THE CONTINUED VALUE OF ZOHO PROJECTS

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THE BOTTOM LINE

Project management processes are especially at-risk as collaboration and productivity are hindered by remote work, leading to slowed project completion and a potential decrease in revenue. At a time when project management solutions that offer complete visibility and collaboration are essential to an organization's survival, it can be difficult to find a vendor that offers full functionality while remaining cost-effective. Zoho Projects is a cloud-based project management application that allows users to plan and track projects and tasks while facilitating enhanced collaboration among teams, with continual functionality upgrades as evidenced by the platform's most recent update. Nucleus found that one organization was able to save an average of 75 hours per week among its project team by leveraging the solution's automation capabilities.

OVERVIEW

Remote work has come to stay for the foreseeable future, prompting organizations to assess how well they have equipped their employees to maintain productivity, collaboration, and output while working from home. Project management has come to the forefront of remote frontiers that organizations are looking to tackle, as a reduction of in-person team collaboration presents the risk of slowed project completion and a subsequent shortfall of revenue opportunities. Zoho Projects, an established project management solution within the greater suite of Zoho products, has recently undergone a massive update to mitigate these issues and help better meet the needs of remote teams. The application now provides organizations with increased functionality, expanded integrations, and a revamped user interface (UI).

ZOHO PROJECTS

Zoho Projects is a cloud-based project management application that allows teams to plan, track, and collaborate on several different projects. Originally launched in 2006, Zoho Projects has more than 3 million users and continues to grow, with leadership in the SMB space, as well as an increase in enterprise use. Adoption of the solution has doubled since April 2020, as organizations of all sizes have looked to respond to an unprecedented shift to remote work.

Zoho Projects provides integrations with a multitude of third-party apps, as well as the vendor's other applications, to facilitate simple interoperability and fewer disruptions in the flow of work. The solution's most recent update has deepened integrations, with support for Zoho Workdrive, Zoho Cliq, and Zoho Meeting to organize team content and ease collaboration. Integration with Zoho People allows employees to check-in and out from within the application. Additionally, the platform now includes a Discuss module that displays all chats in a singular location, with added tools for scheduling and viewing meetings.

> **Traditional project management deployments can take up to one year.**

The UI of the solution features a single page layout that allows users to save time previously spent trying to access different modules within the platform. The solution also provides users with several visualization options, including a Portfolio dashboard with a compact view of all work being completed across different projects, and a Personal dashboard focusing on

specific user tasks. The Resource Utilization Chart within Projects provides users with consistent, uniform date ranges in a daily, weekly, or monthly view to help better envision how occupied one is over a specific period of time.

Zoho Projects provides users with consistently updated functionality to help further improve project efficiency and team collaboration. For example, the status timeline feature provides a pipeline view of time spent on various tasks in their different stages and can help users better identify and rectify issues within their project processes. The addition of advanced filters and global search to all modules allows for full-text search, custom filtering, and side-by-side comparison that facilitates time savings associated with searching for and defining different tasks.

KEY BENEFIT AREAS

When speaking with customers, Nucleus found 3 key benefit areas resulting from deployment of Zoho Projects.

TIME SAVINGS FROM AUTOMATION AND INTEGRATIONS

Zoho Projects can automate a number of workflows, notifications, and Service-Level agreements, allowing project teams to rededicate time previously spent manually managing these tasks to higher-value activities. Additionally, interoperability of the platform with other Zoho applications and more than 1,000 third-party extensions through the Zoho Marketplace significantly reduces time spent toggling between different solutions for planning, creating project materials, and collaborating with team members.

AVOIDED COSTS

The breadth of functionality that Zoho Projects provides in comparison to close competitors in the space saves users from having to implement several systems to carry out project management initiatives. Upon a review of past ROI case studies, Nucleus found that the average project management deployment takes approximately one year, with estimated start-up costs of up to $1 million. As organizations look to cover more functionality with fewer resources, the cloud-based nature of Zoho applications is beneficial, as they are quick and easy to set up and present a lower overall cost than alternatives.

COLLABORATION-DRIVEN PRODUCTIVITY

Zoho Projects has functionality for chat and forums, as well as a social feed that allows users to share status updates and activities, increasing team engagement and productivity. Discussions can also be set up automatically based on users completing the same task or completing a project in the same area to enhance collaboration. Users can store shared materials for a specific project in a singular location that can be accessed by all team members, with a timeline of all changes made to each image or document that can eliminate the need to wait for permission to start working on a specific task. Additionally, the consistency of the Zoho Projects interface across desktop, mobile and web allows users to work on any device, wherever they may be.
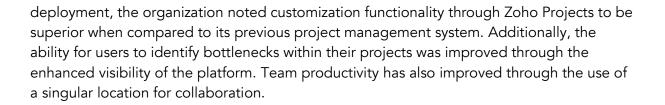
CUSTOMER EXPERIENCE

SOFTWARE COMPANY

This software company has been using Zoho Projects for approximately 5 years with 12 active users on the system. Prior to deployment, the organization was using Basecamp project management software and was struggling to manage projects and tasks of differing sizes. Additionally, external projects forms had to be manually added into the system. After identifying the need for greater efficiency, the organization considered several popular project management vendors such as Asana and Trello but chose Zoho, deploying the Projects and CRM applications at the same time. The interoperability of Zoho applications was a significant selling point, and the organization has since extended to other areas such as Zoho Sprints and Zoho Creator, which have all saved user time through tight integration with Projects. When using Basecamp, users would spend 30 minutes filling out and importing each external form into the system, which depending on the time of year would range from 30 to 250 per week. Nucleus found that upon implementation of Zoho Projects, the organization has been able to re-allocate an average of 75 total hours per week to other value-added tasks.

SECURITY SOLUTIONS PROVIDER

This security solutions provider has been using Zoho Projects for 2 years with more than 9 active users on the system. Prior to implementation, the organization was using a combination of Basecamp and Google Sheets to manage projects, which resulted in some inconsistencies within processes and little room for customization. After moving onto the Zoho One ecosystem, starting with Zoho CRM, the organization decided to implement Zoho Projects to take advantage of integrations within the suite. Nucleus found that upon

deployment, the organization noted customization functionality through Zoho Projects to be superior when compared to its previous project management system. Additionally, the ability for users to identify bottlenecks within their projects was improved through the enhanced visibility of the platform. Team productivity has also improved through the use of a singular location for collaboration.

MANUFACTURER

This global enterprise-sized manufacturer has been using Zoho Projects for approximately 4 years and has 500 active users across several branches. Prior to the deployment of the solution, each branch had a different project management system, from Sharepoint to homegrown excel-based processes. The inconsistency between branches led to project inefficiency and prompted the retailer to search for a solution that would bring cohesion to the organization as a whole. Business leaders considered a number of vendors, including ones that were already in use at specific branches, but decided to implement Zoho due to its cost-efficiency and level of functionality that met all requirements. Upon deployment of Zoho Projects, users noted that the platform was intuitive and easy to adopt. Additionally, before deployment of the solution, managers would spend at least one hour kickstarting each project, which was sometimes spread out over full days or weeks. However, Nucleus found that through the solution's buildable templates, the process of defining and starting a project decreased by just under 70 percent on average. Users noted that since the most recent update, navigating throughout the platform has become simpler, and support has been receptive to user suggestions.