



Frequently Asked Questions

General Questions

What is Zoho Vertical Studio?

Zoho Vertical Studio is a low-code cloud platform that enables developers to create industry-specific applications using pre-built components and automation tools. It simplifies the process of building, customizing, and scaling applications tailored to the unique needs of various industries, allowing for rapid development and easy integration, taking care of the entire application lifecycle.

Why choose Zoho Vertical Studio Platform for building applications?

The Vertical Studio Platform provides a reliable and versatile foundation for building custom applications, leveraging the robust infrastructure of Zoho CRM and the entire Zoho ecosystem. Here are the key benefits:

- Applications are built on the trusted infrastructure of Zoho and Zoho's suite of products.
- Easy access to Zoho Marketplace allows you to showcase your applications to a global audience actively seeking applications for niche markets. This platform simplifies distribution and boosts visibility, helping you market and sell your applications easily.
- Vertical Studio is free for our partners to build their applications. There is no development or review fees.
- All applications built on Vertical Studio are accessible via iOS and Android through the Zoho Verticals app. Instead of separate mobile apps for each vertical application, end customers can download the Zoho Verticals app from the App Store or Play Store to access their applications.
- Easy integration with Zoho's ecosystem, and the availability of pre-built tools ensures compatibility and enhances functionality.
- Scalability is easy, allowing your applications to grow with your business needs.

What are the features supported by Zoho Vertical Studio?

Zoho Vertical Studio offers a wide range of features tailored for building industry-specific applications. To see the complete list of available features and their limits, refer to the [Feature Availability & Limits](#) document.

In which data centres (DCs) is Vertical Studio available? What if my country or region is not available in the listed data centres?

Vertical Studio is available in the following data centres:

- US
- AU
- EU
- IN

If your country is not listed among the available data centres, you can choose to set up your account in the DC of your choice from the available options.

Getting Started & Application Development

How do I get started with building my own vertical application?

You can build your own application using Zoho's Vertical Studio platform, which allows developers to create industry-specific applications. There are no development costs involved, and the applications you create can be offered to your customers under a custom pricing policy. This gives you the flexibility to deliver personalized applications while maintaining control over branding and monetization. For more details, please refer to our [Getting Started guide](#).
~~Deluge, Zoho's Scripting language.~~

How many applications can a partner build on Vertical Studio?

A partner can build up to **5 applications** using their Vertical Studio account.

Can a partner own more than one Vertical Studio account?

Each Vertical Studio account is linked to a unique email ID. This means that different email IDs represent separate accounts, and a partner cannot own multiple accounts under the same email ID.

Can I collaborate with other developers to build my application?

Yes, you can invite developers to work with you on building and customising your application. You can assign different roles and permissions to streamline the development process. A partner can add up to five developers to assist with application development.

Can I delete an application built on Vertical Studio?

No, applications cannot be permanently deleted. However, you can deactivate an app if you no longer want it to be accessible.

Can an application be cloned from Zoho CRM to Vertical Studio?

Yes, but cloning from Zoho CRM to Vertical Studio is available only on request. You can reach out to Zoho for assistance with this process.

Is there a sandbox environment available for testing before publishing?

Yes, Vertical Studio provides a sandbox environment where developers can build and test their applications before publishing. This allows for thorough testing and refinement without affecting the subscribers.

Does Zoho Platform offer a mobile version for applications that are built using Vertical Studio?

Yes, all applications built on Vertical Studio are accessible on mobile. However, there isn't a separate mobile app for each vertical application. Instead, end customers can use the Zoho Verticals mobile app, available on the App Store and Play Store, to access their subscribed applications. The Zoho Verticals app serves as a unified platform for all vertical applications built on Vertical Studio.

Integrations

Does Zoho Platform support integrations with other applications?

Yes, Zoho Platform supports integrations both with other Zoho products as well as other extensions.

Which Zoho applications can I integrate with my Vertical Studio application?

