

GET A BETTER CRM SYSTEM

5 WAYS TO BUILD A BETTER BUSINESS WITH ZOHO APPLICATIONS



Sales Automation



Help Desk



Marketing Automation



Social Media



SMART, SIMPLE, POWERFUL CLOUD-BASED CRM

Projects Collaboration



Customer Survey



Activity Management



Visitor Tracking



Project Management



*When you start with Zoho you never have to change platforms again.
Zoho scales to the needs of the entire organization!*

INTRODUCTION

We've put together this booklet to showcase 5 ways Zoho can help your business do things better.

ZOHO APPLICATIONS CAN BOOST SALES, IMPROVE PRODUCTIVITY AND MANAGE ALL YOUR DAILY TASKS!

Zoho's 40+ cloud applications cover all major business functions including sales, marketing, customer support, reporting, analysis, accounting and back office operations, plus much more.

Zoho Corporation is one of the world's most prolific software companies. Serving firms in all industries of all sizes. Join the millions of Zoho users.

WELL-INTEGRATED APPLICATIONS CAN DO ANYTHING BETTER

Zoho's myriad of tools help organizations operate and collaborate more efficiently all from a universal home page and is administered under a central console. Zoho applications extend from the desktop to mobile devices.

With Zoho's Marketplace your firm can maintain its connections to 3rd-party best-of-breed technologies for industry and business specific processes. There is a world of third-party integrated applications from the most popular solutions in the software industry that can be tied into your Zoho system.

*Use Zoho to be more connected than ever before - All on one platform.
This is what businesses have dreamed of!*

ZOHO APPLICATIONS DELIVER UNMATCHED VALUE TO CUSTOMERS

Because Zoho is online you don't have to bear any additional hardware and related IT expense. All application improvements, updates and maintenance are handled automatically.

The pricing and value of Zoho is more than compelling! While each application can be obtained individually, Zoho bundles multiple applications into product suites like: Zoho CRM Plus, Zoho Finance, Zoho Workplace, and Zoho One for unrivaled value!

No long-term contract is required. Easily scale up or down your subscription by product and number of users.

FIRST DIRECT CORPORATION COMPLETES YOUR ZOHO SOLUTION

As an Zoho Authorized Partner, First Direct provides customers with resources to help them complete and align their software into a system which fits their operations. From the evaluation to the purchase through to deployment and training, First Direct Corporation will add value to your Zoho applications.



