Zoho CRM - Plan Comparison

	FREE	Standard	Professional	Enterprise	Ultimate
PRICING					
Billed Annually	Free for 3 users	RM62.92 / month	RM103.33 / month	RM180 / month	RM233.75 / month
Billed Monthly	Free for 3 users	RM90	RM155	RM225	RM290
	TRY NOW	**SIGN UP**	**SIGN UP**	**SIGN UP**	**SIGN UP**
SALES FORCE AUTOMATION					
Leads	√	√	√	√	√
Contacts	√	√	√	√	√
Accounts	√	√	√	√	√
Deals	√	√	√	√	√
Tasks, events, call log, and notes	√	√	√	√	√
CRM views	√	√	√	√	√
Sales forecasting	-	√	√	√	√
BCC dropbox for email	-	√	√	√	√
Email insights	-	√	√	√	√
Macros	-	-	√	√	√
Multiple currencies	-	-	-	√	√
Contextual custom related lists	-	-	-	√	√
SalesSignals	-	-	√	√	√
Custom signals	-	-	-	√	√
Advanced filters	√	√	√	√	√
Scoring rules	-	10 fields/module	20 fields/modules	30 fields/modules	50 fields/modules
Assignment rules	-	-	√	√	√
Reminders	-	√	√	√	√
Email parser	-	-	-	√	√
Email Association with Deals	-	-	√	√	√
Wizards	-	-	-	√	√
Multiple Pipelines	-	√	√	√	√
PRODUCT CUSTOMIZATION					
Page customization	√	√	√	√	√
Rename tabs	√	√	√	√	√

Custom fields	-	10 fields/module	155 fields/module	300 fields/module	500 fields/module
Picklist history tracking	-	-	-	√	√
Custom links	-	-	√	√	√
Web tabs	-	-	-	√	√
Custom modules	-	-	-	100 modules (2 module per user license)	500 modules (5 module per user license)
Custom buttons	-	-	-	√	√
Sandbox	-	-	-	√	√
Page layouts	-	-	-	√	√
Canvas view	-	-	-	√	√
Layout Rules	-	-	-	√	√
Validation Rules	-	-	5 rules/layout	10 rules/layout	25 rules/layout
Subforms	-	-	-	√	√
Translations	-	-	-	√	√
Custom list views	5/modules	50 module	Unlimited	Unlimited	Unlimited
Tab groups	-	√	√	√	√
AUTOMATION & PROCESS MANAGEMENT					
Workflow Rules	√	√	√	√	√
Approval Process	-	-	-	-	√
Schedules	-	-	-	-	√
Active Blueprints	-	-	3	50	100
Webhooks per day	-	-	1/action 10,000 calls/day or 100 calls/user license/day Limit applicable for the org. (whichever is lower)	1/action 100,000 calls/day or 500 calls/user license/day Limit applicable for the org. (whichever is lower)	1/action 500,000 calls/day or 1000 calls/user/day Limit applicable for the org. (whichever is lower)
Email Notifications per day	50 emails/user license, 150 emails/day (whichever is lower)	100 emails/user license, 5,000 emails/day (whichever is lower)	200 emails/user license, 10,000 emails/day (whichever is lower)	500 emails/user license, 25,000 emails/day (whichever is lower)	1,000 emails/user license, 50,000 emails/day (whichever is lower)
Review Process	-	-	-	Yes	Yes
CommandCenter	-	-	-	√	√
PREDICTION & ARTIFICIAL INTELLIGENCE (ZIA)					
Lead Conversion Prediction	-	-	-	√	√
Deal Closure Prediction	-	-	-	√	√
Data Enrichment	-	-	-	√	√

