Zoho CRM or Bigin? Picking the right CRM system for your needs

Bigin
by Zoho CRM

FEATURES	Bigin Free	Zoho CRM Free	Bigin Express	Bigin Premier	Bigin 360	Zoho CRM Standard	Zoho CRM Professional	Zoho CRM Enterprise	Zoho CRM Ultimate
PRICING (Local taxes (VAT, GST, etc.) will be charged in addition to the prices mentioned.)									
Billed Yearly	Free for 1 user	Free for 3 users	$7/user/month	$12/user/month	$18/user/month	$14/user/month	$23/user/month	$40/user/month	$52/user/month
Billed Monthly	Free for 1 user	Free for 3 users	$9/user	$15/user	$21/user	$20/user	$35/user	$50/user	$65/user
SALES FORCE AUTOMATION									
Lead and Contacts Management	●	●	●	●	●	●	●	●	●
Accounts/Companies Management	●	●	●	●	●	●	●	●	●
Deal Management	●	●	●	●	●	●	●	●	●
Tasks, events and notes	●	●	●	●	●	●	●	●	●
Sales Forecasting						●	●	●	●
Macros							●	●	●
Multiple currencies				●	●	●	●	●	●
Signals			●	●	●		●	●	●
Advanced filters	●	●	●	●	●	●	●	●	●
Lead Scoring						●	●	●	●
Scoring rules						10 rules/module	20 rules/module	30 rules/module	50 rules/module

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Assignment rules							●	●	●
Reminders	●		●	●	●	●	●	●	●
Email parser								●	●
Email Association with Deals			●	●	●		●	●	●
PRODUCT CUSTOMIZATION									
Customize related lists tabs	●	●	●	●	●	●	●	●	●
Rename tabs		●				●	●	●	●
Custom list views	5/Module	5/Module	25/Module	50/Module	150/Module	50/Module	Unlimited	Unlimited	Unlimited
Custom fields			10 fields/ module	25 fields/ module	50 fields/ module	10 fields/ module	155 fields/ modulet	300 fields/ module	500 fields/ module
Custom links							10/module	10/module	50/module
Custom modules								100 modules (2 modules/ user license)	500 modules (5 modules/ user license)
Custom buttons								50/module	250/module
Sandbox								●	●
Page layouts								3/module	6/module
Canvas view						1 view/user/ org	3 views/user/ org	5 views/user/ module	25 views/user/ module

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Layout Rules								10/layout	10/layout
Validation Rules							5 rules/layout	10 rules/layout	25 rules/layout
Subforms								2/module	5/module
Translations								●	●
Unique fields			2 fields/module	2 fields/module	2 fields/module	2 fields/module	2 fields/module	2 fields/module	2 fields/module
Sheet View	●	●	●	●	●	●	●	●	●
Quick Preview	●		●	●	●				
Calendar View			●	●	●	●	●	●	●
AUTOMATION & PROCESS MANAGEMENT									
Automation Rules	3 Rules	10 Rule/ Module	30 Rules	50 Rules	100 Rules	30 rules/ module	80 rules/ module	125 rules/ module	150 rules/ module
Stage Transition Rules				●	●			●	●
Approval Process								●	●
Automation Scheduling				●	●	●	●	●	●
Blueprint - Process Management							3	50	100

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Webhooks							1/action 50,000 calls/day or 100 calls/user license/day Limit applicable for the org. (whichever is lower)	1/action 500,000 calls/day or 500 calls/user license/day Limit applicable for the org. (whichever is lower)	1/action 1,000,000 calls/day or 1000 calls/user/day Limit applicable for the org. (whichever is lower)
Automation Emails (Max limit per day. Actual limit will vary based on user licenses.)	50 emails/user licence, 150 emails/day, (whichever is lower)	50 emails/user license, 150 emails/day (whichever is lower)	100 emails/user licence, 5,000 emails/day, (whichever is lower)	100 emails/user licence, 5,000 emails/day, (whichever is lower)	500 emails/user licence, 5000 emails/day, (whichever is lower)	100 emails/user license, 5,000 emails/day (whichever is lower)	200 emails/user license, 10,000 emails/day (whichever is lower)	500 emails/user license, 25,000 emails/day (whichever is lower)	1,000 emails/user license, 50,000 emails/day (whichever is lower)
ANALYTICS									
Charts	●	●	●	●	●	●	●	●	●
KPI			●	●	●	●	●	●	●
Funnels								●	●
Target Meter				●	●			●	●
Comparator								●	●
Anomaly Detectors (Powered by Zia)								10 trends Additional 1/user (Maximum 50)	20 trends Additional 2/user (Maximum 100)
Standard dashboards	●		●	●	●	●	●	●	●
Custom dashboards			10 Dashboards	20 Dashboards	50 Dashboards	10 Dashboards	Unlimited	Unlimited	Unlimited

