

AI Powered Self-Service BI & Analytics Platform

Go from data to insights and actions in minutes

zoho.com/analytics



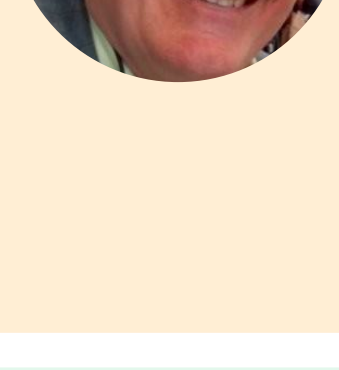
“ The future for data analysts involves supporting machine learning and model training. Zoho Analytics’ additions of a model development Code Studio, Auto ML, and Open AI integration on top of Zoho’s previous work with predictive analytics and AI-powered assistant demonstrate Zoho’s focus on future-proof in the Zoho Analytics investment as a core technology investment both for Zoho One Suite customers as well as standalone Zoho Analytics customers. ”

Hyoun Park, Chief Analyst, Amalgam Insights



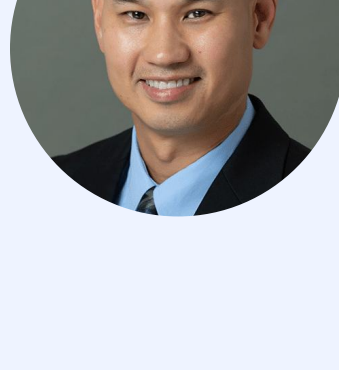
“ Zoho is breaking new ground with the latest Zoho Analytics release not just because of the must-have AI enhancements, but also the increased data management capabilities, allowing for total ownership of business data. This will be critically important for corporate IT architects needing to have greater control over how to manage and integrate different data sources, while scaling it out to run their own data lakes without paying a bundle to other providers. ”

Albert Pang, President, Apps Run the World



“ In today’s fast-paced business environment, the ability to manage and analyze data efficiently is crucial. The latest release of Zoho Analytics elevates the standard for self-service BI by integrating AI-powered features that streamline complex data workflows. With enhanced data integration, robust decision intelligence, and seamless extensibility, Zoho Analytics empowers organizations to gain deeper insights and make informed decisions faster than ever before. ”

Michael Fauscette, CEO and Chief Analyst, Arion Research



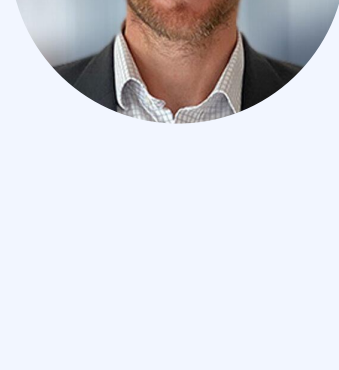
“ Zoho’s comprehensive approach to analytics and data management positions Zoho Analytics as a valuable tool for businesses seeking to navigate the complexities of the modern data landscape. The latest upgrade adds yet more features, particularly augmented analytics and data science capabilities, to bring more value to an already competitive platform. ”

Doug Henschen, VP and Principal Analyst, Constellation Research



“ Zoho Analytics has quietly become a major player in the crowded Business Intelligence market. It is the second most used “application” in the Zoho One suite – impressive when you consider the suite has over 50 applications. In addition to direct users of the suite, several ISV and SI partners have adapted the analytics engine for their platforms, and as a result, Zoho can claim 70,000 analytics customers. Importantly, that also translates to a wide breadth and depth of data that Zoho’s over 500 connectors have access to. That range also positions it well for the growing Generative AI market, especially as customers look beyond initial, simplistic use cases for cross-functional and vertical ones. ”

Vinnie Mirchandani, Founder and Chief Analyst, Deal Architect



“ As organizations grow, the importance of end-user self-service business intelligence increases. Next-generation analytic platforms can help organizations enhance collaboration, improve user governance, and provide faster insights and decisionmaking that improve time to insight and action. Self-service business intelligence helps standardize and democratize data access across various user constituencies and communities, making data-driven decision-making more inclusive and effective. ”

Howard Dresner, founder and chief research officer, Dresner Advisory Services



“ Zoho has demonstrated strong alignment to the changing analytics requirements and advancements in product features across multiple layers of the technology stack. The developments will be pivotal to enabling Zoho to further create a competitive advantage and enhance customer value. ”

Nishchal Khorana, Vice President, Global Frost & Sullivan



“ As organizations collect and ingest data that is growing in both volume and complexity, the latest release of Zoho Analytics can help organizations to easily monitor, manage, and analyze all their critical data, whether held within the Zoho platform or in third-party applications or sources. Zoho Analytics features significant enhancements around automation, integration, usability, and the incorporation of AI and machine learning, delivered via a self-service platform that quickly aids users with surfacing critical business insights and predictions, regardless of the organization’s size, industry, or current expertise with business intelligence software. ”

Keith Kirkpatrick, Research Director, The Futurum Group



“ IDC research shows that Generative AI has increased the focus around business intelligence. Organizations can leverage GenAI to automate insights, visualizations, detect anomalies, generate predictive models faster. The ability to empower users will result in accelerated decision-making and establish a data-driven culture. ”

Megha Kumar, VP of Research, Analytics and AI, IDC



“ Continuous learning and adaptation is a critical pillar for a successful digital workplace. Zoho Analytics’ integration with the broader Zoho platform, including Zia, its AI engine and assistant, is a major advantage for businesses seeking a unified solution for their digital workplace needs. By combining powerful analytics capabilities with tools for collaboration, productivity, and more, Zoho empowers organizations to extract deeper insights from their data, streamline workflows, and make data-driven decisions that drive efficiency and innovation across their entire operations. ”

