

Low-code:

Satisfying the appetite for efficiency with a custom ERP





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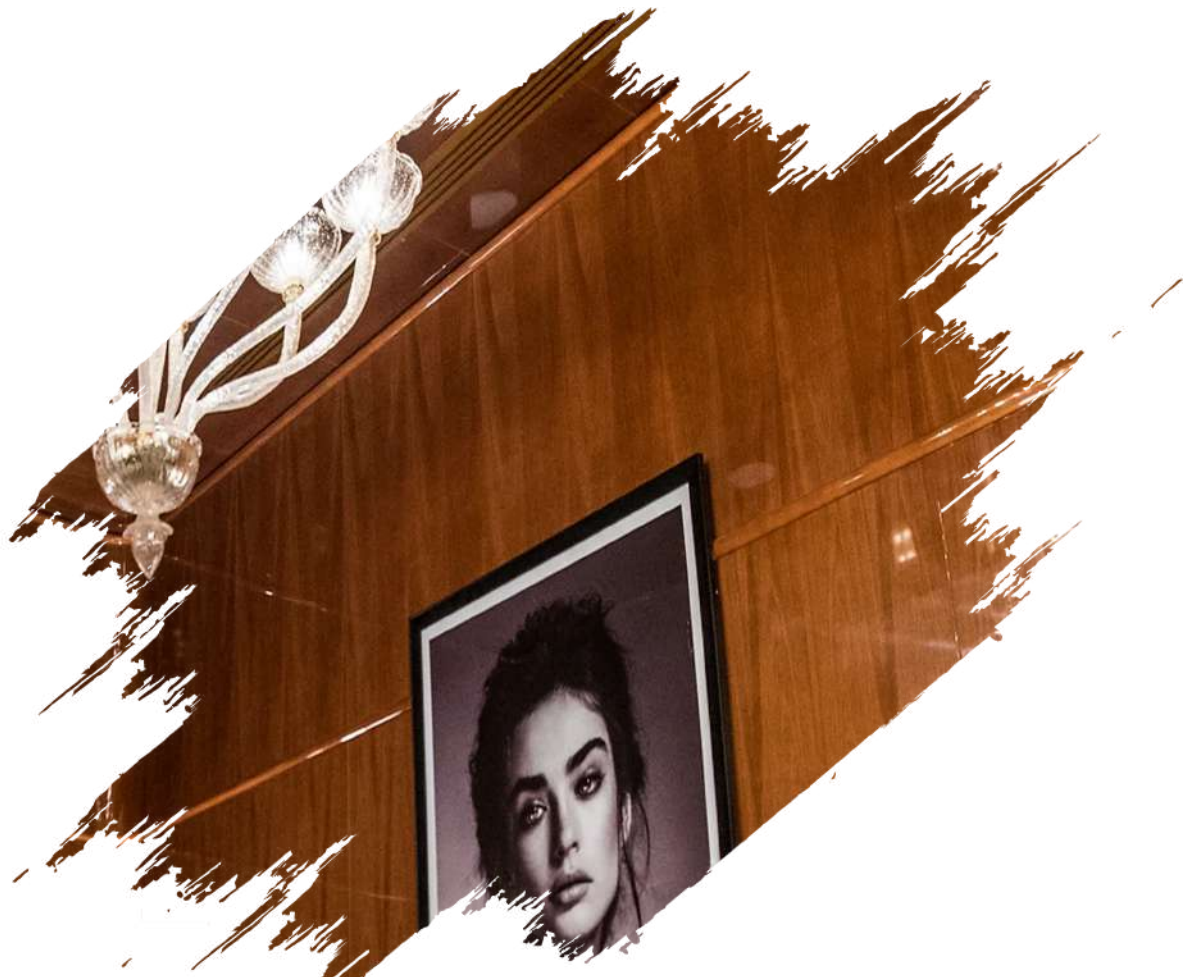


**Looking
forward**

The company

Incorporated in 2015, Advanced Tastes Holding Company is a Riyadh-based restaurant and hospitality management company. Recently, they partnered with some of the most luxurious fine dining global brands including Cipriani, Bagatelle, and Mnky Hse, in prime locations across all of the Kingdom's major cities.

In line with [Vision 2030](#), Advanced Tastes Holding Company aims to create a cosmopolitan culinary landscape in the Kingdom of Saudi Arabia. They wish to offer world-class experiences at their restaurants that represent the very best in luxury and opulence, combined with their chef's artistic vision.





