Zoom Executive Summary

Laser focused on delivering best-in-class video communications

Since Zoom started in 2011, we have been directed by our north star: building the world's greatest video communications platform for the modern enterprise. We are fueled by a single obsession to deliver happiness to our customers.

Thank you for the opportunity to bring frictionless video communications to your organization.

Background: The workplace is changing—rapidly.

Today's employees are more mobile, digital, and geographically dispersed than ever before. While offices used to be places where employees had to go for fixed periods of time to get their work done, employees now have the flexibility to work anywhere, at any time.

Yet even in today's modern work environments, companies still lose significant time due to unproductive meetings–largely because employees do not have access to the right collaboration technologies.

There is a new expectation for companies to create a flexible, engaging workplace that efficiently

connects in-office and remote employees face-to-face to achieve faster outcomes for productivity and higher engagement for employees. Based on a recent study called "The Future of Work," companies making this shift can expect up to 67% higher productivity and up to 53% higher employee engagement.

Zoom unifies cloud video, voice, content sharing, and chat into one easy-to-use platform. Our solution offers the best experience across Windows, Mac, Linux, iOS, Android, Zoom Rooms, and SIP/H.323 room systems.

Zoom's cloud platform allows you to address the challenges of the modern workplace and adapt as it continues to evolve.

What makes Zoom unique?
Experience and innovation separate Zoom from the pack.

Traditional legacy solutions were built for desktop-to-desktop screen sharing, and at the time, these were great. They tried to adapt to new ways of working by bolting on mobile apps and video, but they were never architected for the way we communicate today and made it difficult to innovate their solutions.

Zoom built its communication platform from the ground up **for the cloud**. Unlike legacy solutions, Zoom's distributed architecture provides a scalable and reliable experience for video, voice and content to support a truly collaborative, adaptive meeting experience.

Zoom ties together everything you need into one super easy platform - from 1:1 meetings to conference rooms, town halls, and webinars. It's a frictionless video experience on computers, mobile, and conference rooms.

We believe the optimal meeting experience should be easy and centered around shared stories, content in context, visual information, and human interaction. To be effective, collaborative technology must simulate the natural collaboration experience as closely as possible. And at the end of the day, meetings come down to one goal—building trust and facilitating collaboration to improve business outcomes.

Zoom has changed the way organizations connect and communicate by giving meeting participants the ultimate power to meet and collaborate in the medium they prefer. With Zoom, most companies have an 85% increase in video usage and VoIP is used 6 times more than telephony – so people join fast and are more productive, and companies save money.

It boils down to:
1. **Simplicity:** Zoom is frictionless – easy to buy, deploy, manage, use, and scale – for happier users, happier IT, and happier leadership.

2. **Versatility:** Zoom works with any platform, software, and hardware you want; video enable all devices and all places - from desktop to mobile to conference rooms.

3. **Value:** Zoom is affordable, with predictable subscription pricing and clear licensing. Zoom helps improve team culture and productivity through the power of face-to-face communications, increasing the speed of doing business to get more done in a modern, mobile workforce.

Our customers say it best - **Zoom just works**.

Zoom Collaboration Suite

Zoom is one platform that makes communications frictionless.

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Meetings & Chat

Zoom Meetings provide HD video, audio, and content sharing across mobile, desktops, telephones, and conference room systems. Zoom Meetings are easy, reliable, and secure to host and join. They feature MP4/M4A cloud/local recording (with transcripts), video breakout rooms, screen sharing with co/annotation, and other powerful collaboration tools to help your team get more done together. Persistent chat is a feature of Zoom Meetings which enables users to chat and share files 1-1 or in groups. Users can click "Meet" from any chat to start an instant Zoom video meeting with the group participants. IM can be encrypted for HIPAA-compliant settings. Zoom fits into your workflows with integrations with tools such as Slack, Skype for Business, and Salesforce.

Zoom Voice

Zoom Voice is a modern cloud phone system that will be available as an add-on to our video communications suite. Support for internal extension-to-extension calling, inbound and outbound PSTN calling, DID phone number management, and seamlessly integrated traditional telephony features will enable customers to replace their existing PBX solution and consolidate all of their business communication and collaboration requirements into their favorite video service.

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GA for North American customers in the first quarter of 2019 with support for localized telephony services in up to 16 countries by July 2019. The service will continue to roll out and expand globally over 2019.

Zoom Video Webinar

In Zoom Video Webinars, up to 100 video panelists can present with video, audio, and screen sharing with up to 10,000 view-only attendees. These webinars feature registration options (with reminder and follow-up emails), reporting, Q/A, polling, raise hand, attention indicators, and MP4/M4A recording (with transcripts). Zoom Video Webinars can stream to YouTube and Facebook Live to reach an unlimited live audience.

