



Zudo Works

ZOHO & CUSTOM SOFTWARE DEVELOPMENT

COMPANY BROCHURE · 2026

Zoho and custom software, built around how your business actually runs

We design, build and connect business systems on Zoho, and write the custom software when Zoho is not the right tool. You talk to the engineers who build it.



Zoho Creator

Zoho CRM

Deluge

Integrations

AI automation

Manufacturing

Custom software

zudoworks.com

US · UK · Australia · New Zealand ·
Middle East · India

WHO WE ARE

Engineers who build on Zoho every day

Zudo Works is a Zoho and custom software development company based in Chennai, India. We replace manual processes with automated workflows, connect systems that don't talk to each other, and build custom software when an off-the-shelf product can't do the job. The people who scope your project are the people who build it.

OUR MISSION

To give growing businesses software that fits how they actually work: Zoho where it fits, custom code where it earns its place, built by the engineers they talk to, and owned by them.

OUR VISION

Every growing business running on one connected system, so its people spend their time on customers and craft instead of retyping and chasing.

20+

Projects our team has worked on

10+

Client businesses supported

40+

Zoho products used

1 month

Free support and onboarding after every build

Figures cover our team members' project experience, much of it as developers at a previous organization.

Honest scope

We say what Zoho will not do before a project, not during it.

Built to be owned

Licences, data and documentation stay in your name.

We stay after launch

One month of free support and onboarding on every build, then optional monthly support.

Working with

United States

United Kingdom

Australia

New Zealand

Middle East

India

WHERE WE HELP

The problems we are usually called in to fix

Most growing businesses already have the software. What they lack is one system where every record is entered once and trusted by everyone.

1

Spreadsheets are running the business

Orders, approvals and job tracking live in shared sheets that break as soon as the team grows.

2

The CRM is set up, but nobody trusts it

Duplicate records, skipped stages and reports that don't match what the sales team says.

3

Systems that don't talk to each other

People re-key the same customer and order data between CRM, accounting and e-commerce.

4

A Zoho app that grew without a plan

Creator apps and Deluge scripts that only one person understands, and nobody dares change.

5

Follow-ups depend on someone remembering

Reminders, invoices, approvals and hand-offs that should happen automatically, but don't.

6

Off-the-shelf software almost fits

One critical workflow that no product supports without awkward workarounds.

We start from **how your business actually runs**, then choose the technology. Never the other way round.

Every engagement begins with your process, not a product.

WHAT WE BUILD

Seven services, one connected system

These are the pieces we usually put together. Each one is useful on its own, and all of them are designed to work as one.



Zoho Creator development

Custom applications on Zoho Creator: data models, forms, client portals, dashboards and Deluge workflows, documented so your team can own them.



Zoho CRM implementation

Pipelines and blueprints that match how you sell, custom modules, data migration from spreadsheets or another CRM, and training.



Deluge development

Functions, scheduled jobs, custom buttons and API calls across Zoho CRM, Creator and Books, plus reviews and fixes for scripts you already have.



Zoho integrations

Connect Zoho with accounting, e-commerce, payment gateways and your own systems using REST APIs, webhooks, Zoho Flow or custom middleware.



Business process automation

We map the process first, then remove the manual steps across sales, finance and operations, with AI where it is checkable.



Custom software

Web applications, internal tools and dashboards for the cases where Zoho is the wrong tool, built to integrate with what you already run.



