

| Zoho Modules in Zoho 1                | Competitor / Alternate | Price                    | Description   |
|---------------------------------------|------------------------|--------------------------|---|
| <b><u>Finance</u></b>                 |                        |                          |   |
| Books                                 | Quickbooks on Line     | 27                       | Intuitive online accounting software to track the health of your business.  |
| Invoice                               |                        |                          | Get paid faster with professional invoices that reflect your brand.   |
| Subscriptions                         |                        |                          | Bill your customers on a recurring or subscription basis.   |
| Expense                               |                        |                          | Turn receipts into expense reports for quick approvals.   |
| Inventory                             |                        |                          | A centralized inventory management system for distributed sales channels like retail store online shop or marketplaces like Amazon or eBay. |
| Checkout                              |                        |                          | Collect payments online.  |
| <b><u>Sales</u></b>                   |                        |                          |   |
| CRM                                   | SalesForce             | 75                       | A multichannel approach to modern sales processes.  |
| Analytics                             | Tableau                | 70                       | A business intelligence platform that provides useful insights about your business.   |
| Sites                                 | Wix                    | 17                       | Quickly build professional websites. www.elxee.com was built on Zoho sites  |
| <b><u>Marketing</u></b>               |                        |                          |   |
| SalesIQ                               |                        |                          | Engage website visitors and convert them into customers.  |
| Campaigns                             |                        |                          | Create, send and track effective email campaigns.   |
| Social                                | Loomly                 | 20                       | Post content interact with followers and monitor conversations across social networks from one place.                                       |
| Survey                                | Survey Monkey          | 25                       | Make informed decisions using feedback from surveys.  |
| Forms                                 | Woofoo                 | 14                       | Build forms for lead generation and customer engagement.  |
| PageSense                             |                        |                          | Optimize your web pages for engagement and conversion.  |
| Backstage                             |                        |                          | Zoho Backstage makes it easy to manage large-scale meetings and events  |
| <b><u>Support</u></b>                 |                        |                          |   |
| Desk                                  |                        |                          | A multi-channel help desk that helps you prioritize support requests and make customers happy.  |
| Assist                                | rescueassist           | 55                       | Troubleshoot customer issues remotely for quick resolutions.  |
| <b><u>Communication</u></b>           |                        |                          |   |
| Mail                                  |                        |                          | Securely hosted ad-free email for your business.  |
| Cliq                                  | Slack                  | 6                        | Quick and informal messaging for better team communication.   |
| <b><u>Collaboration</u></b>           |                        |                          |   |
| Projects                              |                        |                          | Plan track and collaborate on projects across teams to get things done.   |
| Sprints                               |                        |                          | Project management for agile teams.   |
| Connect                               |                        |                          | A private social network for team discussion and sharing resources.   |
| Showtime                              |                        |                          | Present slide decks to audiences anywhere and interact with them. Works with PowerPoint too.  |
| Meeting                               | GoToMeeting            | 29                       | Browser-based web conferencing to do demos and presentations without breaking a sweat.  |
| <b><u>Productivity</u></b>            |                        |                          |   |
| Writer                                | Office365              | 8                        | A slick online word processor for collaborative work.   |
| Sheet                                 |                        |                          | A collaborative cloud spreadsheet so powerful you'll wonder why you didn't leave your desktop app earlier.                                  |
| Show                                  |                        |                          | Create beautiful slide decks with ideas from multiple collaborators.  |
| Docs                                  |                        |                          | Store and share files and documents with teammates partners vendors or customers.   |
| Sign                                  |                        |                          | Sign documents digitally and request signatures.  |
| Notebook                              |                        |                          | A beautifully simple note-taking app to keep your life in order.  |
| Vault                                 |                        |                          | Securely store and manage your teams' passwords.  |
| <b><u>Human Resources</u></b>         |                        |                          |   |
| People                                |                        |                          | A central place to manage your employees including managerial approvals performance management.   |
| Recruit                               | Zenefits               | 10                       | Find new talent to grow your company. Designed for both in-house recruiters and staffing agencies.  |
| <b><u>Business Process</u></b>        |                        |                          |   |
| Creator                               | Caspio                 | 36                       | Turn unique processes into custom applications with our rapid development platform.   |
| Flow                                  | Zapier                 | 20                       | An integration platform that lets you visually build connections between apps.  |
| \$30 per user per month paid annually |                        | \$412 per user per month |   |