



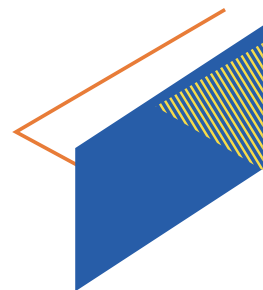
Creator



**CYTOCROM**  
*Powerhouse of e-business*

# Empowering SMEs through low-cost cloud solutions





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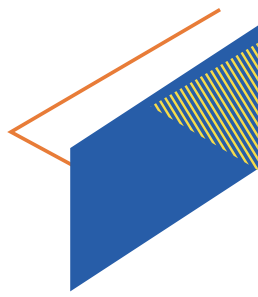
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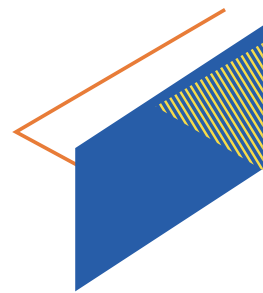
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# The company

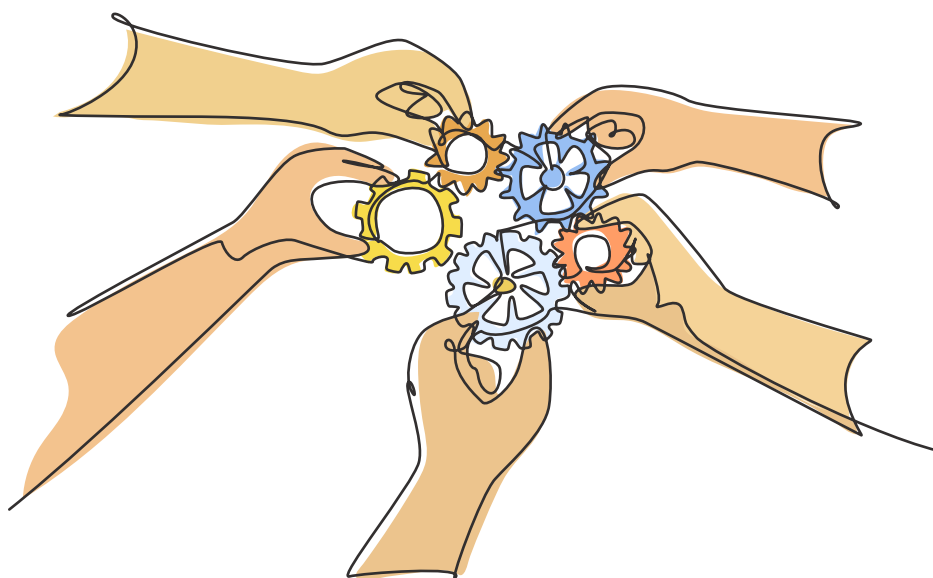
Cytocrom is a technology consulting company founded in 2003 by Francisco Leon, who's also the current sales director. The company is headquartered in Mexico City and has one office with 15 employees. They specialize in providing cloud-based solutions to empower small and medium-sized businesses to embrace digital transformation at a low cost. The company has extensive experience with implementing IT projects for many industries, including pharmaceutical, retail, telecommunications, consumer goods, healthcare, financial services, and the public sector.





# The challenges

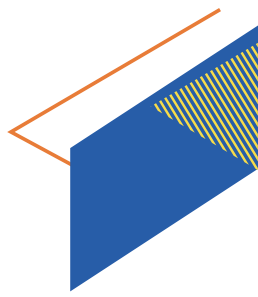
When Cytocrom was established in 2003, cloud solutions were not yet mainstream, and technology adoption was limited to large corporations. Customer relationship management (CRM), enterprise resource planning (ERP), and business intelligence (BI) solutions were unaffordable, and the high costs of implementing any software made such solutions out of reach for small and medium-sized businesses (SMBs). In addition, the only software development methodology used at the time was the traditional waterfall model, which required significant amounts of innovation and funding.



As a result of these challenges, Cytocrom realized that the only way to empower SMB's to adopt digital transformation was to provide low-cost cloud solutions. However, they also realized that technical consulting services needed to evolve into business consulting services, as code was not the most critical factor. They needed a platform that could enable end users to build and deploy their applications quickly and easily, with minimal technical assistance.