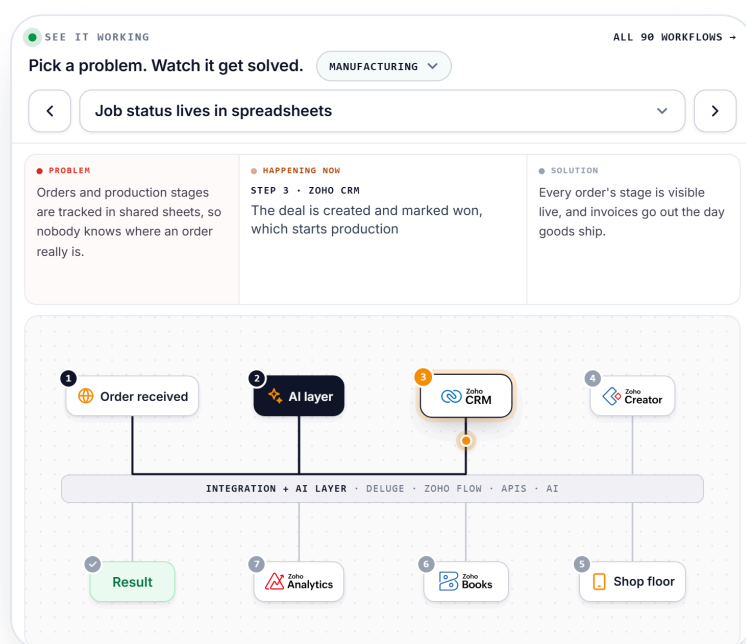
Support and maintenance

Every build includes one month of free support and onboarding after launch. After that, optional monthly support keeps your system healthy: fixes, small changes, new users and Zoho updates.

HOW IT CONNECTS

From a tangle of tools to one integration and AI layer

Most businesses run a knot of apps and spreadsheets wired together by hand. We put one layer in the middle, so every app plugs in once and data flows, and syncs back, on its own.



1 · Untangle

We map every app, sheet and hand-off, and decide which system owns which record.

2 · Connect

Deluge, Zoho Flow and APIs link each app to the layer once, instead of to every other app.

3 · Add AI where it is checkable

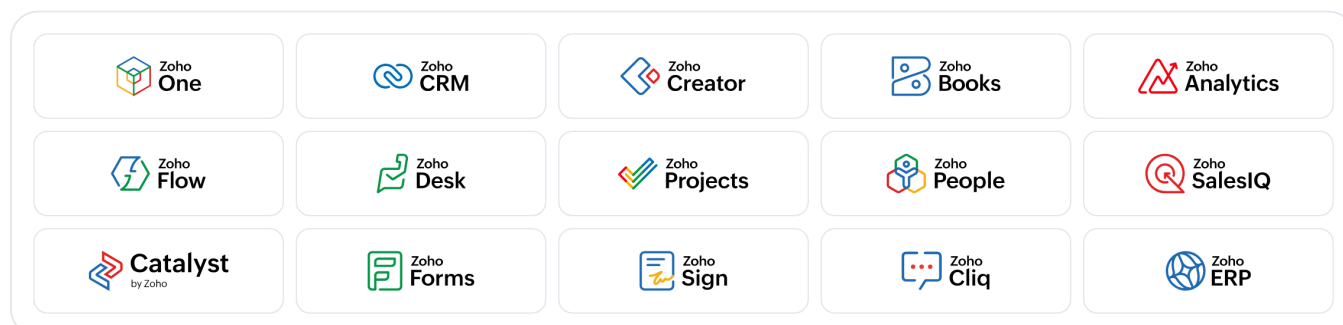
Zoho Zia, or Claude and ChatGPT through Zoho MCP, read documents and draft records. A person approves.

4 · Sync back

Status, invoices and payments flow back to the record that started the work, so everyone sees it live.

Shown: an example workflow from our interactive explorer at zudoworks.com/solutions. Example flows show what can be built; they are not client case studies.

ZOHO PRODUCTS WE WORK WITH



SOLUTIONS BY INDUSTRY

90 example workflows across 18 industries

Five common problems per industry, each solved on Zoho with integrations and AI. Four are shown here; explore all of them at zudoworks.com/solutions.

Manufacturing

Real estate

Legal

Healthcare clinic

Education & training

E-commerce

Agency & consulting

Customer support

Field service

Logistics

Construction

Recruitment & HR

Events & hospitality

Accounting firm

Nonprofit

Finance & lending

Marketing

Operations

Job status lives in spreadsheets

MANUFACTURING

Orders and production stages are tracked in shared sheets, so nobody knows where an order really is.

Order received

AI layer

Zoho CRM

Zoho Creator

Shop floor

Zoho Books

Zoho Analytics

Result: Every order's stage is visible live, and invoices go out the day goods ship.

Leads from ads go cold

REAL ESTATE

Enquiries from Facebook and Google ads sit in inboxes for hours before anyone calls.

Meta & Google Ads

Zoho CRM

AI layer

WhatsApp

Zoho Campaigns

Zoho Analytics

Result: Every enquiry gets a reply in minutes, and you see which ads actually sell.

Client intake takes days

LEGAL

New matters need forms, conflict checks and engagement letters, all chased by email.

