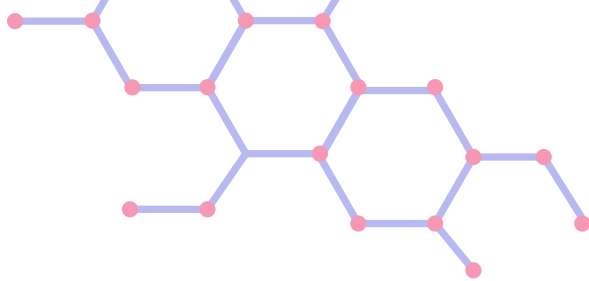


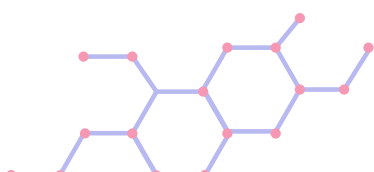
Zoho Creator Catalyzed Finar's Operations





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About Finar Limited

Established in 1998, Finar is one of the fastest growing laboratory chemical manufacturing companies in India. Within a decade, the company has expanded its manufacturing capacity to over 12 billion tons per year, and has set up high-end infrastructure for chemical synthesis, purification, and manufacturing, to address the growing needs of their clients. They offer services to clients from industries such as pharmaceuticals, food manufacturing, and government institutions.

In this ebook, we'll learn how Finar is using Zoho Creator to run their day-to-day operations.



The Problem

“We had to switch between multiple apps to get our work done, and it was a nightmare to access data across these apps. We spent a lot of time manually cleaning data to make sure it was compatible with these apps”

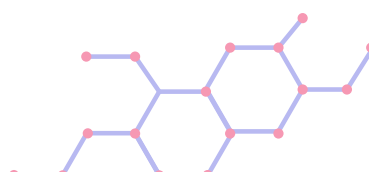
Arpit Butala,
Chief Financial Officer, Finar Limited


Sometime prior to adopting Creator, Finar underwent a second wave of digitalization. At the time, they were using numerous software tools to perform different tasks in their organization. This meant that their data was spread across multiple unconnected platforms, and that their teams faced a big challenge when preparing reports for analysis. To prepare these

reports, employees had to manually dig through heaps of data from different platforms, clean the data, consolidate it, and then prepare a report, which was used by management for decision making.

Additionally, the tools in place were not accessible on the go, since they needed employees to use a laptop and a VPN to be able to connect with them.

As a result, the folks at Finar realized that they needed to shift to cloud-based tools for their IT needs.





Why they Needed Creator

We adopted new off-the-shelf cloud-based tools, like CRM and help desk, that helped us centralize our data and move to the cloud, but they didn't function exactly as per our pre-existing workflows. We needed something to help us fill the gaps present in these tools.

Adhiraj Shodhan,
Sr. Manager, Finar Limited

Finar consolidated the software used in their organization, and put in place cloud-based CRM, help desk, and HR software for their IT needs.

While consolidating the software used in their organization helped Finar cut down on manual work, and the tools' cloud-first nature allowed employees to access them on the go, these tools didn't offer all the features that Finar needed to run their business.

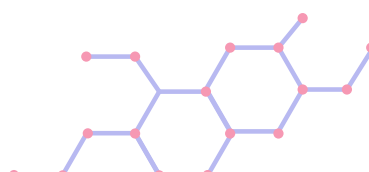
Enter Zoho Creator

Finar reached out to Aarialife, a Zoho Premium partner, who introduced them to Zoho Creator as a solution for their requirements. Zoho Creator is a low-code platform that can easily be integrated with existing enterprise systems, such as ERPs and CRMs.

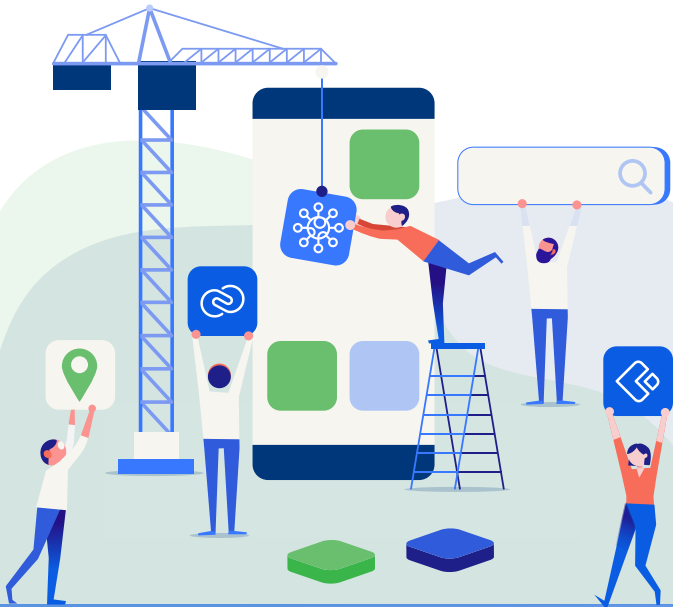
Based on Finar's needs, Aarialife quickly developed a proof of concept that showcased the power of Creator.

When we analyzed Finar's requirement, we realized that Creator would be the right solution. Based on their requirement, we developed a layer on top of their CRM, based on Creator, that managed pipeline management for them. We did this in a way that the end user couldn't distinguish when they were switching apps.

Amit Prabhu,
General Manager, Aarialife



Apps built on Creator



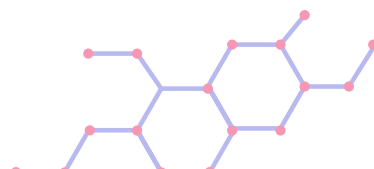
Pipeline Management App



Sales Tracking App

Finar is currently using three applications based on Creator—a sales tracking application, and pipeline management app, and a COVID compliance application.

