

# Zoom Solution Overview

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## Technology Ecosystem

**Technology Partner Programs**  
Software & Hardware Partners

**App Marketplace**  
Zoom & 3rd Party Apps

**Custom Apps**  
Apps Built in Partnership  
with Customers

## Versatility



Desktop/Laptop



Tablet



Mobile



Telephone



Conference Room

## Platform



Meetings



Chat



Zoom Phone



Video Webinar



Zoom Rooms



Conference Room  
Connector



Scheduling  
Display



Digital  
Signage

## Cloud Video Architecture

Video-First

Cloud-Native

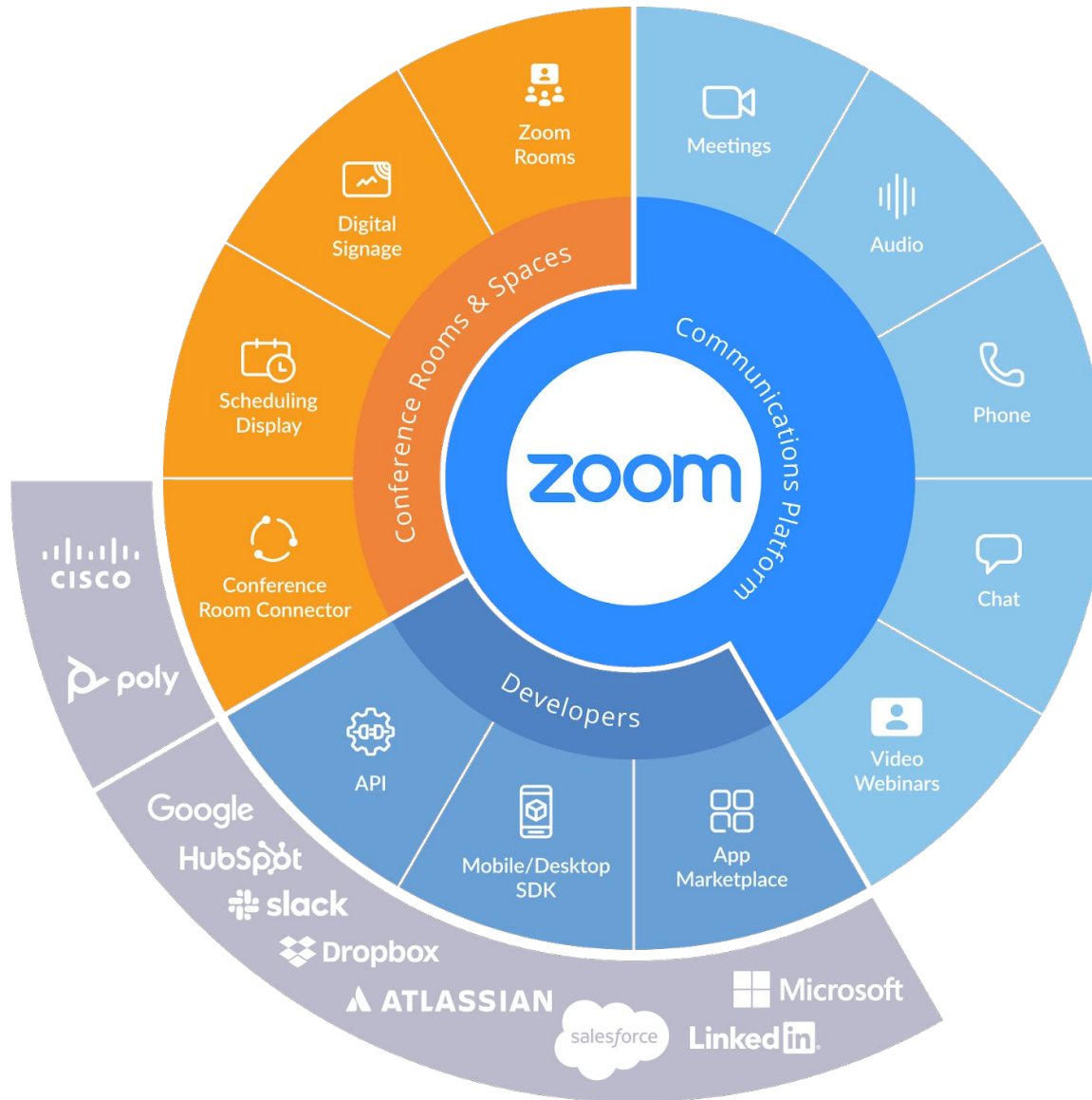
Active-Active  
Failover

Next-Gen  
Multi-Media Router



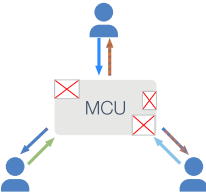
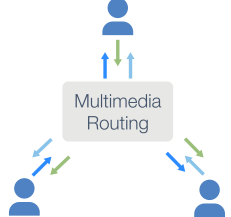
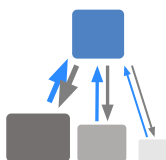



Distributed  
Infrastructure

Dynamic Video  
Stream Optimization

# Zoom Video-First Unified Communications Platform



# Our Cloud Video Architecture

Traditional	Zoom	Zoom's Advantage
<p>Centralized Single server public network</p>  <p>Centralized</p>	<p><b>Distributed</b> Closest server private network</p>  <p>Distributed</p>	<ul style="list-style-type: none"> <li>• Lower latency</li> <li>• Increased reliability and media quality</li> </ul>
<p>MCU Single server encode, decode &amp; bridge</p> 	<p><b>Multimedia Routing</b> Cloud-based routing and then media composited on client</p> 	<ul style="list-style-type: none"> <li>• Improved stream quality</li> <li>• Increased scalability</li> <li>• Reduced service cost</li> <li>• Personalized experience</li> </ul>
