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

Sales & Marketing

Give your sales team the perfect set of apps to help close more business deals in less time.

CRM | MOTIVATOR (NEW)
SALESIQ | SURVEY | CAMPAIGNS
SITES | SOCIAL | CONTACT MANAGER
FORMS

Email & Collaboration

Empower your workforce with apps to collaborate and transform the way they work.

MAIL | CHAT (NEW)
DOCS | PROJECTS | CONNECT
BUGTRACKER | MEETING | VAULT
SHOWTIME

Business Process

Simplify complex business processes with apps that will make your team's work easier.

CREATOR
APPCREATOR (NEW) | REPORTS | SITE24X7

Finance

Solve business accounting challenges using our perfect set of finance apps on the cloud.

BOOKS | INVENTORY (NEW)
INVOICE | SUBSCRIPTIONS | EXPENSE

IT & Help Desk

Be right where your customers are with apps to help your business engage with them.

SUPPORT
SERVICEDESK PLUS | MDM | ASSIST

Human Resources

Focus on your people while our apps automate your human resources processes.

RECRUIT | PEOPLE

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

Zoho Reports
Datasource View

Zoho Reports
Building Select Statement

Zoho Reports

Drag-n-Drop Table/Chart/Graph/Dashboard Builder
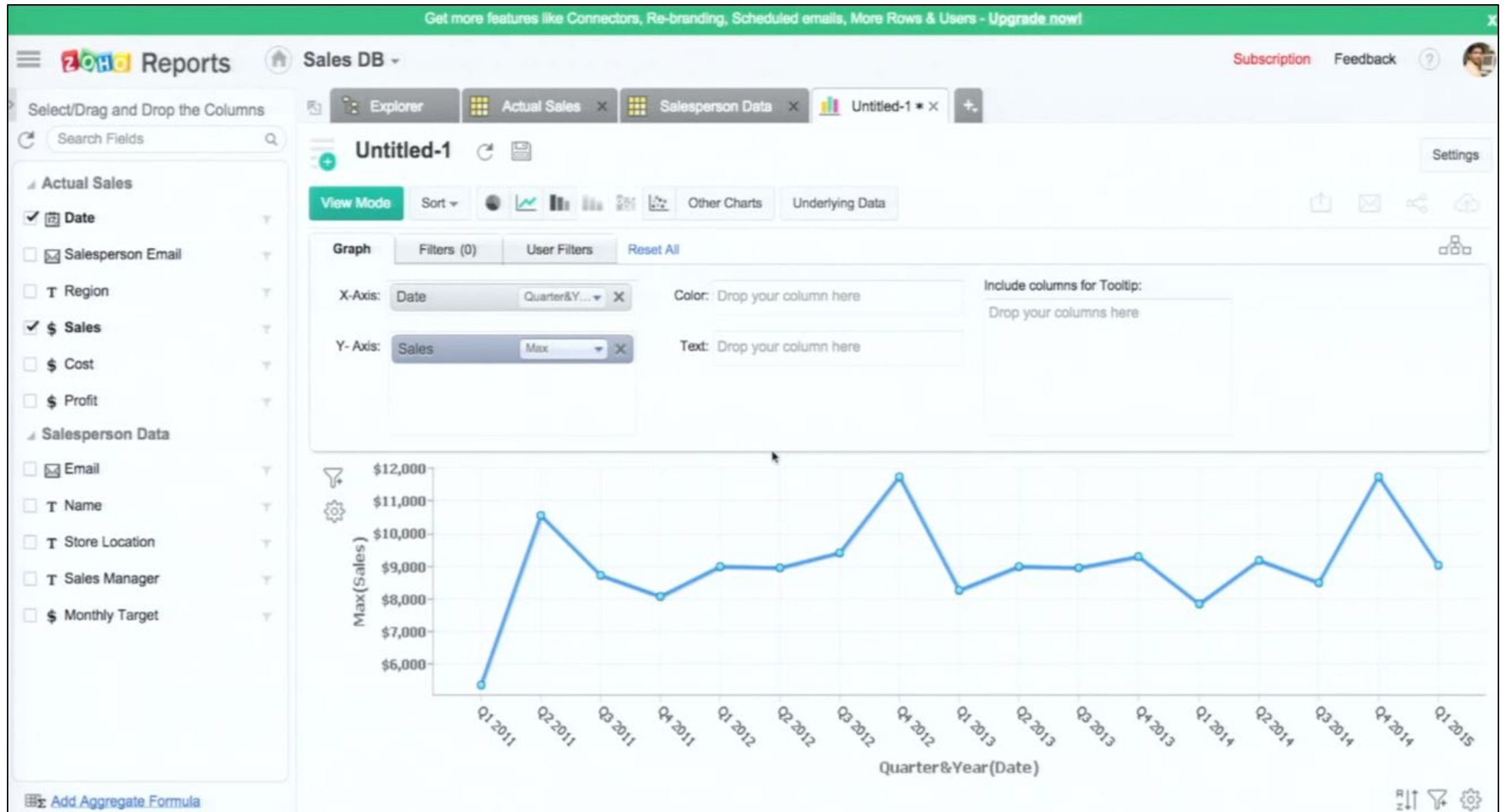
Zoho Reports
Modular, Tabular Design