This challenge led the company to explore various vendors, and they eventually found that Zoho Creator was the best fit for their needs.





# The solution

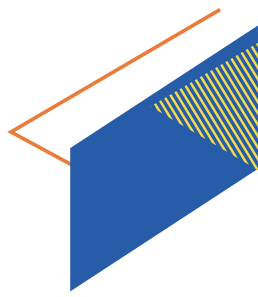
To overcome these challenges, Cytocrom decided to empower companies to embrace digital transformation with cloud solutions, at a low cost. A customer was the first to suggest implementing a platform where all users can build their own databases in a short time. As part of this project, they started to look for vendors—and found that Zoho was a great fit.

The platform provided a low-code development environment, enabling end users to build and customize applications which significantly reduced the total cost of ownership. Furthermore, with Creator, businesses could build their applications in short cycles, which allowed them to be more agile and flexible, responding to changing business needs more efficiently.



Using Zoho Creator, the company built a CPQ system for an energy enterprise company based in Mexico. The client required a full integration with Microsoft Dynamics to pull information from their CRM and push everything to their ERP system. They also built a sales estimation system for UK-based Kantar, which significantly improved the client's sales process. These projects helped Cytocrom demonstrate the benefits of Zoho Creator and increase the number of happy customers.

They also use Zoho Creator for automating operations. Their user portal became the single point of truth for all their customers, where they could self-manage projects, tasks, and issues with their current projects. They also built integrations with other Zoho services, to create a complete BPM (business process management) solution with many automated business flows, across the organization.



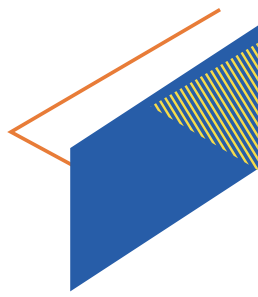
# Benefits and ROI

The Zoho partnership has been a fruitful one for Cytocrom. They've worked with great people and built strong relationships with customers due to all the work done with the Zoho Creator partner team.

They've also been able to reduce their churn rate by providing Zoho Creator support to more than 500 users in many countries. The growth for the company has also been significant, with a 150% increase in productivity from last year, plus the addition of three new developers and one presales job this year. Additionally, the company has seen an increase in the number of visitors to its website.

Dashboards, calendar view reports, and page snippets are getting better every year, and the Deluge IDE is now easier to learn and helpful to all our developers.

- **Francisco Leon,**  
Founder, Cytocrom



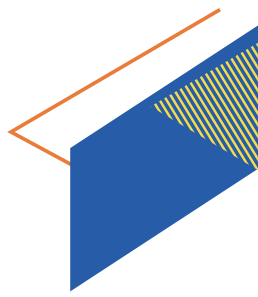
# Moving forward

Cytocrom aims to continue its growth in the coming years, with a 150% sales growth target in 2023. The company believes that their Zoho partnership will provide more expertise for its services and more customers for its practice. Collaboration will be the driver for the partnership's growth, and marketing efforts from both sides will bring in more customers. The company also looks forward to seeing the many improvements Zoho Creator has in store for the future.

Cytocrom's success story highlights the power of digital transformation through the use of low-code platforms like Zoho Creator. By partnering with Zoho Creator, they've been able to provide affordable and effective technology solutions to businesses of all sizes. The company's growth and success are a testament to the power of innovative technologies in driving business success in the modern era.

It has been a great journey; we have worked with great people and built strong relationships with customers, all due to the job done with the Zoho Creator partner team.

- **Francisco Leon,**  
Founder, Cytocrom



# About us

At Zoho Creator, we've always worked towards a single purpose—empowering users to build functional apps with minimal coding expertise. We've helped **14,000+** brands create bespoke solutions and improve their end-to-end operations across a variety of industries. With over **16 years of experience** in catering to **B2B and B2C organizations**, we have the best tools in the trade to help you improve your business.

You can get started with Creator by visiting our [signup page](#). You can also check out our [prebuilt apps](#) to get started right away.





# Creator

[www.zoho.com/creator](http://www.zoho.com/creator)

# We'd love to talk! Reach out to us

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