Anand and Anand's mission for self-reliance

Discover how Anand and Anand, one of India's oldest and biggest IP law firms, decided to utilize the cloud and low-code for their daily operations. With Zoho Creator, the firm not only automated processes but also boosted morale and empowered their workforce.

ANAND & ANAND

ZOHO Creator

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About Anand and Anand

Born of a pioneering parent firm that had branches spanning the cities of Lahore, Calcutta, Delhi, and Amritsar in 1923, Anand and Anand was conceived to meet the challenges of an imminent new order in India.

The firm currently employs over 400 people, including over 100 attorneys and engineers, with offices based in New Delhi, Noida, Chennai, and Mumbai. In addition to being recognized for leadership in intellectual property, the firm has also won the Financial Times Innovative Lawyers award for Data and Technology across the Asia-Pacific region. The spirited character of the firm is the keystone of its growth and expansion into new areas of IP which have been embraced with ease and zest.

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Life before the cloud

Anand and Anand had a set of native on-premise software in place for running end-to-end processes including an ERP system, custom-built applications, and a suite of AI, ML, and NLP applications. These applications were good enough for the "old normal", but were not native to the cloud, and this had to be addressed.

> Our team is now able to work seamlessly, even from remote areas of the country, and we're proud to have partnered with Zoho, whose founder, Sridhar Vembu, leads the empowerment of people in Tier 2 and 3 cities, and rural areas, by his personal example.
>
> – Rajiv Maheshwari, CEO, Anand and Anand

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The low-code shift

Anand and Anand decided to make the switch to low-code after considering the following necessities:

Cloud platform: A robust cloud-based solution for teams to work and collaborate seamlessly, as they noticed a few of their employees had poor infrastructure at home.

Process re-engineering and easy migration: The ability to reimagine and reconfigure their processes and migrate their data quickly to and from the cloud, without a loss in data quality.

Real-time visibility: Leadership needed visibility into their processes and data in real time. The availability of process outcomes, metrics, and dashboards was a critical requirement.

Multiplatform experience: The need for apps to run on the Web and mobile devices, without having to recode their entire app for each operating system.

Finding Zoho Creator

For Anand and Anand, it started off with the basic needs of accessing data remotely. Scanning through various products, they realized that, apart from accessing data remotely, they needed to ensure that the processes worked flawlessly in a remote manner.

> Although we looked at a lot of products, including the big names in process management, the term "low-code" was never present at the back of our minds. This journey ultimately ended up in an application development product like Zoho Creator, encompassing connectivity, collaboration, processes, databases, and dashboards.
>
> – Rajiv Maheshwari, CEO, Anand and Anand

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Zoho Creator changing business for the better

With their Zoho Creator journey kicking off in the second half of 2020, Anand and Anand has already implemented it with management functions, including top management. This was done through Friday meetings to share Zoho Creator learning updates which, over time, became the ultimate bottom-up digital transformation approach. It started off with Rajiv, the CEO and a citizen developer himself, anchoring the meetings and passing the baton of citizen development to the entire team. By taking giant leaps in customer experience and process innovation, Anand and Anand sees the potential to replace their ERP and legacy applications with the Zoho ecosystem.

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The benefits

Zoho Creator transformed the day-to-day working of Anand and Anand. The implementation helped motivate and unite teams by providing an opportunity for business users to collaborate with other functional departments to create custom applications. Some of the other benefits were:

Zero dependence on IT professionals: This saved on salaries and project costs, and reduced project implementation time drastically.

Business users becoming citizen developers: Users who have never learned programming picked up Deluge, Zoho's scripting language, and began creating live applications.

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Boosting creativity: The app-building experience brought out the innate creativity in users, as they were not only able to visualize a new way of working, but also put it into action.

Business impact: The improvements in business processes brings about tangible and intangible benefits, like reduced costs, increased revenue and liquidity, and enhanced the quality of service delivery.

Retaining in-house servers: Using Zoho Creator and taking their business to the cloud helped Anand and Anand to defer procurement of a new server, boosting their cash flow

Mental well-being: A team in high spirits is an invaluable asset, and the Zoho-related initiatives at Anand and Anand have played a significant role by providing enhanced user experience for all stakeholders. Users now feel empowered and motivated to build high quality applications with a short learning curve.

