ZOHO CRM

vs

salesforce

COMPARISON

ZOHO   vs   salesforce

FOUNDED

1996 AdventNet Inc (Network Management)	Salesforce **1999** cloud computing company

2009 Renamed as Zoho Corporation.

HEADQUARTERS

Pleasanton California, USA	The Landmark, San Francisco, California, US.
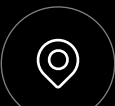
TYPE

Private, bootstrapped	Public (NYSE: CRM)

CEO

Sridhar Vembu	Marc Benioff

NO. OF EMPLOYEES

5000+	16,300+

WEBSITE

www.zohocorp.com	www.salesforce.com

ZOHO VS **salesforce**
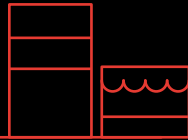
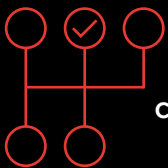| ZOHO	Salesforce
Flexible pricing model. No contracts.	Rigid and inflexible pricing model with multi-year contracts.
A well recognized brand in SMB segment.	Pioneer and market leader in Cloud computing.
Privately held company that was bootstrapped, financially stable and profitable.	Public company with good financial stability.
Strongly integrated Zoho built productivity applications which increase the product scope.	With respect to broader business suites, Salesforce has acquired companies or uses integrations with third party App Exchange vendors.
Invests money and talent in product development and customer support which rivals most major players in the industry.	Invests heavily on acquisitions to grow their product suite.
Relies on inbound sales reduces the Marketing and Sales costs which reflects positively on the pricing.	Invests heavily in Marketing and Sales efforts to increase the market share YoY which also affects the price of the product.

ZOHO VS **salesforce**

Provides extensive resources including webinars, help guides, social media support, customer support portal, online forum community and 24/5 phone support for all paying customers.

Online community addresses customer issues, but 24/7 phone support worldwide is available only at a extra cost.

A fully customizable and scalable solution for any size business. Simplicity is our game.

Complicated and lacks flexibility as for a small and medium business.

Customization and integration come at an additional cost through the SF Marketplace, making it very expensive for small business to have extensive customization.

Extensive customization and integration with Zoho apps (CRM Plus) and Marketplace for third party integrations makes advanced customization affordable for any business.

All add-ons come at additional costs making it even more expensive regardless of the edition. For instance, Mobile access is available at an additional $50/user/month and offline access at $25/user/month.

All add- ons are part of the edition and there are no extra charges.Third-party integrations are available at an additional fee.

ZOHO

VS

salesforce

1 GB data is available per organization plus each license receives 512 MB to 1 GB of individual storage. (Amount depending on edition.) Additional storage is available at $4/month for each additional 5GB of data.

11 GB of data is available in all editions to be shared by all users. Additional storage is available at $250/ month for each 1GB of data.

As a Zoho CRM customer, you get to choose where you want your data to be hosted. Select from state-of-the-art data centers in the US and EU. 99.9% uptime SLA .

With only leased data centers and no data center in Europe, there are security concerns.

Customers can reach you in many ways - calls, emails, chat messages, social media. But are your sales reps equipped to engage across multiple channels? Zoho CRM ensures you keep track of all customer activities by displaying them in an organized timeline via SalesSignals.

Notifications options let customers know when certain events occur in Salesforce via two modes: In-app notifications, Push notifications.

" Switching to Zoho CRM made us more efficient at a much lower cost. They offered an improved interface and usability experience compared to Salesforce. Most importantly, the transition process was entirely painless and took only about 72 hours. "

- Daniel Miller, Marketing Director - Benchmark

Zoho CRM vs Salesforce CRM
Edition Comparison

Yearly Subscription for 10 Users

■ Zoho CRM SE   ■ Zoho CRM PE   ■ Zoho CRM EE   ■ Salesforce SE   ■ Salesforce PE   ■ Salesforce EE

Edition	Cost (USD)
Zoho CRM SE	1440
Zoho CRM PE	2400
Zoho CRM EE	4200
Salesforce SE	3000
Salesforce PE	9000
Salesforce EE	18000

