

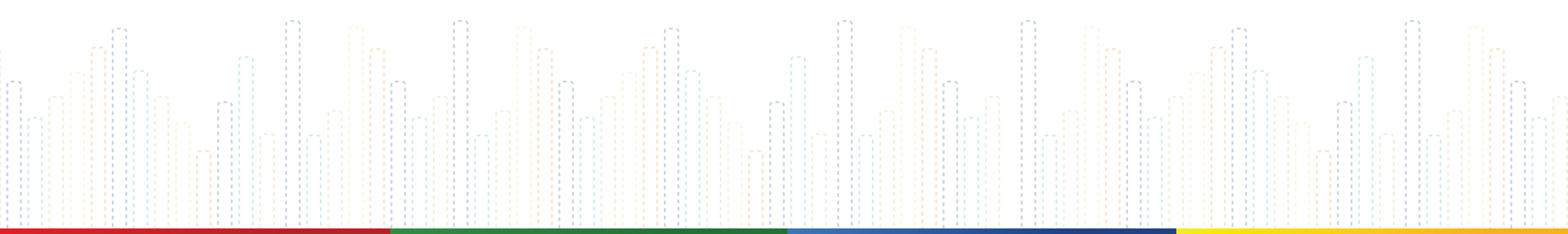


Why Choose Zoho CRM over Apptivo CRM

Zoho CRM provides optimized solutions for businesses of all sizes, and serves over 150,000 organizations worldwide. We have excellent tech support for all plans, and also provide 'Premium Support' for teams that need round the clock personal assistance. Our social media features, AI innovation, and highly secure data centers across the globe make us a smarter choice of CRM than Apptivo.

What you don't get with Apptivo

- Advanced Artificial Intelligence
- Multi language support
- High level security
- Location specific Data Centers
- Advanced CRM Analytics
- Advanced Product Customization
- Gamification





Zoho CRM vs Apptivo CRM

Edition Comparison

FEATURE	Zoho CRM Free	Apptivo CRM Free	Zoho CRM Standard	Apptivo CRM Premium	Zoho CRM Professional	Apptivo CRM Ultimate	Zoho CRM Enterprise	Apptivo CRM Enterprise
Pricing	-	-	\$12 Per user/month billed annually \$18 month-to-month	\$8 Per user/month billed annually \$10 month-to-month	\$20 Per user/month billed annually \$30 month-to-month	\$20 Per user/month billed annually \$25 month-to-month	\$35 Per user/month billed annually \$45 month-to-month	Pricing based on business needs (Ascertained over call with sales)
Maximum no.of users	3 Users	3 Users	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
File storage (DOC, PDF, etc.)	1 GB	500 MB/account	1 GB/org + 512 MB/user	3 GB/user	1 GB/org + 512 MB/user	10 GB/user	1 GB/org + 1GB/user	15 GB/user
Technical support	Email support only	Email and Chat support only	✓	9 AM to 6PM IST	✓	24/5	✓	SLA
Cost of technical support	-	-	Free	\$	Free	\$	Free	\$
Premium Support	-	-	-	-	Yes (10 users annual contract, 20% of license fee)	-	Yes (10 users annual contract, 20% of license fee)	-

FEATURE	Zoho CRM Standard	Apptivo CRM Free	Zoho CRM Professional	Apptivo CRM Premium	Zoho CRM Enterprise	Apptivo CRM Ultimate	Zoho CRM Ultimate	Apptivo CRM Enterprise
Sales Force Automation								
Leads	✓	✓	✓	✓	✓	✓	✓	✓
Accounts	✓	✓	✓	✓	✓	✓	✓	✓
Contacts	✓	5 User	✓	5x User count	✓	5x User count	✓	Unlimited
Opportunities	✓	✓	✓	✓	✓	✓	✓	✓
Tasks, call logs, calendar, notes	✓	✓	✓	✓	✓	✓	✓	✓
Feeds, Team Collaboration,	✓	✓	✓	✓	✓	✓	✓	✓
CRM view	✓	-	✓	✓	✓	✓	✓	✓
SalesSignals	-	-	-	-	✓	-	✓	-
Blueprint	-	-	-	-	-	-	3 Blueprints (Includes the default Blueprints)	-
Scoring rules	-	-	10/module	-	20/module	-	30/module	-
Advanced Filters	✓	-	✓	✓	✓	✓	✓	✓
Macros	-	-	-	-	✓	-	✓	-
Sales Forecasts	-	-	✓	-	✓	✓	✓	✓

