Comparison between Klipfolio and Zoho Analytics

Klipfolio is an online dashboard platform for building real-time business dashboards. Where as, Zoho Analytics is a full-fledged cloud BI and analytics platform. Dashboards are just one part of what you can do with Zoho Analytics. In addition to cool looking dashboards, you get a variety of visualization options (wide variety of charts, pivot views, tabular views, and summary views), formulas for custom metrics, data blending (cross analyze data from multiple sources) etc. Customera can create an unlimited number of charts, pivot tables, and summs.

With Zoho Analytics, you can slice and dice collected data, which can go back to any number of months or years. Zoho Analytics scales well and can analyze hundreds of millions of rows (terabytes of data).

Feature	Zoho Analytics	Klipfolio
Data Visualization		
Reports and Dashboards	Unlimited from Free plan onwards.	Highest plan of $199 /month provides only 45 dashboards
Wide variety of charts like pie, bar, line, scatter, bubble, web etc.	Yes	Yes
Pivot tables, Summary views	Yes	No
Dashboards	Yes	Yes
Ad hoc reporting (create custom reports *ad hoc*)	Yes	No
Static filters (filters built during design time, that can't be interacted with by the report's viewers)	Yes	Yes
Interactive filters for end users (report /dashboard viewers)	Yes	No
Interactive drill down - view underlying data	Yes	No
Interactive drill down - drill-down to lower levels. For example, from year to quarter to month to week to day.	Yes	No
Historical reporting (plot data going back for months and years)	Yes	No
Geo charts	Yes	Yes
Data Preparation and Modeling		
Auto-join tables	Yes	No
Data merge	Yes	Yes

	Klipfolio	Zoho Analytics
Split column	Yes	Yes
Define formulas	Yes	Yes
SQL Querying	Yes	No
Data blending (cross functional analysis)	Yes	No (Data from different sources can be visualized in a single dashboard, but can't be combined to create a single report)
Sharing and Collaboration		
Sharing of reports and dashboards	Yes	Yes
Fine-grained access controls	Yes	No
Publishing of reports	Yes	Yes
Embedding of reports	Yes	Yes
Private links	Yes (Unlimited)	Yes (Limited)
Export reports (as PDF, JPEG)	Yes	Yes
Export tables (as CSV, XLSX)	Yes	No
Large screen TV display	Yes	Yes
Slide show	Yes	Yes
Sharing notifications	Yes	No
Data Connectors		
Zoho Apps like Zoho CRM, Books, Desk, Projects etc.	Yes	No
Integration with third-party apps like Salesforce, Zendesk, Xero, Google Analytics etc.	Yes	Yes
Automatic sync	Yes	Yes
Choosing a time period for data sync	Yes	No
Scheduling		
Scheduled emailing of reports and dashboards	Yes	Yes
Scheduled import of data	Yes	Yes
Scheduled backup of data	Yes	No

White Label		
Logo rebranding	Yes	Yes
White labeled portal	Yes	Yes
White label SSO	Yes	No
White label cost	One time licensing fee (typically $7.5-$9K)	$479 /month (more than $5K /year)

Pricing Plans		
Free trial availability	Yes	Yes
Always Free plan	Yes (2 users, 10K rows)	No
Entry pricing plan	Basic ($25 /month; 2 users, 1M rows, unlimited dashboards)	Starter ($29 /month; 4 users, 4 dashboards)

Mobile BI		
Mobile apps	iOS, Android	iOS, Android
Reports and dashboards	All reports and dashboards available in the web interface are available as is in the mobile app.	Separate dashboards for mobile use are to be created, as Klips created on the web interface don't suit mobile screens.
Interactive features like view underlying data, drill down.	Yes	No

Security and Privacy Support		
HTTPS encryption	Yes	Yes
Email, User forums	Yes	Yes
Support cost	No additional cost. Monthly subscription is inclusive of support.	$199 /month for engaging dashboard builders and priority support

Scalability		

Support to crunch 100s of millions of rows (terabytes) of data	Yes	No
API		
APIs for CRUD operations	Yes (Extensive)	Yes (Limited)
APIs for sharing, embedding, and metadata.	Yes	Yes (Limited)