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Dashboard Drilldown	●	●	●	●	●	●	●	●	●
EMAIL									
Email templates	5	10	20	40	100	100	Unlimited	Unlimited	Unlimited
Email Insights			●	●	●	●	●	●	●
Email opt-out	●	●	●	●	●	●	●	●	●
Email relay							10 relay servers	20 relay servers	20 relay servers
Mass Emails			150 emails/day	300 emails/day	1000 emails/day	250/day/org	500/day/org	1000/day/org	2000/day/org
Individual emails	50/user/day	50/user/day	300/user/day	300/user/day	300/user/day	300/user/day	300/user/day	300/user/day	300/user/day
BCC dropbox for email						●	●	●	●
Email Authentication		1 Domain	20 Domains	20 Domains	20 Domains	10 Domains	50 Domains	100 Domains	100 Domains
Marketing campaigns						●	●	●	●
Auto-responders								3 autoresponders	5 autoresponders
Zoho CRM for Google Ads							●	●	●
Email-In Topping			●	●	●				
Target Meter				●	●			●	●

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Manually associating emails with deals			●	●	●		●	●	●
Zoho FSM integration			●	●	●	●	●	●	●
Marketplace	●	●	●	●	●	●	●	●	●
WEB FORMS									
Forms/Web-Forms	1 form	1 form	3 forms	5 forms	10 forms	5 forms	10 forms	20 forms	100 forms
Approve records	●	●	●	●	●	●	●	●	●
Notify owner			●	●	●	●	●	●	●
Pipeline Forms	●		●	●	●				
Customizable sharing links	●		●	●	●				
Custom domains in sharing links			●	●	●				
TEAM COLLABORATION									
Tagging			5 tags/record 10 tags/ module	5 tags/record 30 tags/ module	10 tags/record 50 tags/ module	5 tags/record 20 tags/ module	10 tags/record 60 tags/ module	10 tags/record 100 tags/ module	10 tags/record 200 tags/ module
Motivator (formerly Gamescope)							●	●	●
Calendar		●		●	●	●	●	●	●
Calendar sync through CalDAV						●	●	●	●

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Calendar Booking						●	●	●	●
Status updates		●				●	●	●	●
Direct messages		●				●	●	●	●
Attach files to feeds		●				●	●	●	●
Follow-up rules		●				●	●	●	●
Groups for team collaboration						●	●	●	●
INVENTORY MANAGEMENT									
Products Module	●		●	●	●		●	●	●
Price books							●	●	●
Sales quotes							●	●	●
Sales orders			On integration with Zoho Books	On integration with Zoho Books	On integration with Zoho Books		●	●	●
Invoices			Free integration with Zoho Invoice	Free integration with Zoho Invoice	Free integration with Zoho Invoice		●	●	●
Vendors							●	●	●
Purchase orders							●	●	●

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DOCUMENT LIBRARY									
File Attachments	●	●	●	●	●	●	●	●	●
Folder sharing		●				●	●	●	●
File versioning		●				●	●	●	●
Reviews		●				●	●	●	●
Pipeline									
Team Pipelines	1		3	5	15				
Connected Records			●	●	●				
FILE STORAGE									
Free storage/org	1 GB	1 GB	1 GB	1 GB	1 GB	1 GB	1 GB	1 GB	5 GB
Free storage/user license			512 MB	512 MB	512 MB	512 MB	512 MB	1 GB	1 GB
Additional file storage			$4/month/5GB	$4/month/5GB	$4/month/5GB	$4.60/month/5GB	$4.60/month/5GB	$4.60/month/5GB	$4.60/month/5GB
File Cabinet Topping			$4/month	$4/month	$4/month				
DATA ADMINISTRATION									
Data storage	500	5000 records (10 MB)	50,000 records	100,000 records	1 Million records	100,000 records (200 MB)	10 GB (5M records approx)	10 GB (5M records approx)	10 GB (5M records approx)

