
Mobile Trends in On-Demand Applications (SaaS)

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AdventNet



AdventNet Introduction

- Founded in 1996, Profitable company with 11 years of growth financed through customer wins, never needed venture capital
- More than 1000 customers around the world for OEM-Telecom products
- More than 30,000 customers around the world for Enterprise ManageEngine Products.
- More than 1,000,000 subscribers around the world for ZOHO SaaS
- Over 900 employees, largely engineering and R&D staff

Established market leader in Management software



Mobile Web Revolution

- ❑ Wifi, EDGE, 3G - Data access on mobile phones with appreciable Speed
- ❑ Smart phones on the rise with good Browsers enabling Data access(ex. iPhone Safari, Opera Mini)
- ❑ Data access rates expected to drop over time



Future of Software - No Software!

- ❑ On-Demand applications are enabling a new way of productivity
- ❑ No IT. - No software downloads, installations, patching, monitoring, maintenance headaches
- ❑ Focus on business not software. Just sign-up to the relevant app and get your business moving
- ❑ Trendsetters - Salesforce, Google, Amazon, Zoho
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Mobile as Enabler of OnDemand S/W

- ❑ Mobile platform a natural carrier for On-Demand software adoption
- ❑ Smart phones with powerful browsers would transform the future on how we do business.
- ❑ Mobile would be your New PC. OnDemand applications would be your Business tools.



Zoho OnDemand Services

Productivity

- Writer
- Sheet
- Show
- Wiki
- Notebook

Business

- Mail
- Meeting
- CRM
- Projects
- Invoice
- Creator
- People
- DB and Reports



Zoho Mobile - Today

On iPhone/ iPod

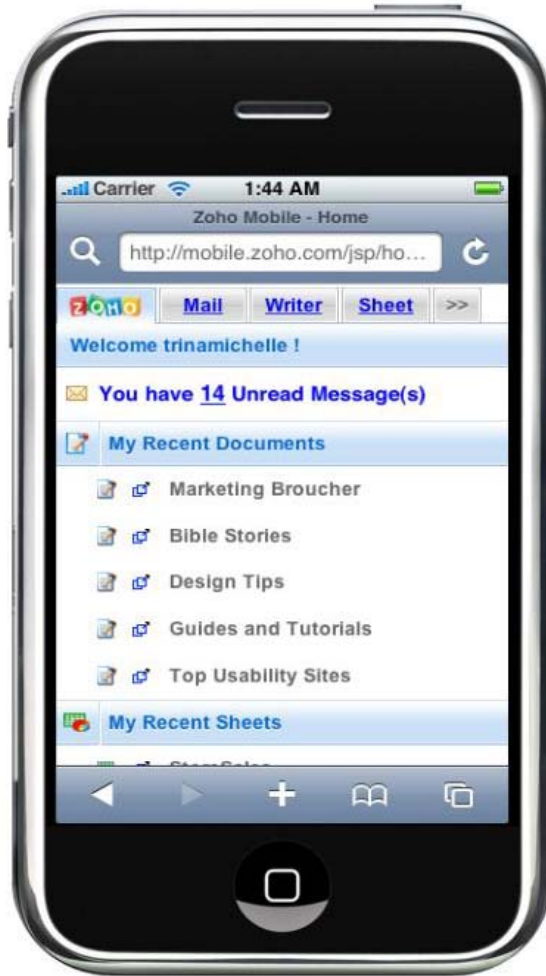
- Writer
- Sheet
- Show
- Mail
- Creator

Other Smartphones

- Writer
- Creator



Screen shots



Zoho Mobile - Roadmap

- ❑ Access to all Productivity and Business Apps from all mobile phones
- ❑ Web Access supplemented with installable native applications on the device to Use/Sync data in mobile (Contacts, Calendar etc.) with data in Zoho cloud.



Zoho Mobile for Productivity

- ❑ Writer, Sheet and Show are good Office alternatives making data available almost from anywhere with Mobile access free of cost.
- ❑ The above said services along with Wiki makes up an effective collaborative Content Management application suitable for any domain.
- ❑ CRM, Projects and Invoice are stand outs in Business environments



Thank You

