

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

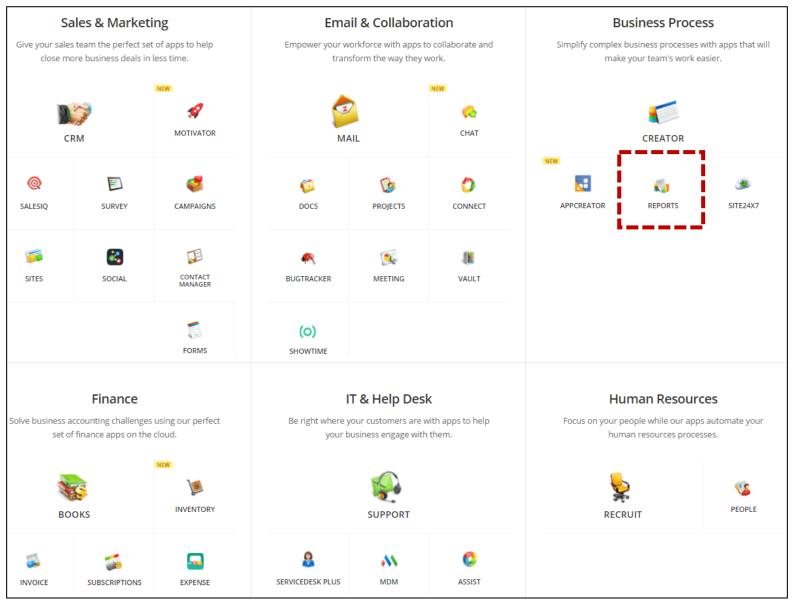
Enable Sales, Marketing, and Development to better compete

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







What Is Zoho?

Quick Facts

Founded in 1996

Headquartered in India

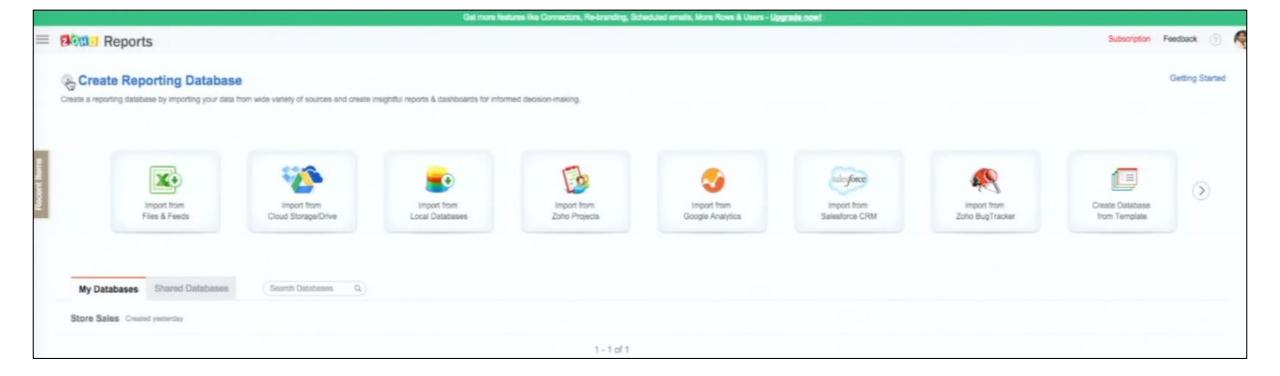
US Presence in San Francisco, Boston, & Austin

Privately Held (No Financials)

