

# Fristine Infotech: Helping businesses implement SaaS products with low code



# Contents

1) Our partner.....	03
2) The challenge.....	05
3) The solution.....	07
4) Benefits.....	09
5) About us.....	11

# Our partner

**Fristine Infotech (FI Digital), a part of Digital Synergy Ventures Group (DSV Group)**, was founded in 2015. Having one of the largest Zoho capabilities in the region, they are based out of **Melbourne, Australia, and Pune, India**. Their teams consist of business analysts, testing teams, CRM Plus experts, Creator developers, HRMS experts, finance suite experts, and integration specialists, giving their customers a 360-degree Zoho delivery experience.

They have been in the Zoho ecosystem for the past six years and have delivered over 200 projects across Australia, New Zealand, India, and the United Kingdom.

We had a chat with Pratik Modi, director of FI Digital & Fristine Infotech. He has been helping businesses implement SaaS products for close to a decade. Before establishing DSV Group, which owns FI Digital and Fristine Infotech, he worked at various mid- to large-sized organisations, helping them with their digital transformation journeys.

*Here are a few interesting snippets from our conversation with him.*



## ***Why did you decide to start this company?***

Before starting this business, I was working at different companies in Australia, helping them with their digital transformations. I understood there was a major disconnect when it came to business requirements and what the IT services team delivered. This was mainly because IT services teams were good with core technology but not with their real-life applications within a business environment.

That's when I decided to keep business requirements at the core and start an IT services business around it. Our approach has always been consultative, where we provide solutions and not products to our clients.

## ***Tell us about the company's early days***

Our early days were ones of slow growth and a reduced number of projects. We took on the projects that came through referrals, but it snowballed when we started delivering those projects. We rapidly got a good reputation in the Zoho ecosystem, and customers kept recommending us.



# The challenge

Building and organization is not an easy feat. From trial-and-error to starting from scratch, there are various experiments made to ensure the best for the company. But before getting to where they are now, Fristine Infotech had their own challenges to overcome.



## ***What were some of the challenges you faced?***

Prior to Zoho Creator, we often had prospects who came to us demanding quicker app-building turnaround time. This was impossible because we required multiple cloud infrastructure-related work to be done, a database to be set up, and front-end development.

Once we started working with Zoho Creator, we solved many of these problems quickly and without losing our prospect's interest. Our time to go live was reduced by nearly 70% by bringing in Zoho Creator as an app development platform.

## ***How did you come across Zoho Creator, and why did you choose to become a partner?***

Zoho Creator is a perfect platform for the bespoke requirements of our clients. The flexibility, scalability, and customizability it provides are unmatched. Our clients often want a tailored, easy to maintain, and scalable solution. That's when we came across Zoho Creator and started working on it.

Becoming a partner was the next logical thing to do to be part of the ecosystem officially, get our developers certified, and learn from the experts at Zoho.



# The solution

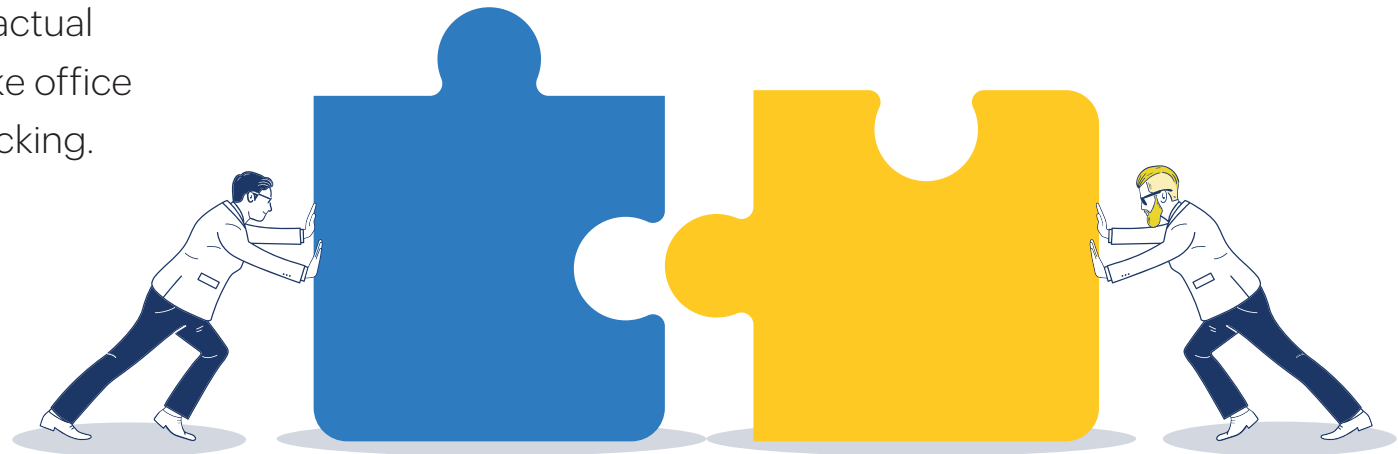
Once Fristine Infotech started working with Zoho Creator, taking advantage of its many features, the company began to see "**the magic happen**," as Modi explains below.

