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Zoho announces the launch of Zoho Projects Plus

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The Bottom Line

Zoho recently announced the launch of Zoho Projects Plus. The unified platform combines collaborative work management, data analytics, AI, and the ability to manage hybrid projects to meet the needs of organizations with complex project management requirements. This includes larger enterprises, as well as organizations in specialized verticals. Projects Plus can drive incremental value for existing Projects and Sprints customers looking to expand upon existing productivity, collaboration, and decision-making benefits with the addition of AI-infused insights and a more unified repository of data across business applications. For customers who are not yet ready to adopt more advanced project management capabilities, the new offering stands as an option available to them as their requirements evolve over time. Overall, this move supports Zoho's upmarket trajectory while offering different levels of functionality to support the entirety of its broad client base.

The Announcement

On March 11th, Zoho announced the general availability of Zoho Projects Plus, a project management offering equipped with AI features and enhanced visibility into real-time data to drive data democratization and improved decision-making. The unified offering includes Zoho Projects for classic project management, Zoho Sprints for agile project management, Zoho Analytics, Zoho WorkDrive for content management, and Zoho Zia AI.

Zoho continues to differentiate itself through its focus on security and interoperability across its applications, driven by native development rather than acquisition. This build versus buy strategy has built trust with the vendor's customers, ensuring that new features and apps are not simply bolted on but deeply embedded within the overall experience. As Zoho continues to demonstrate success in supporting enterprise organizations, the launch of Projects Plus is expected to bolster the vendor's upmarket trajectory, meeting the needs of both large enterprises and organizations in complex verticals such as e-commerce, construction, manufacturing, and automotive.

Expected Benefits

Zoho Projects Plus enables organizations to employ classic, agile, and hybrid project strategies more easily. Organizations with intricate project management needs can now quickly implement, configure, and derive value from the functionality that best meets their unique structures. Nucleus expects organizations that adopt Zoho Projects Plus to improve collaboration, productivity, and decision-making through broader data availability and Generative AI capabilities.

Improved Collaboration and Productivity

For organizations with cross-functional or otherwise multifaceted projects, having access to contextual collaboration capabilities across project structures can reduce meetings while increasing project load without the need to hire additional project team members. Projects can also be completed ahead of schedule due to higher levels of visibility into what work is being done and what work needs to be done. Zia AI and machine learning capabilities are embedded within Projects Plus and can generate content, suggest comments, and build machine learning models through the Zia Code suggester. Nucleus has found that broadly, Generative AI capabilities can save 10 to 40 percent of the time spent on repetitive tasks.

Zoho Projects Plus is designed to meet the specific needs of large enterprises and organizations in complex verticals, such as e-commerce, construction, manufacturing, and automotive.

AI capabilities can reduce time spent on repetitive tasks by 10 to 40%, enabling time to be reallocated to higher-value work.

Improved Decision Making

Zoho Projects Plus unifies data across various Zoho Apps and external business systems such as Salesforce and Microsoft Teams to drive data accessibility and visibility. This wealth of data, combined with Zia, enables improved forecasting, custom report generation, and the ability to surface suggestions from analytics. Overall, customers can expect to shift from reactive to proactive project management, properly forecasting needs and using predictive insights and suggestions to mitigate problems before they arise.

Zoho provides customers with the power of choice, rather than forcing updates on its existing users.

Looking Ahead

The Zoho Projects Plus launch underscores Zoho's continued commitment to meeting customers where they are. By also maintaining its standard Projects and Sprints offerings in addition to the new unified platform, the vendor recognizes that the pace of innovation cannot be forced on customers through compulsory upgrades and associated charges. Instead, by giving organizations with more complex needs the ability to take advantage of advanced capabilities and greater data accessibility, Zoho is poised to accelerate its upmarket trajectory and more effectively compete with standalone project management providers. With many vendors scaling up functionality, whether customers are ready or not, Zoho's unique approach also presents the opportunity to capture market share as organizations on other platforms seek a more phased, flexible approach to expanding their deployment.