4,000 Employees indicated on Wikipedia & LinkedIn

Zoho Reports Connecting To A Datasource







Datasource View

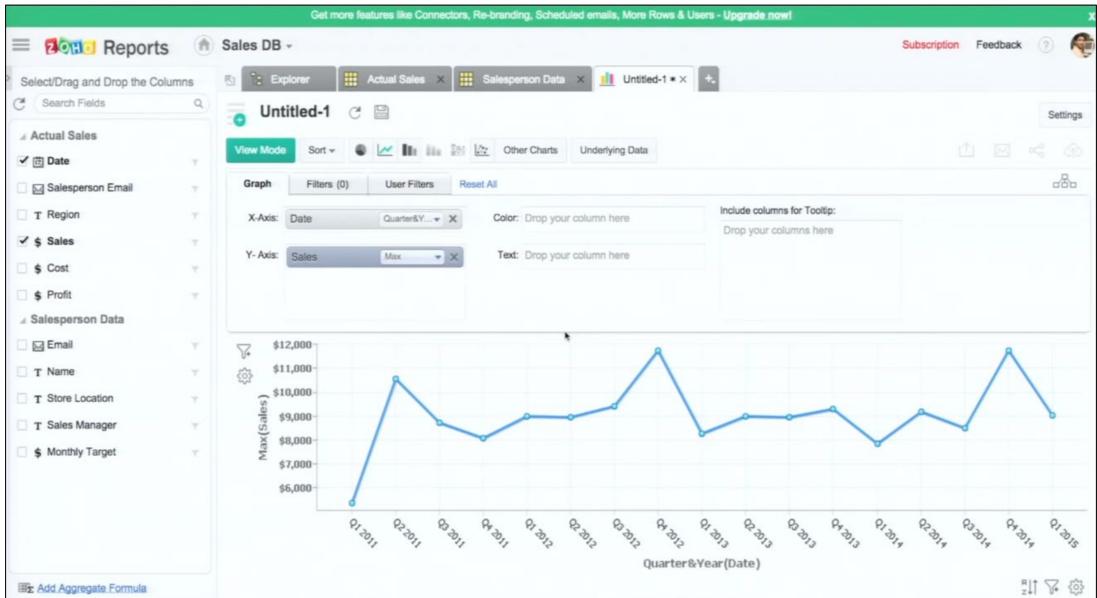
Reports	Sales DB -							Subscription Feedback 🧿
🖰 🧭 (Q= Search Tables/Reports	🐮 🕃 Explorer 🧧	Untilled-1 ×						
Tables & Reports 🔘 🛛 +	Untitled-1	: E						[나] import -
Untibed-1	Edit Design Filter -	Sort = Add = Delete =	Column Properties +	More Actions +	Search	۹)		1 🖂 端 🎕
	Date Date	Salesperson Email	T Region	\$ Sales	5	Cost \$	Profit	
	1 Mar 02, 2011	nicole@acmemart.com	West		\$1,682.00	\$200.00	\$1,482.00	
	2 Mar 04, 2011	peter@acmemart.com	East		\$272.00	\$15.00	\$257.00	
	3 Mar 07, 2011	cameron@acmemart.com	West		\$2,970.00	\$1,636.00	\$1,334.00	
	4 Mar 09, 2011	gary@acmemart.com	East		\$190.00	\$91.00	\$99.00	
	5 Mar 12, 2011	camila@acmemart.com	West		\$5,343.00	\$1,930.00	\$3,413.00	
	6 Mar 14, 2011	nicole@acmemart.com			\$45.00	\$13.00	\$32.00	
	7 Mar 16, 2011	nancie@acmemart.com			\$2,975.00	\$986.00	\$1,989.00	
	8 Mar 18, 2011		East k		\$455.00	\$196.00	\$259.00	
	9 Mar 19, 2011	camila@acmemart.com			\$3,928.00	\$1,387.00	\$2,541.00	
	10 Mar 21, 2011	alex@acmemart.com	West		\$410.00	\$41.00	\$369.00	
	11 Mar 23, 2011	alex@acmemart.com	East		\$28.00	\$10.00	\$18.00	
	12 Mar 24, 2011		East		\$956.00	\$573.00	\$383.00	
	13 Mar 25, 2011	nicole@acmemart.com	East		\$226.00	\$100.00	\$126.00	
	14 Mar 25, 2011	alex@acmemart.com	West		\$37.00	\$0.00	\$37.00	
	15 Mar 26, 2011	gary@acmemart.com	West		\$1,816.00	\$625.00	\$1,191.00	
	16 Mar 27, 2011	and the second sec	West		\$2,381.00	\$635.00	\$1,746.00	
	17 Mar 28, 2011	alex@acmemart.com	West		\$518.00	\$173.00	\$345.00	
	18 Mar 29, 2011		East		\$928.00	\$259.00	\$669.00	
	19 Mar 30, 2011	alex@acmemart.com	West		\$121.00	\$5.00	\$116.00	
	20 Apr 01, 2011	gary@acmemart.com	West		\$236.00	\$84.00	\$152.00	
	21 Apr 04, 2011	cameron@acmemart.com			\$70.00	\$14.00	\$56.00	
	22 Apr 05, 2011				\$57.00	\$0.00	\$57.00	
	23 Apr 07, 2011	peter@acmemart.com	West		\$120.00	\$35.00	\$85.00	
	24 Apr 08, 2011	alex@acmemart.com	East		\$29.00		\$23.00	
			West.			\$6.00		
	25 Apr 11, 2011		West		\$230.00	\$92.00	\$138.00	
	26 Apr 12, 2011	camilagecmemar.com			\$1,698.00	\$503.00	\$1,195.00	
	27 Apr 13, 2011		East		\$39.00	\$9.00	\$30.00	
	28 Apr 14, 2011	cale@acmemart.com	West		\$978.00	\$346.00	\$630.00	
	29 Apr 18, 2011		West		\$470.00	\$255.00	\$215.00	
	30 Apr 19, 2011	cameron@acmemart.com			\$1,869.00	\$253.00	\$1,616.00	
	31 Apr 21, 2011	cale@acmemart.com	Central		\$116.00	\$43.00	\$73.00	
	32 Apr 22, 2011	nancie@acmemart.com			\$165.00	\$81.00	\$84.00	
	33 Apr 23, 2011	caesar@acmemart.com			\$2,867.00	\$392.00	\$2,475.00	
	34 Apr 24, 2011	cale@acmemart.com	East		\$76.00	\$26.00	\$50.00	
	35 Apr 26, 2011	gary@acmemart.com	East	5	10,552.00	\$786.00	\$9,766.00	🗸 Rows: 755 3

