

Twitter Thread by Sridhar Vembu



Sridhar Vembu

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1/ We just concluded our #ZohoDay2021 online event for industry analysts, with record participation.■

We hosted this on Zoho's own event platform with our home grown audio-video framework, a combination of [@ZohoBackstage](#), [@ZohoShowTime](#) and [@zohomeeting](#).

I will explain this.

2/ One year ago, our audio-video frameworks were not ready. As the pandemic struck, we realized we were behind in AV tech.

In March 2020, we redoubled our R&D efforts. I told our engineers we will invest in this however long it takes and produce a world-class platform.

3/ We transferred engineers from other projects to the AV teams. At first the progress was frustratingly slow, as it often happens in R&D, with frequent setbacks. I told our engineers to persist.

We used our own products and diligently reported issues encountered to engineers.

4/ Then by Oct 2020, we started to improve and we could see visible progress. Yet, running an online event entirely on our platform was a dream.

Today, we have concluded a successful event, due to painstaking efforts from our engineers and our events team who stood by them.■

5/ This is a classic example of R&D that I often mention. We need a lot more of this across the industrial landscape in India. The private sector must get into R&D with passion and religious devotion.

Company leadership must patiently stand by engineers so they can excel.

6/ We still have work to do in our AV frameworks but we have come a long way in the past year and I am sure our engineers, none of whom had a background in AV before Zoho, will take our products to world class soon. My job is to ensure I strongly support and nurture them.■