



Says

What have we heard them say?  
What can we imagine them saying?

It helps  
Companies in  
saving money  
by Reducing  
Cost

It is an ever  
increasing  
demand for  
Cloud Computing  
Applications

Cloud  
computing In  
India is  
Pretlcted to  
have an 24.1%



Thinks

What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?

It is better to  
update from  
Desktop based  
Accounting to  
Cloud based  
Accounting

Cloud based  
Applications are  
Access  
Anywhere using  
Net Connectivity

Higher  
performance  
and Avilability



Keerthi Sweets



Does

What behavior have we observed?  
What can we imagine them doing?

More than 12  
Applications  
in Cloud  
Accounting

ZOHO  
Books, IBM  
Cloud,  
AWS,etc.....

It is Real  
Time Data  
Processing  
and Analysis



Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

It is a Step  
Platform for  
Managing Tasks  
and Financial  
Transactions

ZOHO Books is a  
Cloud  
Accounting  
Platform Which  
Takecare of Our  
Business Finance

It Minimize the  
Need to Enter  
Data Manually  
and Reduces  
Errors