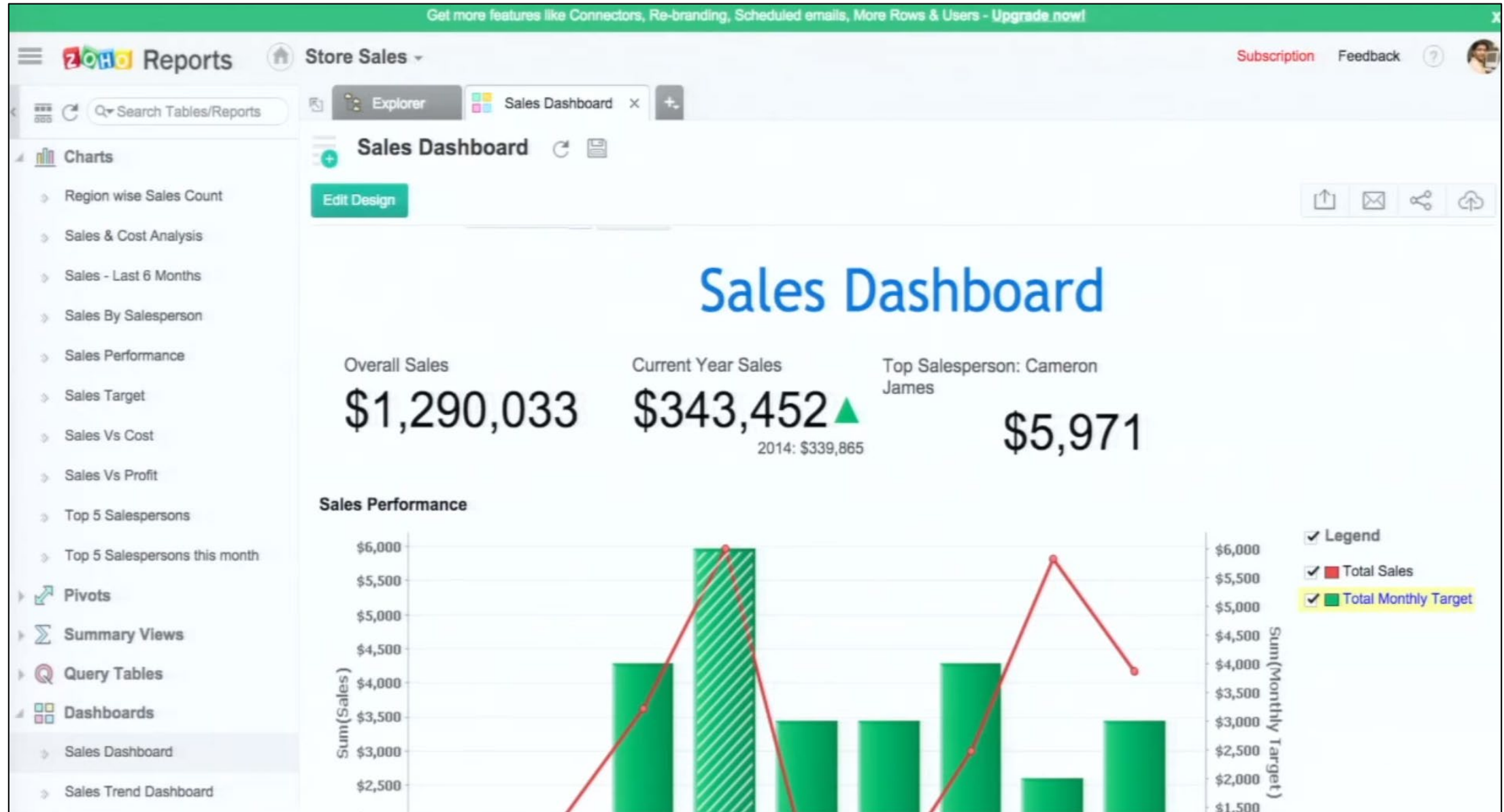
Sales Trend Pivot

	Salesperson Email ↓	Region ↓	Total Sales
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7	cale@acmemart.com	Central	\$9,716.00
8		East	\$64,177.00
9		West	\$29,476.00
	cale@acmemart.com		\$103,369.00
10	cameron@acmemart.com	Central	\$24,225.00
11		East	\$54,043.00
12		West	\$49,685.00
	cameron@acmemart.com		\$127,953.00