Zoho Forms

AI layer

Zoho CRM

Zoho Sign

Zoho WorkDrive

Zoho Books

Result: A new matter is opened, signed and invoiced the same day.

Support emails get lost

CUSTOMER SUPPORT

Requests arrive by email, chat and phone, and some are never answered.

Zoho SalesIQ

AI layer

Zoho Desk

Zoho Cliq

Zoho CRM

Zoho Analytics

Result: Every request has an owner and a deadline, and nothing is lost.

Example workflows that show what can be built. They are not client case studies and contain no client data or results.

SPOTLIGHT · MANUFACTURING

Manufacturing software built around **how your factory runs**

For make-to-order, job-shop and batch manufacturers: every job, stock move and quality check recorded once, by the person doing the work.

CREATOR

Job and production tracking

Operators tap or scan each stage done; the office sees it live.

INVENTORY

Inventory you can trust

Stock moves posted as they happen, against the job.

INVENTORY · BOOKS

Purchasing and reorder points

Reorder levels from real usage and lead times.

CREATOR

Quality, NCR and CAPA

Defects at the station with photos, an owner and a fix.

CREATOR · INVENTORY

Batch and lot traceability

Answer a recall question in minutes, not days.

CRM · ACCOUNTS

Sales to production to accounts

A won quote creates the work order; shipping creates the invoice.

ANALYTICS

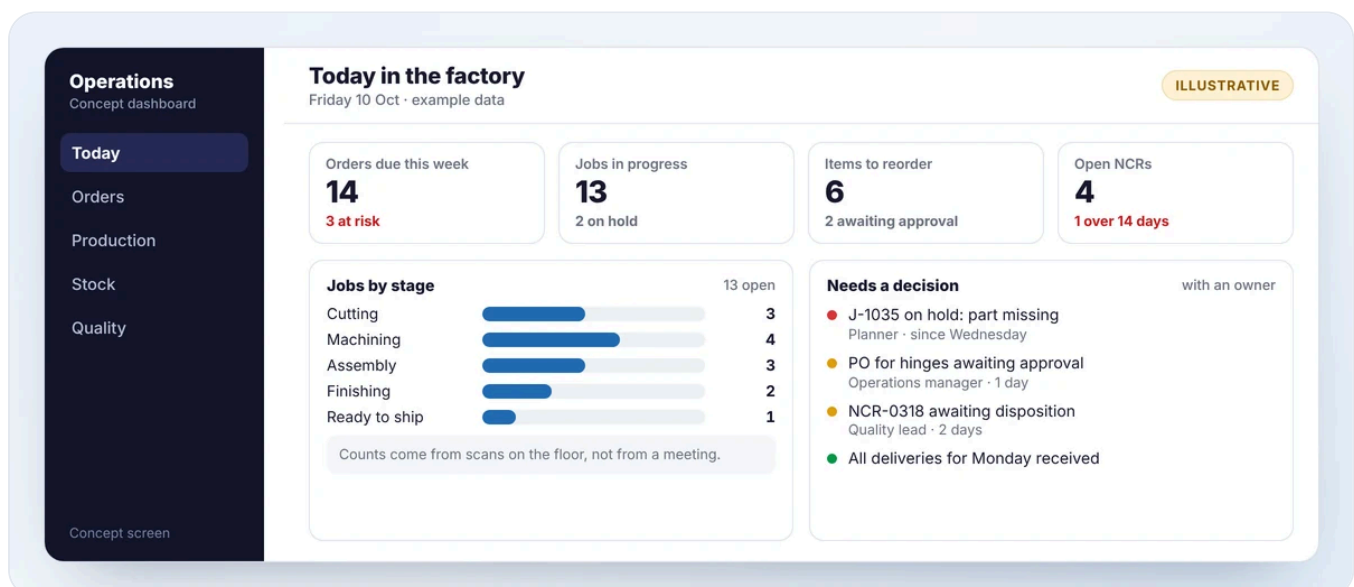
Dashboards and KPIs

On-time delivery, WIP, scrap and quoted against actual cost.

ZIA · MCP

AI order intake

Purchase orders read into draft records, approved by a person.



