



Executive Summary

Starling group founded in 1986 is one of the first family offices globally dedicated to investing in the private equity funds and venture capital class. Since then it has grown into a respected trusted and highly successful family office with a global investment portfolio. Starling today boast of an extensive and diversified global portfolio consisting of buyouts funds and venture capitals funds with exposure to various private equity markets such as the north American, European, and Asian private equity markets.

Computerization / Software Requirements

Starling group were working manually in each department before ZOHO was introduced. All of their departments including sales, operations, marketing, finance and Human resources were totally relying on manually systems and were disintegrated. They were looking for CRM, Finance, HR and Employees Traveling expense management system.

Challenges

Due to large number of employees and spelled across 3 countries they were not able to track employees and the cases of investments and their statuses, Along with, it was getting really difficult to manage employees and their travelling expenses as they are always moving remotely across the globe and the backlog work was piling up converting it into tedious job for operation and finance.

Solution

AL-FAHAD proposed and Implemented ZOHO ONE in which ZOHO CRM for their sales operation management, ZOHO Books for purchase management, ZOHO Expense for employees expense management and ZOHO PEOPLE for Human Resource management in starling Group as an integrated package.

Benefits

Now Starling is using centralize platform streamlined with end-to-end integrated system on cloud technology provided by ZOHO, They are successfully driving the business in smoother pace now. Their employees are happy and streamlined, all the expenses no matter it takes place either in France, Saudi Arabia or UAE it hits the system real time and cases are expedited posted in accounting system in real-time.

Results

Now they are able to track the employee's expenses, their investment portfolios and their People with the help of ZOHO ONE with single click. Their owners are aligned and there business is smooth.

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