Authorized
Partner

5 WAYS

to build a BETTER BUSINESS with Zoho applications

WELCOME TO THE WORLD OF ZOHO

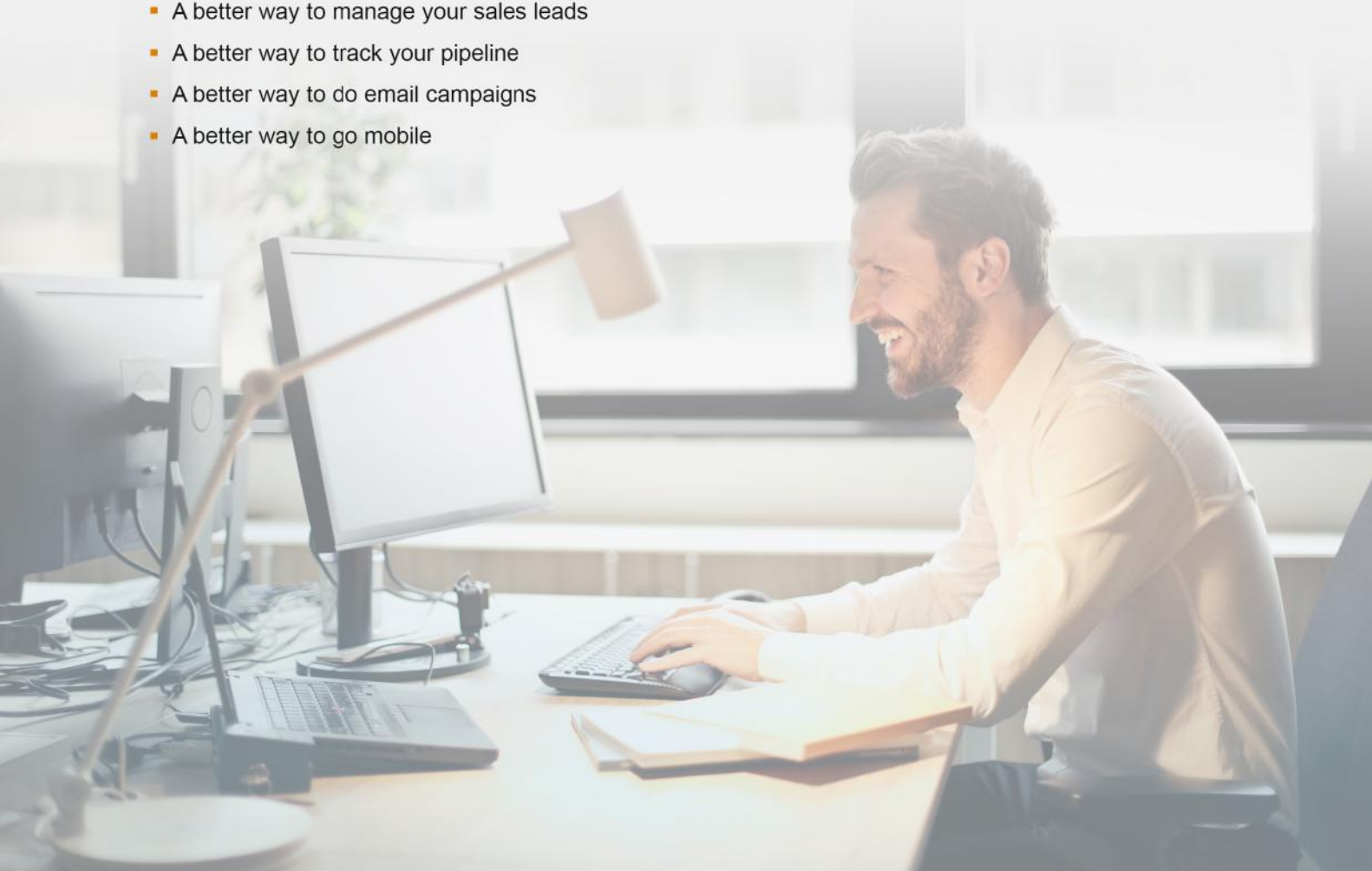
Zoho offers approximately 40 different robust applications. These applications are available individually by subscription.

The software products are bundled within three suites, each containing multiple applications: Zoho CRM, Zoho CRM Plus and the ultimate all inclusive Zoho One.

In this booklet First Direct Corp. has assembled five articles that we've written which describe ways organizations are able to operate in better ways using some of Zoho's applications.

As an Authorized Zoho Partner, First Direct Corp is able to guide you through the acquisition, deployment and usage of Zoho products. So if you see things that interest you, just reach out to us.

- A better way to share documents
- A better way to manage your sales leads
- A better way to track your pipeline
- A better way to do email campaigns
- A better way to go mobile





A BETTER WAY TO SHARE DOCUMENTS

An all new better way to share, store and manage your documents on the cloud.

Every organization - from small businesses, medium companies to large enterprises, is on the lookout for a place to store all their files where they can reach out easily as and when it is required. They also look for online centralized location where they can easily upload, store, create, edit, share, and view any type of file like documents, spreadsheets, presentations, pictures, music, videos, etc. The need is for a real-time document feature, which is highly beneficial when you work as a team.

Zoho Docs is a feature rich solution that allows you to store and manage your files securely. Without installing the software, you can easily create, upload, and share files of different formats. All its features and products have been discussed below in detail:

CLOUD STORAGE

This is a virtual drive where you can store all your files, images, documents, sheets and music videos in a centralized location – Cloud. This makes it easier for you to share them easily with colleagues and clients.