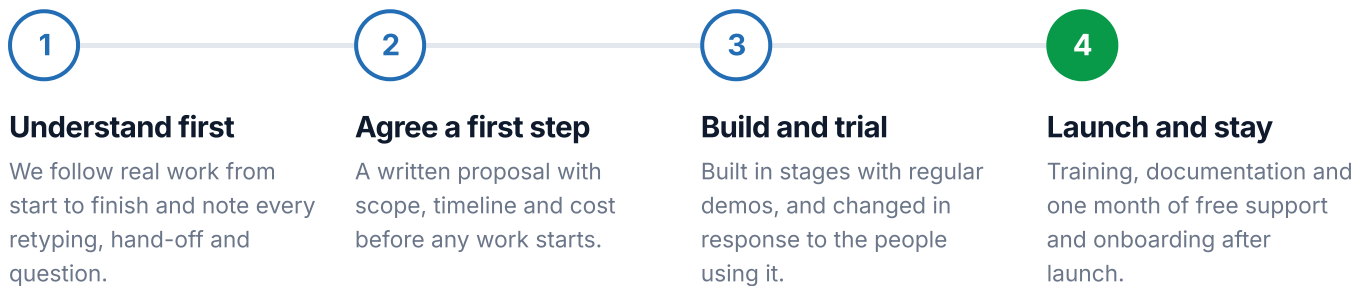
CONCEPT SCREEN Example data. It shows the kind of daily view we design, built last, from records the earlier steps create.

Honest about fit: the standard Zoho apps do not include full MRP. If you need it, a manufacturing ERP is the better core, and we say so up front. More at zudoworks.com/manufacturing-software.

HOW A PROJECT RUNS

From first call to a **working system**

One process at a time. Each step ends with something your team can use, so the project proves itself as it goes.

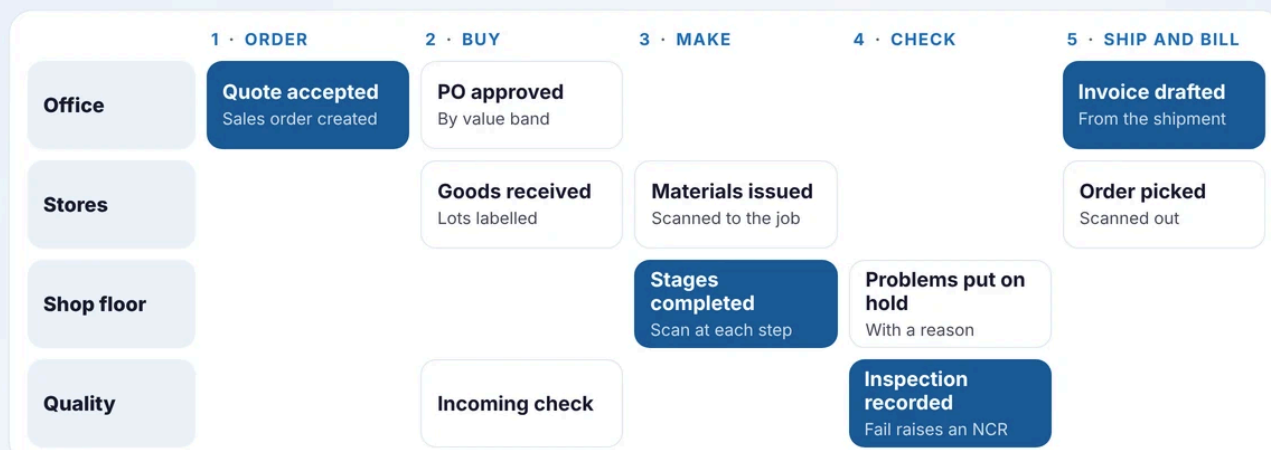


Every project includes

The same commitments, whatever the size of the build.

- ✓ A written proposal with scope, timeline and cost before any work starts
- ✓ Design, build and testing in stages, with regular demos
- ✓ Documentation your team can maintain
- ✓ Training for administrators and users
- ✓ One month of free support and onboarding after launch
- ✓ Zoho licences in your own name, so you own the account and the data

What "connected" means in practice



OUR APPROACH

Zoho first. Custom code when it earns its place.

Our team has hands-on experience across 15+ core Zoho applications and 25+ other Zoho products. When a project needs more than Zoho offers, we write the custom code, APIs or middleware ourselves.

Design to fit

The system fits your business, not the other way around. Every customisation has a clear reason, and nothing is built that a standard feature already does well.

Build reliably

Iterative builds, testing before go-live, documentation and clean deployments, so the system keeps working after the people who built it move on.