Conference Rooms:
Zoom Rooms & Conference Room Connector

Whether you're looking to build a few (or a few thousand) new collaboration spaces or leverage your existing hardware investments, Zoom is your destination for conference rooms. Zoom Rooms is Zoom's software-based conference room system. It features video and audio conferencing, wireless content sharing, and integrated calendaring running on off-the-shelf hardware. It is the perfect solution for conference, huddle, and training rooms, as well as executive offices, clinics, and classrooms. Zoom Rooms also features a Scheduling Display to allow you to see upcoming meetings and schedule meetings on-the-fly. Digital Signage, another extension of Zoom Rooms, enables you to display content throughout your entire organization - hallways, lobbies, gyms, cafeterias, and so forth. Zoom's H.323/SIP Connector can bring traditional conference room systems from Polycom, Cisco, and others into the Zoom cloud to meet with anyone on any device.

Zoom App Marketplace

Brings together integrations built by Zoom and third-party developers, making it easy for customers and developers to extend Zoom's product portfolio with new functionalities. Apps in Zoom's marketplace are fully vetted by Zoom for security and user experience. The marketplace features apps and bots from companies such as HubSpot, Microsoft Teams, Slack, and Theta Lake.

Innovative features that set Zoom apart from other solutions:

- **HD Video Conferencing:** Up to 1000 video participants in a meeting and up to 10,000 viewers in a webinar
- **Screen Sharing:** One-click wireless content sharing plays video and audio. This feature also supports simultaneous screen sharing.

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- **Zoom Rooms:** Optimizes flawless video, integrated audio, and wireless content sharing for any type of meeting room using off-the-shelf hardware. Also includes value-add workplace utilization tools, Digital Signage, and Scheduling Display.

- **SIP/H.323 Interoperability:** Connects your traditional conference room systems to the cloud

- **Recording:** MP4 and M4A formats saved locally or in the cloud with auto-generated transcripts

- **Video Breakout Rooms:** Create virtual breakout rooms and assign participants within a meeting, perfect for training and education

- **Virtual Backgrounds:** Create a professional or fun backdrop on mobile and desktop without a green screen. Easily hide cluttered or distracting backgrounds

- **Zoom Chat:** Connect teams with a modern enterprise chat solution across mobile and desktop. Included with Zoom Meetings, this virtual workspace organizes team, project, and 1:1 conversations and helps save time by quickly finding shared content and messages

- **International Performance:** Perfect for globally dispersed teams with added infrastructure in China and India

- **Hybrid Cloud Option:** Meeting data runs through your private servers while administration runs on our cloud

- **Freemium Model:** Use the full-featured product in your environment for as long as you'd like for free, not a watered-down version of Zoom

- **Reliable VoIP**: Zoom's VoIP is used 6 times more than telephony, allowing companies to save money on costly PSTN minutes.

Video Conferencing That Always Works - No Matter What...

We get it. Your time is important and your online meetings need to work all of the time, every time. And it needs to be simple. With Zoom, you get a great video meeting experience from your desktop, mobile device, and conference room.

Wainhouse Research gave Zoom a thorough examination and said, "Mostly we like the fact that Zoom calls always work - no matter what. From the office. From home. From the hotel. From the airport. From the coffee shop. Despite our best efforts, it was hard to break Zoom... While nothing is perfect, Zoom is not that far off."

#1 in Customer Satisfaction

Zoom has a Net Promoter Score (NPS) of 72 for paid users. According to a third party survey,

- 94% say Zoom is easier to deploy and/or use than the competition

- 92% say Zoom is higher quality than the competition

- 87% say Zoom is more reliable than the competition

- 75% say Zoom has increased their productivity by at least 40%

- 75% say Zoom has increased their productivity by at least 40% That's why we rank #1 in customer satisfaction

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Customers who switch to Zoom Video Communications report an increase in performance, trust and engagement

85%

On average, companies saw an 85% increase in video usage after switching to Zoom

92%

92% report an increase in performance

82%

82% report a greater sense of trust

91%

91% report a greater sense of engagement

Don't take it from us, hear from our customers. IT managers and end users love using Zoom at their organization!

Gartner peerinsights™

★★★★⯪
4.7 out of 5

TrustRadius

★★★★⯪
9 out of 10

G² CROWD

★★★★⯪
4.5 out of 5

Interoperability, Integrations & Plugins

Zoom works for you, not the other way around. We have created a variety of integrations with the tools you use most, so your employees don't miss a beat. We've also built powerful mobile SDK and REST API capabilities so you can seamlessly add Zoom video into your own platforms.