The challenges

As with any business in the hospitality industry, Advanced Tastes Holding Company strives to maintain efficient operations while keeping costs under control. This requires a thorough understanding of the business's financials and the ability to identify cost-saving opportunities without compromising quality or service. However, due to prevailing competition, they faced a challenge to offer unique experiences and attract new customers. This was compounded as the hospitality industry was disrupted by a plethora of online booking platforms.

Until 2021, the company managed all their operations like maintenance, HR, payroll, IT ticketing, and finance on spreadsheets. They required people to be manually present to get approvals. The paperwork was lengthy and time consuming, and record keeping was strenuous on Excel sheets.



The main challenge was using the spreadsheets. They were lethargic and lengthy. Paperwork was gruesome, requiring people to be manually present in the office. We would be stuck in the approval process if someone wasn't in. Plus, there was no record keeping for the whole process.

— **Fazal Mahfooz,**
IT manager, Advanced Tastes Holding Company

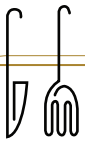


The leadership team wanted a holistic view of what was happening at the organization without juggling between papers for approvals and spreadsheets for data. Procuring a new IT solution was a no-brainer. They needed a platform that was convenient to use, adaptable, and faster to deploy unlike traditional methods. That's when Fazal Mahfooz, the IT manager at Advanced Tastes Holding Co., introduced the concept of low-code to digitalize routine tasks.



The solution

Mahfooz joined the company as the IT manager in 2021. With prior experience using the platform, he proposed Zoho Creator to the senior management, starting their digital transformation journey.



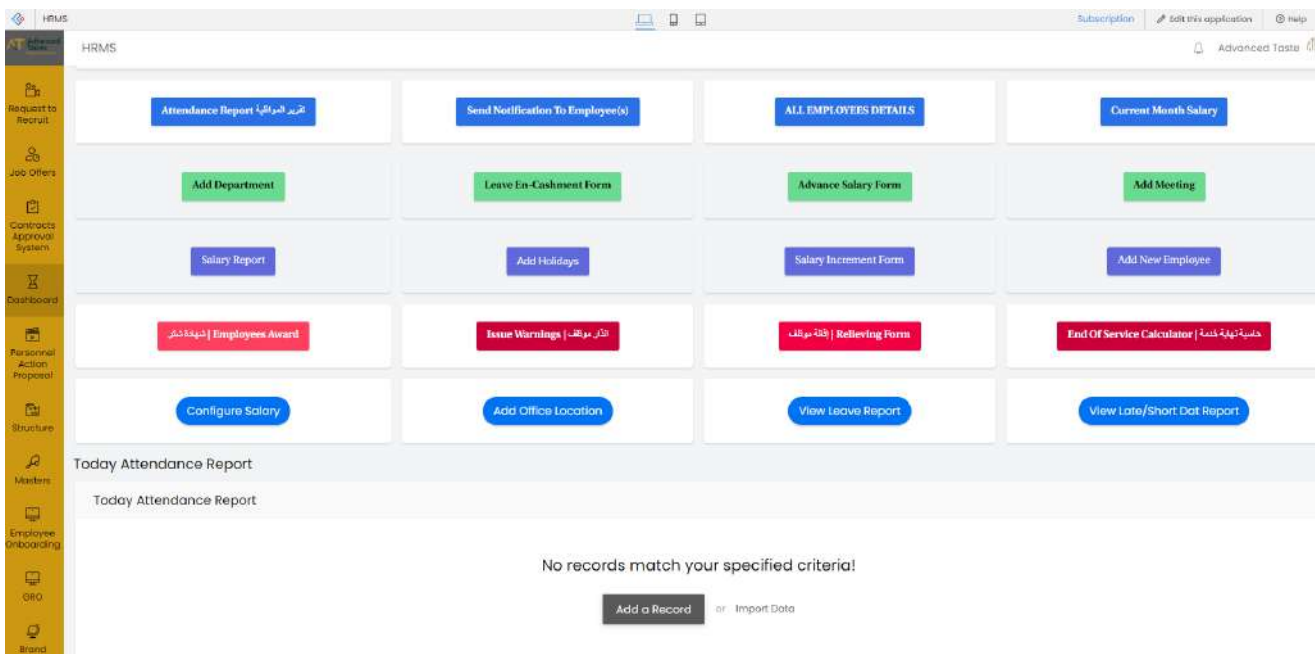
Zoho Creator was the apt solution for us. It is faster to deploy and easier to use when compared to competitors like Odo. The complexity is low, the look and feel is great, and we can build a fantastic user interface with JavaScript. As a programmer, I find it easy to program things on Creator.