Zia Voice	-	-	-	√	√
Zia Reminder	-	-	-	√	√
Best time to contact	-	-	-	√	√
Macro suggestion	-	-	-	√	√
Zia Intelligence for Automation	-	-	-	√	√
Prediction Builder	-	-	-	2 Prediction models/Org	20 Prediction models/Org
Assignment suggestion by Zia	-	-	-	√	√
Workflow suggestions by Zia	-	-	-	√	√
AI for emails	-	-	-	√	√
Recommendation engine	-	-	-	1 recommendation model/Org	10 recommendation models/Org
Image Validation	-	-	-	1 rule/Org	20 rules/Org
REPORTS					
Standard reports	√	√	√	√	√
Custom reports	-	100	Unlimited	Unlimited	Unlimited
Schedule reports	-	√	√	√	√
ANALYTICS AND MEASUREMENT					
Charts	-	√	√	√	√
KPI	-	√	√	√	√
Funnels	-	-	-	√	√
Target Meter	-	-	-	√	√
Comparator	-	-	-	√	√
Cohorts	-	-	-	√	√
Quadrants	-	-	-	√	√
Anomaly Detectors (Powered by Zia)	-	-	-	10 trends Additional 1/user (Maximum 50)	20 trends Additional 2/user (Maximum 100)
Standard dashboards	-	√	√	√	√
Custom dashboards	-	10 Dashboards	Unlimited	Unlimited	Unlimited
Webform Analytics	-	-	-	√	√
Webform A/B Testing	-	-	-	√	√
Analytics Mobile App - Analytics Studio	-	√	√	√	√
Analytics - Enhancements in Anomaly Component with notifications in Zia	-	-	-	√	√
Workflow reports	-	-	-	√	√

SOCIAL					
Enrich data with Twitter profile	-	√	√	√	√
Enrich data with Facebook profile	-	√	√	√	√
Social tab	-	√	√	√	√
Automated Lead Generation from social media	-	√	√	√	√
Social interaction with leads/contacts	-	√	√	√	√
Social Lite	-	√	√	√	√
MARKETIN AUTOMATION					
Email templates	10	100	Unlimited	Unlimited	Unlimited
Email opt-out	√	√	√	√	√
Website visitor tracking	√	√	√	√	√
Mass email	√	√	√	√	√
Email relay	-	-	√	√	√
Email Authentication	√	√	√	√	√
Marketing campaigns	-	√	√	√	√
Marketing Attribution	-	-	-	√	√
Customer segmentation	-	-	-	√	√
Auto-responders	-	-	-	√	√
Zoho CRM for Google Ads	-	-	√	√	√
WEB FORMS					
Web-to-lead form	1 form/module	5 forms/module	10 forms/module	20 forms/module	100 forms/module
Web-to-contact form	1 form/module	5 forms/module	10 forms/module	20 forms/module	100 forms/module
Web-to-case form	-	-	√	√	√
Notify owner	-	√	√	√	√
TEAM COLLABORATION					
Gamescope	-	-	√	√	√
Calendar	√	√	√	√	√
Calendar sync through CalDAV	-	√	√	√	√
Calendar Booking	-	√	√	√	√
Status updates	√	√	√	√	√
Direct messages	√	√	√	√	√
Attach files to feeds	√	√	√	√	√

Follow-up rules	√	√	√	√	√
Groups for team collaboration	-	√	√	√	√
Tagging	-	√	√	√	√
INVENTORY MANAGEMENT					
Products	-	-	√	√	√
Price books	-	-	√	√	√
Sales quotes	-	-	√	√	√
Sales orders	-	-	√	√	√
Invoices	-	-	√	√	√
Vendors	-	-	√	√	√
Purchase orders	-	-	√	√	√
CUSTOMER SUPPORT					
Cases	-	-	√	√	√
Solutions	-	-	√	√	√
Web-to-case form	-	-	10 forms/module	20 forms/module	100 forms/module
Business hours	√	√	√	√	√
Case escalation rules	-	-	-	√	√
USER PORTAL					
Portals	-	-	-	√	√
DOCUMENT LIBRARY					
Folder sharing	√	√	√	√	√
Attach documents	√	√	√	√	√
File versioning	√	√	√	√	√
Reviews	√	√	√	√	√
FILE STORAGE					
Free storage/org	1 GB	1 GB	1 GB	1 GB	5 GB
Free storage/user license	-	512 MB	512 MB	1 GB	1 GB
Additional file storage	-	$4/month/5GB	$4/month/5GB	$4/month/5GB	$4/month/5GB
DATA ADMINISTRATION					
1-200 USERS					
Data storage	5,000 records (10 MB)	100,000 records (200 MB)	10 GB (5M records approx)	10 GB (5M records approx)	10 GB (5M records approx)
Additional Storage per user license	-	-	20 MB	50 MB	100 MB
Additional data storage	-	-	$4/100 MB	$4/100 MB	$4/100 MB