ORGANIZE

Zoho Docs support zipped files, so without wasting time in sorting files you can unzip the folder and store them in appropriate folders.



STORE LARGE FILES

Zoho Docs support zipped files, so without wasting time in sorting files you can unzip the folder and store them in appropriate folders.



DIRECTLY EMAIL

Get rid of the hassle of downloading attachments and then uploading in the mail, instead send them directly from your mail account even without logging in.



SYNC FROM DESKTOP

With Zoho Docs, it is easy to upload documents. Just drag and drop files into the Zoho Docs Sync application from your Windows, Mac, or Ubuntu Linux computers to the cloud without any trouble. It works both online & offline.



BACKUP & MIGRATE FILES

You can back up all your files on Zoho Docs and access them whenever you want. It is also easier to move data from any file storage - Dropbox, Box, or Google Drive, after you've signed in.



TWO WAY SYNC

Start writing on your desktop and save your files in the cloud, or make changes to data online and continue modifying them offline with other editors using your desktop or mobile device.



MULTI-LEVEL SYNC

Without changing the order of your folder contents, or worrying about misplaced documents, sync or desync any folder or sub-folder. Make sure to save different sets of documents on different devices.

SHARE AND COLLABORATE

Now you can build better ideas. How? Share the files with your associates and collaborate for better business decisions. Whether your co-workers are in the same office or working remotely, you can still collaborate with them on various projects. From ideation to publication, you can share, collaborate and stay flexible.



PASSWORD PROTECTED

You have full control over the access of confidential information. Set up a password for all such documents.



GROUP SHARING

Get rid of the cumbersome process of sharing files individually, instead, create a group alias and share ideas as often as you like.



IN APP CHAT

Group collaboration sometimes seems to be a wastage of time. Now discuss ideas and decide changes in real time with the chat rich feature within the document.

SECURITY

Zoho Docs abide by the laid down industry specific compliance standards such as SOC 2 Type II and ISO 27001. We also participate in and comply with the EU-U.S. Privacy Shield Framework. Zoho Docs provides high security at the physical, logical and data levels.



PHYSICAL AND LOGICAL SECURITY

Zoho data centres hosted at undisclosed locations are always well-guarded with bullet-proof buildings. To enter Zoho data centers, an authorized person goes through biometric and two-factor authentication. Zoho applications run under a secure, sliced-down operating system engineered for security to reduce vulnerability. Zoho services run on a distributed grid architecture which safeguards systems and services from the devastating impact.



DATA SECURITY

Be assured of strong authentication, message privacy and integrity with Zoho Docs. In addition to this, Perfect Forward Secrecy (PFS), provides protection to your data in transit. With multiple file backup locations, your information is always safe from any disaster or hardware failure. All files within Zoho Docs undergo several checks, from virus, malware to spam checks, to detect malicious attacks or infections.

ADVANCED ANALYTICS

The analytic feature of the Zoho Docs enables the user to keep track of the user access stats, file usage reports and much more.



AUDIT TRAIL

The audit trail gives you notification about any edits made in the file thereby making it easier for you to identify the individual who has done so far.



USER STATS AND REPORTS

The Zoho Docs tool helps you keep track of different versions of each file. You can also get a quick synopsis of all the times when a particular file is accessed or modified.

SET UP AND ADMIN CONTROLS

You can customize the document manager as per your convenience. The interface is user friendly and easy to set up so that you can get started with your work right away. You can also access it anywhere, wherever it is needed.



MANAGE USER ACCESS

You can add users to Zoho docs and assign privileges as per organization policies. You can let them securely access files within using two-factor authentication.



UNLIMITED FILE RECOVERY

Keep unwanted eyes away from your data. To ensure things run smoothly, you can transfer ownership of documents to another employee. You can also regulate file distribution to keep check on sharing and publishing information inside or outside the organization.

MOBILE APP

Wherever you go and whenever you get time, you can go through Zoho Docs mobile app and keep track of the on-going documents activities in office. It is available for iOS and Android.