You can integrate your vertical application with the following Zoho apps:

- Zoho Analytics
- Zoho Sign (API-based)
- Zoho Campaigns
- Google Calendar & Contacts
- Zoho Writer
- Zoho Cliq (chat bar)
- Mail360

Can an existing Zoho CRM user integrate the partner app with their existing Zoho setup?

No, integration is one-to-one. Customers can either:

- Integrate other Zoho apps with Zoho CRM, OR
- Integrate other Zoho apps with the partner app.

Both cannot coexist.

Will customers need to buy Zoho products separately, if they want to integrate them with Vertical Studio?

Yes. If your Vertical app requires Zoho services like Books, CRM, etc., customers must purchase those separately from Zoho.

Pricing and Subscription Management

How does pricing work for the applications that I develop on Vertical Studio?

Vertical Studio platform offers a three plan tiers. The tier determines the features and modules available in your application. Here is the Base Price details for each plan tier:

- **Starter** – \$5 per user/month
- **Growth** – \$15 per user/month
- **Scale** – \$30 per user/month

Is there a minimum or maximum price I can set for my application?

There is no strict minimum or maximum price for your application. However, the **Base Price** is a mandatory component and is determined by the plan tier you choose - **Starter (\$5 per user/month)**, **Growth (\$15 per user/month)** or **Scale (\$30 per user/month)**.

How many pricing plans can be created?

Partners can create up to three pricing plans.

Can plans be structured with different capabilities?

No, each higher-tier plan must include all features of the lower-tier plan.

Who handles customer subscriptions and payments?

Partners manage subscriptions via the Reseller Purchase Model. They buy licenses on behalf of their customers from the Developer Console: Manage Upgrades → Manage Customers → Purchase.

How are subscription fees calculated if a customer joins mid-month?

Fees are pro-rated based on the remaining days of the month.

Can customers get a refund if they stop using the app mid-month?

No refunds are provided once the subscription payment is made.

What are the subscription renewal options?

Partners can offer monthly or annual subscription plans.

Is the subscription prepaid or postpaid?

Subscriptions are prepaid (paid in advance for the upcoming period).

Can partners view all payments made for their customers?

Yes, partners can request Zoho for access to the Zoho Store, which details all customer-wise payments.

Can I charge setup or implementation fees through Zoho Vertical Studio?

No. Zoho Vertical Studio does not support adding setup or one-time fees within the platform. App creators may arrange any such charges directly with their customers, outside of Zoho.

Branding & Customization

Can I brand my application with my own logos and favicons?

Yes, partners can apply custom branding, including logos and favicons, to their application. Zoho branding will not be displayed within the app.

Can I brand Zoho applications that integrate with my Vertical Studio app?

No, other Zoho applications cannot be custom-branded. They will continue to carry Zoho branding.

If my vertical application integrates with other Zoho apps, can multi-tenancy be extended to them?

No, only applications built on Vertical Studio support multi-tenancy. Other Zoho apps must be configured and set up separately by the partner or customer.

Can I remove or hide Zoho branding during the sign-up process?

No, Zoho branding cannot be removed or hidden during the sign-up process.

Can each client configure their own organization's logo in the app?

No, the logo and favicon are set by the application owner (partner). Individual clients or organizations cannot customize the branding within their own instance of the application.

Can I link my application to a custom domain?

No, linking the app domain to a custom domain is not supported at the moment.

Application Review and Publishing

When can developers begin selling their application?

Every vertical application built using Vertical Studio goes through a review process before being approved for publishing. Once approved and live, developers can begin selling their application. Developers can list their application on the Zoho Marketplace to reach a broader customer base.

Can anybody sign up for the application or is it invite based?

Zoho Vertical Studio provides two signup options for your application:

1. Allow any user to sign up.
2. Restrict access to invite-only users.

You can manage these settings directly from the Developer Console. For more details, please refer to our help guide [here](#).

Why does an application need to be reviewed and approved before publishing?

Every vertical application undergoes a one-time review before its commercial launch. This ensures credibility and quality but does not apply to future updates or enhancements.