Cost (USD)
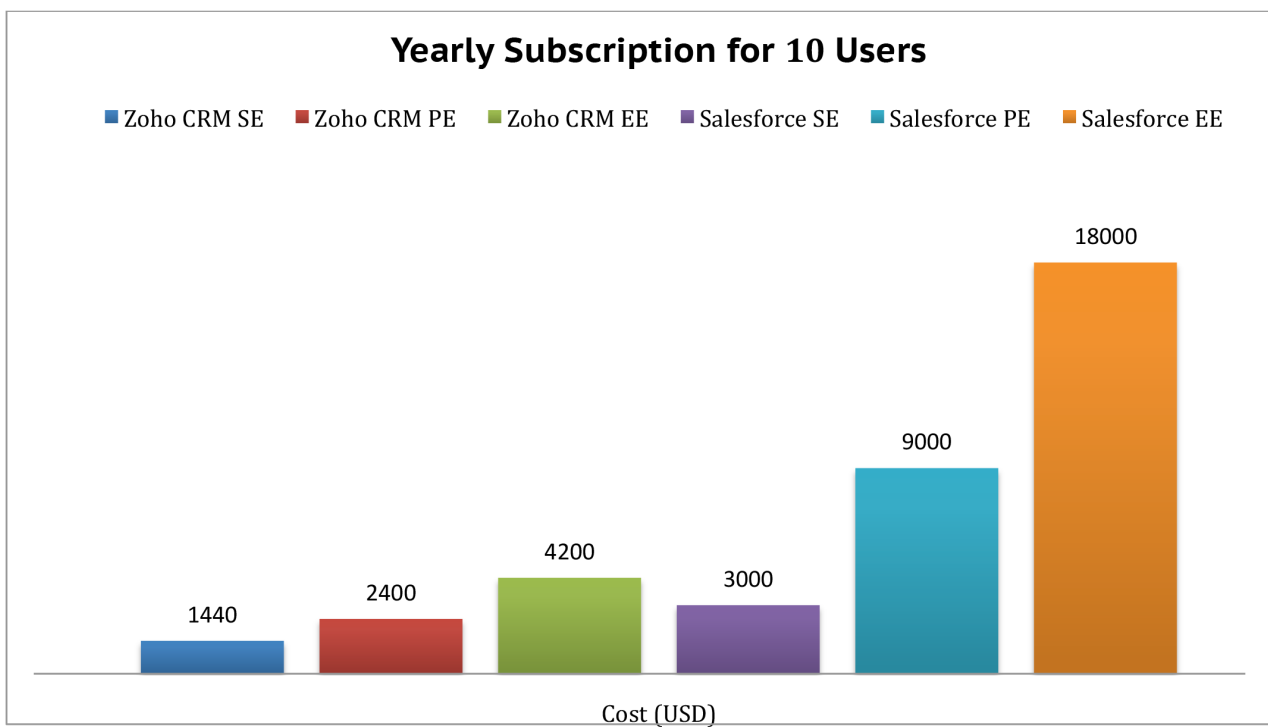
Zoho CRM vs Salesforce CRM
Feature Comparison

