

# Introduction

## 1. Overview

Begin is an innovative topping of Zoho, focused on small and medium businesses, intended to satisfy even the smallest business requirements. Now with SMS Magic and Begin integration, you can better organize your business information into Companies, Contacts, Activities, and Pipelines. SMS Magic's integration with Begin will help you to effectively communicate with your team about the areas that need your attention.

## 2. Pre-requisites

To use the Begin topping, a user should have an SMS Magic account with Begin. If not, they will have to first sign up.