How long does the app review process take?

The application review process takes approximately 48 hours to complete.

What are the prerequisites for submitting an app for review?

Before submitting an application for review, the Partner Agreement between Zoho and the partner must be signed. This agreement is at the Partner Level, which applies to all applications developed by the partner.

Can my application be published on Zoho Marketplace?

Yes, applications built on Zoho Vertical Studio can be published on Zoho Marketplace.

Is publishing on the Zoho Marketplace mandatory?

No, publishing your app on the Zoho Marketplace is not mandatory. The **Publish** action within Vertical Studio only pushes updates to your app for existing or new subscribers. However, submitting your app to the Marketplace is recommended for better visibility and brand trust.

Why does Zoho still review the app if it's not being sold through Zoho?

The review ensures every app meets Zoho's quality, security, and integration standards, especially when other Zoho services or sensitive data access are involved. This helps protect customers and maintain a trustworthy environment, regardless of how the app is sold or paid for.

Sign-Ups and Trial

Do new sign-ups get a trial period?

Yes, each sign-up gets a 15-day free trial, after which they must convert to a paid subscription.

Can the trial period be modified or removed?

No, the trial period duration is fixed and cannot be changed or removed.

Which pricing plan is assigned to trial users?

Trial users get access to the highest-tier plan.

What happens to trial accounts that are not converted?

Trial accounts will not be deleted if they are not converted.

How do customers sign up for my app?

Customers sign up via the app's designated domain through the Zoho Account Sign-up page.

Why is a Zoho Account created during sign-up?

Zoho Accounts enable Single Sign-On (SSO) and facilitate easy integration with other Zoho apps.

Can sign-ups be restricted?

Yes, partners can configure “Invite Only” sign-ups, requiring customers to be invited to be able to sign-up for the application.

Compliance & Security

What security measures are in place to protect customer data in my application?

Zoho follows industry-standard security practices, including data encryption, secure APIs, and compliance with data protection regulations like GDPR.

Is Zoho Vertical Studio compliant with GDPR, HIPAA, and other industry standards?

Yes, Zoho Vertical Studio and the applications built on it are GDPR and HIPAA compliant. Moreover, other Zoho apps also comply with GDPR, HIPAA, and SOC 2 standards.

Application Management & Upgrades

Can an app be rolled back to an older version?

No, rollback to previous versions is not possible.

Can we upgrade an account to an intermediate version instead of the latest version?

No, upgrades can only be done to the latest version.

Can we publish only selected changes from a version instead of all changes?

No, all changes within a release are published together.

Ownership, Support & Maintenance

Who owns the applications built on the Zoho Platform?

Developers retain full ownership of the applications they build using the Vertical Studio platform. These applications are entirely rebranded under the developer's domain, giving them complete control over their branding and identity. Customizations implemented through custom functions, which encapsulate the business logic, remain hidden from end customers. This ensures that the application's design and functionality cannot be duplicated or replicated by others, safeguarding the developer's intellectual property.

Who will own the customer information for users who sign up for an application?

The customer information for users who sign up for an application will be owned by the developer who built it.

Who owns the intellectual property (IP) rights to the application?

We strongly respect your intellectual property. Our agreement explicitly states: *"Any unique customizations you develop are your intellectual property. We will not develop a solution using your exact custom setup. You retain full ownership of vertical-specific developments."*

What happens to customers if the partner is no longer available to manage the app?

If a partner is unable to manage the application, Zoho will grandfather the customer accounts. The application will remain functional until the partner returns or a new partner is identified to manage the app and the customers.

Who is responsible for supporting customers who subscribe for the application?

The developer of the application is responsible for supporting customers who subscribe to their application. While Zoho provides the tools and infrastructure to build and customize the application, customer support—such as handling queries, troubleshooting, and ensuring customer satisfaction—falls under the developer's responsibility. However, developers can leverage the extensive help documentation published by Zoho to create and publish relevant help guides for their specific application.