<p>Rate Transcoding Server generates multiple streams in different bitrates and then transmits to end points</p> 	<p><b>Multi Bitrate Encoding</b> Transmitting clients encode single streams with multiple bitrates. Receiving subscribe to optimal bitrate</p> 	<ul style="list-style-type: none"> <li>• Improved resiliency</li> <li>• Distributed processing</li> <li>• Optimized bandwidth and CPU consumption</li> </ul>
<p>Network Layer Quality of Service Media quality managed through network configuration</p> 	<p><b>Application Layer Quality of Service</b> Media quality maintained through adaptive media control performed by the application</p> 	<ul style="list-style-type: none"> <li>• Quality maintained across any network</li> </ul>





# Zoom Meetings

- HD video and high quality audio
- Mobile, desktop, conference rooms
- Up to 1000 video participants - gallery view with 49
- Virtual backgrounds
- One-click start or join
- Local and cloud recording with transcripts
- Multi-screen sharing, co-annotation, remote control
- Breakout rooms, polling, chat
- Mobile features: Mobile screen sharing, mobile scheduling, Siri integration
- Play video with audio
- Dual camera, dual monitor

# Audio Conferencing

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## All Zoom meetings support

- Join by unlimited VoIP and local toll dial-in options
- Fully integrated experience for users that join from a phone in combination with the Zoom meeting client
- Ability to join and start from phone-only as desired
- Premium audio options for Toll-Free dial-in and Call Out
  - Pay per minute (Pay-as-you-go or monthly committed)
  - Flat rate per user plans for U.S. & Canada
  - SIP Connected Audio (customer PBX connects directly to Zoom cloud)



