

Verticalis Partners with Zoho to Accelerate Digital Transformation for MSMEs and Enterprises

Verticalis Business Solutions, powered by Serpent Consulting Services, partners with Zoho to accelerate digital transformation and business optimisation for MSMEs and enterprises through tailored, cloud-based solutions.



Gandhinagar, Gujarat Nov 11, 2025 ([Issuewire.com](https://www.issuewire.com)) - Verticalis Business Solutions (Verticalis), powered by Serpent Consulting Services, a global enterprise technology solutions provider, has officially signed a **strategic consulting and implementation partnership with Zoho**, a global technology company offering a broad suite of cloud-based software products designed to help businesses operate more efficiently, collaborate effectively, and grow sustainably.

This partnership aims to strengthen Verticalis's capabilities to serve organizations across key industries and drive digital transformation at scale.

Verticalis is designed to deliver tailored, industry-focused digital transformation solutions for sectors such as manufacturing, supply chain and logistics, goods distribution and retail chains, BFSI, pharma and healthcare, professional services, education, and field operations. These solutions combine **Verticalis's ERP expertise** with **Zoho's powerful ecosystem of 55+ integrated cloud applications** to provide complete, end-to-end business transformation.

"The launch of Verticalis Business Solutions marks a major milestone in Serpent's growth journey," said **Mr. Husen Daudi, Managing Director and Co-Founder of Serpent Consulting Services**. "Businesses need faster, scalable, and industry-ready solutions—not generic tools. Zoho's ecosystem

aligns perfectly with our strategy, allowing us to deploy highly tailored solutions, improve adoption cycles, and deliver measurable business outcomes for MSMEs and enterprises.”

Verticalis will offer comprehensive Zoho-led Business Optimisation and digital transformation services, including:

- Industry-tailored workflows and automations
- Legacy system modernization and migration to Zoho
- Custom solutions using Zoho Creator and other low-code platforms
- Full-stack implementation for CRM, Finance, HR, Inventory, and Operations
- Integration with ERPs, telephony, payment systems, and analytics platforms
- Managed IT services and long-term governance

“Serpent’s decision to create a dedicated business unit focused on Zoho solutions aligns strongly with how Zoho envisions customer transformation,” said **Mr. Sushant Gupta, Consulting Channel Leader at Zoho**. “Their long-standing experience in enterprise implementations and process automation gives our mutual customers a powerful pathway to adopt Zoho efficiently and confidently.”

With the creation of **Verticalis**, Serpent aims to address industry-specific digital challenges with speed and precision—combining **Zoho’s flexible cloud applications** with **Serpent’s deep engineering expertise, domain experience, and global delivery strength**.

A Unified Vision for Market Expansion

This partnership signals Serpent’s ambition to become a leading digital transformation partner within the Zoho ecosystem by:

- Strengthening domain-focused offerings
- Accelerating implementation with low-code and modular approaches
- Supporting MSMEs aiming for global competitiveness
- Delivering enterprise-grade solutions with SME-friendly agility

This collaboration reinforces a shared mission: to make high-impact digital transformation accessible, scalable, and value-driven for organizations of every size.

For more information, visit www.VerticalisBS.com

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