## ***How does your organisation use Zoho Creator?***

We use Creator to track our budget vs. actual reporting for our infrastructure needs like office inspections, assessments, and asset tracking.

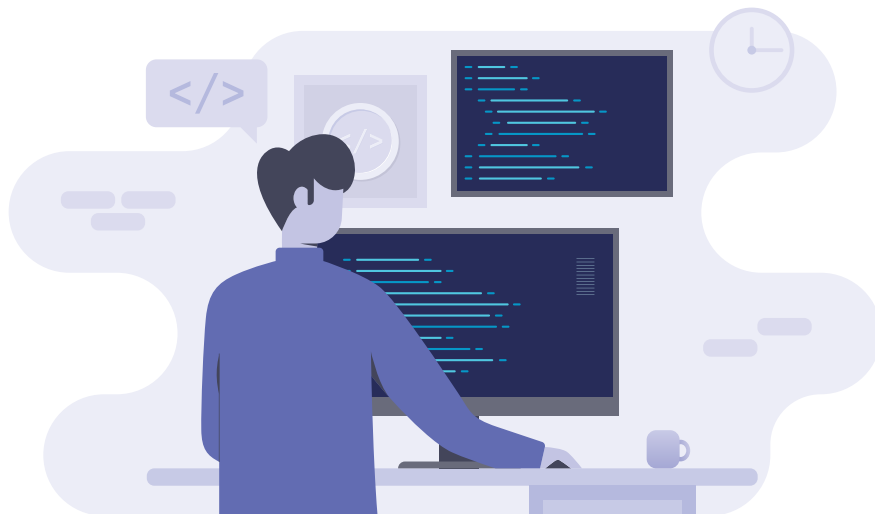
## ***How did you get started with Zoho Creator?***

We started Zoho Creator by getting a demo account and training our team on the same post, which we participated in a series of training/webinars conducted by the Zoho Creator team and enhanced our knowledge. Our sales team used to work closely with Zoho to get quick resolution on queries and prospect doubts.



## ***What was the first project you did with Zoho Creator?***

The first project we did with Zoho Creator was for an Australian commercial cleaning company, where we built a quality inspection application for them. When their inspectors went on site and performed random auditing, we connected this with our Zoho CRM, which would store all the scores and trigger follow-up tasks within Creator.



## ***What are the best projects you've done with Zoho Creator?***

We have worked with two of the world's leading automobile companies for their New Zealand business units. We helped these automobile giants create their dealership repair systems on the Zoho Creator platform.

Seeing an entire country's dealership repair network built on Zoho Creator is amazing. It goes on to show how Zoho Creator can handle complex tasks, and all it needs is a dedicated and talented team like ours to make that magic happen on Zoho Creator.



# Benefits

Zoho Creator has a ton of features to use, from APIs to visual dashboards, we have the whole lot. Let's take a look at what FI Digital has to say about our features.

## *What are your favourite features on Creator?*

Creator's most amazing features are the possibilities to customise it. The sheer flexibility and breadth of it are amazing. So, on the one hand, you could give Creator to business teams to run their mini-applications all by themselves, mostly click and configure. On the other hand, you could use the same Creator instance to run the most complex applications—like dealer management systems,

agency repair networks, vendor portals, and invoice processing portals—all on the same platform. Hence, the ability to do a multitude of things on the same platform makes **Zoho Creator our no. 1** recommended app-building platform.



## ***How do you see the partnership growing?***

We have worked closely with Zoho Creator in our current geographic market in 2022. We would like to slowly expand into new geographical areas and make our services available to new customers while maintaining our dominant position in Australia, New Zealand, and Indian markets.

We have grown our revenue more than ten-fold since we started working with Zoho, and the best part is, the growth story is still intact; we see a strong trend in coming years even at the current base.

We are already one of the biggest Zoho delivery teams in the entire region and look to grow our staff to double the current capacity by the end of 2024.

We would also like to take on more enterprise customers who want to get started with their digital transformation journey and help them transform one function at a time on Zoho Creator.



# About Zoho Creator

Zoho Creator has helped **over 13,000 customers** across the globe build comprehensive apps from the ground up—with little to no coding—or install one from our extensive range of prebuilt solutions and customise them to fit their requirements. All you have to do is sign up and start building.

## Top brands that use our platform:





[www.zoho.com/creator](http://www.zoho.com/creator)

We'd love to talk! Reach out to us:  
[hello@zohocreator.com](mailto:hello@zohocreator.com)



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