Zoho Reports



Finished Product – Export to XLS, CSV, or PDF



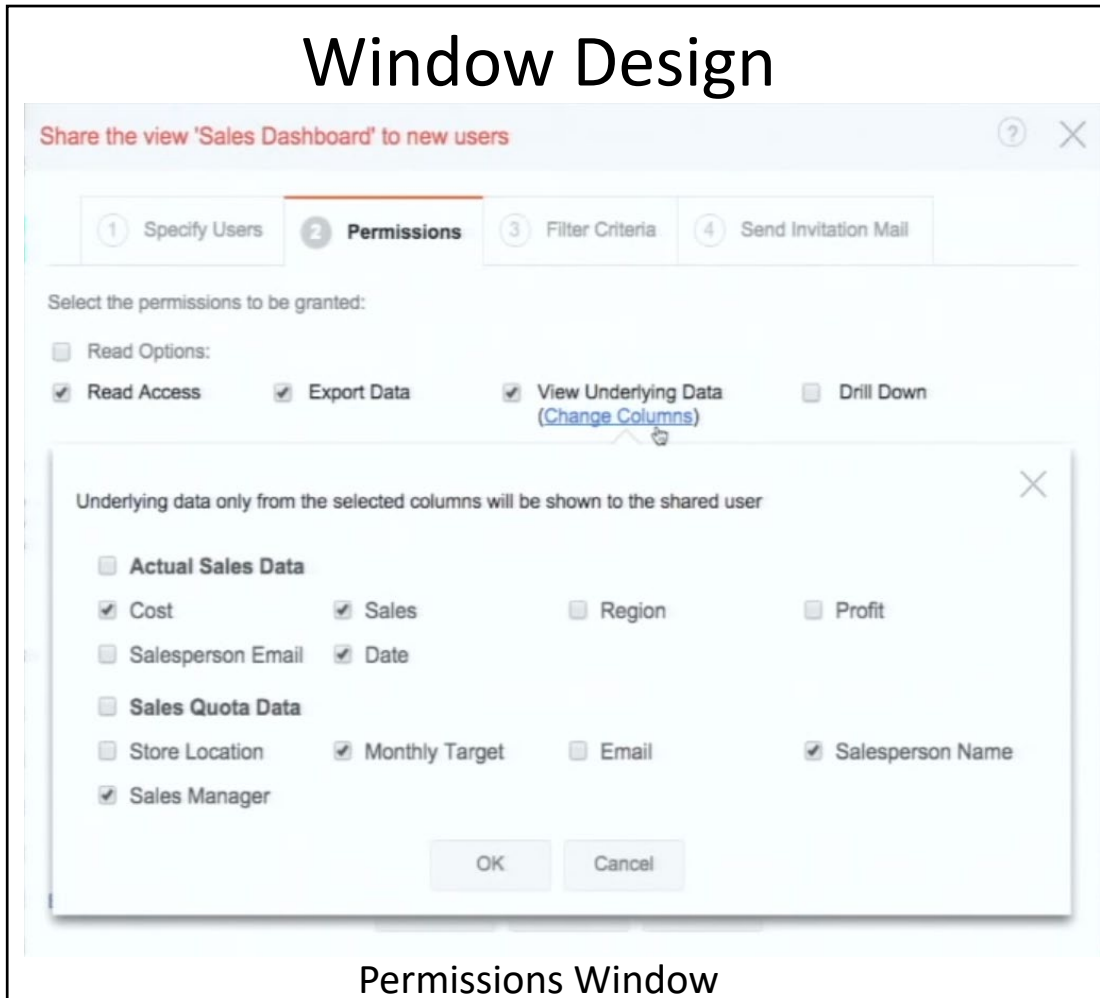
Zoho Reports

What do they do well?

