

Zoho offers small businesses emergency relief

Zoho Corporation launched a Small Business Emergency Subscription Assistance Programme (ESAP) to help customers worldwide weather the global crisis.



Andrew Bourne, business development manager for Africa at Zoho Corp

For up to 20,000 qualified paying customers with 25 employees or less, Zoho have waived the cost of every single application they currently use, for up to three months.

"Certain industries have been disproportionately impacted by the pandemic, and we strongly encourage our customers in these industries to please apply for this Small Business Emergency Subscription Assistance Programme," says Andrew Bourne, business development manager for Africa at Zoho Corp.

"While we want to provide relief for as many small business customers as possible, we will prioritise those who are most in need and hope that others who are adapting to market conditions, will help us by allowing programme availability to those struggling to stay afloat."

Earlier in March, Zoho launched Remotely, a virtual productivity platform of 11 collaboration applications, which was provided to businesses of all sizes around the world for free, so that companies could effectively make the transition to remote work.

Since its release, more than 5,000 new companies are running on the platform. Zoho has seen an average of 500% growth in usage of its collaboration apps and 1 000% growth in daily new users of Zoho Meeting.

"Businesses are hurting. They already face tremendous pressure on revenue and cash flows. Not knowing when things will get back to normal makes the situation even worse," said Bourne.

"Every bit of help we, and other companies, can offer to keep these small businesses afloat will go a long way, not just financially but emotionally as well. We are in this together, and contributions from every business will help our community get through this pandemic." concludes Bourne.

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