

GoldenLion Implements Zoho CRM for Super Dry Desiccant

Introduction

Super Dry Desiccant is a global leader in desiccants and moisture damage prevention solutions. Founded in Singapore in 2000, the company supports major manufacturing industries worldwide, particularly those reliant on ocean transport. With four factories, one R&D center, and over 40 offices across the globe, Super Dry is recognized for its cutting-edge research, advanced testing technology, and highly reliable moisture protection products.

GoldenLion partnered with Super Dry to implement a customized Zoho CRM solution that aligned with their worldwide operations and resolved long-standing challenges in data visibility and process management.

Today, Super Dry Desiccant manages its core sales and operational tracking through Zoho CRM, ensuring greater efficiency, accuracy, and seamless collaboration across teams.

Business Name

SUPER DRY DESICCANT

Company Profile

- INDUSTRY MANUFACTURING
- TYPE B2B
- HQ SINGAPORE
- USERS 12

Selection Criteria

- RELIABLE PARTNER SUPPORT
- BUDGET-FRIENDLY
- CAPABILITY TO CUSTOMIZE
- ON-TIME COMPLETION



CASE STUDY

Problem Statement

Before adopting Zoho CRM, Super Dry Desiccant operated through a complex network of interconnected Google Sheets that had organically grown from earlier Excel-based workflows.

Although Google Sheets offered improvements initially, the expanding volume of data began to hinder operations. Data quality became difficult to control, duplicate records crept in, and managing role-based access for a global team grew increasingly challenging.

These issues impacted visibility, productivity, and the ability to maintain consistent, standardized information across regions. It soon became clear that a scalable, structured system was necessary to support long-term growth and operational efficiency.



WHY ZOHO CRM?

- Their international office was already using Zoho CRM
- Scalability and flexibility to grow with the business
- Possibility of integrating the system with any third-party application in the future
- A partner who could understand their use-case easily

Finding GoldenLion

The company evaluated multiple CRM platforms, including HubSpot, but found Zoho to be a better fit for their existing systems and operational structure.

GoldenLion was chosen as the implementation partner due to its strong track record with Zoho CRM and its local presence in Kolkata, where one of Super Dry's key offices is based.

During the initial discussions, GoldenLion demonstrated a deep understanding of Super Dry's workflows, operational challenges, and long-term vision.

Their structured approach, practical guidance on CRM editions and configurations, and ability to translate complex requirements into effective solutions made it clear that they were the right partner to lead Super Dry's digital transformation.

CASE STUDY

Implementing Zoho CRM

The implementation was completed in roughly one month. GoldenLion began by thoroughly analyzing Super Dry's use cases and advising on the most appropriate Zoho CRM edition. Based on this evaluation, the team configured the system to eliminate data duplication, streamline workflows, and support the company's growing operational demands.

With the new CRM setup, data management improved significantly. Super Dry gained a consistent and structured way to record and access information, without the need for hardware or local servers. GoldenLion also guided the team through onboarding and best practices to ensure a seamless transition from spreadsheets to Zoho CRM.

The outcome was a centralized, integrated system that enhanced data accuracy, simplified reporting, and strengthened collaboration across multiple global offices.

Future Plans

"Super Dry Desiccant envisions a future where all its global offices are connected through Zoho CRM and other compatible applications."

"With GoldenLion's ongoing support, the company plans to expand its use of the Zoho ecosystem and create a unified digital infrastructure for internal collaboration and data visibility."

SANTANU CHATTERJEE

Business Analyst
Super Dry Desiccant

SOLUTION OFFERED

- Implemented and customized Zoho CRM to align with Super Dry's unique data and operational workflows.
- Centralized all business information to eliminate scattered records and duplication.
- Improved access control to ensure better data security and role-based visibility.
- Created a scalable CRM foundation that can support additional Zoho applications in the future.
- Provided advisory support to help Super Dry choose the right CRM edition and structure their system effectively.



Santanu Chatterjee

BUSINESS ANALYST
SUPER DRY DESICCANT

About Zoho and GoldenLion

"Before partnering with GoldenLion, Super Dry Desiccant operated using spreadsheets that limited data control and scalability. Zoho CRM, customized by GoldenLion, now provides a structured and efficient system that supports global operations."

CASE STUDY



About Goldenlion

Starting its journey as an Alliance Partner of Zoho Corporation, GoldenLion has become one of the top Zoho consultation companies worldwide.

Since our inception in 2010, we have been helping small and mid-size businesses worldwide automate and structure their entire business processes by offering all-around consultation for the Zoho Suite of Products and customizing them to fit our client's business requirements.

With 900+ customers in 90+ countries, today we are all set to become a trusted growth partner to your business!

[Here's what our customers have to say about our services.](#)

900+
Customers

30+
Team Members

6
Industry Solutions

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