Zoho Reports

Finished Product – Export to XLS, CSV, or PDF
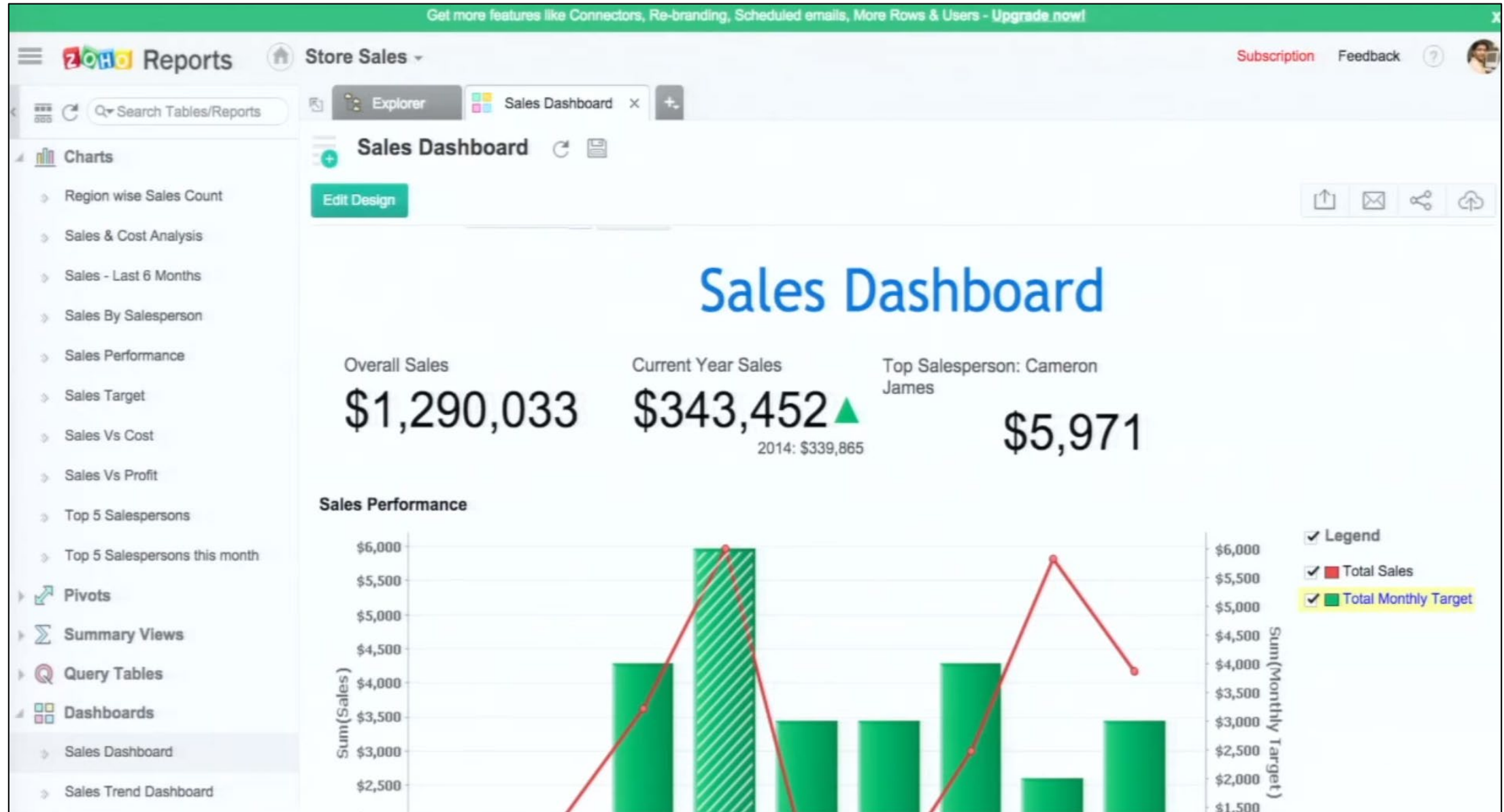
Zoho Reports
What do they do well?