# Zoom Chat

Connect your teams and streamline communications\*

## Simple

- Ease of use and file sharing
- Native Desktop and Mobile clients

## Secure

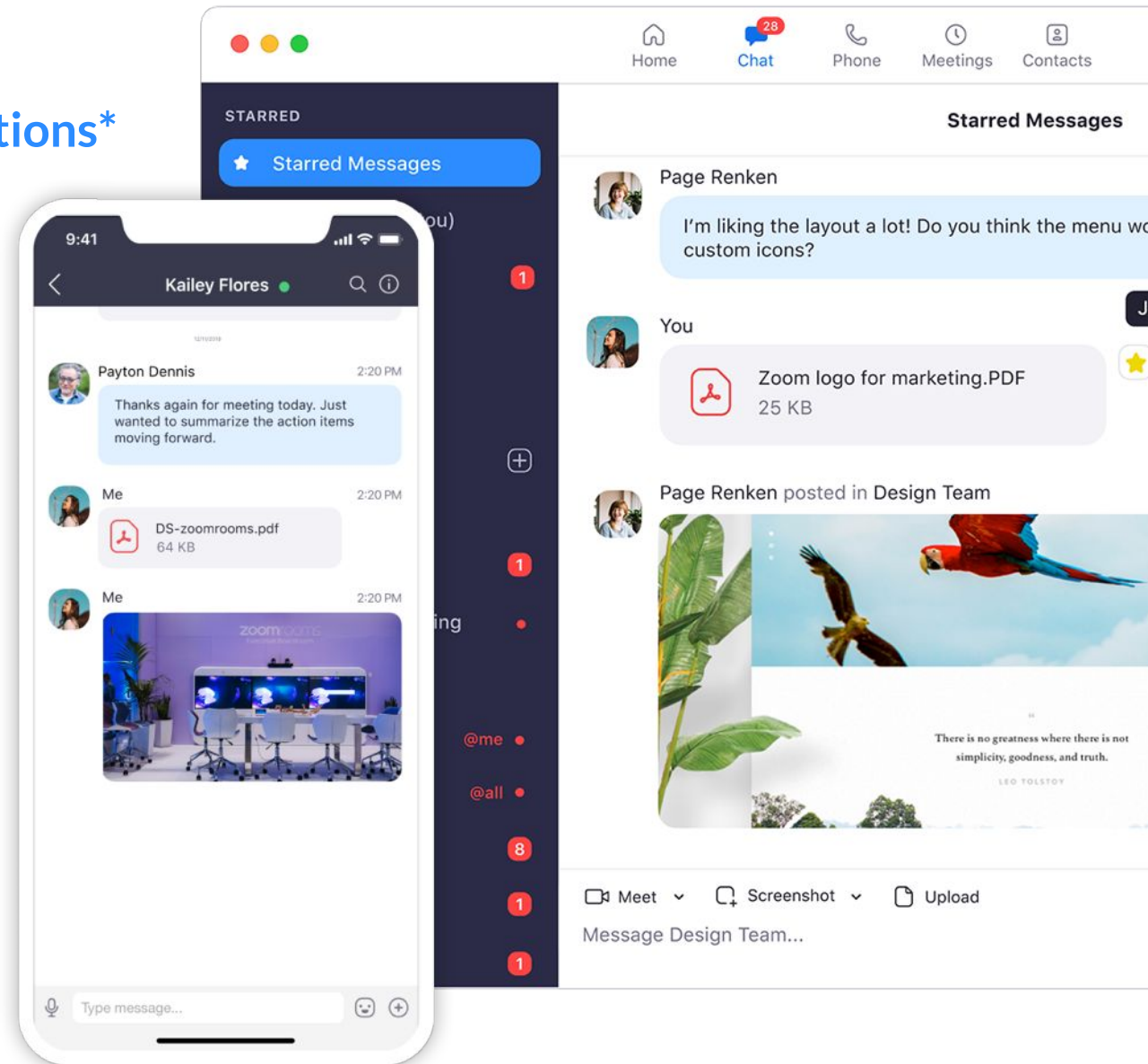
- Encrypted meetings
- Advanced Key Management System

## Seamless

- 1:1 and group meetings from Chat
- Interop with Jabber, Skype for Business, Microsoft Teams and Slack\*\*