Building Select Statement

			Get more featu	res like Connec	ctors, Re-brandin	g, Scheduled emails, Mor	e Rows & Users - Upgrade now!			3
= 💈 Reports	s 🗎 s	Sales DB -						Subscription	Feedback	0 🭕
Select/Drag and Drop the Co	lumns	S Explo	rer 🛛 🏭 Ac	tual Sales 🛛 🗙	Salesper	son Data 🗙 👖 Sale	es Trend - 6 months 🗙 🛃 Untitled-1 🕶 🕂			
C Search Fields	٩	O Untitl	led-1 C							Settings
Actual Sales										
Date	τ.	View Mode	Show/Hide Totals	s * Underly	ing Data					
Salesperson Email	-	Pivot	Filters (0)	User Filters	Reset All					-2-
✓ T Region	τ.	Columns:			Rows:		Data:			
✓ \$ Sales	-	Drop your	columns here		Salesperso	Actual 👻 🗙	Sales Sum - X			
	Y				Region	Actual 👻 🗙				
Gost Scost	Ŧ									
Service Servic	Ŧ									
A Salesperson Data										
Email	τ.	Sales	person Email 🕹	Regi	ion ↓	Total Sales				
		1 alex@ac	cmemart.com	Central		\$49,366.00				
T Name	T	alexiedan				4 1				
	T T	2		East		\$59,087.00				
T Name	Ŧ	2 3		East West		\$59,087.00 \$48,592.00				
T Store Location		2 3	cmemart.com			\$59,087.00	•			
T Store Location	Ŧ	2 3 alex@ad		West Central		\$59,087.00 \$48,592.00 \$157,045.00 \$33,153.00	•			
T Store Location	T T	2 3 alex@ad 4 caesar@ 5	cmemart.com	West Central East		\$59,087.00 \$48,592.00 \$157,045.00 \$33,153.00 \$25,142.00	•			
T Store Location	T T	2 3 alex@ad 4 caesar@ 5 6	cmemart.com @acmemart.com	West Central		\$59,087.00 \$48,592.00 \$157,045.00 \$33,153.00 \$25,142.00 \$37,494.00	•			
T Store Location	T T	2 3 alex@ad 4 5 6 caesar@ 5	cmemart.com gacmemart.com gacmemart.com	West Central East West		\$59,087.00 \$48,592.00 \$157,045.00 \$33,153.00 \$25,142.00 \$37,494.00 \$95,789.00	*			
T Store Location	T T	2 3 4 4 5 6 7 7 2 2 8 7 7 2 2 8 7 2 2 8 7 2 2 8 8 7 2 2 8 8 8 8	cmemart.com @acmemart.com	West Central East West Central		\$59,087.00 \$48,592.00 \$157,045.00 \$33,153.00 \$25,142.00 \$37,494.00 \$95,789.00 \$9,716.00	•			
T Store Location	T T	2 3 alex@ad 4 5 6 caesar@ 5	cmemart.com gacmemart.com gacmemart.com	West Central East West		\$59,087.00 \$48,592.00 \$157,045.00 \$33,153.00 \$25,142.00 \$37,494.00 \$95,789.00	*			



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





Modular, Tabular Design

Reports	(1)	Sales DB -						Subscriptio	Feedback
C Q-Search Tables/Repo	rts	🖄 🕻 🖹 Explore	Actual Sales	s 🗙 🔛 Sale	esperson Data 🗙 🗍 🚹 Sale	es Trend	I-6 months 🗙 📝 Zales	s Trend Pivot 🗙 🚼 Ne	w Dashboard * X
Tables & Reports 🔘		New Das	shboard C 🗎						
Actual Sales	=	View Mode	Add Widget T Add T	ext 🔝 Add Im	nage				
Sales Trend - 6 months	III	Sales Trend - 6	months		C ♥ ⊡ 前	Sale	es Trend Pivot		
Sales Trend Pivot	III						Salesperson Email +	Region 4	Total Sales
	144	\$27,500				1	alex@acmemart.com	Central	\$49,366.0
Salesperson Data	=	\$25,000				2		East	\$59,087.0
		\$22,500				3		West	\$48,592.0
							alex@acmemart.com		\$157,045.0
		\$20,000				4	caesar@acmemart.com	Central	\$33,153.0
		G \$17,500				5		East	\$25,142.0
		(s \$17,500 ອາຍຸຽງ ແຮງ ແຮງ				6		West	\$37,494.0
) mg \$12,500					caesar@acmemart.com		\$95,789.0
		G \$12,500				7	cale@acmemart.com	Central	\$9,716.0
		\$10,000				8		East	\$64,177.0
		\$7,500				9		West	\$29,476.0
		\$5,000			+		cale@acmemart.com		\$103,369.0
						10	cameron@acmemart.com	Central	\$24,225.0
		\$2,500				11		East	\$54,043.0
		\$0		Q1 2015		12		West	\$49,685.0
			Qua	arter&Year(Da	ate)		cameron@acmemart.com		\$127,953.0
									*** ***