FEATURE	Zoho CRM SE	Salesforce SE	Zoho CRM PE	Salesforce PE	Zoho CRM EE	Salesforce EE
Pricing details						
Billing period	Monthly	Yearly	Monthly	Yearly	Monthly	Yearly
CRM service fee (per user)	$12/month billed annually or $15 month-to-month	$25/month-billed annually	$20/month billed annually or $25 month-to-month	$75/month-billed annually	$35/month billed annually or $40 month-to-month	$150/month billed annually
Maximum number of users	No upper limit	5	No upper limit	No upper limit	No upper limit	No upper limit
Data storage (leads, contacts, etc.)	100,000 records	1GB / org + 20 MB/user	Unlimited	1GB / org + 20 MB/user	Unlimited	1GB / org + 20 MB/user
File storage (DOC, PDF, etc.)	1 GB/org + 512 MB/user	11 GB/org + 612 Mb/user	1 GB/org + 512 MB/user	11 GB/org + 612 Mb/user	1 GB/org + 1 GB/user	11 GB/org + 2 GB/user
Technical support	✓	$	✓	$	✓	$
Sales automation						
Leads	✓	✓	✓	✓	✓	✓
Accounts	✓	✓	✓	✓	✓	✓
Contacts	✓	✓	✓	✓	✓	✓
Opportunities	✓	✓	✓	✓	✓	✓
Tasks, log a call, calendar, and notes	✓	✓	✓	✓	✓	✓
Feeds – Team collaboration	✓	✓	✓	✓	✓	✓
CRM views	✓	-	✓	-	✓	-
BluePrint	-	-	-	✓	✓	✓
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	✓	-	✓	-	✓	✓
Social						
User level integration (Fb, Twitter)	✓	-	✓	-	✓	✓
Social tab (Fb,Twitter & Google plus)	-	-	✓	-	✓	✓
Monitor social mentions	-	-	✓	-	✓	✓
Social interactions with leads / contacts	-	-	✓	-	✓	✓
Custom streams	-	-	✓	-	✓	✓
Keyword tracking	-	-	✓	-	✓	✓
Artificial Intelligence						
ZIA	-	$	-	$	✓	$
Marketing automation						
Web to lead Capture	✓	✓	✓	✓	✓	✓
Website visitor tracking	✓	-	✓	$	✓	$
Campaigns	✓	-	✓	✓	✓	✓
Email insights	-	$	✓	$	✓	$
Email templates (HTML/Plain-text)	✓	✓	✓	✓	✓	✓
Email Sharing through Admin	✓	✓	✓	✓	✓	✓
Mass email	✓	-	✓	✓	✓	✓

Auto responders	-	-	-	✓	✓	✓
Integration with Google AdWords	-	-	✓	-	✓	-
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	✓	-	✓	✓	✓	✓
Advanced CRM analytics	✓	-	✓	-	✓	-
Product customization						
Home page customization	✓	✓	✓	✓	✓	✓
Page layouts	-	-	-	✓	✓	✓
Layout editor	✓	-	✓	$	✓	✓
Rename tabs	✓	-	✓	-	✓	✓
Multiple value group pick- lists	✓	-	✓	-	✓	✓
Conditional Layouts	-	-	-	-	✓	-
M: N relationship	-	✓	-	✓	✓	✓
Copy customization	✓	-	✓	-	✓	-
Custom fields	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	✓	✓	✓
Mobile SDK	✓	✓	✓	✓	✓	✓
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	-	✓	✓	✓	✓	✓
Email marketing	-	-	✓	$	✓	$
Advanced reporting	$	-	$	$	$	$
Survey integration	✓	$	✓	$	✓	$
Project management	✓	-	✓	$	✓	$
Gamification	✓	-	✓	-	✓	$
Finance suite integration (Books, Expense, and Subscriptions)	-	-	✓	$	✓	$
Custom forms	✓	-	✓	-	✓	✓
Custom apps	-	✓	✓	✓	✓	✓
Website visitor tracking and live chat	$	-	$	-	$	$
Customer support & helpdesk	✓	✓	✓	✓	✓	✓
Zoho Mail add-on	✓	-	✓	-	✓	-
Zoho Writer add-on	✓	-	✓	-	✓	-
Slack	✓	✓	✓	✓	✓	✓
CTI– Hosted PBX systems	✓	-	✓	✓	✓	✓
CTI– On-Premise PBX systems	-	-	✓	✓	✓	✓
Developers						
Web services api	✓	-	✓	$	✓	✓
Third-party applications integration	✓	-	✓	-	✓	✓

Zoho CRM SE – Zoho CRM – Standard Edition | **Zoho CRM PE** – Zoho CRM – Professional Edition |

Zoho CRM SE – Zoho CRM – Enterprise Edition

Salesforce SE – Salesforce CRM – Starter Edition | **Salesforce PE** – Salesforce CRM – Professional Edition |

Salesforce SE – Salesforce CRM – Enterprise Edition

$ – Extra charges

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Zoho CRM 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.

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