Dave Smith, Founder and Chief Analyst, InFlow Analysis

“ Analytics and AI models share a common thread: they are only as useful as the data that goes into them, and the insights humans request of them. Zoho’s approach to AI-enhanced analytics allows even non-technical resources to gain relevant business context with natural language queries and automated dashboards assisted by their right-sized Zia AI copilot. Experienced data scientists and developers can do more complex data transformations, with custom machine learning models, SDKs, and integration libraries to extend analytics capabilities that leverage existing application suites. ”

Jason English, Director & Principal Analyst, Intellyx

“ Generative AI has the potential to change the face of analytics software, with natural language interfaces lowering the barriers for business users to access and work with data. As more business users begin to interact with and analyze enterprise data, however, the greater the requirement for data standardization and data management capabilities to provide users with confidence that the data is timely and accurate. The combination of enhancements being made to Zoho Analytics in its most recent release reflects the scale of the impact of artificial intelligence in the analytics sector. ”

Matt Aslett, Director of Research for Analytics and Data, ISG Software Research

“ Businesses are inundated with information from so many sources that an analytics platform accessible to citizen data scientists and advanced users has become essential. It can democratize data, improve efficiency, and ensure scalability—and, above all, help people get the job done. Zoho’s extensive updates to its Analytics platform leverage AI and machine learning, which should help more businesses and more types of users drill down into data, understand the reasons behind trends, and turn insights into action. ”

Melody Brue, VP & Principle Analyst, Moor Insights & Strategy

“ Zoho’s updates to its analytics suite extend the platform’s usability with capabilities that enhance and simplify the end user experience while delivering novel data management and data science functionality to keep pace with important AI innovations. ”

Alex Wurm, Senior Analyst, Nucleus Research

“ The latest version of Zoho Analytics takes a major evolutionary leap, and makes AI-infused business intelligence results available to all. Under the hood, Zoho has tackled complex technical challenges to enable ‘citizen data scientists’ to automate building machine learning models and extract actionable insights from natural-language queries all in a self-service platform. ”

Derek Top, Principal Analyst, Opus Research

“ There has never been a time when data is more important than it is today, and yet organizations struggle with managing, organizing, and getting value from the data they have. The key challenges they face are data velocity and diversity, data quality, complex analytical needs, broad adoption within organizations, and rapid technology change. I’m impressed by what Zoho brings with its AI-powered Zoho Analytics platform and think customers are going to love it. Zoho is upping the game in on the BI front at a time when it’s most needed. ”

Shelly Kramer, Managing Director and Principal Analyst, SiliconAngle and theCUBE Research & Advisory

“ As the enterprise software industry rushes to adapt to a world where artificial intelligence (AI) is top of mind for every user, many software companies still struggle with embedding AI in ways that truly enhance productivity. Rather than incorporating AI just for the sake of it, the focus should be on placing it where it can genuinely make a difference. Zoho’s latest version of its Analytics platform exemplifies this approach. Staying true to the company’s commitment to responsible and ethical AI use, Zoho has taken a gradual and practical approach to AI integration. This thoughtful method prioritizes ease of adoption, tailoring AI capabilities to meet specific user needs while complementing other key features in their data management suite. It’s a consistent strategy that permeates all of Zoho’s applications. ”

Jorge Garcia, Principal Analyst, Analytics, Process & Data Management, Technology Evaluation Center

“ Zoho’s comprehensive approach to analytics and data management positions it as a valuable tool for businesses seeking to navigate the complexities of the modern data landscape. By addressing the complex challenges of modern data management and analytics, Zoho Analytics provides a valuable tool for businesses looking to stay competitive in today’s data-centric landscape. ”

Anurag Agrawal, Founder and Global Chief Analyst, Techaisle

“ AI and ML tools have been the purview of larger firms for years. Smaller firms lacked the people, tools, compute power, etc. to utilize these technologies. Zoho has made AI accessible to most companies now. They’ve made it quite easy for firms to integrate/load their own data, utilize third party data, tune algorithms, and visually see the results. Firms can even use low/no-code capabilities for some functions. The effect of Zoho’s new capabilities is to democratize advanced technologies and help small-to-mid-size firms achieve new insights and competitive advantage that rival those of much larger firms. ”

Brian Sommer, Founder and Chief Analyst, TechVentive

“ While data has always been the lifeblood of the enterprise, the rise of artificial intelligence and the re-emergence of workflow automation as a strategic imperative has elevated it into one of the enterprise’s most critical and strategic areas of focus. Zoho’s latest release of Analytics promises to speed, ease, and democratize data leverage through a difficult-to-strike balance of AI-powered ease-of-use, extensive data integration and orchestration capabilities, and the ability to build and support custom and proprietary machine learning models. It sets the stage to enable every organization to leverage its data as a competitive advantage. ”

Charles Araujo, Founder, The DX Institute

“ Zoho has continued to invest in its analytics solution to make it both easy to use and highly functional. Zoho’s platform approach means customers can leverage its analytics capabilities across CRM, finance, human resources, and other departments to drive greater value while lowering the learning curve for users. Zoho’s expanding AI features, including the Data Science and Machine Learning Studio, bring even more powerful capabilities to Zoho customers. ”

Rebecca Wettemann, CEO & Principal Analyst, Valoir Research

“ Zoho’s strategy appears to be aimed at making it easy for their customers to create traditional BI and advanced analytical solutions on the same platform. There is a wide range of capabilities that makes version 6.0 a product that can be used by all, including business owners and sophisticated coders. ”

Igor Ikonnikov, Principal Advisory Director, Info-Tech Research Group