



Welcome
Zoholics China 2017

欢迎参加
Zoholics 2017中国用户大会

Know Your Zoho

走近Zoho

Zoho亚太区总监

Prasad Maganti



Take a Guess

How old is Zoho as a company?

请猜一下

Zoho作为一家公司有多少年的历史了呢？

- Founded in 1996
创立于1996年
- 21 years of serving Enterprise customers
服务企业客户21年
- Profitable and growing at a CAGR of 35% ever since
盈利，复合年均增长率一直保持在35%
- Maker of popular brands Zoho, ManageEngine, Web NMS
创立了Zoho、ManageEngine、WebNMS等知名品牌
- Global brand with customers in 190+ countries
全球品牌，客户遍布世界190多个国家

- 30+ million users on Zoho Cloud services
Zoho云服务有3千多万用户
- 250,000+ Enterprise customers use Zoho for their day to day business
25万多家企业客户在日常业务中使用Zoho
- 2000+ Resellers / Partners around the world
全球有2000多家代理商/合作伙伴
- Operating Data centers in US, China, Europe and India
在美国、中国、欧洲和印度都有数据中心



A decorative blue watercolor splash or cloud-like shape in the bottom right corner of the slide.

We have earned THE TRUST of our customers


我们已经赢得了客户的**信任**

Take another guess

When did Zoho China operations start?

再来猜一下

Zoho中国是什么时候开始运营的？

- 
- A decorative green watercolor splash is located in the top right corner of the slide, blending into the white background.
- Zoho China started in 2002
 - This year we celebrate 15th anniversary of Zoho China !

Zoho中国开始于2002年
今年是15周年！

- 5+ million users on Zoho China Cloud
500多万用户在使用Zoho中国云服务
- 10,000+ Enterprise customers using Zoho in China
1万多家企业客户在中国使用Zoho产品
- 24+ partners around China
在中国有24家合作伙伴

Some prominent customers in China include 在中国的知名客户包括

- China Telecom, China Unicom, China Mobile
中国电信、中国联通、中国移动
- UTStarcom, H3C, PCCW
UT斯达康、华三通信、电讯盈科
- CNPC, SINOPEC, Bank Of China, China Construction Bank,
Industrial and Commercial Bank of China
中石油、中石化、中行、建行、工行
- PWC, KPMG, Kerry Group, Shangri-La Hotel group
普华永道、毕马威、嘉里集团、香格里拉酒店集团

Let's take a look at
Zoho Product Portfolio

我们再来看看Zoho全线产品



Gain Customers

客户获取

客户云

Customer Cloud

Marketing
市场营销



Reach

开发与接触客户

Sales
销售



Acquire

客户获取

Support
客户支持



Retain

客户留存

a unified view of the customer

统一视角看客户



Run Operations
企业运营

操作云

Operations Cloud

HR
人力资源



People
人

Finance
财务



Money
钱

IT & Assets
IT与资产



Assets
资产

a connected view of operations

互联视角看运营



工作云

Workplace Cloud

Empower Employees

赋予员工更多权限

Author

创作



Create
创建

Store & Provision
存储与准备



Control
控制

Communicate
沟通



Communicate
沟通

Zoho WorkPlace -- innovation through collaboration

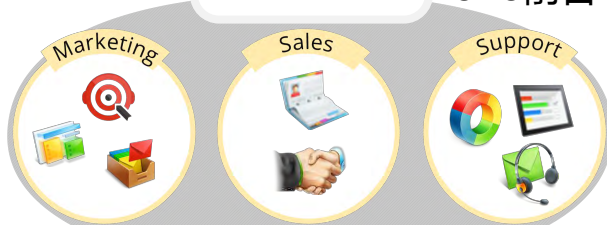
Zoho WorkPlace -- 通过协作实现创新



Software That Runs Your Entire Business

可以运营你整个业务的软件

Zoho Front Office Zoho前台



Gain Customers

客户获取

Zoho工作云

Zoho WorkPlace



Empower Employees

赋予员工更多权限

Zoho后台

Zoho Back Office



Run Operations

企业运营

A decorative green watercolor splash or paint blotch is located in the top right corner of the slide, extending from the top edge and partially covering the right edge. It has a soft, textured appearance with various shades of green.

What we accomplished in 2016-17..

2016-17年我们主要完成的工作..

