

Does

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

Thinks

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



Zoho Corporation, is an Indian multinational technology company that makes computer software and web-based business tools.[2] It is best known for the online office suite offering Zoho Office Suite

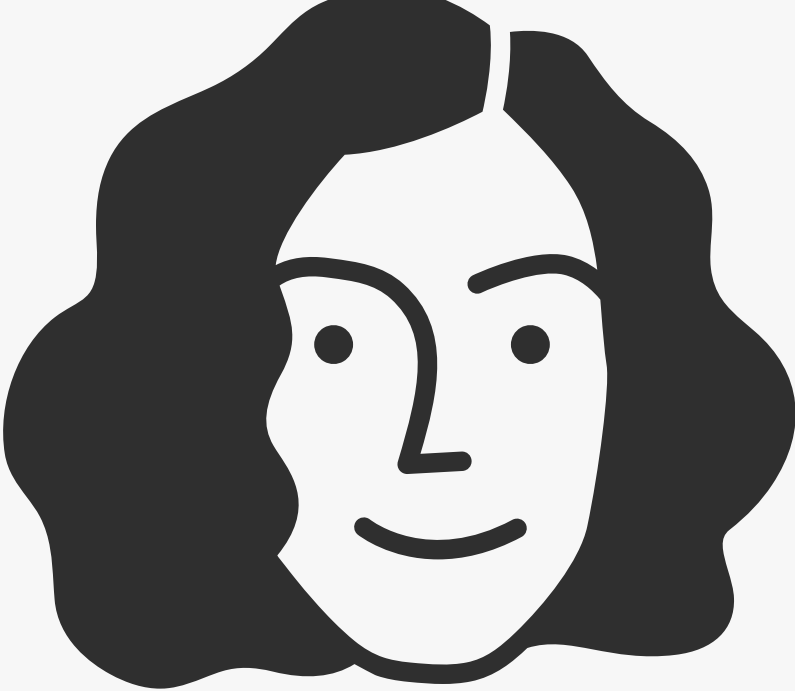
AdventNet expanded operations into Japan in 2001 and shifted focus to small and medium businesses

From 1996 to 2009, the company was known as AdventNet, Inc. and initially provided network management software

Zoho CRM was released in 2005, along with Zoho Writer, the company's first Office suite product.[8] Zoho Projects, Creator, Sheet, and Show were released in 2006

Zoho expanded into the collaboration space with the release of Zoho Docs and Zoho Meeting in 2007

Zoho is headquartered in Chennai, India. As of 2021, it has 12 offices operating in nine countries around the world



Persona's name

Short summary of the persona



Says

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

In March of 2023, Zoho collaborated with Payoneer, a financial technology company that assists with businesses to make transactions easier

The research and development campus is in Estancia IT Park, Chennai. Zoho opened an office in Tenkasi in 2011, where their product Zoho Desk was built and launched.

There, employees work out of existing structures.[4] Unused food is shared with the Central Texas Food Bank and other organizations

Zoho also has an office in Renigunta, Andhra Pradesh and has been operating from this office since 2018

Zoho reached more than 50 million customers in January 2020.[16] In July 2022, the company announced it had more than 80 million users

In April 2022, Zoho opened an office in McAllen, Texas in the Rio Grande Valley, the company's third location in Texas



Feels

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

From 1996 to 2009, the company was known as AdventNet, Inc. and initially provided network management software