



Vonage Launches Nexmo™ API Extension for Zoho® CRM

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HOLMDEL, N.J., March 29, 2017 /PRNewswire/ -- Vonage (NYSE: VG), a leading provider of cloud communications for business, has partnered with Zoho to integrate Vonage's API platform, Nexmo, into the Zoho CRM platform. This integration will allow businesses to streamline the way they engage with customers, clients and prospects by enabling seamless voice and SMS messaging for contextual customer connections.

Now available in the [Zoho Marketplace](#), the Nexmo Extension for Zoho allows users to connect with customers or prospects without leaving the CRM platform interface. For businesses using Zoho CRM to streamline their management of clients and client interactions, the seamless, contextual communications enabled by the Nexmo API Extension further enhances the way they do business. This integration provides customers with the ability to reach contacts wherever they are - via voice or SMS - enabling richer customer connections for deeper relationships and more meaningful engagement.

"Whether it's a busy doctor's office sending billing or appointment reminders via SMS to patients, or a sales professional making bulk voice calls to key prospects, the integration of Nexmo APIs into Zoho CRM enriches and improves the user experience for increased productivity and enhanced customer connections," said Tony Jamous, President of Nexmo, the Vonage API Platform.

Mr. Jamous continued, "Extending Vonage's existing partnership with Zoho to include Nexmo APIs is the perfect complement to our robust offering of cloud communications solutions for business. We are delighted to continue to collaborate with Zoho on new and innovative ways to help businesses stay connected."

Unified Communications as-a-Service (UCaaS) and Communications Platform as-a-Service (CPaaS) are converging. As the integration of APIs into existing business applications, such as Zoho CRM, continues to grow and see mass adoption, businesses will be able to elevate their communications to streamline the way they connect and collaborate with each other and with their customers.

"Providing the best user experience has always been our goal. To enhance the customer experience, we have partnered with Nexmo and built SMS, voice call and IVR features for Zoho CRM users which are now available as an Extension in the Zoho Marketplace," said Mani Vembu, COO, Zoho. "In this era of mobile phones and handheld devices, SMS and voice calls reach customers easily, and they have high visibility. Using the Nexmo Extension for Zoho CRM, a business' customer facing departments can now contemporize the way they reach customers."

With the Nexmo Extension for Zoho CRM, users can also:

- Make voice calls to contacts from within the Zoho CRM
- Track outbound call history with up-to-date call status
- Create/manage customized voice templates
- Manage connections with contacts via an interactive dashboard
- Send customized voice calls through CRM workflows
- Set IVR for outgoing and incoming calls

About Vonage

Vonage (NYSE: VG) is a leading provider of cloud communications services for business. Vonage transforms the way people work and businesses operate through a portfolio of cloud-based communications solutions that enable internal collaboration among employees, while also keeping companies closely connected with their customers, across any mode of communication, on any device.

Nexmo, the Vonage API Platform, provides tools for voice, messaging and phone verification services, allowing developers to embed contextual, programmable communications into mobile apps, websites and business systems, enabling enterprises to easily communicate relevant information to their customers in real time, anywhere in the world, through text messaging, chat, social media and voice.

The Company also provides a robust suite of feature-rich residential communication solutions. In 2015 and 2016, Vonage was named a Visionary in the Gartner Magic Quadrant for Unified Communications as-a-Service, Worldwide. Vonage has also earned Frost & Sullivan's 2015 Growth Excellence Leadership Award for Hosted IP and Unified Communications and Collaboration (UCC) Services and the 2016 North American Cloud Communications Product Line Strategy Leadership Award. For more information, visit www.vonage.com.

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About Zoho

Zoho is THE **operating system** for business - a single cloud platform with all the necessary applications to run a business entirely from the cloud. Businesses can acquire and manage customers using Zoho's marketing, sales and customer support applications - Campaigns, CRM and Desk - and can then empower employees to create, store and distribute content on the cloud with Zoho's productivity and collaboration applications - Office, Mail and Docs. Additionally, businesses can run their own operations on Zoho's finance and human resources applications - Books, People and Recruit. More than 20 million users around the world across hundreds of thousands of companies rely on Zoho every day to run their businesses - including Zoho itself. A business can choose to run on the entire Zoho suite, or use just a single application. Zoho applications are available directly through zoho.com, or through an ecosystem of hundreds of worldwide Zoho partners. Zoho is a division of Zoho Corp., a privately-held and consistently profitable company, with more than 3,500 employees. Zoho is headquartered in Pleasanton, CA with international headquarters in Chennai, India, and

offices in Austin, London, Yokohama and Beijing. For more information, please visit <https://www.zoho.com>.

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