Tabular Design

Window Design
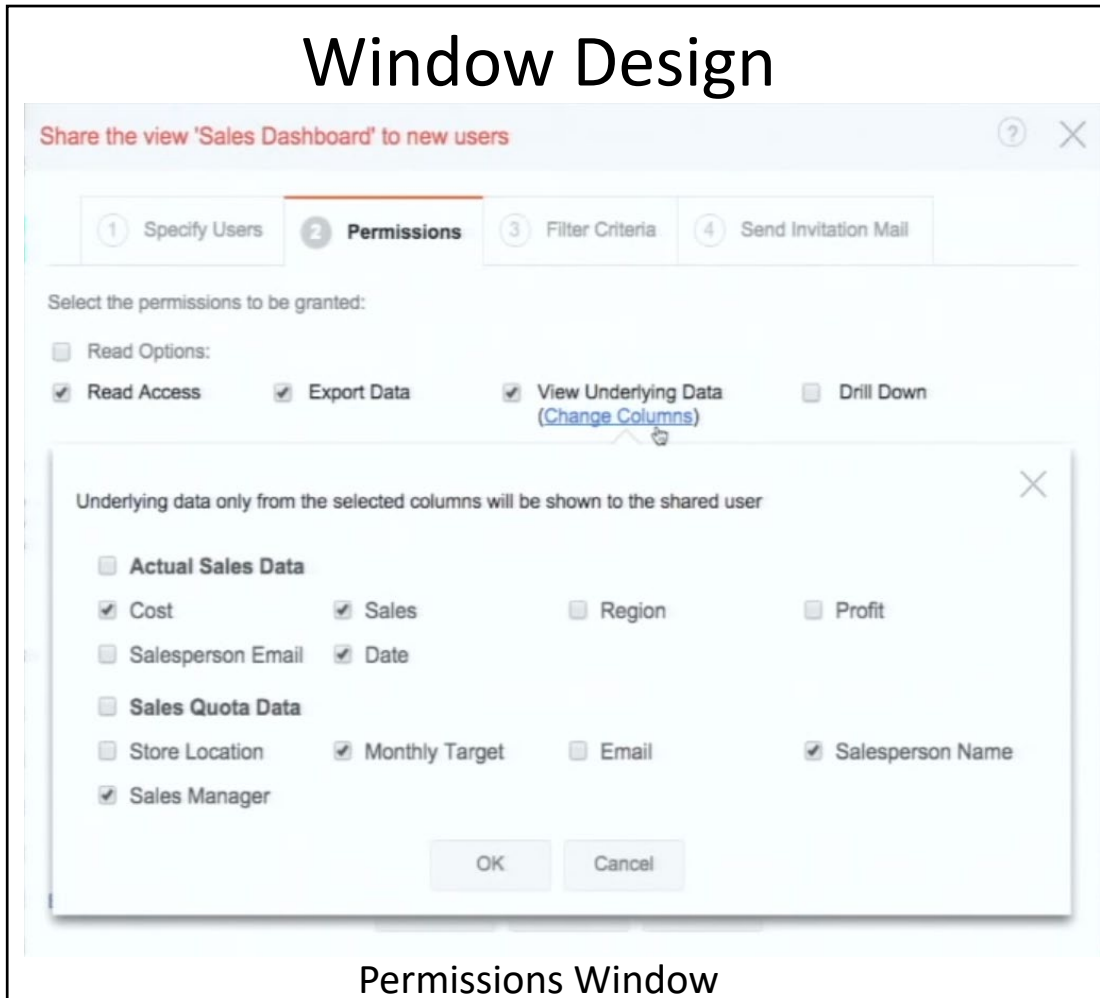
Permissions Window

Drag-n-Drop
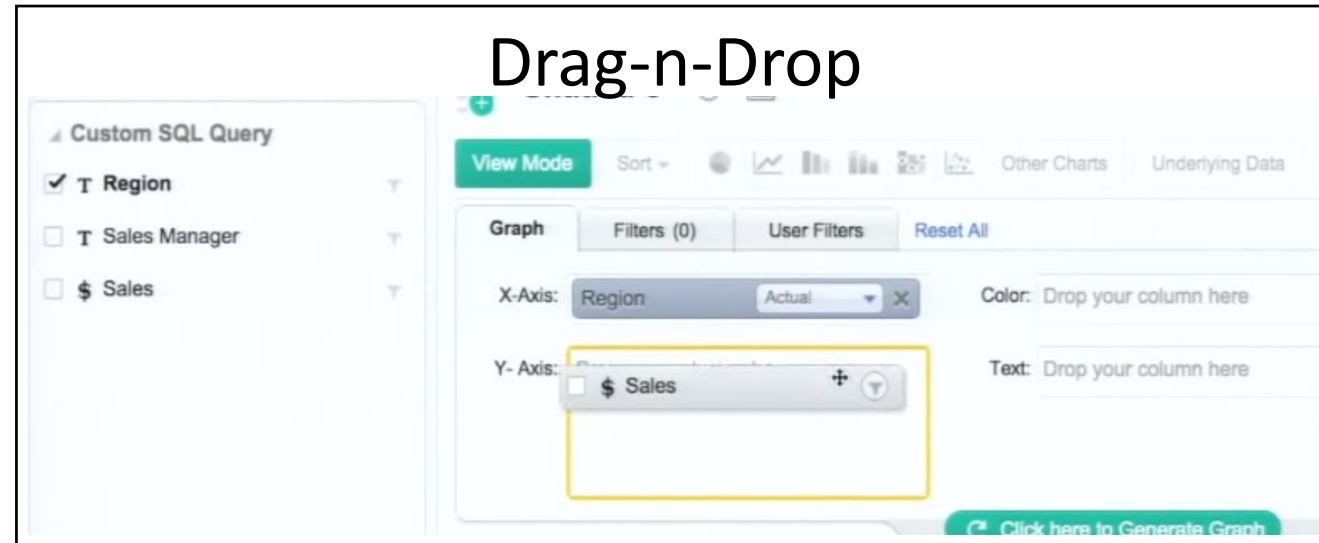
Easily Accessible Help Docs
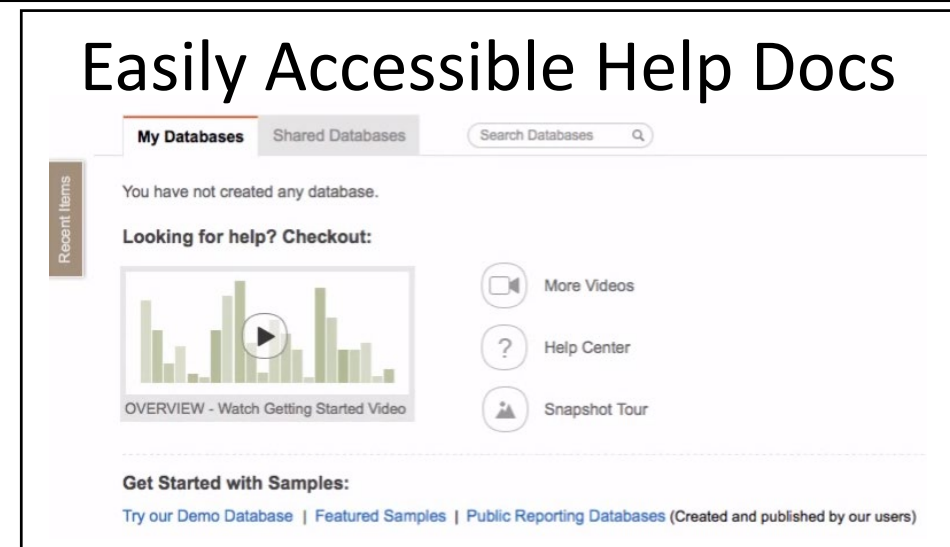
Zoho Reports Pricing

		FREE	STANDARD	PROFESSIONAL	PROFESSIONAL+	ENTERPRISE
		GET STARTED NOW	TRY NOW	TRY NOW (MOST POPULAR)	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	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
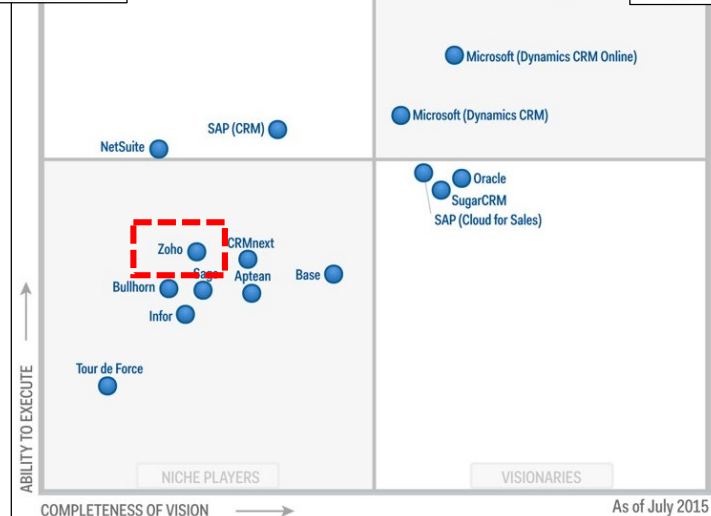
Zoho Company Ratings

Salesforce
Automation 2015

PAAS 2015

CRM Lead
Management 2015

Sales Performance
Management 2015

Zoho VS Windward
Company & Product Comparison

4,000 Employees	30 Employees
HQ in India; Offices in San Fran, Boston, & Austin	HQ in Beautiful Boulder!
Lots of Targeted Solutions	1 Targeted Solution
Web SAAS Reporting Platform	Desktop Reporting Platform (for now)
More of a BI Product	Reporting Product
Modular Template Design	Free-Form Template Design
Limited Export Options	Full Array of Export Options
Cheap (at least initially)	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