Our goal is to make Zoom meetings better than in-person meetings

Zoom Video Communications

We provide a video-first communications platform that delivers happiness and fundamentally changes how people interact. We connect people through frictionless video, voice, chat and content sharing and enable face-to-face video experiences for thousands of people in a single meeting across disparate devices and locations. Our cloud-native platform delivers reliable, high-quality video that is easy to use, manage and deploy, provides an attractive return on investment, is scalable and easily integrates with physical spaces and applications. We believe that rich and reliable communications lead to interactions that build greater empathy and trust. We strive to live up to the trust our customers place in us by delivering a communications solution that "just works." Our goal is to make Zoom meetings better than in-person meetings.
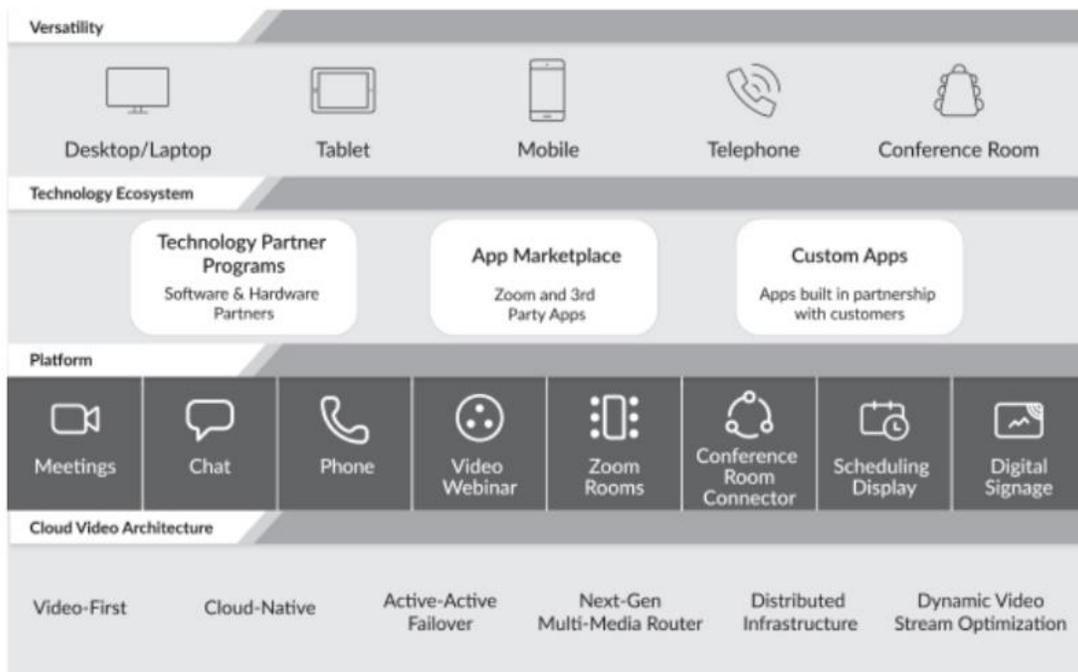
The Zoom Platform

We provide a video-first communications platform that delivers happiness and fundamentally changes how people interact by connecting them through frictionless video, voice, chat and content sharing. Our cloud-native platform enables face-to-face video experiences and connects thousands of users across disparate devices and locations in a single meeting. We strive to make Zoom meetings better than in-person meetings.

Key benefits of our platform include:

- ***Reliable, high-quality communications that enable productivity, connectedness and trust.*** Our platform delivers a high-quality, reliable communications experience across devices even with varying bandwidths and network performance. In fact, our platform can continue to deliver a productive meeting experience even with up to 40% packet loss.
- ***Easy to use.*** We provide a consolidated, intuitive interface for video, voice, chat and content sharing that can be easily navigated even by first time users. We enable calendar integration, easy synchronization with conference room equipment and feature parity across devices.
- ***Easy to deploy and manage.*** Our cloud-native platform is easy to deploy and manage by both IT administrators and business users, even when integrating with existing infrastructure. Our platform removes the need for the integration of disparate communications tools, product-specific knowledge and high-touch user support and troubleshooting.

- *Attractive return on investment.* Our platform drives higher employee engagement and improved collaboration, resulting in increased organizational productivity. Switching to our platform also reduces the costs associated with expensive on-premises infrastructure and continual maintenance.
- *Scalability.* Our cloud-native platform was purpose-built to scale with organizations as they grow in size and complexity. Our platform delivers the highest quality experience for organizations of all sizes and for meetings, whether with two or thousands of users.
- *Integrated.* Our platform integrates with cloud software applications provided by companies such as Atlassian, Dropbox, Google, LinkedIn, Microsoft, salesforce.com, Slack and others. We also have an ecosystem of hardware partners through which we deploy our Zoom Rooms and Conference Room Connector offerings.
- *Flexible terms.* Customers can subscribe to our communications platform based on the number of hosts that they require on a month-to-month basis or purchase one- to multi-year subscriptions.

Zoom's Product Offerings

Zoom's goal is to make "Zoom meetings better than in-person meetings". The company's platform is a video-first communications product that offers video, voice, chat, and content sharing across devices and locations. The product is cloud-native and integrates with other software applications as well as with physical spaces. The company credits its architecture approach as a big reason for its unique product that "just works" — they developed a proprietary multimedia router optimized for the cloud that separates content processing from the transporting and mixing of streams. Moreover, Zoom engineers release 200+ new and enhanced features a year and dedicate ~20% of engineering capacity to building customer-requested features that would be valuable across their customer base. Below is a graphic of Zoom's products and more detail on each offering.

- **Zoom Meetings:** Core offering that ties all other products together. Provides HD video, voice, chat, and content sharing across mobile devices, desktops, laptops, telephones and conference room systems. Supports tens of thousands of video participants in a single meeting. Conversations can be one-to-one, one-to-many or many-to-many. It also includes Zoom Chat, which allows users to share texts, images, audio files, and content.
- **Zoom Rooms:** Conference room system that enables users to have Zoom Meetings in their physical spaces and runs off 3rd-party, off the shelf hardware. Includes Zoom Rooms Scheduling Display (room scheduling software that runs on a tablet) and Zoom Rooms Digital Signage (enables customers to display content in meeting spaces for marketing, corporate communications, etc).
- **Zoom Phone:** Cloud-based PBX system that enables customers to consolidate all business communications onto Zoom.
- **Zoom Video Webinars:** Allows customers to conduct large-scale online events such as town hall meetings, workshops, and marketing presentations for up to 10,000 view-only attendees and 100 panelists.
- **Zoom for Developers and Zoom App Marketplace:** Enables developers to integrate video, voice, chat, and content sharing into other applications. Their APIs, SDKs, and MobileRTC powered an average of 140M+ API engagements per month in FY'19.
- **Zoom Conference Room Connector:** Gateway for H.323 and SIP devices to join Zoom meetings so customers can take legacy on premise systems to the cloud, like Polycom.