The Zoho Docs without failure will keep your documents and files in sync, backed up, and available wherever you are.

STILL HAVE SOME DOUBTS?

Want to implement Zoho Docs in your company?



THEN SPEAK TO OUR ZOHO
EXPERTS AT
(845) 221-3800 NOW!

Stay tuned to know what's the **"Better Way to Manage Your Sales Leads."**
We will discuss it in our next series.



A BETTER WAY TO MANAGE YOUR SALES LEADS

An all new better way to Drive Sales with Effective Lead Management.

Every organization, small, medium or large enterprise, is on the lookout for new leads to keep their pipeline fresh with new prospects. With an increase in the flow of leads, you need a better way to capture and manage leads. You can give your sales and management team the power to convert leads to qualified contacts and ultimately into paying customers with lead management software. The more effectively an organization uses their system, the greater its productivity, more solid its lead pipeline and the better it will be at converting leads into sales revenue. Zoho CRM has **powerful functionality** for managing the entire lead generation and management process. Implemented and used properly, the result you can expect from Zoho is both a return on your CRM investment and a more successful business.

With Zoho CRM you are able to score (rank) leads using different criteria. Rankings can then be used for more focused sales efforts and better use of your sales people's valuable time. Ranking can also drive marketing automation, better reporting and analysis.

A common problem with lead management is lost business because leads "fall through the cracks." With Zoho's ranking features you're ensured that leads are not overlooked.

Leads can be manually entered, imported from lists and captured from web forms. Additional features in Zoho allow you to integrate your CRM database with Social Media and even observe and engage with visitors on your website.

Let's take a deeper look at the different stages of lead management in conjunction with Zoho functionality. We'll take a moment to speak to the following steps in the lead handling process:



LEAD GENERATION

It refers to the capturing of consumers' interest towards products or services who might be looking to make a purchase. Zoho CRM provides you with different methods to generate leads: Form Filling, Quick Create, Importing, and Developer API.



SMART WEB FORMS FILLING

Zoho CRM offers pre-built and customizable web forms to help your sales team produce quality leads. It turns marketing campaigns into lead generation machines. Without writing a single line of code, you can build forms and capture leads into your CRM. You will also be able to easily host pre-built web forms in Google Sites, Unbounce, Joomla, and other content management systems.



LEADS APP GENERATION

Use the leads app to scan business cards and QR codes and instantly push new contact information into CRM. You can either save it as a contact in your phone or as a lead in Zoho CRM. This allows you to follow up right away, automatically incorporate new contacts, and integrate with your other tools such as a Card Scanner.



LIVE CHAT

Right from your chat window, engage with your website visitors in real time and convert them into leads. You can assist by proactively chatting with them. You can also find whether a visitor is a recurring customer or a new prospect. It's easy to see your traffic segmented into leads, prospects, and customers. Such segmentation aids in personalizing future interactions.



SOCIAL MEDIA

Let the power of social media combine with your sales process to build stronger relationships, create brand awareness and help you close deals faster. You can manage your social media platform profiles under a Brand. From sharing content to closing deals, you can manage all social media conversations in real time with Zoho CRM. It also lets you focus on social media conversations important to your business.

LEADS DISTRIBUTION

Manually distributing and assigning leads to specific individuals may become a tedious task. Zoho CRM Lead Management allows you to create a pre-defined workflow that lets you assign the leads automatically to the sales representative on the basis of specific criteria such as geography, product or department. Round robin queues can be utilized to optimize your customer follow-ups and route leads equally. This makes sure that you do not miss out important leads just because of improper engagement methods.

LEAD ENGAGEMENT

It becomes difficult to deal with the large chunk of leads on a daily basis. With Zoho workflow automation, email integration and task delegation, your team can engage leads more efficiently. Improving responsiveness has been proven to be one the most important determinants of success.

LEAD RANKING

Businesses may find it difficult to determine which leads are worthy of the greatest efforts. With Zoho Scoring Rules you can use the technology to rank leads. The system can help everyone make a determination of your most promising leads based on powerful criteria.