Finished Product – Export to XLS, CSV, or PDF

		Get more features	like Connectors, Re-branding, Scheduled emails, More Ro	ows & Users - Upgrade now!					x
=	Reports	Store Sales -			Subscrip	tion F	eedback	(?)	Ą
*	C Q- Search Tables/Reports	S Explorer	Dashboard × +						
4 <u>dî</u>	Charts	Sales Dashboard	C						
	Region wise Sales Count	Edit Design				$[\uparrow]$	\square	8	Ð
э	Sales & Cost Analysis								
5	Sales - Last 6 Months		Sales Da	shboard					
>	Sales By Salesperson		Jaies Da	Should					
э	Sales Performance	Overall Sales	Current Year Sales To	p Salesperson: Cameron					
5	Sales Target	\$1,290,03	33 \$343,452 🔺 📲	mes					
	Sales Vs Cost	ψ1,200,00	2014: \$339,865	\$5,971					
ъ	Sales Vs Profit								
\$	Top 5 Salespersons	Sales Performance							
5	Top 5 Salespersons this month	\$6,000		8	\$6,000	✓ Le			
× 🖉	Pivots	\$5,500		\wedge	\$5,500		Total Sale: Total Mont		get
×Σ	Summary Views	\$5,000			\$4,500				
R	Query Tables	\$4,500 \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$			\$4,000				
- 88	Dashboards	(s) \$4,000 (s) \$3,500 (s) \$3,500 (s) \$3,000			\$3,500 onthly \$3,000 y				
	Sales Dashboard	5, \$3,000			\$2,500 ar				
>	Sales Trend Dashboard	\$2,500			\$2,000				

ZOHO

What do they do well?

	Tabular Design
= 💈 Reports 👘	Store Sales -
C Q+ Search Tables/Reports	S R Explorer Sales - Last 6 Months × Sales Target × Actual Sales Data × +.

Window Design	Drag-n-Drop
Share the view 'Sales Dashboard' to new users	Custom SQL Query View Mode Sort Other Charts Underlying Data
1 Specify Users 2 Permissions 3 Filter Criteria 4 Send Invitation Mail	T Sales Manager Graph Filters (0) User Filters Reset All
Select the permissions to be granted:	Sales T X-Axis: Region Actual X Color: Drop your column here
 Read Options: Read Access Score Export Data View Underlying Data Drill Down (Change Columns) 	Y- Axis: Sales Text: Drop your column here
Underlying data only from the selected columns will be shown to the shared user \times	C Click here to Generate Graph
Actual Sales Data Cost Sales Salesperson Email Date	Easily Accessible Help Docs
 Sales Quota Data Store Location Monthly Target Email Sales person Name 	You have not created any database. Looking for help? Checkout:
OK Cancel	More Videos Pelp Center
Permissions Window	OVERVIEW - Watch Getting Started Video
	Get Started with Samples: Try our Demo Database Featured Samples Public Reporting Databases (Created and published by our users)

Zoho Reports Pricing



\$40 / month

\$60 / month

\$80 / month

\$125 / month

\$200 / month

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

10 Million rows

20H0

Zoho Reports Pricing

For Comparison...

				MOST POPULAR		
		FREE	STANDARD	PROFESSIONAL	PROFESSIONAL+	ENTERPRISE
		GET STARTED NOW	TRY NOW	TRY NOW	TRY NOW	TRY NOW
MONTHLY	8	\$0	\$50	\$90	\$140	\$495
Users	0	2 users	5 users	10 users	20 users	50 users
Records/Rows	0	100,000 rows	500,000 rows	1 Million rows	2 Million rows	25 Million rows
API Units	0	1,000/day	10,000/day	25,000/day	50,000/day	100,000/day
Extra Users	0	\$10 / user / month	\$8 / user / month	\$8 / user / month	\$8 / user / month	\$6 / user / month

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

<u>Strengths</u>

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

<u>Weaknesses</u>

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





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)





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