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Import data (records/batch)	250	1000	10,000	10,000	20,000	10,000	20,000	30,000	50,000
Export module data	●	●	●	●	●	●	●	●	●
Free Data backup			2 backups/month	2 backups/month	2 backups/month	2 backups/month	2 backups/month	2 backups/month	4 backups/month
Additional Data backup	$5/request	$12/request	$5/request	$5/request	$5/request	$12/request	$12/request	$12/request	$12/request
De-duplicate data				●	●		●	●	●
Find and merge duplicates	●	●	●	●	●	●	●	●	●
Import history	Past 60 days	Past 60 days	Past 60 days	Past 60 days	Past 60 days	Past 60 days	Past 60 days	Past 60 days	Past 60 days
Import from Pipedrive	●	●	●	●	●	●	●	●	●
Import from HubSpot	●	●	●	●	●	●	●	●	●
Import from Insightly	●	●	●	●	●	●	●	●	●

SECURITY ADMINISTRATION

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Profiles	2	2	5	10	20	5	15	25	50
Organizational hierarchy (Roles)	2	2	5	10	20	5	25	250	500
Field-level security							●	●	●
Groups						20	30	50	250

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Territory management								150	250
Audit Logs			●	●	●	●	●	●	●
Allowed IPs						●	●	●	●
GDPR Compliance	●	●	●	●	●	●	●	●	●
ZOHO INTEGRATIONS									
Integration with Zoho Campaigns	●	●	●	●	●	●	●	●	●
Integration with Zoho Desk	●	●	●	●	●	●	●	●	●
Integration with Zoho Flow	●	●	●	●	●	●	●	●	●
Integration with Zoho Sites	●	●	●	●	●	●	●	●	●
Zoho PhoneBridge for Call Centers	●		●	●	●	●	●	●	●
Integration with Zoho Meeting		●	●	●	●	●	●	●	●
Integration with Zoho Analytics		●	●	●	●	●	●	●	●
Integration with Zoho Books			●	●	●		●	●	●
Integration with Zoho Invoice			●	●	●		●	●	●
Integration with Zoho Projects	●	●	●	●	●	●	●	●	●
Integration with Zoho SalesIQ		●				●	●	●	●

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Integration with Zoho Cliq		●				●	●	●	●
Integration with Zoho Survey						●	●	●	●
Integration with Zoho Social		●				●	●	●	●
Integration with Zoho Forms			●	●	●	●	●	●	●
Integration with Zoho Creator								●	●
Integration with Zoho Finance Suite							●	●	●
Integration with Zoho Webinar							●	●	●
Integration with Zoho Backstage								●	●
Email Integration			●	●	●		●	●	●
Zoho Writer Add-on							●	●	●
Merge templates using Zoho Writer	●	●	●	●	●	●	●	●	●
Integration with Zoho Directory	●		●	●	●	●	●	●	●
Zoho Landing Page integration	●	●	●	●	●	●	●	●	●
FSM			●	●	●				
Zoho Thrive			●	●	●				

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Tiktok Lead Ad			●	●	●				
FaceBook Lead Ads			●	●	●				
LinkedIn Lead Ads			●	●	●				
THIRD-PARTY INTEGRATIONS									
Zapier Integration	●	●	●	●	●	●	●	●	●
Plug-in for Microsoft Outlook								●	●
Plug-in for Microsoft 365			●	●	●		●	●	●
MS Teams Integration	●		●	●	●	●	●	●	●
Gmail add-on (G Suite)	●	●	●	●	●	●	●	●	●
Export events to Google Calendar (G Suite)		●	●	●	●	●	●	●	●
Export to Google Tasks (G Suite)		●	●	●	●	●	●	●	●
Synchronize Google Calendar (G Suite)			●	●	●	●	●	●	●
Synchronize Google Contact (G Suite)			●	●	●	●	●	●	●
Slack Integration								●	●
Integration with online meeting providers			●	●	●	●	●	●	●

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Marketplace	●	●	●	●	●	●	●	●	●
DEVELOPER TOOLS									
APIs (Max allowed credits)	5000 credits/day/org	5000 credits/day/org	100,000 credits/day/org	100,000 credits/day/org	100,000 credits/day/org	100,000 credits/day/org	1,000,000 credits/day/org	2,000,000 credits/day/org (1000/user)	Unlimited (2000/user)
Mobile SDK								●	●
Web Apps SDK								●	●
Widgets								●	●
Connections								●	●
Functions						15,000 credits/day/org.	20,000 credits/day/org.	200,000 credits/day/org (500/user license)	Unlimited (1000/user license)
Whatsapp Integration			●	●	●	●	●	●	●
Developer Center	●	●	●	●	●	●	●	●	●

● Indicates the feature is available in this version.

$ Indicates that the feature is available as a paid add-on.

Local pricing available in the following currencies:

USD, INR, EUR, GBP, AUD, AED, CNY, JPY, SGD, MXN, NGN, KES, EGP, ZAR.

Kindly visit the pricing page for more details.

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