Business applications: Zoho Creator is being used for several applications, such as end-to-end internship, recruitment, and employee managementat Anand and Anand, with integrations and application-tracking functionalities.

> We believe the implementation of Zoho Creator and the changes it brought about at Anand and Anand is nothing short of a miracle, and speaks volumes about the platform and the spirit of our users. In an otherwise tough external environment, the Zoho Creator project was a morale and confidence booster for our team and the entire organization.
>
> – Rajiv Maheshwari, CEO, Anand and Anand

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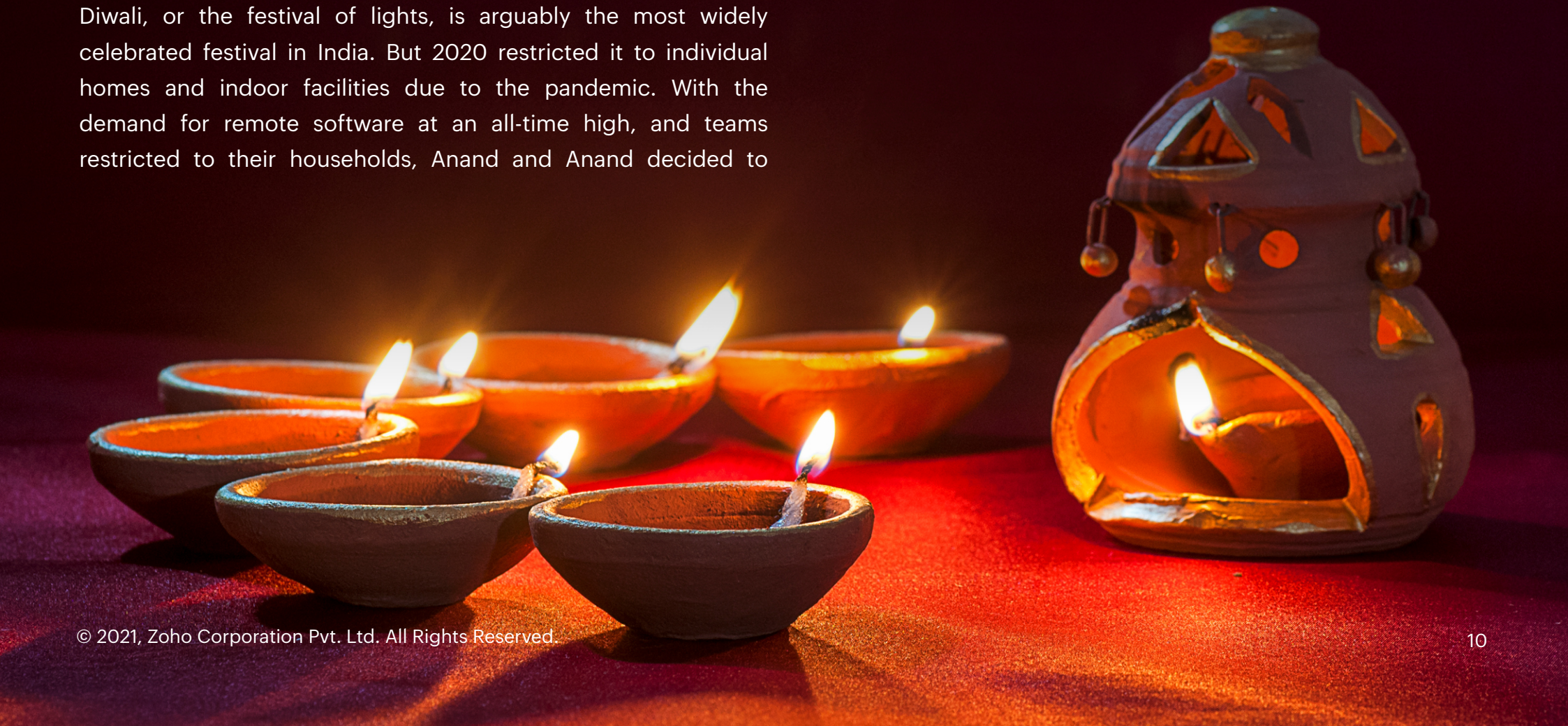
Festival of lights using low-code