Zoho is able to apply weight to a range of interactions, such as emails, calls, surveys, or social media activities to achieve a rounded picture of the quality of your leads. Rules allow you to both raise and lower a lead's rank. For example, an opened email can lift the score while an unopened or bounced email can lower a leads ranking.

LEAD CONVERSION

Key milestones in a relationship can be tracked, such as the conversion from a lead to a more qualified contact. Leads and contacts can be associated to "deals" as well as to "accounts" including other contacts from the same organization. While converting Leads you may also create follow-up tasks. At this point, the lead management process is complete and you don't have to go back further to start from the beginning.

LEAD EFFECTIVENESS

Through different marketing sources, you can keep track of your Return on Investment. Key performance indicators like conversion ratios, cost per deal, and more, gives you an insight on how to improve your campaigns and the performance of your team.

BENEFITS OF THE ZOHO CRM LEAD MANAGEMENT SOFTWARE

- 360 degree view of the lead's life cycle
- Capture leads online using web-to-lead form
- Import leads from external sources
- Facilitate faster sales lead distribution
- Qualify leads to next stage based on the information captured
- Customize lead management process
- Standard reports and dashboards
- Export leads data to spreadsheet software

Zoho provides you comprehensive set of tools to manage leads and relationships from “end-to-end” in every way that organizations are engaging with their universe of contacts – in one place with one system that your entire organization is able to collaborate through.



Let's talk about the impact Zoho can have on your organizations.

Reach out to First Direct today at (845) 221-3800 or click here to **contact us**. We can start you on a **free trial** immediately.

Stay tuned to know what's the “**Better Way to Track Your Pipeline.**” We will discuss it in our next series.



A BETTER WAY TO MANAGE EVENTS ONLINE

Zoho Backstage is a comprehensive end-to-end event management platform which makes managing events easier for event organizers, agencies and corporations.

Hosting an event is a cumbersome process. Planning, running and executing the event requires a different set of tools at each stage. From preparing an event plan, email marketing, event registration, on-site heck-ins, to creating event reports, managing an event requires a number of tools throughout the event lifecycle. One such unified online platform that automates the event from start to finish is Zoho Backstage. It allows organizers to market the event, register attendees and engage the audience using one product. It is a holistic event management system to organize a great event.

Zoho Backstage makes it easy for organizers, corporations, and agencies to plan, promote and run events such as conferences, trade shows, conventions, exhibitions, and product launches. With Zoho Backstage, you can create a rewarding experience for the visitors by engaging, entertaining and educating them. From ticketing, event promotion to attendee registration and more - Backstage adds a new marketing channel to Zoho's integrated suite of apps, Zoho One.



EVENT DESIGN WITH BACKSTAGE



CREATE YOUR DYNAMIC WEBSITE

Zoho CRM offers pre-built and customizable web forms to help your sales team produce quality leads. It turns marketing campaigns into lead generation machines. Without writing a single line of code, you can build forms and capture leads into your CRM. You will also be able to easily host pre-built web forms in Google Sites, Unbounce, Joomla, and other content management systems.



INTUITIVE AGENDA PLANNER

The user-friendly agenda planner helps organizers create unique schedules for a particular event and organize various sessions and presentations throughout the event. Simple just "drag & drop" functionality makes it fast and easy to build the perfect event chart for the attendees with visible the time blocks.



MAKE CHANGES WHILE ON THE MOVE

With the help of Backstage, you can change anything, anytime, from anywhere - Cancel a session, make corrections in the speech of the speaker or delay an event, and more all with just few clicks. It is a cinch to edit the content, check the preview and republish content.

PROMOTE YOUR EVENT TO REACH MORE PEOPLE



MARKETING MADE EASIER

Backstage is equipped with promotional tools which can be used by organizers to spread the word and reach out to the prospective attendees with latest news and updates, advertisements on third party sites, banner ads and selling tickets online. Do not skip the social media - spread the word on all social platforms.