Aerialife started by creating a solution to fill the gap in Finar’s pipeline management system, which was handled by using a CRM. The CRM tool’s default way of capturing products on deals wasn’t aligned with how Finar captures product information. This meant that employees had to save this data

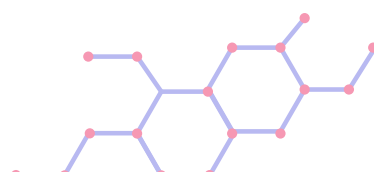


on spreadsheets manually, which made it harder to look for information quickly. To fix this, Aarialife designed a module based on Creator which integrated with their CRM, and served as an interface for the user. The module allowed Finar to customize their entire deal management module based on their unique needs, such as adding nested categories in the form, which enabled them to capture product information as per their standards.

They then created the sales tracking app, which allows them to monitor the activity of their sales representatives. The app tracks things such as the sales rep's activity in the app, and their sales pipeline, against each business and their assigned territory. This allows Finar to keep track of the sales activity across regions, and identify low-performing areas. The reports feature present in Zoho Creator automatically picks up this information from the data, and displays it on rich dashboards which are used by the management for decision making.

The apps built on Creator have helped us get a bird's-eye view on our business activities, and the various dashboards provide us with actionable insights, which has allowed us to make decisions quicker.

Arpit Butala,
Chief Financial Officer, Finar Limited



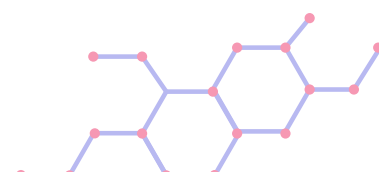


COVID-19 Compliance

The coronavirus pandemic forced governments around the world to implement strict lockdown measures to ensure that people stay at home, and to halt its spread in their countries. That said, not all businesses can fully go remote, due to the nature of the work done by them. Governments call these organizations essential businesses, and they were allowed to keep operating their offices at reduced capacities.

Finar is an essential business, since their products are used by companies from industries such as pharmaceuticals, testing labs, food production, and electronics. This meant that if they shut shop, it would affect the production of essential items like medicines and processed food.

The Indian government issued guidelines which were to be followed by essential businesses to keep their facilities working. One such mandate was to ensure every person would fill in a

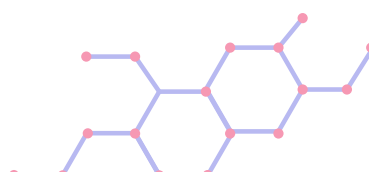


questionnaire while entering the premises and while leaving. The other mandates were to ensure social distancing, reducing the number of touch points by discouraging the use of biometric check-in/check-out devices, keeping the premises sanitized, and wearing face masks.

To ensure that Finar met government COVID-19 compliance, Aarialife developed a COVID compliance app. The app allowed employees to fill in the government mandated questionnaire digitally, using their devices while maintaining social distance. Additionally, the app was connected to Finar's HR management system, which used inputs from the app to keep track of employee attendance.

“ Since our business was deemed essential, we needed to keep our facilities running while following the guidelines set by the government. Aarialife helped us create an app on Creator that allowed us to keep track of people entering and leaving our facilities, and track employee attendance.

Adhiraj Shodhan,
Sr. Manager, Finar Limited



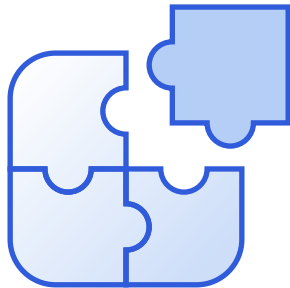
Benefits & Future Outlook



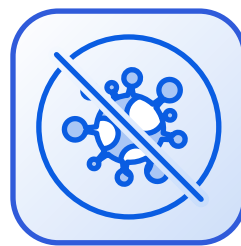
**Complete
visibility into
sales pipeline**



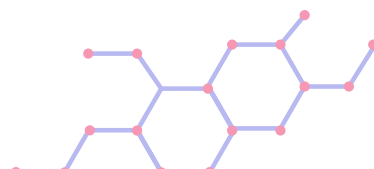
**Reduction in
manual work**




**Integration with
existing tools**



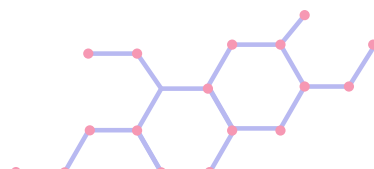
**COVID
compliance**





The apps developed by Aarialife, based on Creator, have helped us reduce the time needed for us to make business-critical decisions for Finar. We plan to develop more apps in the future as needed.

Arpit Butala,
Chief Financial Officer, Finar Limited





About Aarialife

Based out of India, Aarialife is a Zoho Premium partner, with over 15 years of experience working with clients across the globe. They offer services such as Zoho and Netsuite implementation, training, and consulting to their customers.

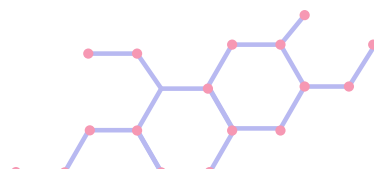
To learn more, visit their website: www.aarialife.com





About Us

Running a business is no mean feat, and we believe we can help. Rapidly build custom applications that are a perfect fit for your business, or choose from our extensive range of prebuilt apps and modify them. The best part? You don't have to be a programmer. Just sign up, pick a plan, and start building!



Contact Us



www.zoho.com/creator

We'd love to talk! Reach out to us at:

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