

Why Zoho CRM?

Zoho CRM is less than ½ the cost of our competitors and yet has most of the feature set that they claim to have. It is a cloud-based software for managing your customer relationship in a better way. It helps streamline your organization wide sales, marketing, customer support, and inventory management functions in a single system. We are light on your pocket and the features and integrations we give you are unmatched.

Zoho's advantage is based on ease-of-use as well as on our business model. Zoho's monthly pricing model clearly gives customers the flexibility of shorter or longer-term commitments minimizing any risk of vendor lock-in.

- ✓ Rich feature-set with an intuitive web-based user interface.
- ✓ Affordable CRM solution at a fraction of the cost of alternatives.
- ✓ Fully customizable user interface to match any organization’s CRM process.
- ✓ Export your data any time.
- ✓ Increase business productivity by automating key aspects of the customer life-cycle.
- ✓ Continuous product updates without service disruptions and extra cost.
- ✓ Sell Smarter with Artificial Intelligence.
- ✓ Dedicated customer support during implementation & deployment.

FEATURE COMPARISON

Feature	MS Dynamics Enterprise Edition	Zoho CRM Suite
Pricing details		
Billing period	Monthly	Monthly
CRM service fee (per user)	7600 INR/User/month	2680 INR/user/month
Minimum number of users	5	No lower limit

Data storage (leads, contacts, etc.)	5GB shared by all users (adds 2.5GB on buying 20 more user licenses)	Unlimited
File storage (DOC, PDF, etc.)	Part of data storage	1 GB/org + 1 GB/user
Technical support	✓	✓
Sales automation		
Leads	✓	✓
Accounts	✓	✓
Contacts	✓	✓
Opportunities	✓	✓
Tasks, log a call, calendar, and notes	✓	✓
Feeds – Team collaboration	✓	✓
CRM views	✓	✓
BluePrint (process builder)	✓	✓
SalesSignals	-	✓
SalesSignals API	-	✓
Advanced filters	✓	✓
Macros	✓	✓
Scoring Rules	✓	✓
Sales forecasts	✓	✓
Sales quotas (Targets)	✓	✓
Product catalog	✓	✓
Competitor tracking	✓	✓
GameScope	-	✓
BCC dropbox for email	-	✓
Calendar sync via CalDAV	-	✓

Artificial Intelligence		
ZIA	✓	✓
Marketing automation		
Email insights	✓	✓
Email templates (HTML/Plain-text)	✓	✓
Mass email	✓	✓
Auto responders	✓	✓
Document management		
Documents storage	✓	✓
Data backup	✓	✓
Notes & file attachments	✓	✓
Folders search	✓	✓
Customer support		
Cases	✓	✓
Case assignment rules	✓	✓
Case escalation rules	✓	✓
Solutions (knowledge base)	✓	✓
Online case capture	✓	✓
Inventory management		
Sales quotes	✓	✓
Sales orders	✓	✓
Purchase orders	-	✓
Invoices	✓	✓
Products	✓	✓
Price books	✓	✓
Vendors	✓	✓

Integrated procurement & fulfillment	-	✓
CRM analytics		
Standard reports	✓	✓
Custom reports	✓	✓
Standard dashboards	✓	✓
Customizable dashboards	✓	✓
Report scheduler	✓	✓
Trend Dashboards	✓	✓
Advanced CRM analytics	✓	✓
Product customization		
Home page customization	✓	✓
Page layouts	✓	✓
Multiple value group pick-lists	✓	✓
M:N Relationship	✓	✓
Copy customization	✓	✓
Custom fields	✓	✓
Custom Apps*	✓	✓
Custom formula fields	✓	✓
Custom links	✓	✓
Custom modules	✓	✓
Custom buttons	✓	✓
Custom related lists	-	✓
Custom search	✓	✓
Tab groups	-	✓
Web tabs	-	✓
Security administration		

Profiles	✓	✓
Roles	✓	✓
Field-level security	✓	✓
Group-level security	✓	✓
Data sharing rules	✓	✓
Record level sharing	✓	✓
Territory management	✓	✓
Workflow management		
Lead assignment rules	✓	✓
Big deal alerts	✓	✓
Workflow rules	✓	✓
Workflow alerts	✓	✓
Workflow tasks	✓	✓
Workflow field updates	✓	✓
Workflow approval	✓	✓
Workflow Multiple Condition	✓	✓
Webhooks	✓	✓
Feeds follow-ups	-	✓
Schedules	✓	✓
Time-based actions	-	✓
Custom function via Deluge script	-	✓
Mobile		
iOS	✓	✓
Android	✓	✓
Check-in	-	✓
Leads App	-	✓
Globalization		
Multi-currency	✓	✓

Multi-language support	✓	✓
Time zone	✓	✓
Number, date, and calendar formats	✓	✓
Add-ons & Integrations		
Plug-in for Microsoft Outlook	✓	✓
Plug-in for Microsoft Office	✓	✓
Email integration (POP/IMAP)	✓	✓
Gmail integration	\$	✓
Google apps integration	\$	✓
Slack	-	✓
CTI- Hosted PBX systems	\$	✓
CTI- On-Premise PBX systems	\$	✓
Marketplace	✓	✓

Integration with Zoho Apps:

1. Scale your big business, with **Zoho suite of business application** (Zoho Creator, Zoho Invoice, Zoho Calendar, Zoho Reports, Zoho Recruit, Zoho Support, Zoho Books and Zoho Subscriptions) in house, and it's very easy for you to integrate with the CRM and deploy from there.
2. Zoho Creator is equipped to provide solutions to meet your end-to-end business requirements. Starting from simple data collection forms to complex ERP level applications have been built using Zoho Creator. **For your requirement, you can easily built proposal management solutions using Zoho Creator** as the User interface is a lot simpler and straightforward when compared to PowerApps(MS Dynamics CRM); even for non-programmers to come up with a working business application in minutes.

AWARDS:

Zoho CRM has been featured as one of the Leaders on the Leader Board by the Survey conducted by FrontRunners for Customer Relationship Management, January 2017 powered by Gartner Methodology.

Source: <http://www.softwareadvice.com/crm/#top-products>

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