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

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-

- **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 cofdoTN.6(m)- m0.6(i)-76outsoome07.279 0 Td( )TjEMPBody #M41D 8 B110.02 -02 72 9(m)46.42 Td( )TjEMP

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

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

92% report an increase in performance

82% report a greater sense of trust

91% report a greater sense of engagement

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	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.

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