Diwali, or the festival of lights, is arguably the most widely celebrated festival in India. But 2020 restricted it to individual homes and indoor facilities due to the pandemic. With the demand for remote software at an all-time high, and teams restricted to their households, Anand and Anand decided to celebrate Diwali online with contests. Using Creator, they built a full-fledged app for employees to upload their talents in the performing arts, view content from the entire organization, vote for their favorite entries, and, last but not the least, reward the winner. Here's a glimpse of how they pulled it off:



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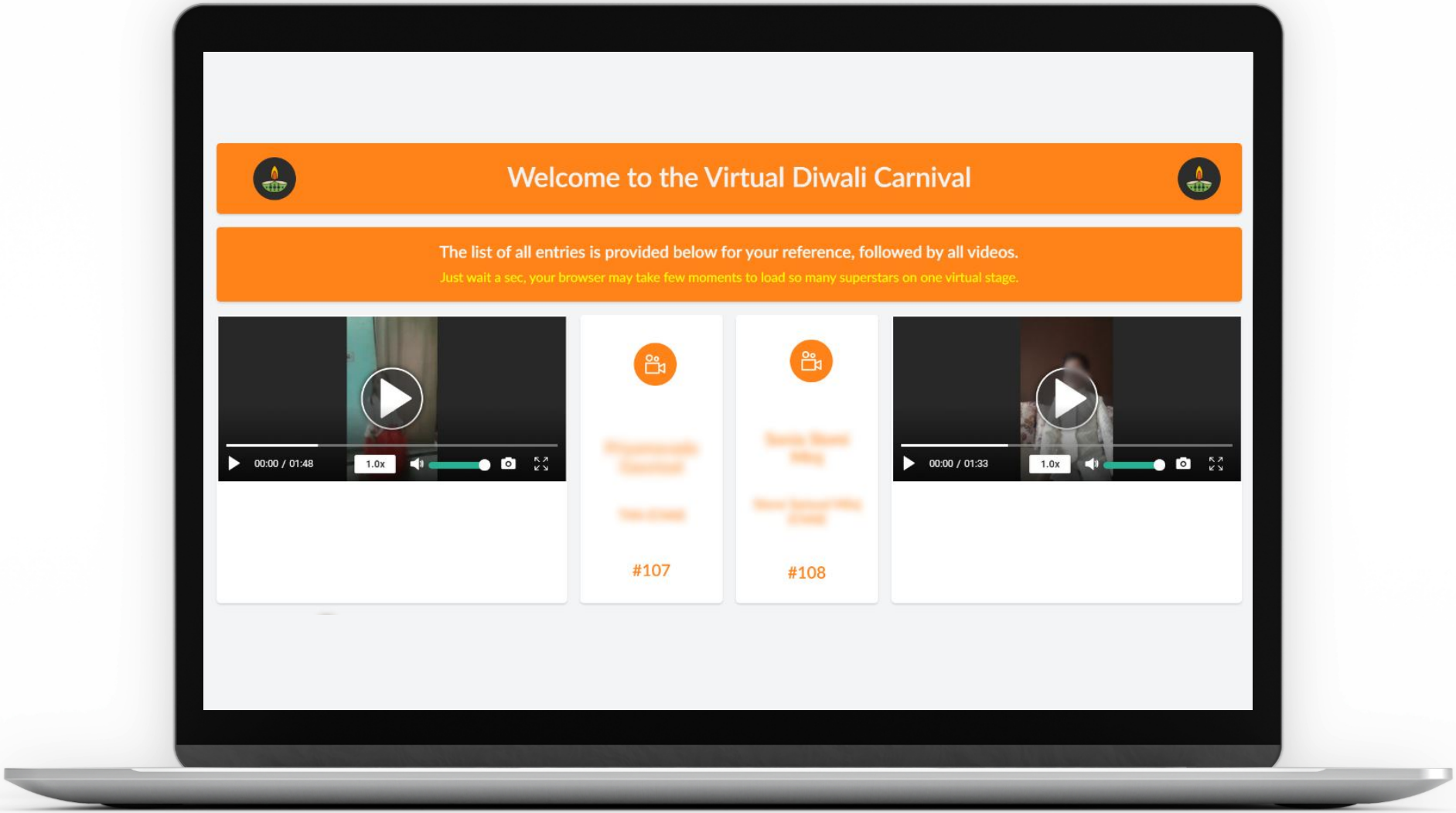