— **Fazal Mahfooz,**
IT manager, Advanced Tastes Holding Company



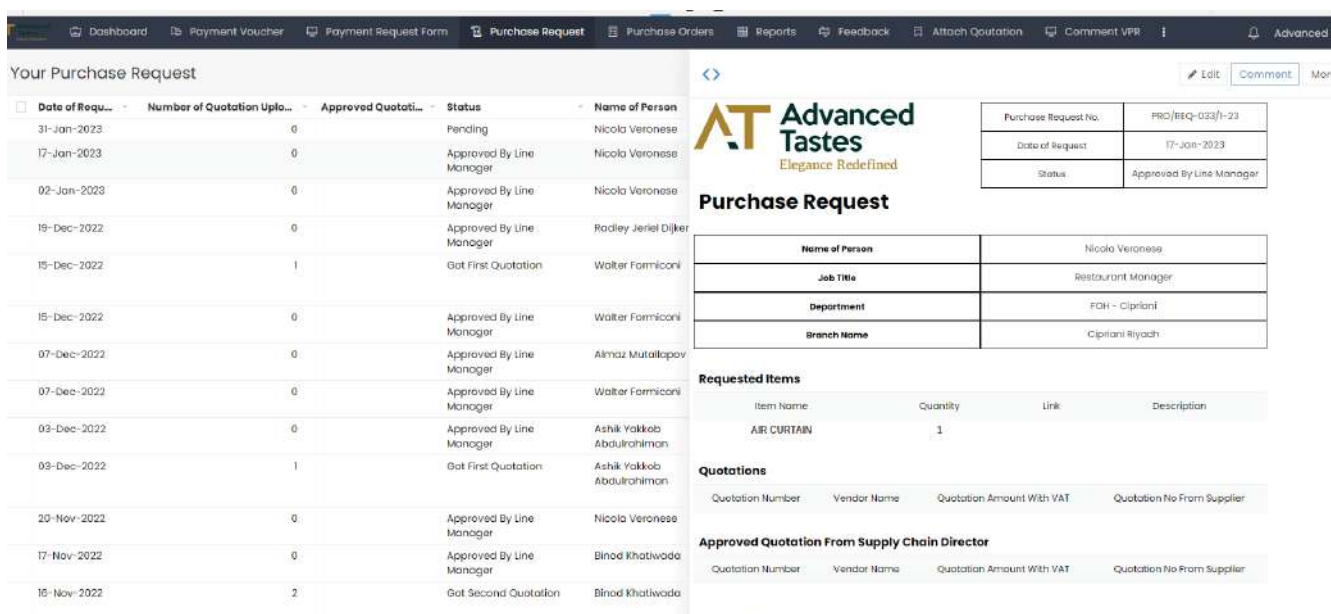
Human resources

Human resources was the first department to use the app. All HR processes were digitized using Zoho Creator, from posting a job opening to creating a job offer, onboarding the candidate, and contracting. The four-level approval system, built using workflows, helped reduce dependencies on both paperwork and the need for staff to be manually present at the office.