Data Center operations

数据中心运营

- Upgraded network and server infrastructure in Beijing data center
更新了北京数据中心的网络和服务器基础架构
- Established and operationalized second Data Center in Shanghai
在上海建立了备用数据中心并开始运营
 - ISO 27001 certified
 - Significant bandwidth expansion
 - Connections to multiple ISPs
 - Latest network gear (Firewalls, Switches...)
 - Increased Rack space and server capacity
 - 通过了ISO 27001认证
 - 带宽大大扩展
 - 与多个ISP建立联系
 - 最新的网络设备（防火墙、交换机...）
 - 提升了机架空间和服务器性能

Enhanced Customer experience

改善了客户体验

- Enhanced customer experience of web site, signup

改善了网站、产品注册方面的客户体验

- Live chat on web site
在网站上新增了在线客服支持
- Online payment gateway with AliPay (to be announced next week)
支持支付宝在线支付网关（下周会发布）
- More mobile apps in Appstores
应用商店里增加了更多移动应用

- Expanded Zoho China teams across the board – Sales, Support and Marketing
扩大了Zoho中国团队的规模 -销售团队、客服团队、市场团队
- Increased customer support oriented activities (Added chat and phone support)
增强了客户支持活动（增加了在线聊天和电话支持）
- Enhanced social media presence – WeChat, Weibo
增加了在社交媒体 -微信、微博上的曝光率
- Increased Market visibility – Trade shows, Baidu Ads, PR coverage
增多了市场活动 - 展会、百度营销、新闻报道

- Sign up using QQ, Baidu, Weibo, WeChat
可使用QQ、百度、微博、微信帐号登录Zoho产品
- Baidu Maps integration
集成百度地图
- SkyEye integration
集成天眼查
- Aliyun, Huawei marketplace integration
集成阿里云、华为应用市场
- TQ Call center integration with Zoho CRM (work in progress)
Zoho CRM集成TQ呼叫中心（进行中）
- More in pipeline..... 更多工作正在进行中...

Zoho One

Incredible Value Incredible Price

难以置信的价值 难以置信的价格



All of Zoho. One bundle

Zoho全套产品. 一个打包套件



35+ Web Apps
35+ 个web应用

40+ Mobile apps
40 多个移动应用



Admin Console

管理控制台





Books

财务管理



Campaigns

邮件群发



Creator

在线应用开发



CRM

客户关系管理



Expense

费用管理



Inventory

库存管理



Invoice

付款通知单管理



Motivator

销售激励



Reports

在线报表



Social

社交媒体管理



Subscriptions

重复订购管理



Survey

调查问卷制作与管理



Organization Info

Zylker Inc

机构信息



Admins

管理员



Security

安全控制



Applications

12 / 18

应用



Groups

群组



Users

用户



Domains

域名管理

- Organization
- Applications
- Users
- Admins
- Groups
- Domains
- Security

All

Sales and Marketing

Help Desk and Customer Support

Email and Collaboration

Business Process

Finance

Human Resources



Sites

Create beautiful websites with ease and take your business online. [Learn More](#)

Add



Connect

Collaborate and share information among your users on your organizations private social network. [Learn More](#)

Add



SalesIQ

Convert website visitors into Customers using Zoho SalesIQ. [Learn More](#)

Add



Reports

Simplify your business intelligence and reporting, understand and track your key business metrics using Zoho Reports. [Learn More](#)

Added



Creator

Launch database applications within minutes and save time, infrastructure, and resources. [Learn More](#)

Added



Invoice

Craft professional invoices instantly and track your payments online effectively using Zoho Invoice. [Learn More](#)

Added

我们计划要扩大Zoho One套件里所含的产品数量



1个套件，里面的产品相互集成

No multiple Accounts & Invoices

无需管理多个帐号/处理多个账单

No multiple vendors & Account reps

无需面对多个软件供应商和销售人員

No multiple support orgs

无需和多个客服支持部门打交道

No multiple SLAs

无需签订多个服务等级协议

One license – Peace of mind

1个许可 - 神安气定



RMB 150 Employee/Month

人民币 150 元每员工每月

Must be purchased for all employees

条件是必须为企业全员购买

Why choose Zoho?

为什么选择Zoho ?

- Global brand serving enterprise customers since 21 years
全球品牌，服务企业客户21年
- Delivering value to customers consistently
持续稳定为客户提供高价值
- Proven track record in engineering and customer support excellence
在产品研发和客户支持方面表现出众，口碑良好
- Trust that is earned
深受用户信任



ACQUIRE CUSTOMERS
Customer Cloud

获取客户
客户云

管理资源
操作云



MANAGE RESOURCES
Operations Cloud



The operating system for business.

企业的操作系统



EMPOWER EMPLOYEES
Workplace Cloud

赋予员工更多权限
工作云

更具竞争力
定制云



COMPETE BETTER
Custom Cloud



Questions?
提问时间

THANK YOU

谢谢