OPEN YOUR BOX OFFICE

The best way to sell more seats quickly is by advertising to the right people. The online ticketing system of Backstage lets attendees buy tickets from your event page. It also allows bulk registrations for teams, groups and friends. Make accessibility hassle free for everyone!



INCORPORATE SOCIAL MEDIA MARKETING

Reach out to the prospective attendees over social media. Spread the word about your event on social media platforms such as Facebook, Twitter, Google+ and LinkedIn. Do not just promote your event, instead share valuable information to attract a larger number of people.



DISPLAY BANNER ADS FOR YOUR EVENT

Never miss out on a prospect through banner advertisement! This form of advertisement is intended to direct traffic to your website by linking to the advertiser's website. Using Backstage, just pick the banner type and size and copy paste the embed code provided in your blog or website. You can even create the landing pages to bring people to your event page when they click on your ads.

CONNECT TO YOUR AUDIENCE TO CREATE AN EXPERIENCE FOR EVERYONE



ADD ENGAGEMENT TO YOUR EVENT

Make your website and mobile app a virtual personal guide for attendees. Make sure that the attendees can follow live updates and personalize the agenda as per their needs and likes.



CREATE A DIGITAL TOUR GUIDE

Make your event website or app responsive so that it can be accessed from any device. It will allow attendees to get all the information about your event just at the tap of a fingertip. A mobile interface will keep them updated about the venue, where each session is being conducted, at what time the session will commence and everything else. It will be a virtual guide of the event.



TRANSFORM THE WAY YOU PRESENT

Zoho ShowTime is a presentation delivery tool integrated into the Zoho Backstage software. Upload the presentations on the tool, and let speakers do rehearsals so that they can present with confidence. It even allows monologues to be transformed into dialogues with few clicks.



FREELY PERSONALIZE YOUR AGENDA

One agenda does not fit all! Personalize the agenda for each guest so that they can pick sessions as per their likes and dislikes and create a custom schedule for the day of the event. Let them tweak the agenda as per their requisites.

ASSESS REPORTS TO UNDERSTAND YOUR EVENT PERFORMANCE



SNEAK PEEK IN EVENT PERFORMANCE

Use Zoho ShowTime to take an in-depth tour of how successful the event was. Once the event gets over, go through the summary of the attendees, analytics of each session and applauds received by the speaker. This will create value and will help you improve the quality of future events.



HELPS YOU DELIVER BETTER SESSIONS

The detailed post-session analytics in Zoho Backstage will help you determine what worked the best and what didn't. Go through the feedback received from the attendees. Take into consideration the mistakes highlighted by them. Work upon them to create a successful event next time.



REFINE YOUR AGENDA

The engagement analytics give you a detailed insight on who all attended the event and how many of them actively participated. It also tells you which session, presentation or topic ignited the conversation so that you can improve your next event. You can even gather ratings or feedback given by each participant for different sessions.



A SEPARATE GUESTBOOK FOR YOUR EVENT

Get to know more about your attendees with an event guestbook, which will contain information about registered attendees, and who turned up for the event and who didn't. Create a separate list of attendees who have shown maximum participation during the event. Keep in touch with them even after the event and call them to your next occasion.

BENEFITS OF THE ZOHIO BACKSTAGE SOFTWARE

- Enables you to build a detailed agenda for your event
- Personalize your event website in minutes
- Capitalize on the power of digital marketing and social media
- Manage event registration and ticketing online, hassle-free
- Assess your event's performance with easy-to-understand charts and reports
- Manage your events efficiently, without breaking the bank

Zoho Backstage is a smart, convenient and advanced event management software that helps you save time and money. It has multiple solutions that you need to plan, organize and execute your event in one place, which will enable you to create authentic experiences.

For those who many already have an Event Management system, you may integrate it with Zoho. In the Zoho Integration Marketplace are a number of predeveloped integrations to some of the most popular systems in use today.



If you have questions about how to implement Zoho Backstage Software, then reach out to our Zoho experts at (845) 221-3800 or (800) 935-4386.

