



# ***CASE STUDY***

## **ZOHO FOR BUSINESS CONSULTING & SERVICES INDUSTRY**

### **COMPANY LOCATION**



*Maharashtra,  
India*

### **INDUSTRY**



*Business  
Consulting  
and Services*

### **APPLICATION REPLACED**



*Microsoft Office, Excel*

### **ZOHO SERVICES**



*Finance Plus*



## THE CHALLENGES

The Company is using a traditional accounting system for their invoicing, and for year-end accounting that was overseen by an accountant. The team was finding it difficult to find their monthly or quarterly numbers, profit and loss, or revenue, as the systems were not integrated and they did not have access to any of this information. Also, their CRM and accounting solutions were not integrated, so identifying and tracking the source of any dissimilarity was difficult and time-consuming.

- No integration between accounting and CRM.
- 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 Finance Plus suite, including Zoho Books, Zoho Payroll, and Zoho Expense had a considerable advantage in terms of a centralized system, user-friendly interface, and integration ability.

With ready-to-use features and standard templates, it is easy for Ratio Management to create initiatives aimed at enhancing their tools. Ratio Management also makes considerable use of timesheets and projects. The team can easily keep track of accounts received and send reminders using aging reports.

Another feature that has greatly assisted the team is the bank reconciliation feature. They can use it to check that transactions made in Zoho Books correspond to transactions made in their bank account. The cash flow statement supports them in understanding where the money comes from and how it is spent.

By using Zoho Books, they can obtain financial statements instantly rather than waiting for their accountants to enter everything into their traditional accounting software thus reducing their workload. The team was relieved of the need to crunch data in Excel and wait one to two months for the information to become available.

The team was able to create their own dashboard after switching to Zoho Books by utilizing the advanced reporting and the connectivity with Zoho Analytics.

- Hassle-free integration between Zoho Books and CRM.
- Real-time data is easily available and can also obtain financial statements instantly.
- Advanced reporting and connectivity with Zoho Books by integrating with Zoho Analytics.