

For immediate release

Fuji Xerox Establishes Sales Partnership With Zoho to Expand Lineup of Cloud-Based Business Services

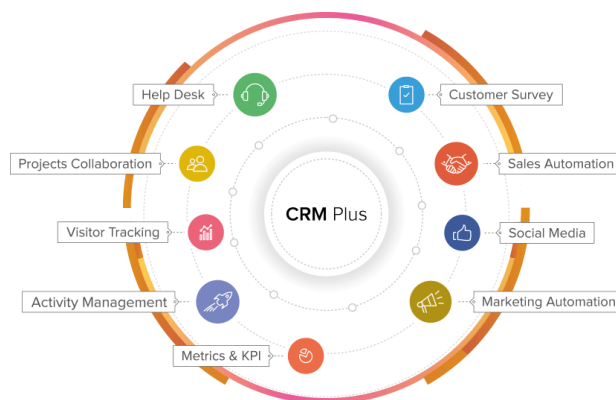
Offers Customer Management and Sales Promotion Services for Efficient Sales Activities

TOKYO, February 20, 2019 – Fuji Xerox Co., Ltd. has reached agreement with Zoho Corporation Pvt. Ltd to establish a sales partnership for the Zoho suite of cloud-based business application services. The services support corporations and organizations with customer management and sales promotion, and beginning today Fuji Xerox will launch these services in Japan. A sequential launch in Asia-Pacific countries/regions will follow, starting from Australia, New Zealand, Singapore and Hong Kong.

With this partnership, Fuji Xerox will expand its service offerings in customer management, sales promotion, and web marketing services, to enable its users to transform their businesses through the utilization of information and communication technology (ICT). The offerings will provide users with a wider variety of applications to revamp their current sales processes and customer contact operations. Additionally, a face-to-face support from Fuji Xerox is available accommodating each user's business processes.

The two companies have decided to integrate their technologies into a single platform to expand the scope of partnership beyond just technology—they established a technology partnership in 2011—and into the area of sales, as the global competition intensifies in the Software as a Service (SaaS) sector. This will allow the two companies to provide users with more applications speedily and globally, as well as to continue offering services that meet their needs.

Fuji Xerox has been offering customer management and sales promotion services through the SkyDesk suite of cloud-based applications which incorporated technologies from Zoho. However, this new partnership will see the addition of services such as online surveys (Survey), web form creation (Forms), and the creation of workflows that are integrated with cloud services (Flow). Another new addition is Zoho CRM Plus, a bundled package of nine mainly sales-promotion-related services that broadly cover sales and marketing operations at an affordable price.



<Overview of Zoho CRM Plus>

Since the technology partnership signed, Fuji Xerox and Zoho have been mutually supplying and sharing technologies to the global market. Some of the services that have been offered up to now, such as SkyDesk CRM, will be gradually integrated into Zoho services as Fuji Xerox begins the sale of these services. During the integration process, Fuji Xerox will assist customers with migrating their data to the new services at their request.

* The latest news regarding the ongoing integration of services can be found at:

- SkyDesk service information: <https://www2.skydesk.jp/notice-en>
- Zoho Corporation: <https://www.zohocorp.com/index.html>

[List of Services and Prices]

Name of service	Main functions	Price (JP yen)	Contract unit	CRM Plus	Function currently provided in SkyDesk
CRM Plus	Bundled package centered on CRM	From 6,000	No. of users	—	
CRM	Customer management system	From 1,440	No. of users	✓	✓
Analytics (Reports)	Analysis of BI (business information) and analytical reports	From 2,700	Organization	✓	✓
Campaigns	Sales promotion emails, marketing automation	From 360	No. of messages sent / no. of registrations	✓	✓
SalesIQ	Analysis of website visitors, chat	From 2,052	Organization	✓	✓
Desk (Support)	Customer support	From 1,440	No. of users	✓	✓
Social	SNS management/analytics	From 1,000	Organization	✓	✓
Motivator	Gamification for sales personnel	From 7,200	Organization	✓	✓
Projects	Project management	From 2,400	Organization	✓	✓
Survey	Online surveys	From 3,000	No. of users	✓	
Forms	Creation of web forms	From 960	Organization		
Flow	Integration of cloud services	From 1,000	Organization		
Cliq	Group chat	From 120	No. of users		✓
Creator	Creation of database apps	From 1,200	No. of users		✓
WorkPlace (Mail)	Web mail/communication	From 120	No. of users		✓
WorkDrive (Docs)	Cloud storage for organizations and businesses	From 300	No. of users		✓

Names in parentheses are the names of the equivalent SkyDesk services currently provided

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