Tabular Design

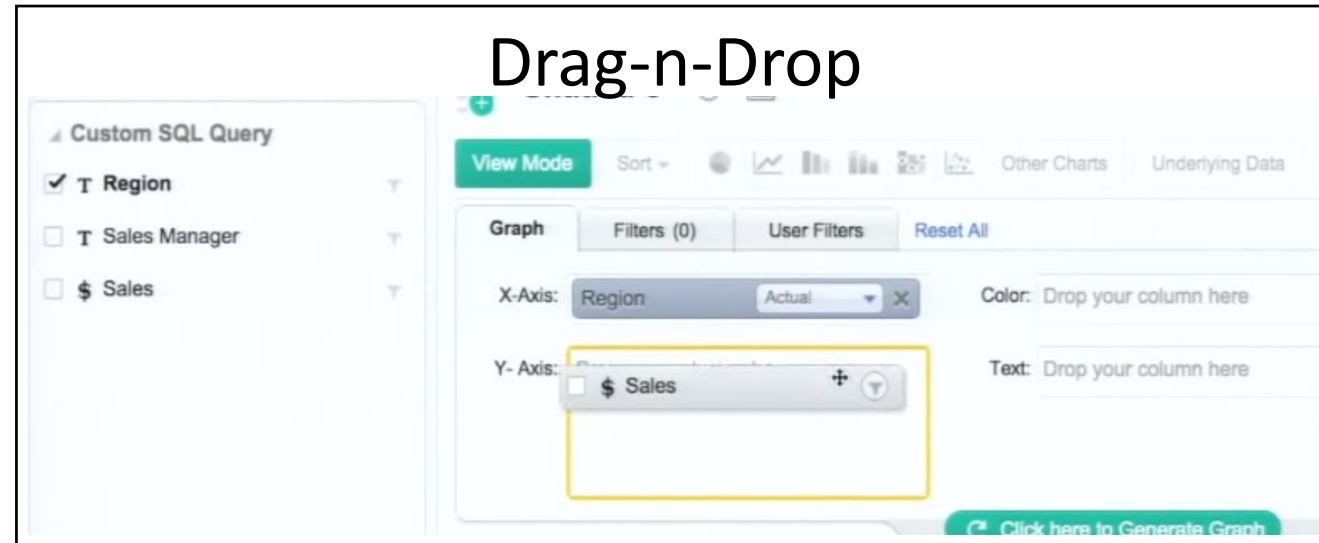


Window Design

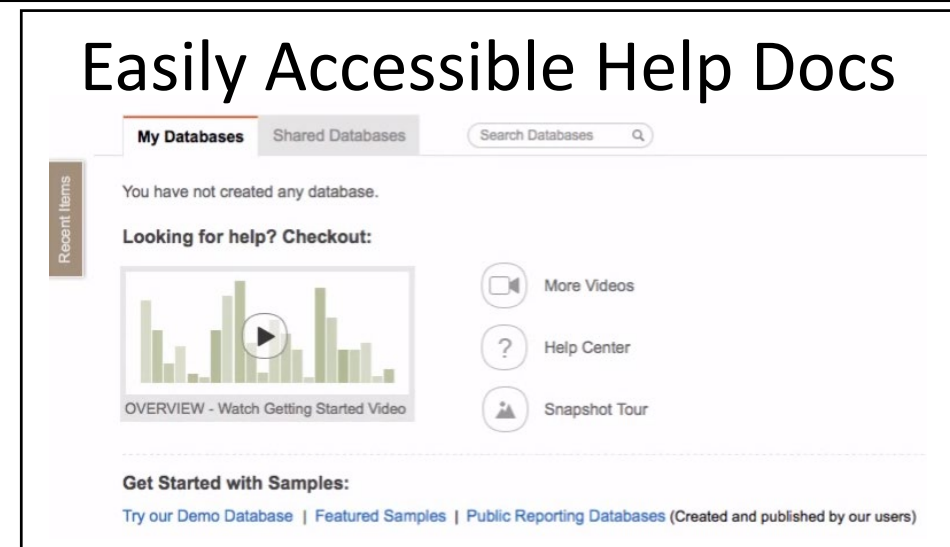


Permissions Window

Drag-n-Drop



Easily Accessible Help Docs



Zoho Reports Pricing



		FREE	STANDARD	MOST POPULAR PROFESSIONAL	PROFESSIONAL+	ENTERPRISE
		GET STARTED NOW	TRY NOW	TRY NOW	TRY NOW	TRY NOW
MONTHLY	?	\$0	\$50	\$90	\$140	\$495
Users	?	2 users	5 users	10 users	20 users	50 users
Records/Rows	?	100,000 rows	500,000 rows	1 Million rows	2 Million rows	25 Million rows
Reports & Dashboards	?	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Databases	?	5	Unlimited	Unlimited	Unlimited	Unlimited
Query Tables	?	3	Unlimited	Unlimited	Unlimited	Unlimited
Scheduled Imports	?	3	Unlimited	Unlimited	Unlimited	Unlimited
Scheduled Emails	?	-	10	20	40	100
API Units	?	1,000/day	10,000/day	25,000/day	50,000/day	100,000/day
Extra Users	?	\$10 / user / month	\$8 / user / month	\$8 / user / month	\$8 / user / month	\$6 / user / month

Add Ons	
500K rows	\$40 / month
1 Million rows	\$60 / month
2 Million rows	\$80 / month
5 Million rows	\$125 / month
10 Million rows	\$200 / month

Zoho Reports Pricing

For Comparison...



		FREE	STANDARD	MOST POPULAR PROFESSIONAL	PROFESSIONAL+	ENTERPRISE
		GET STARTED NOW	TRY NOW	TRY NOW	TRY NOW	TRY NOW
MONTHLY	?	\$0	\$50	\$90	\$140	\$495
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Zoho Reports Exceeds Cost of 1 AutoTag* in:

2 Years Enterprise, 7 Years Professional+, 11 Years Professional

3,333 Rows in Northwind Database, AutoTag Error Rows in AdventureWorks