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Unified Login	Microsoft Active Directory, Google, Okta, Facebook, Centrify
Scheduling & Starting Meetings	Outlook, Google Calendar, iCal, Google Chrome, FireFox, Salesforce
Enterprise Social Networks & Project Management	Slack, Skype for Business, Redbooth, HipChat, and others through Zapier like Jira and Basecamp
Sales & Marketing / Process Automation	Salesforce, Eloqua, HubSpot, Infusionsoft, Paypal, and through Zapier you get Eventbrite, MailChimp, and more
Content Sharing	Microsoft OneDrive, iCloud, Google Drive, Dropbox, and Box
LTI / LMS	BlackBoard, Canvas, Desire2Learn, Moodle
Conference Room Collaboration	H.323/SIP systems, Intel Unite, Kubi, Logitech, Polycom Room Connector, Cisco Room Connector
Healthcare / EMR	Epic

Customer Case Studies

21st Century Fox was looking for a communications solution that could support their end-to-end creative process. Zoom is used across the 40,000-employee organization, top to bottom, on both the creative and business sides of the company. Watch their 2 minute case study video.

"Zoom is probably the most well-received collaboration tool that we've seen at Fox in 20 years. There is no other tool that has brought people closer together than Zoom has."

Jeff Dow | CIO at 20th Century Fox (subsidiary of 21st Century Fox)

Anheuser-Busch InBev's team and stakeholders are spread around the world, so the only way for their team to effectively communicate is via Zoom. During the initial roll-out, Zoom took off within the first month with over 10,000 users. Currently, they are at 25,000 users and growing. Watch their 2 minute case study video.

"We look for high-tech breakthrough technologies that we can incorporate in our business to make it better. Zoom is supernatural and easy to use – just download it, click, and you are in. I use it on the airplane, in the car, in Uber or Lyft, in my house, in the office – everywhere."

Patricio Prini | Global VP Innovations at AB InBev

Before Zoom, Medallia had not standardized on one communications solution, and instead relied on a fragmented systems, leading to confusion and inefficiencies. Within a month of deploying Zoom, they set up nearly 150 Zoom Rooms for Medallia offices in San Mateo, New York, London, and Buenos Aires. By consolidating under Zoom's platform, Medallia was able to improve end user experiences and unify their global offices. Watch their 2 minute case study video.

"Zoom is just faster, and our entire user community is asking when can we put more Zoom Rooms in. It's something I can't speak highly enough about."

Hamilton Gordon | Head of AV and collaboration at Medallia

With over 15,000 employees in more than 400 offices spread across 70+ countries, Uber heavily relies on video communications in their workflows. Uber has more than 2000 Zoom Rooms deployed, and has used Zoom for over three years to support Uber's modern mobile workforce. Watch their 2 minute case study video.

"We like that anybody on the go can use it. We have a very mobile workforce and we don't want to be tied down to just offices. We are everywhere, so it's very important to have the most easy way to go and start meetings."

Shobhana Ahluwalia | Head of Information Technology at Uber

Architecture and Security

Video and Audio Reliability Built from Experience

Zoom is the most reliable and innovative video conferencing solution available, largely because we have the world's most experienced engineering team in collaboration technology. Eric S. Yuan, Zoom's founder and CEO, is a web conferencing industry leader who was the heart and soul of the Webex product from 1997 to 2011. Eric left WebEe in 2011. His all-star, hand-picked engineering team built the next generation of video conferencing. Zoom's core engineering team has over 1000 years of combined experience working on real-time collaboration software – the

most in the industry – and their mission is to make video communications frictionless.

Zoom's proprietary software was created with the future of video communications in mind. Zoom has a full-stack engineering team with dedicated members for each layer of our architecture and each supported device. This distinctive approach allows our engineers to innovate faster and continue to grow a high-quality service that scales with ease.

Security

Zoom places security as the highest priority in its public and hybrid cloud networks. Security starts with our distributed network with low-latency multimedia routers. All session data originating from the host's device and arriving at the participants' devices is dynamically switched — nothing is ever stored persistently through the Zoom communications infrastructure.

Zoom's robust set of security features meet the requirements for safe and secure collaboration.

- End-to-end encryption of all screen sharing content uses AES 256 encryption standard, and encryption of the network connection to Zoom uses 256-bit TLS encryption standard
- Admin controls and integrations allow for easy user management and access
- Role-based user security features set by the host including passcode protection
- Selective meeting invitation via email, IM, or SMS, or set the meeting to only allow members from a certain domain email to join
- **In meeting security:**
    - Expel or put an attendee on hold
    - Lock a meeting
    - Controls on recording options
    - Watermark screen shots
    - Zoom Audio Signature – users unique credentials are embedded for identifying source of any leaked audio file

Zoom exceeds a high standard for data privacy and protection so your information stays safe and secure. Zoom is certified and compliant with the EU-U.S. Privacy Shield Framework as well as the following measures:

- o SOC 2 Compliant
- o Truste certified
- o Enables HIPAA, PIPEDA & PHIPA Compliance
- o Single-sign-on via industry standard authentication protocols
- o Support for multi-factor authentication
- o Encryption of data in transit and at rest
- o End-to-end-encryption for desktop and mobile devices

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