



# CASE STUDY

## Zoho for Allwave-AV Systems, An Audio and Video Equipment Manufacturing Industry

### COMPANY LOCATION



Mumbai,  
Maharashtra

### INDUSTRY



Audio & Video  
Equipment  
Manufacturing

### APPLICATION REPLACED



Microsoft Office, Excel

### ZOHO SERVICES



Zoho CRM, Zoho People,  
Zoho Payroll, Zoho Project



## THE CHALLENGES

The Company uses a Legacy System to manage its Sales and HR Operations and also doesn't have an automated system to keep track of its projects. The team was finding it difficult to keep track of their customers' data, and sales orders, as they were using Spreadsheets and Excel to track the same. Also, the HR department found it difficult to manage their operations, to track employee data and their payroll using Microsoft Excel.

The company also looking for a modern system to maintain and track their projects, aiming to move away from traditional methods like Excel spreadsheets and written notes. Their primary goal was to maintain all their project details in one place including project work progress, team details, timeline, and many more things that are associated with the project management.

- Legacy system to manage customer data, sales orders, and HR operations.
- Using spreadsheets to maintain the project details.
- Lack of real-time data availability when required.
- Absence of centralized system and advanced reports.

## THE SOLUTIONS

They reviewed numerous solutions and found that the Zoho CRM, Zoho People, Zoho, and Zoho Projects had a considerable advantage regarding a centralized system, user-friendly interface, and integration ability as per their business needs.

Today, Allwaveav has implemented almost all Zoho People and Zoho Payroll features, from database management to exit management. and with all employees' direct salary deposit through partner banks, employee self-service (ESS) portal, to Form-16 generation. They've been able to streamline end-to-end HR management to Payroll Operations using Zoho People and Zoho Payroll.

Using Zoho Projects the company is able to manage multiple projects simultaneously, all available within a couple of mouse clicks. They have completed over number of projects using Zoho Projects, with a strong focus on the Forums, Documents, and Tasks/Milestones section. They assign users for every project and have started using the task/document/forum post-association functions.

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*With Zoho CRM, Allwaveav has not only centralized all of its data but also defined its sales process using a sales pipeline. Zoho CRM's automation features and integrations make each step of the process clear and simple and enable the sales team to focus their time and efforts on fostering customer engagement and prioritizing tasks.*

- Seamlessly manage all their HR and Payroll Operations using Zoho People and Zoho Payroll*
- Zoho Projects helps them to keep track of all their client as well as internal projects in one place. It improves their productivity and results in timely project completion with the help of Zoho Projects features and functionality.*
- Zoho CRM is there to manage their entire business operations, customers, and sales records in one place.*