\*Included in a Free Zoom Meeting License

\*\*Coming in Q2 2020



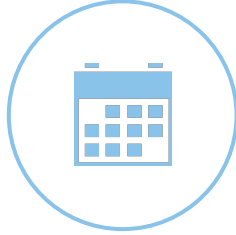


# Video Webinar



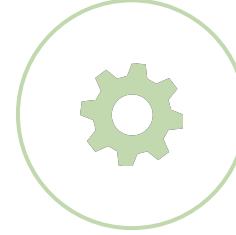
## Broaden Your Reach

- Up to 100 panelists with video, voice, and screen sharing
- Up to 10,000 attendees
- Live or on-demand
- Facebook Live and YouTube integrations



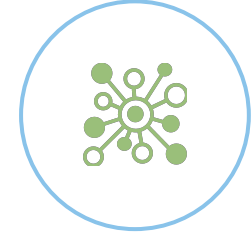
## Easy Management

- Scheduling
- Registration
- Reporting
- Host controls



## Engagement Tools

- Polling
- Chat
- Q/A
- Promote attendee to panelist



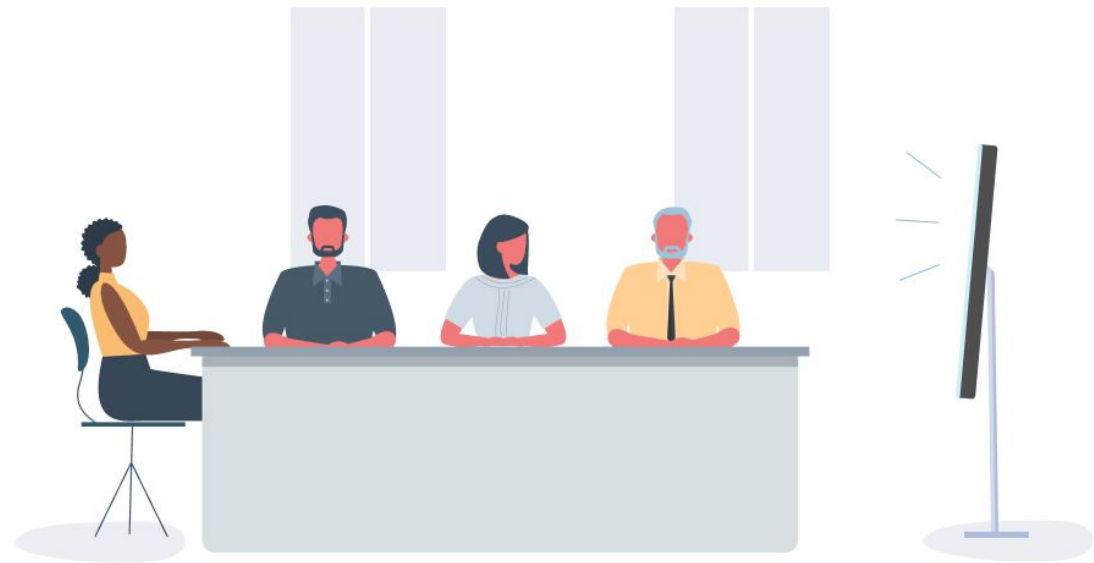
## Key Integrations

- Salesforce
- Marketo
- Pardot
- HubSpot
- Eloqua
- Cornerstone
- Panopto
- Zapier and more



# Zoom Rooms

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# Zoom Rooms

## Software-Based Conference Room Solution

### HD Video and Audio

High quality video, audio, and web conferencing in any sized room with off-the-shelf hardware

### Wireless Sharing

Present content wirelessly from your laptop or mobile device, Intelligent Proximity to start sharing with one click