ABOVE 200 USERS					
Data storage	5,000 records (10 MB)	100,000 records (200 MB)	10 GB (5M records approx)	15 GB (7.5M records approx)	30 GB (15M records approx)
Additional Storage per user license	-	-	20 MB	50 MB	100 MB
Additional data storage	-	-	$2/100 MB	$2/100 MB	$2/100 MB
Import data (per batch)	1000 records	10,000 records	20,000 records	30,000 records	50,000 records
Export module data	√	√	√	√	√
Free Data backup	-	2 backups/month	2 backups/month	2 backups/month	4 backups/month
Additional Data backup	$10/request	$10/request	$10/request	$10/request	$10/request
De-duplicate data	-	-	√	√	√
Import history	√	√	√	√	√
SECURITY ADMINISTRATION					
Profiles	√	√	√	√	√
Organizational hierarchy (Roles)	√	√	√	√	√
Reporting Hierarchy	-	-	-	√	√
Field-level security	-	-	√	√	√
Data sharing rules	-	-	-	15 rules/module	100 rules/module
Groups	-	20	30	50	250
Record-level sharing	-	-	-	√	√
Data Encryption (EAR)	-	-	-	√	√
Territory management	-	-	-	150 territories	250 territories
Audit Logs	-	√	√	√	√
Allowed IPs	-	√	√	√	√
GDPR Compliance	√	√	√	√	√
DEVELOPER TOOLS					
Mobile SDK	-	-	-	√	√
Web Apps SDK	-	-	-	√	√
Widgets	-	-	-	√	√
Connections	-	-	-	√	√
API	5,000 credits/day/org.	100,000 credits/day/org.	500,000 credits/day/org.	1,000,000 credits/day/org (1000/user license).	Unlimited credits/day/org (2000/user license).
Functions	-	-	-	200,000 credits/day/org (500/user license).	Unlimited credits/day/org (1000/user license).
ADD-ONS & INTEGRATIONS					
Online Meetings	-	Zoom, GoToMeeting, Zoho Meeting and 12 others			

Telephony and PBX	-	Ring.io, Amazon Connect, Zoho PhoneBridge and 106 others			
Team Collaboration	-	Slack, Teams, Zoho Cliq and 9 others			
Office Productivity	-	Zapier, Trello, Zoho Flow and 26 others			
Storage	-	Google Drive, Dropbox, Zoho Workdrive and 4 others			
Analytics	-	Zoho Analytics, Google Analytics, dotConnect and 10 others			
Email Marketing	-	Mailchimp, Zoho Campaigns and 4 others			
Customer Service	-	Zendesk, Zoho Desk and 15 others			
Finance	-	PayPal, Quickbooks, Pay U, Zoho Finance Suite Integration and 18 others			
Business Operations	-	Amazon Seller Central, FedEx Rate Comparator and Shipment Tracking and 15 others			
INTEGRATION WITH MICROSOFT					
Plug-in for Microsoft Outlook	-	-	√	√	√
Integration with Microsoft 365	-	-	√	√	√
INTEGRATION WITH G-SUITE					
Zoho CRM contextual gadget for Gmail	√	√	√	√	√
Export events to Google Calendar	√	√	√	√	√
Export to Google Tasks	√	√	√	√	√
Zoho CRM web forms for Google Sites	-	1/module	10/module	20/module	100/module
Synchronize Google Calendar	-	√	√	√	√
Synchronize Google Contact	-	√	√	√	√
SUPPORT					
Basic	√	√	√	√	√
Classic	-	√	√	√	√
Premium	-	Paid	Paid	Paid	Paid
Enterprise	-	Paid	Paid	Paid	Paid

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