As an Authorized Solutions Partner, First Direct Corp. helps clients achieve greater success with the best solutions. Visit our website to know more:
<https://getabettercrm.com/about-us/>

Stay tuned to know what's the **"Better Way to Track Your Pipeline."** We will discuss it in our next series.



A BETTER WAY TO TRACK YOUR PIPELINE

Zoho Pipeline Management Helps Embrace A Unique Approach To Help
Your Business Grow

Looking for a software that can provide an in-depth detail of open opportunities such as the customer, opportunity size, expected date of close and the responsible team? The report should also display what actions were recently taken and what all are scheduled for future? One unified platform that is capable enough to show you the forecast your business can make in future is pipeline management. A well implemented pipeline management helps you stay well organized and also allows you to keep control of your sales figures. The team at Get A Better CRM can help you build and manage pipeline management that can turn your forecasted figures into tangible results.

Pipeline management is a daunting task!! The fully optimized pipeline management helps you know the exact stage your leads are at. It also gives you an insight into how many leads you have that can help you achieve your sales goals. The pipeline management gives you the full picture of your sales process and shows you the different stages of the sales process and further steps involved for improvement. Zoho CRM pipeline management solution enables you to capture all your lead data and makes it easy for you to manage and navigate your pipeline to achieve your goals.



WORKING WITH LEADS

Leads are the raw details gathered about an individual or representatives of an organization. They help the sales department in identifying potential customers. Collecting and managing the leads is the first step in the sales process. Once the leads are collected, it is vital to manage and follow them until they qualify to become prospective customers. The leads feature a perfect combination of the company (account), the person (contact), and business opportunity (deal) on the basis of your CRM requirement.



MANAGE YOUR ACCOUNTS

In a traditional Business to Business scenario, with the account it means a company or department within a company. It can be the organization your company is currently doing business with or planning to do business in the near future. This account stores the company information such as the address, number of employees, annual revenue and other required details.

During the pre-sales, you can associate an account with contacts within the company and prospective business opportunities. Once you're done with the sale, you can also provide Customer Support & Service through Zoho CRM - Case Management.



WORKING WITH CONTACTS

Contacts are people with whom you contact either for business pursuits or personal reasons. If it is B2C scenario, contact is the most important information for acquiring customers. However, in B2B business, contact is part of the organization details that you are doing business.

Another important function of the contacts module is that they can be used for customer acquisition as well as for purchasing the products from the vendors. As per the business process, contact can be related to an account as well as vendors.



WORKING WITH DEALS

For sales department, deals play the vital role for it helps in generating the real revenue for the organization. In a typical B2B scenario, all the deals have to undergo complete sales cycle, which begins from identification of prospects to losing or winning those prospects. The activities involved in the sales cycle include sending product information to prospects, carrying out product demonstration, sending sales quotations and carrying out the negotiations.



CARRYING OUT THE ACTIVITIES

CRM keeps track of all the tasks, meetings, calls, events and activity records. The users are also able to organize numerous records with other activities such as follow up, pre-sales and post sales activities, phone conversations etc. This can be helpful in initiating and tracking action based items and recording the results of the meetings or events thereof. In the Activities module of Zoho CRM, you can create and associate business tasks, events and calls.



CARRYING OUT THE FORECASTS

Forecasts play a significant role for they allow you to carry out the future financial planning of your business. While the sales forecasting helps you to know the short term and long term sales performance. All these forecasts together help in the growth of the company and success. If the company is able to meet the set targets in terms of goals and profits, it means that the company is growing. Forecasts provide a real time insight into tracking sales and helping organizations tune the sales process and monitor sales pipeline.

BENEFITS OF THE ZOHO PIPELINE MANAGEMENT

- Enables to set yearly targets and goals
- Helps you win more sales
- Helps in the nurturing of the leads
- Tailor made pipeline management
- It helps you manage your expectations in the most effective manner
- Manage your sales team's forecast
- Track if your team is meeting the sales quota

Finally, our aim is simple – to help you work ON your business, not IN your business.