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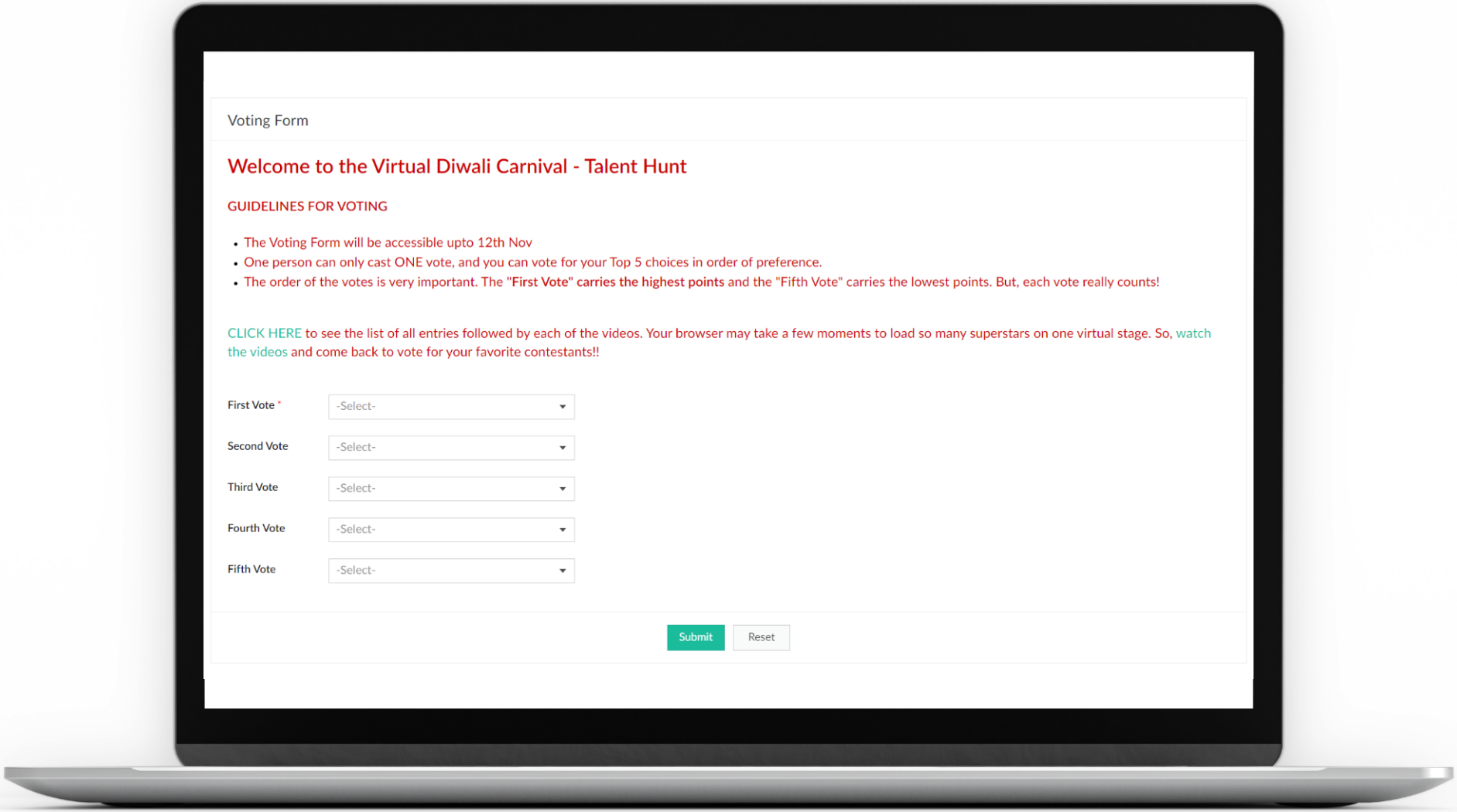

