

Fortune 100 Enterprise Doubles Video Communications While Cutting Costs With Zoom

Customer: Fortune 100 technology company

Challenge: Using a mix of communications technologies that still didn't meet all their needs

Solution: Deployed 25,000 Zoom accounts with webinar, large meeting, and H.323/SIP connectors

Result: Higher adoption, more collaboration, and lower costs. A 98% usage rate on their Zoom accounts while saving millions by reducing usage of legacy PBX system.

The Challenge

Our customer was using a mix of WebEx, Cisco, Intercall, and a home-grown web conferencing solution for their communications. Their product organization, always early adopters of technology within the company, was seeking a solution that could fix the problems with this mix of technology. Specifically, they wanted a service that was Linux and Mac compatible, secure with end-to-end encryption, supported local recording, massively scalable in its affordability, reliable, and offered mobile screen sharing.

The Solution

Our customer's IT team set out to find a new solution. They completed a market evaluation of communications solutions and found that Zoom was a strong contender, and able to meet their security and SSL requirements, which surprised them given that Zoom is a cloud service. They then ran a pilot of Zoom. The results were positive: "All of our senior people evaluated it. They felt it was a great service. **We loved that Zoom's free service closely matches their paid Pro service, so we could properly stress test in on a large scale.**"

The customer pushed Zoom out to their entire **25,000+ person product organization** about two years ago. All users received 300 video participant capacity licenses. There are also smaller deployments of Zoom Video Webinars for 500 and 3,000 attendees, and Zoom H.323/SIP Connectors to bring their legacy Cisco conference rooms into the cloud. These teams mainly use

Zoom to collaborate internally, particularly across the US, India, and the UK. **“I never hear a complaint about the quality, even in our international meetings.”**

There was very little friction in the switch, and usage of Zoom continues to grow: “The product team is the early adopters of our company. **We brought WebEx to our company years ago, and now we’re replacing it with Zoom.** Already other organizations within the company are following. **WebEx users get frustrated and come to me asking for Zoom licenses. People get invited to Zoom meetings and prefer the Zoom experience.** They see how easy it is to connect and use.”

“Zoom checked all the boxes,” said our customer. Zoom met the following needs:

- Compatibility with desktop, mobile, and conference room systems – particularly meeting their need for **Linux and Mac support** (Zoom also supports PCs)
- The ability to **save recordings locally to a desktop**, a preferred option for internal security teams
- Zoom was an overall **easier and more reliable product** – end users have better experiences and IT has almost no support tickets
- The ability to **share their screen on mobile devices** to support mobile application development
- Collaboration features such as **video breakout rooms and polling**
- An innovative, progressive spirit: “Zoom is very progressive. **They’re prepared to add**

features, usually for free, which is great. It’s a very forward-thinking, fast-evolving organization. It invests in the right areas and is **responsive to our requirements and requests,”** said our customer

Results

The customer has seen greater adoption, more collaboration, and lower costs from switching to Zoom. For the same number of users from their previous solution, they are doing **twice the number of meetings.** They’ve done 135,000 meetings in the past month with almost 29 million meeting minutes. With 25,500 licenses, 24,909 users have actively Zoomed in the past 90 days. That’s a **98% usage rate.** With all these meetings, one would assume that costs have risen. Quite the contrary. The customer actually **saved money using Zoom’s VoIP instead of Intercall.** “It has saved us literally millions of minutes in audio time,” said our customer. “Zoom pays for itself.”



About Zoom

Zoom makes video communications frictionless. Founded in 2011, Zoom is the leader in modern enterprise video communications, with a reliable, easy platform for video and audio conferencing, messaging, and webinars across mobile, desktop, and room systems. Zoom Rooms is the original software-based conference room solution for conference, huddle, and training rooms, as well as executive offices and classrooms. Zoom helps businesses and organizations bring people together face-to-face to get more done. Zoom is publicly traded on Nasdaq (ticker: ZM) and headquartered in San Jose, California.