We design, build, implement and deploy custom-designed business solutions that can help you in business growth. Still, have some doubts and question in regards to Zoho pipeline management, reach out to us at [\(845\) 221-3800](tel:8452213800) or [\(800\) 935-4386](tel:8009354386).



A BETTER WAY TO GO MOBILE

Mobility is no longer an option or differentiator - it is now necessity!

Practically speaking, we're all carrying smartphone. Which means today, the population is almost always connected to one another, able to interact, transact and obtain nearly any information they desire. The ramifications for businesses is as great as it is for individuals. The consumer has been empowered in ways that we hard to imagine just a decade ago. And, with 5-G beginning to roll-out, with transmission speeds that dwarf 4-G, the possibility are as profound as the imagination.

HERE ARE SOME PREDICTIONS ABOUT MOBILE USE BOTH AMONGST CONSUMERS AND WORKERS:

- By the year 2022, around 43% of the total global workforce will be mobile savvy.
- By the end of 2018, 79% of total global internet use will be on mobile devices.
- 66% of Americans now own a smartphone with 200 million number of users across all states.
- 90% IT decision makers hold the view that mobility helps in business growth, enhance productivity, customer engagement & competitiveness.

Technology is a sword that cuts both ways, across nearly all industries, fields of business and areas of life. Those who are best equipped to leverage mobility will do the cutting. Those who fall behind will feel the sword!

When it comes to business's needs to collect, share, manage and use data to conduct business and serve customers, it has become mission critical to incorporate mobility. The form factor, the interface, functionality and ability to support business processes must extend to mobile devices such as smartphones and tablets.

Organization staff and management demand ubiquitous access with the ability to perform their jobs from any locations, without being compelled to carry "hardware."

Zoho's software suite answers your mobility needs. Mobile functionality is designed into Zoho products from the start. The user can transition between their desktop and mobile device seamlessly. The interface remains familiar and your capabilities, both in terms of the application as well as your job responsibilities go with you where you go. As a result, Zoho applications are more popular than ever. Zoho recently achieved the target of 2 million downloads for it's iOS and Android apps - and it is rapidly increasing.

TOP INSTALLED ZOHU CRM APPS



MAIL

The Zoho Mail mobile app is a complete app suite that includes calendar, contacts, files modules, a daily planner, an address book, and much more.



CRM

The Zoho CRM Mobile app turns your smartphone into your personal sales assistant. It does not let you waste a moment and helps you close more deals on the move.



NOTEBOOK

Make notable entries and organize your knowledge. Powerful security features protect your information, which is true with all Zoho applications.



INVOICE

The Zoho Invoice app makes mobile invoicing simple.

Zoho offers a robust selection of applications covering the gamut of what organizations are looking for covering needs for: Marketing & Sales, Customer Service & Help Desk, Collaboration, Communication, Accounting & Finance, Human Resources, Analytics, and more. Each the applications can be subscribed to individually or all together with the remarkably economical **Zoho One** all inclusive suite. Each features the mobility users have come to expect from Zoho. See a list of [Zoho applications](#).

If your business is not ready for the future of mobility the fastest way to prepare is to adopt Zoho - *the Operating System for Business!* As an authorized Zoho Partner, First Direct Corporation, is here to help you. [Contact us today at \(845\) 221-3800](#)

TURNING SOFTWARE INTO A SYSTEM

First Direct Corporation is a Zoho Authorized Partner. We provide professional services, Zoho expertise and resources to help firms implement Zoho applications and to achieve better results.

First Direct Corporation has earned numerous awards over the last 25+ years as a CRM Solution Provider. First Direct has been the USA's leading GoldMine CRM Solutions Partner for over 15 years.

Our Mission

To Help Organizations Market, Sell and Service Better by Deploying and Supporting Award-Winning Technology and Guiding You Through the Best Practices for the Solutions We Provide.

Visit our websites to learn about:

- First Direct Services – www.1stdirect.com
- Zoho Products – www.GetaBetterCRM.com

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**AUTHORIZED
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