Support included at no cost

*Assumes only base package cost

Zoho Reports Strengths & Weaknesses

Strengths

Go-to company for Reports *and much more*

Web, SAAS Product

Small upfront cost, OS and browser agnostic, collaborative, no lock-in

Supports cloud hosted data sources

Features an API

Weaknesses

Not a true Reporting product, more BI

No Doc Gen, No Mail Merge

No Dedicated Engines, Limited

Number of API Calls

Some US companies are wary of international products

Cost eventually surpasses cost of

Windward Enterprise solutions

Zoho Company Ratings



Salesforce Automation 2015



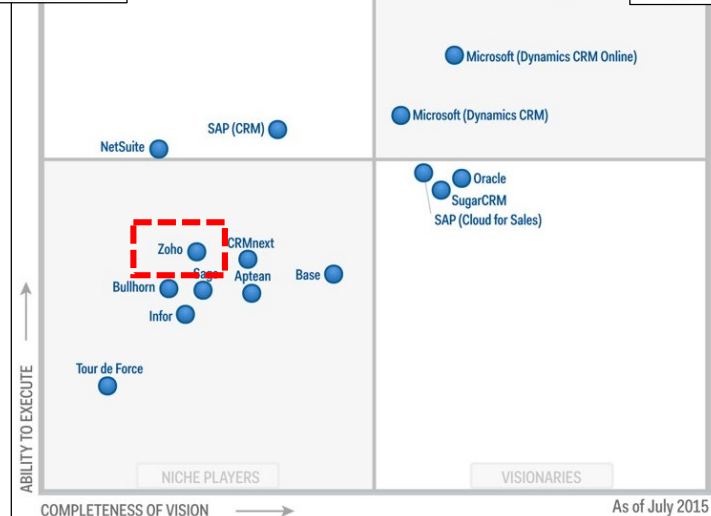
PAAS 2015



CRM Lead Management 2015



Sales Performance Management 2015





Zoho VS Windward

Company & Product Comparison

4,000 Employees

HQ in India; Offices in San Fran,
Boston, & Austin

Lots of Targeted Solutions

Web SAAS Reporting Platform

More of a BI Product

Modular Template Design

Limited Export Options

Cheap (at least initially)

30 Employees

HQ in Beautiful Boulder!

1 Targeted Solution

Desktop Reporting Platform (for now)

Reporting Product

Free-Form Template Design

Full Array of Export Options

Expensive (at least initially)

Conclusions

Zoho offers a very broad range of Enterprise web apps

They have a shotgun, we have a sniper rifle

Reporting Product is more of a BI Product

No Free-Form Design, No Doc Gen, No Mail Merge

They are *cheap*, great for startups and small businesses

Low initial monthly cost, exceeds our cost if the company grows