

Zoho Takes on Current Low-Code Market Gaps with New Creator Platform to Empower Businesses to Easily Build, Deploy, Manage, and Analyze Custom Solutions

Bringing in the company's 15 years of expertise in low code, the new unified development platform empowers both IT teams and business users to build sophisticated, modern, and compliant solutions, for a low-code experience that is secure, easy to use, and custom-fit to solve business challenges

Austin, Texas - March 03, 2022 — Today, [Zoho Corporation](#), a leading global technology company, announced the latest version of its low-code offering, Zoho Creator Platform, an all-in-one solution that bridges the gap between business users and IT teams by providing a low-code solution-building experience regardless of technical know-how. Organizations currently face soaring demand for new business software, but existing low-code platforms for business users only facilitate basic app building, lacking the sophistication needed to develop scalable, enterprise-ready end-to-end tools. Existing solutions in the market designed specifically for business users facilitate only basic app building, lacking the complexity needed to develop end-to-end tools, which allow organizations to scale and ensure centralized governance. Addressing the needs of both business users and IT teams, Zoho Creator Platform supports all levels to build, manage, integrate, and analyze for a complete low-code experience, enabling 10X faster deployment than any other solution on the market. Democratizing access to low-code development tools allows IT and business users to work in tandem to create and deploy apps that are highly customized, while minimizing common interoperability, permissions, and governance challenges.

"Currently there isn't a low-code solution on the market that allows both business users and IT to truly build end-to-end business solutions," said Raju Vegesna, Chief Evangelist, Zoho Corporation. "With this update, Zoho's Creator Platform combines application development, integrations, process automation, business intelligence and analytics into a single platform while simultaneously enabling IT teams to effortlessly manage security, compliance, and governance challenges. Organizations can now leverage a unified solution for all of their low-code needs, extending the ability to innovate to every employee."

The Zoho Creator Platform integrates digital data and processes to facilitate the creation of truly agile solutions for business users and IT teams alike. Business developers can now easily build scalable low-code solutions which include apps, integrations, analytics, and process automation without heavy dependency on IT teams or time-consuming training. For IT stakeholders, the Platform now provides deeper controls around governance and management, without compromising automation, data-driven insights, customization, and the ability to affect revenue and growth. Together, business users and IT can quickly deploy secure, dynamic solutions built to auto-scale, so that organizations can focus on solving business problems and pursue new opportunities.

"We needed a complete solution to resolve specific operational difficulties, including a lack of streamlined communication and an inability to oversee employees effectively. The Zoho Creator Platform allowed us to build new contextual tools that unify disjointed communication channels, automate processes, and seamlessly integrate into our existing system," said Gaurav Kakkar, System Process Manager at Emirates Logistics. "Additionally, the new Platform has given specific administrators greater flexibility in implementing new processes through the sandbox and demo user options to keep our data secure while providing important business insights. Together, we're able to better support employees to be more productive, enabling them to collaborate and spot opportunities to better serve themselves and customers."

"With this version of Creator, Zoho is shifting its low-code emphasis from applications to business solutions," said Jason Bloomberg, President of Intellyx, an industry research firm. "Creator helps business stakeholders and IT personnel collaborate to combine applications, business intelligence and analytics, and process automation into end-to-end business solutions. Creator is simple enough for nontechnical staff while also powerful enough to address complex workflow scenarios in a secure, scalable environment."

Key areas of innovation in the new Creator Platform include:

Expand App Building to Solution Building

- **Unified Solution Builder** - Create, integrate, analyze, and manage custom business solutions at scale from a single dashboard. Seamlessly switch between different elements, with deep interoperability between capabilities, and in-built guardrails for IT teams to drive enterprise-wide citizen development programs.
- **Artificial Intelligence (AI)** - Zoho's intelligent AI assistant (Zia) now enables developers to import data from anywhere, cleanse and transform with one click, build data models, and automatically detect data relationships via Smart Import. AI tasks such as

predictive analytics, keyword extraction, sentiment analysis, OCR, and object detection are built into the drag-and-drop user interface for easy deployment.

- **Process Blueprinting** - This intuitive drag-and-drop builder graphically constructs an online replica of a business process by specifying each step, assigning responsibilities across stakeholders, and automating actions based on pre-set conditions. Users can now identify bottlenecks and have clarity to facilitate scalability for evolving business needs.
- **Enhanced Serverless Functions** - Developers can now write, store, and execute reusable code blocks in Zoho Creator Platform using Deluge, Java, or Node.js. These functions encourage IT and business teams to work together to build scalable and easily maintainable enterprise-ready apps faster.

Build a Connected Ecosystem of Solutions for a Seamless Experience

- **Unified Data Modeling (UDM)** - Unchecked data points, varied data formats, and evolving app landscapes add layers of difficult-to-solve complexities to data integration, resulting in sub-optimal business results. Universal cloud modeling is now included to help developers establish secure data transfer by automating data integration protocols with unified data architecture and over 600 plug-and-play connectors to make data integration easier for users.
- **Integration Status Dashboard** - Users have complete visibility on how well each integration operates with the new Integration Status Dashboard. Status Dashboard provides key findings on recent executions, success and failure stats, and top connections facilitating early error detection and resolution to enable organizations to discover errors and resolve them quicker.
- **Embedded BI and Analytics Engine** - An industry-first, full-fledged business intelligence and analytics engine is now included in the Zoho Creator Platform, enabling users to derive business insights from the data residing in their applications without worrying about bringing another subscription into the fold. High-end BI functionalities like predictive analytics, data alerts, what-if analysis, data blending, and conversational analytics are all now supported on the low-code platform.

Increased Control for IT with End-to-End ADLM

- **Environments** - Developers can now launch solutions in different environments of choice—development, staging (testing), or production—with a single click based on the readiness of the solution. This allows users to add features continuously or make changes without disturbing the existing app in production. The environments also support role-based access to help business developers simulate user-specific experience validation.

- Centralized Governance - To help IT manage low-code development, features such as granular role-based access controls, comprehensive audit trails and backup options, application IDE, dashboards to view and manage users, billing dashboard, personalization options such as localization, branding customization, and more, are now available in the low-code platform.
- Integrated Communication and Collaboration Aid - Often, business developers get stuck in the build phase with minor obstacles, especially when new to the platform. In order to enhance communication and collaboration, integrated communication enables messaging, sending files, sharing screens, and the ability to make audio and video calls.

Zoho Creator Platform Pricing

Pricing starts at \$25 USD per employee, with a 15-day trial available. For comprehensive pricing information, please visit <https://www.zoho.com/creator/pricing.html>

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About Zoho

With 50+ apps in nearly every major business category, including sales, marketing, customer support, accounting and back-office operations, and an array of productivity and collaboration tools, Zoho Corporation is one of the world's most prolific technology companies.

Zoho is privately held and profitable with more than 10,000 employees. Zoho is headquartered in Austin, Texas, with international headquarters in Chennai, India. Additional offices are in the United States, India, Japan, China, Canada, Singapore, Mexico, Australia, the Netherlands, Brazil, Saudi Arabia, and the United Arab Emirates. For more information, please visit: www.zoho.com/

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