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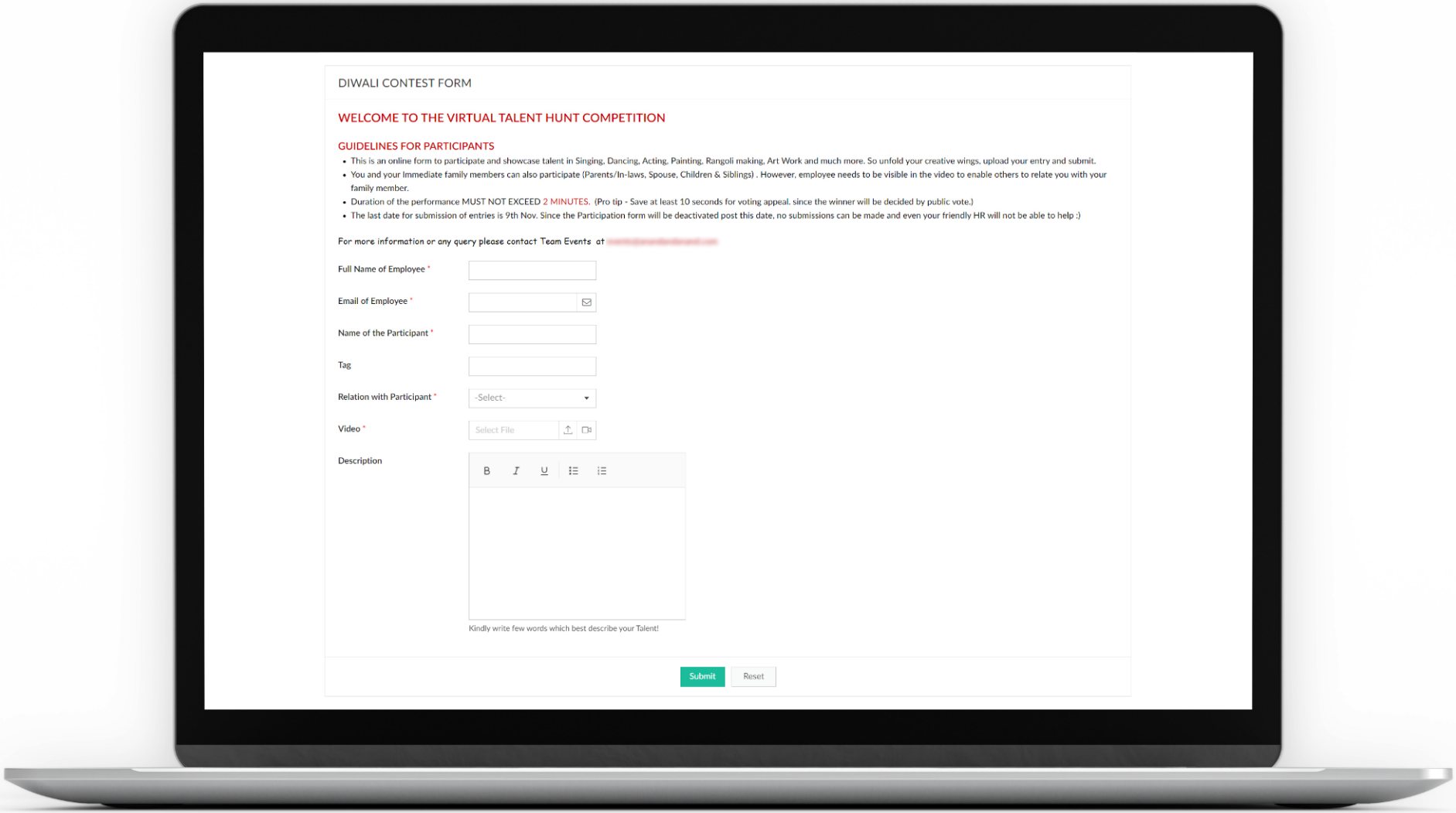