Operations

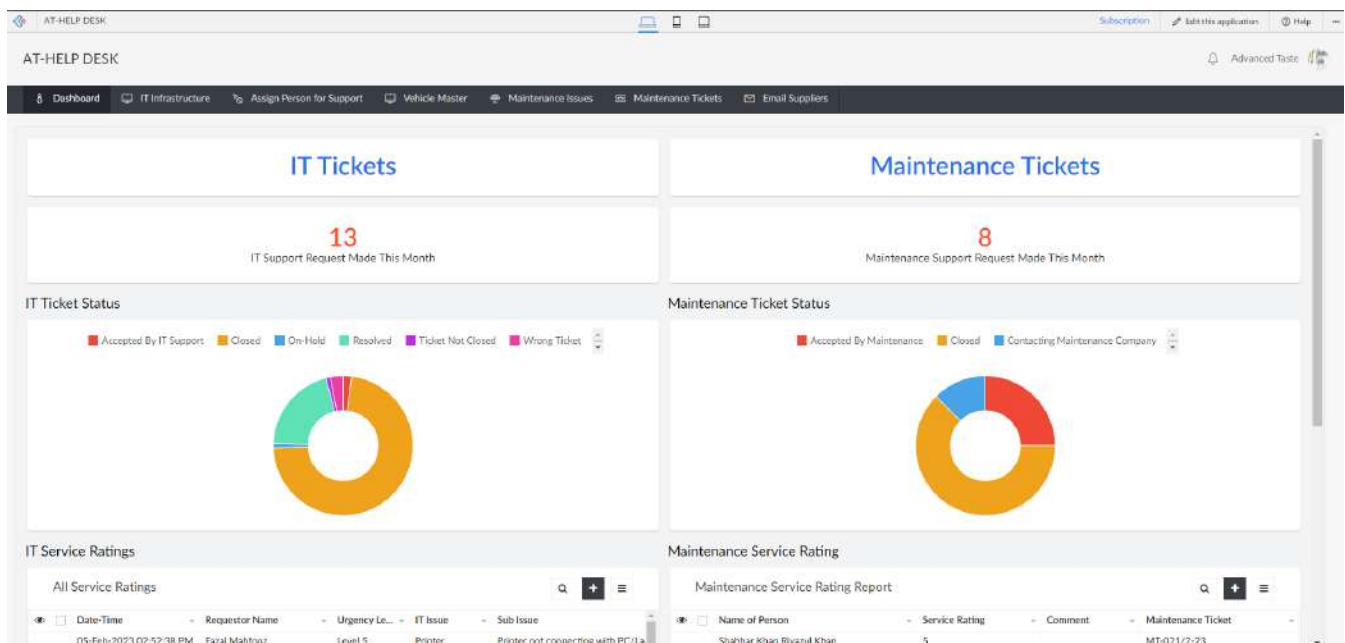
The general managers and head chefs can easily keep track of their tasks in the operations module. The app also facilitates order management and efficient supply chain management to ensure all locations have access to the same high-quality ingredients and supplies.





Maintenance

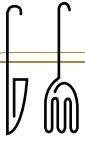
Managing accommodations for 5,000+ guests is a challenging task. A regular maintenance system is required to check on the utilities. Zoho Creator helped smoothen the maintenance process and made it easy for residents to raise issues with a few clicks.



Apart from the above departments, the IT department automated its ticketing system, and the finance department uses the app for financial approvals. The company also built its payroll system using Zoho Creator instead of using an off-the-shelf payroll application. With the help of integrations, Zoho Creator acts as a mediator between [Revel POS](#) and [NetSuites](#) from where the data flows into the system.



Benefits and ROI



From a few users in the early stages, we now have around 50-60 of them using the app. Soon, we'll see about 100 users utilizing our app for various purposes.

— **Fazal Mahfooz,**
IT manager, Advanced Tastes Holding Company



Since the implementation of Zoho Creator in 2022, Advanced Tastes Holding Company has seen a 60% boost in productivity across departments. Creator has maintained its status as the ideal fit for the company on their digital transformation journey.

Their payment process, which was the slowest, has seen the biggest impact in terms of productivity. All the records are now stored digitally and easily accessible, with clarity on the processes.





Looking forward

In the future, to keep track of employee attendance, the company plans to use Zoho People. It will then be integrated with the payroll module to process the payments for its employees. They are sure that Zoho Creator will be their go-to-solution for any other requirements. The company has six operational restaurants in Riyadh and looks forward to expanding its business in other cities like Jeddah, Al Khubar, and Dammam.



As we were building our system from scratch, we had our requirements in place. It was effortless for us to start building. We have set up 70% of our ERP and will soon be running our entire business on Zoho Creator.

— **Fazal Mahfooz,**
IT manager, Advanced Tastes Holding Company





About Zoho Creator

At Zoho Creator, we've always worked towards a single purpose—empowering users to build functional apps with minimal coding expertise. We've helped **14,000+** brands create bespoke solutions and improve their end-to-end operations across a variety of industries. With over **16 years of experience** in catering to **B2B and B2C organizations**, we have the best tools in the trade to help you improve your business.

You can get started with Creator by visiting our [signup page](#). You can also check out our [prebuilt apps](#) to get started right away.





www.zoho.com/creator

We'd love to talk!
Reach out to us

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