FEATURE	Zoho CRM Standard	Apptivo CRM Free	Zoho CRM Professional	Apptivo CRM Premium	Zoho CRM Enterprise	Apptivo CRM Ultimate	Zoho CRM Ultimate	Apptivo CRM Enterprise
Product catalogue	✓	✓	✓	✓	✓	✓	✓	✓
Competitor tracking	-	-	✓	-	✓	-	✓	-
BCC Dropbox	-	-	-	-	✓	-	✓	-
Calendar sync CalDAV	-	-	✓	✓	✓	✓	✓	✓
Social								
User level FB & Twitter	✓	-	✓	-	✓	-	✓	-
Social Tab (Fb, Twitter, Google Plus)	-	-	-	-	✓	-	✓	-
Monitor social mentions	-	-	-	-	✓	-	✓	-
Social interactions leads & contacts	-	-	-	-	✓	-	✓	-
Custom streams	-	-	-	-	✓	-	✓	-
Keyword tracking	-	-	-	-	✓	-	✓	-
Marketing Automation								
Web to lead capture	✓	✓	✓	✓	✓	✓	✓	✓
Website visitor tracking	-	-	✓	-	✓	-	✓	-
Campaigns	✓	-	✓	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Standard	Apptivo CRM Free	Zoho CRM Professional	Apptivo CRM Premium	Zoho CRM Enterprise	Apptivo CRM Ultimate	Zoho CRM Ultimate	Apptivo CRM Enterprise
Email insights	-	-	✓	✓	✓	✓	✓	✓
Email templates	10	-	100	✓	Unlimited	✓	Unlimited	✓
Mass email	-	-	250/Day	1000	500/Day	3000	1000/Day	5000
Auto-responders	-	-	-	-	-	-	3	-
Integration with Google Ad-words	-	-	-	-	✓	-	✓	-
Artificial Intelligence								
Zia Voice	-	-	-	-	-	-	✓	-
Zia Reminders	-	-	-	-	-	-	✓	-
Best time to contact by Zia	-	-	-	-	-	-	✓	-
Conversation Predictions by Zia	-	-	-	-	-	-	✓	-
Trend Analysis	-	-	-	-	-	-	✓	-
Macro Suggestions	-	-	✓	-	✓	-	✓	-
Zia Intelligence for Automation	-	-	✓	-	✓	-	✓	-
Data enrichment by Zia	-	-	-	-	-	-	\$20 for 25,000 records	-

FEATURE	Zoho CRM Standard	Apptivo CRM Free	Zoho CRM Professional	Apptivo CRM Premium	Zoho CRM Enterprise	Apptivo CRM Ultimate	Zoho CRM Ultimate	Apptivo CRM Enterprise
Document Management								
Document storage	✓	✓	✓		✓	✓	✓	✓
Data backup	✓	✓	✓	✓	✓	✓	✓	✓
Notes and file attachment	✓	✓	✓	✓	✓	✓	✓	✓
Folders search	✓	✓	✓	✓	✓	✓	✓	✓
Customer Support								
Cases	-	-	-	-	✓	✓	✓	✓
Case assignment rules	-	-	-	-	✓	✓	✓	✓
Case escalation rules	-	-	-	-	-	✓	✓	✓
Solutions knowledge base	-	-	-	-	✓	✓	✓	✓
Online case capture	-	-	-	-	✓	-	✓	-
Inventory Management								
Sales quotas	-	✓	-	✓	✓	✓	✓	✓
Sales orders	-	✓	-	✓	✓	✓	✓	✓
Purchase orders	-	✓	-	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Standard	Apptivo CRM Free	Zoho CRM Professional	Apptivo CRM Premium	Zoho CRM Enterprise	Apptivo CRM Ultimate	Zoho CRM Ultimate	Apptivo CRM Enterprise
Invoices	-	✓	-	✓	✓	✓	✓	✓
Products	-	✓	-	✓	✓	✓	✓	✓
Price books	-	-	-	-	✓	-	✓	-
Vendors	-	-	-	-	✓	-	✓	-
Integrated procurement fulfillment	-	✓	-	✓	✓	✓	✓	✓
CRM Analytics								
Standard reports	✓	✓	✓	✓	✓	✓	✓	✓
Custom reports	-	-	100	✓	✓	✓	✓	✓
Standard dashboards	-	-	✓	✓	✓	✓	✓	✓
Custom dashboards	-	-	✓	✓	✓	✓	✓	✓
Report scheduler	-	-	✓	-	✓	-	✓	-
Advanced CRM analytics	-	-	✓	-	✓	-	✓	-
Product Customization								
Home page customization	✓	✓	✓	✓	✓	✓	✓	✓
Page Layouts	-	-	-	-	-	-	✓	-