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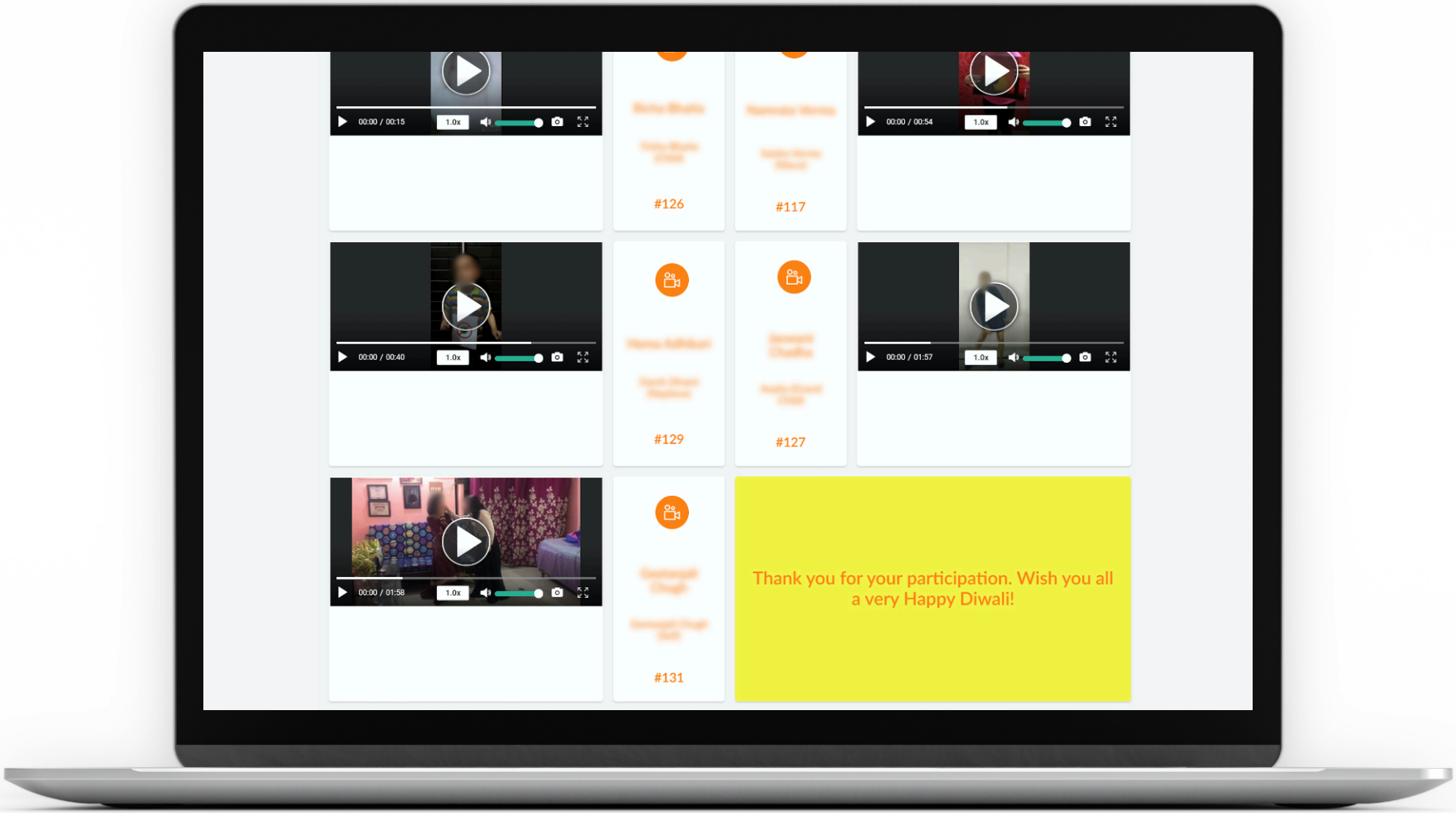

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The future with citizen development

Citizen development is the new wave of app development. Low-code platforms that boast a short learning curve that enable business users with zero coding expertise to build highly customizable applications are on the rise. At Anand and Anand, Zoho Creator brought about a citizen development wave by empowering users, from executives to managers to top leadership, to build applications to facilitate remote work and make lives easier.

> Since SaaS-based applications typically are not heavily customizable, we needed a PaaS solution, but without the need to engage IT developers to code the applications from scratch.
>
> – Rajiv Maheshwari, CEO, Anand and Anand

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About Us

Running a business is no mean feat, and we believe we can help. Rapidly build custom applications that are a perfect fit for your business, or choose from our extensive range of prebuilt apps and modify them. The best part? You don't have to be a programmer. Just sign up, pick a plan, and start building!

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ZOHO Creator

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We'd love to talk! Reach out to us at:
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