**NUCLEUS
RESEARCH**

ZOHOLICS ANNOUNCEMENTS 2023

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THE BOTTOM LINE

At the 2023 Zoholics conference, Zoho unveiled several new applications and features and showcased its upmarket strategy, targeting large organizations with enterprise-ready products that offer strong functionality relative to cost. The vendor announced the integration of OpenAI with Zia, with 13 new generative AI Zoho application extensions and integrations powered by ChatGPT. In addition, the vendor also announced new strategic go-to-market and platform investments as well as new system integration (SI) partnerships. With a focus on customer value and providing elevated experiences for its customers, Nucleus expects Zoho to be well-positioned to gain market share driven by its upmarket initiatives.

OVERVIEW

At the Zoholics 2023 conference, the vendor unveiled several new and ongoing initiatives highlighted by advancements in artificial intelligence, user privacy, and strategic investments that will support its overall growth strategy into the enterprise market. As more organizations are turning to ROI to drive software purchasing decisions, Zoho aims to deliver sophisticated solutions to larger organizations while maintaining its leading ease-of-use and its comparatively stronger value relative to competitors in the CX space.

INTELLIGENT EXPERIENCES WITH GENERATIVE AI

Zoho announced its commitment to further enhancing AI capabilities by introducing 13 generative AI extensions and integrations powered by ChatGPT. This move combines third-party intelligence with Zia, Zoho's in-house AI engine, and aligns with the vendor's three core principals of strong customer experiences, customer privacy, and customer value. Integrating ChatGPT's generative AI with Zia is expected to provide users with a more intuitive, efficient, and secure experience in line with Zoho's R&D-first culture. Zoho also aims to develop proprietary Large Language Models (LLMs) that enable seamless AI-driven communication and knowledge discovery while maintaining user privacy.

> **"Zoho is the best value that we found. We needed an agile partner and they are both nimble and reliable."**

NEW PRIVACY-FIRST BROWSING EXPERIENCE

Zoho has officially launched Ulaa, a privacy-centered browser designed to safeguard user privacy with pre-built capabilities to block tracking and website surveillance. Ulaa marks a significant milestone in Zoho's enduring commitment to privacy, assisting users in securing their personal information and internet activity. The browser offers privacy customization, built-in browser modes, and integrated productivity tools, all while keeping user data secure and private. Additionally, users can seamlessly sync browsing sessions between devices – either an entire browser window or a single tab.

The browser is centered on three main areas, privacy, modes, and productivity. With Ulaa, users have access to ad and data tracking blockers prevent websites and third-party trackers from monitoring user data while blocking unwanted ads, notifications, and pop-ups. The browser also prohibits DNS pre-fetching, ensures user data isn't shared with third-party tracking, and disables motion sensors that track mouse movements and clicks. Additionally,

Dynamic Mode Switching allows users to toggle between five unique modes based on their desired browsing experience, each isolated from others and offering a protected browsing experience. To help users boost productivity, Ulaa includes tab management options, integrated apps such as Zia Search and Zoho Notebook, Annotator feature, and compatibility with all Chrome browser extensions.

ENTERPRISE-FOCUSED INVESTMENTS AND INNOVATIONS

The vendor announced a comprehensive suite of strategic investments tailored to mid-market and enterprise organizations that encompasses go-to-market services, new products, platform extensibility, AI, and privacy and security. These investments aim to transform the enterprise customer experience and consistently enable customer success.

Go-to-market investments include a new Enterprise Business Solutions (EBS) expansion that is geared towards helping enterprise businesses manage their technology stack effectively. Zoho plans to grow the EBS group across skills, industry depth, and regional presence. Other recently announced platform investments include Zoho Marketplace growth and additional no-code and low-code extensibility offerings. In addition, the vendor unveiled Zoho Contracts, a comprehensive contract lifecycle management solution that centralizes contract authoring, approval, negotiations, and signatures to improve governance, mitigate business risk, and drive growth. Zoho Contracts leverages Zoho's AI engine, Zia, to automate workflows and provide full visibility into each contracting process step. The vendor also announced that Zoho DataPrep is now deeply integrated with Zoho CRM, allowing users to transform, cleanse, and format customer data within their CRM system for analytics, machine learning, migration, and warehousing. This integration streamlines data migration from third-party CRM systems, facilitating the mass removal of duplicates and validation of information.

LOOKING AHEAD

As Zoho continues to enhance its AI capabilities and focus on expanding into the enterprise market, the challenge of communicating its innovative offerings to the right organizations at the right time remains crucial. In the coming months, Nucleus expects Zoho's product roadmap, along with its strategic investments tailored to the demands of large organizations to drive year-over-year growth and help the company break into the enterprise market. By capitalizing on these unique differentiators and expanding its reach across various industries, Zoho is well-positioned to overcome challenges and successfully achieve its long-term objectives.