FEATURE	Zoho CRM Standard	Apptivo CRM Free	Zoho CRM Professional	Apptivo CRM Premium	Zoho CRM Enterprise	Apptivo CRM Ultimate	Zoho CRM Ultimate	Apptivo CRM Enterprise
Layout editor	✓	✓	✓	✓	✓	✓	✓	✓
Rename tabs	✓	✓	✓	✓	✓	✓	✓	✓
Copy customization	-	-	✓	-	✓	-	✓	-
Custom fields	-	-	✓	✓	✓	✓	✓	✓
Custom formula fields	-	-	✓	✓	✓	✓	✓	✓
Custom links	-	-	-	✓	✓	✓	✓	✓
Custom modules	-	-	-	✓	-	✓	✓	✓
Custom buttons	-	-	-	-	-	-	✓	-
Custom related lists	-	-	-	-	-	-	✓	-
Custom search layout	✓	-	✓	-	✓	-	✓	-
Tab groups	-	-	✓	✓	✓	✓	✓	✓
Web to tab	✓	✓	✓	✓	✓	✓	✓	✓
Picklist history tracking	-	-	-	-	-	-	✓	-
Security Administration								
Profiles	✓	✓	✓	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Standard	Apptivo CRM Free	Zoho CRM Professional	Apptivo CRM Premium	Zoho CRM Enterprise	Apptivo CRM Ultimate	Zoho CRM Ultimate	Apptivo CRM Enterprise
Roles	✓	✓	✓	✓	✓	✓	✓	✓
Field level security	-	-	-	✓	✓	✓	✓	✓
Group level security	-	-	✓	-	✓	-	✓	-
Data sharing rules	-	-	-	-	-	-	✓	-
Record level sharing	-	-	-	-	-	-	✓	-
Territory management	-	-	✓	✓	✓	✓	✓	✓
Location Specific Data centers	✓	-	✓	-	✓	-	✓	-
GDPR Compliance	✓	✓	✓	✓	✓	✓	✓	✓
Workflow Management								
Lead assignment rules	-	✓	✓	✓	✓	✓	✓	✓ -
Big deal alert	-	-	✓	-	✓	-	✓	✓
Workflow rules	✓	✓	✓	✓	✓	✓	✓	✓
Workflow alerts	✓	✓	✓	✓	✓	✓	✓	✓
Workflow tasks	✓	✓	✓	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Standard	Apptivo CRM Free	Zoho CRM Professional	Apptivo CRM Premium	Zoho CRM Enterprise	Apptivo CRM Ultimate	Zoho CRM Ultimate	Apptivo CRM Enterprise
Workflow field updates	-	-	-	-	✓	✓	✓	✓
Workflow approval	-	-	-	-	-	✓	✓	✓
Web hooks	-	-	-	-	✓	✓	✓	✓
Feeds follow-up	-	-	✓	-	✓	-	✓	-
Custom Schedules	-	-	-	-	-	-	✓	-
Scheduled actions	-	-	-	-	-	✓	✓	✓
Mobile								
iOS	✓	-	✓	✓	✓	✓	✓	✓
Android	✓	-	✓	✓	✓	✓	✓	✓
Globalization								
Multi-currency	-	-	-	-	-	✓	✓	✓
Multi-language support	✓	-	✓	-	✓	-	✓	-
Time zone	✓	✓	✓	✓	✓	✓	✓	✓
Number, date, and calendar formats	✓	✓	✓	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Standard	Apptivo CRM Free	Zoho CRM Professional	Apptivo CRM Premium	Zoho CRM Enterprise	Apptivo CRM Ultimate	Zoho CRM Ultimate	Apptivo CRM Enterprise
Add-ons & Integrations								
Plug-in for Microsoft Outlook	-	✓	✓	✓	✓	✓	✓	✓
Plug-in for Microsoft Office	-	-	✓	-	✓	✓	✓	✓
Email integration (POP/IMAP)	-	\$	✓	\$	✓	\$	✓	\$
Gmail integration	✓	✓	✓	✓	✓	✓	✓	✓
Google apps integration	✓	✓	✓	✓	✓	✓	✓	✓
Email marketing	-	-	✓	✓	✓	✓	✓	✓
Advanced reporting	-	-	✓	-	✓	-	✓	-
Survey integration	✓	✓	✓	✓	✓	✓	✓	✓
Project Management	✓	✓	✓	✓	✓	✓	✓	✓
Advanced Gamification	✓	-	✓	-	✓	-	✓	-
Finance integration (Books, Expense, Subscription)	-	-	-	✓	✓	✓	✓	✓
Custom forms	-	-	✓	-	✓	-	✓	-
Custom apps	-	-	✓	✓	✓	✓	✓	✓
Website visitor tracking and live chat	✓	-	✓	✓	✓	✓	✓	✓

FEATURE	Zoho CRM Standard	Apptivo CRM Free	Zoho CRM Professional	Apptivo CRM Premium	Zoho CRM Enterprise	Apptivo CRM Ultimate	Zoho CRM Ultimate	Apptivo CRM Enterprise
Customer support and help desk	✓	✓	✓	✓	✓	✓	✓	✓
Zoho mail add-on	-	-	-	-	✓	-	✓	-
Zoho Writer add-on	-	-	-	-	✓	-	✓	-
CTI-hosted PBX system	-	-	✓	✓	✓	✓	✓	✓
CTI- on premise PBX system	-	-	✓	✓	✓	✓	✓	✓
Mail Chimp	-	-	✓	-	✓	-	✓	-
Developers								
Web services api	✓	✓	✓	✓	✓	✓	✓	✓
Third-party Applications Integration	✓	✓	✓	✓	✓	✓	✓	✓
Widgets	-	-	-	-	-	-	✓	-
Connections	-	-	-	-	-	-	✓	-

\$ Indicates that the feature is available as a paid add-on.











- Indicates the feature isn't available in this version.

✓ Indicates the feature is available in this plan.



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GET STARTED

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