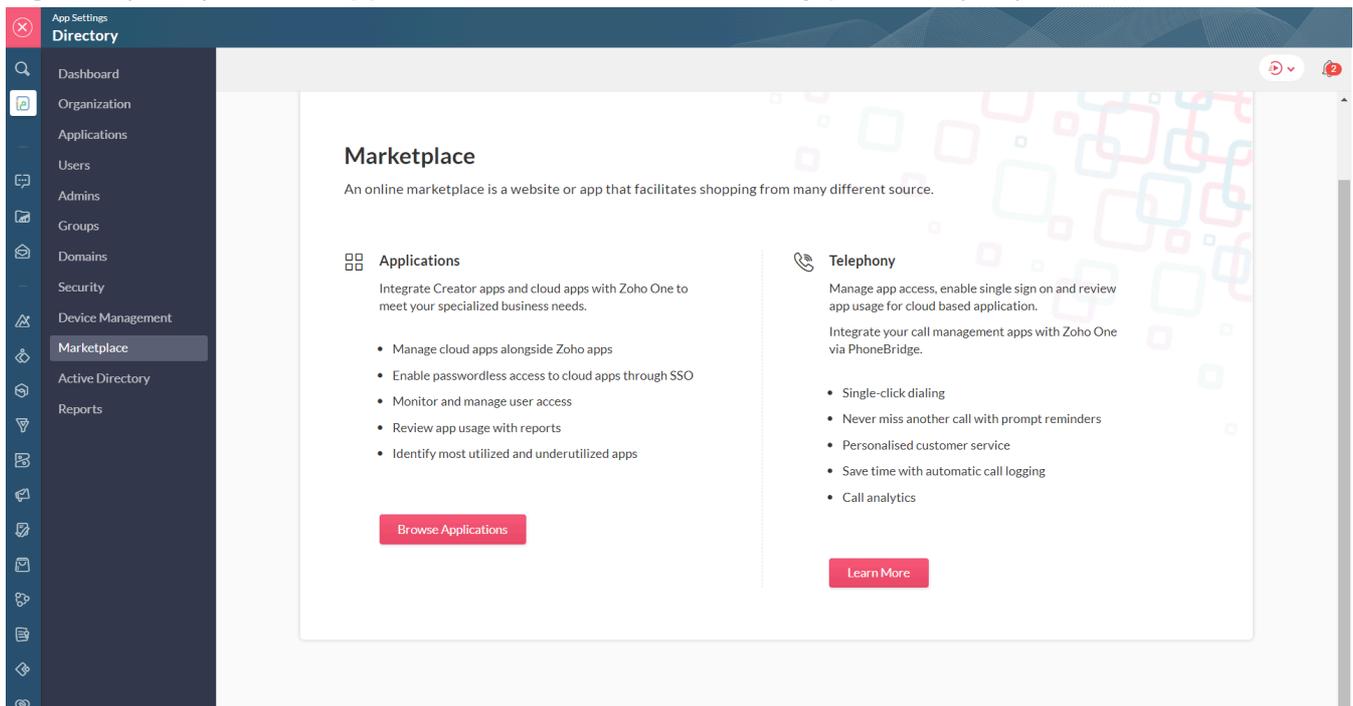




Marketplace

Marketplace is an online store where you can browse and install [Zoho product extensions](#), [custom applications](#), and [industry solutions](#). It is also a place where you can set up telephony services for your organization. If you set up your business with Zoho One, but are already using a third-party application for a certain part of your business, you can still set up single sign-on (SSO) for that app with Zoho One as the identity provider (IdP).



Applications

These are Creator custom apps and SSO connectors for apps developed by third-party vendors like Atlassian and Google. You can install them from our marketplace. With the help of marketplace applications, you can manage both Zoho and cloud apps, manage user access, offer passwordless access to cloud apps using SSO, and assess app usage with reports.

[Learn how to install a marketplace app](#)

There are [three types of Marketplace apps](#): Creator custom apps, ready-made Creator apps, and directory apps. You can [deactivate](#) or [delete](#) a marketplace app at any given stage.

Telephony

You can create an integrated phone system using telephony, so users can make calls with one click from Zoho applications. For cloud-based applications, you can control app access, enable single sign-on, and monitor app usage.

Once you've [integrated telephony](#), it enables you to open a pop-up for all incoming calls, notifies users of any missed calls, and allows them to set reminders for their outbound calls. It also enables users to take notes during a call, so they won't have to remember the details later.

[Learn more about managing telephony](#)

<https://help.zoho.com/portal/en/kb/one/getting-started-with-zoho-one/articles/mp#Applications>