Keep what works

If your accounting package or core system works, we keep it and integrate with it rather than replacing it.

You own everything

Zoho licences and data in your name, with documentation your own team can maintain.

Zoho platform

Zoho Creator

Zoho CRM

Zoho One

Zoho Books

Zoho Inventory

Zoho Analytics

Zoho Flow

Zoho Desk

Zoho Catalyst

Zoho Projects

Zoho Forms

Zoho Sign

Zoho Cliq

Deluge

Custom development

PHP

Laravel

Node.js

JavaScript

HTML and CSS

WordPress

SQL

REST APIs

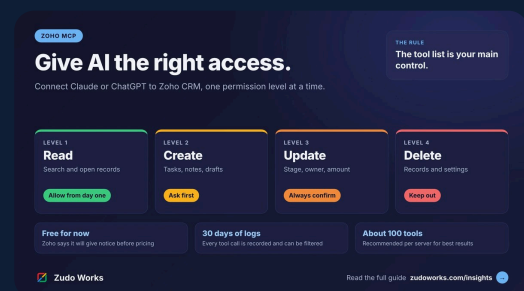
Webhooks

Middleware

AI, USED CAREFULLY

Give AI the right access, one level at a time

We connect Zoho Zia, or Claude and ChatGPT through Zoho MCP, to narrow, checkable jobs: reading documents, drafting records and answering questions about your own data. A person always approves the result.



WHO YOU WILL WORK WITH

You talk to the people who build it

No account managers in between. Technical decisions on every project are made by an engineer who builds on Zoho every day.



Arunkumar V

Chief Technology Officer

- ✓ Leads Zoho Creator, Deluge and integration work at Zudo Works
- ✓ Developer on Zoho, analytics and custom software projects in six countries
- ✓ Works across Zoho Creator, CRM, Books, Analytics and custom code



"Master of Creator (Global Winner)"

Award, Zoho Creator Partner Hackathon 2025, presented to Arunkumar Venkadesan.

One team, start to finish

The people who scope your project are the people who build and support it.

Hours that overlap

Working hours that overlap with the US, UK, Australia, New Zealand and the Middle East.

Reply within 6 hours

Every enquiry gets a reply within 6 hours, guaranteed, from the team itself.

Industries our team has worked in

Retail (USA)

Training and education (UK)

Healthcare (USA)

Manufacturing (China)

Travel (Thailand)

Legal (Saudi Arabia)

Lending and finance (India)

From the projects our team members have worked on, listed at zudoworks.com/work.

WORKING TOGETHER

Clear terms, no surprises

Every engagement is quoted for your project. You see the scope, timeline and cost in writing before any work starts.

**Defined projects**

A fixed price agreed up front, based on the work and complexity involved.

**Smaller work**

Fixes, reviews and small changes billed by the hour. Rates on request.

**Ongoing support**

After the free first month, optional monthly support for your system.

Questions we are often asked

How much will our project cost?

It is quoted per project. After a discovery call we send a written proposal with scope, timeline and cost. Zoho licences are billed by Zoho, in your name. Our estimator at zudoworks.com/pricing shows typical hours and timelines.

How long does it take?

We start with the process that causes the most daily pain and aim to have it in use within weeks. Other processes and integrations follow one at a time.

Do we have to replace software we already use?

No. If a system works, such as your accounting package, we keep it and integrate with it.

Who owns the system?

You do. Licences and data stay in your Zoho account, and you receive documentation your team can maintain.

Do you work with businesses outside India?

Yes. We work remotely with businesses in the US, UK, Australia, New Zealand and the Middle East, with working hours that overlap with yours.

GET STARTED

Tell us how your business runs today

Describe one process from start to finish. We will tell you what we would build first, what we would leave alone, and how long it would take.

1

We reply within 6 hours, guaranteed

With a few questions or times for a call.

2

A discovery call

About how the work flows today and what has to change.

3

A written proposal

Scope, timeline and cost, before any work starts.

WEBSITE

zudoworks.com

EMAIL

admin@zudoworks.com

BOOK A CALL

zudoworks.com/contact

BASED IN

Anna Nagar, Chennai, India



Scan to send your project details

FIND ZUDO WORKS ON

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Clutch

GoodFirms

TechBehemoths

Upwork

Product Hunt

Startup Fame

YouTube