### One Touch to Meet or Reserve Room

Start an instant meeting or integrate with your calendaring system

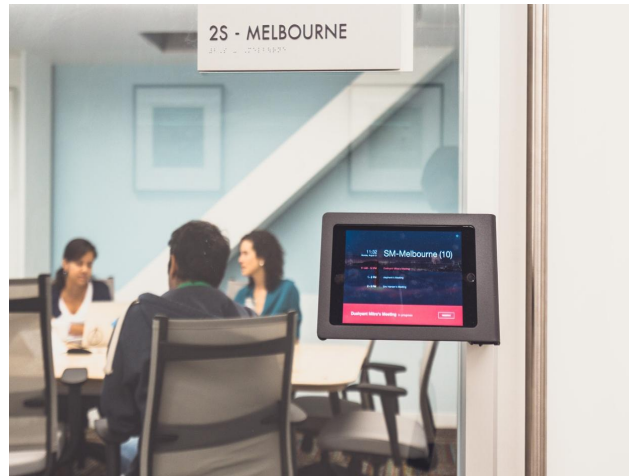
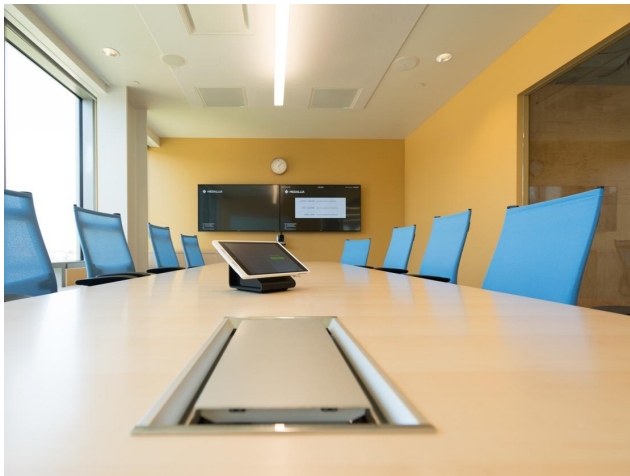
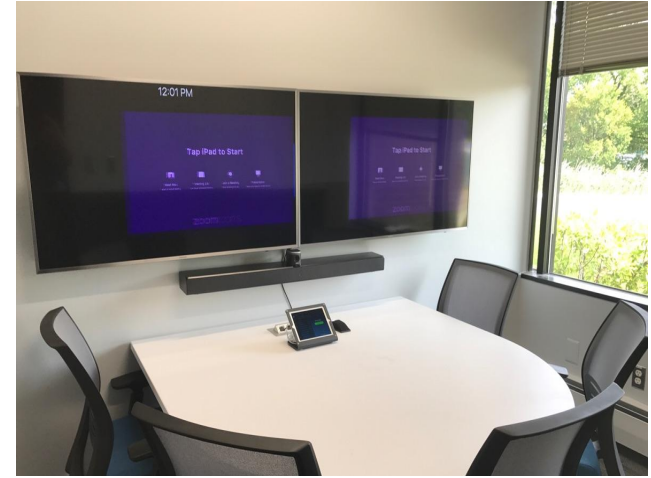
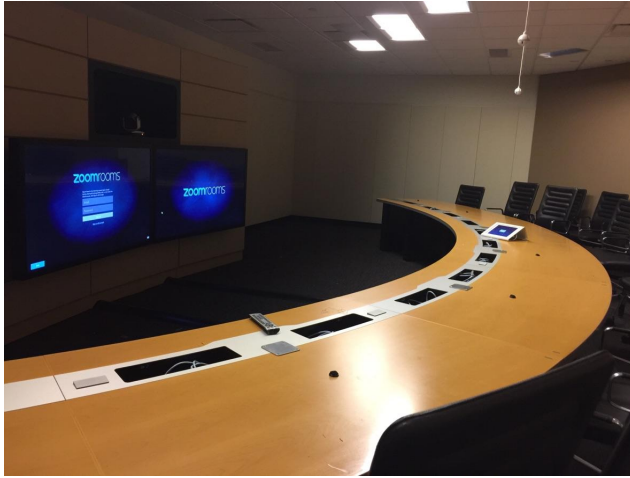
### Enterprise Remote Management

Dashboard and alerts for scalable management  
Group by location or room type for IT assignment



# Zoom Rooms

## Customer Rooms

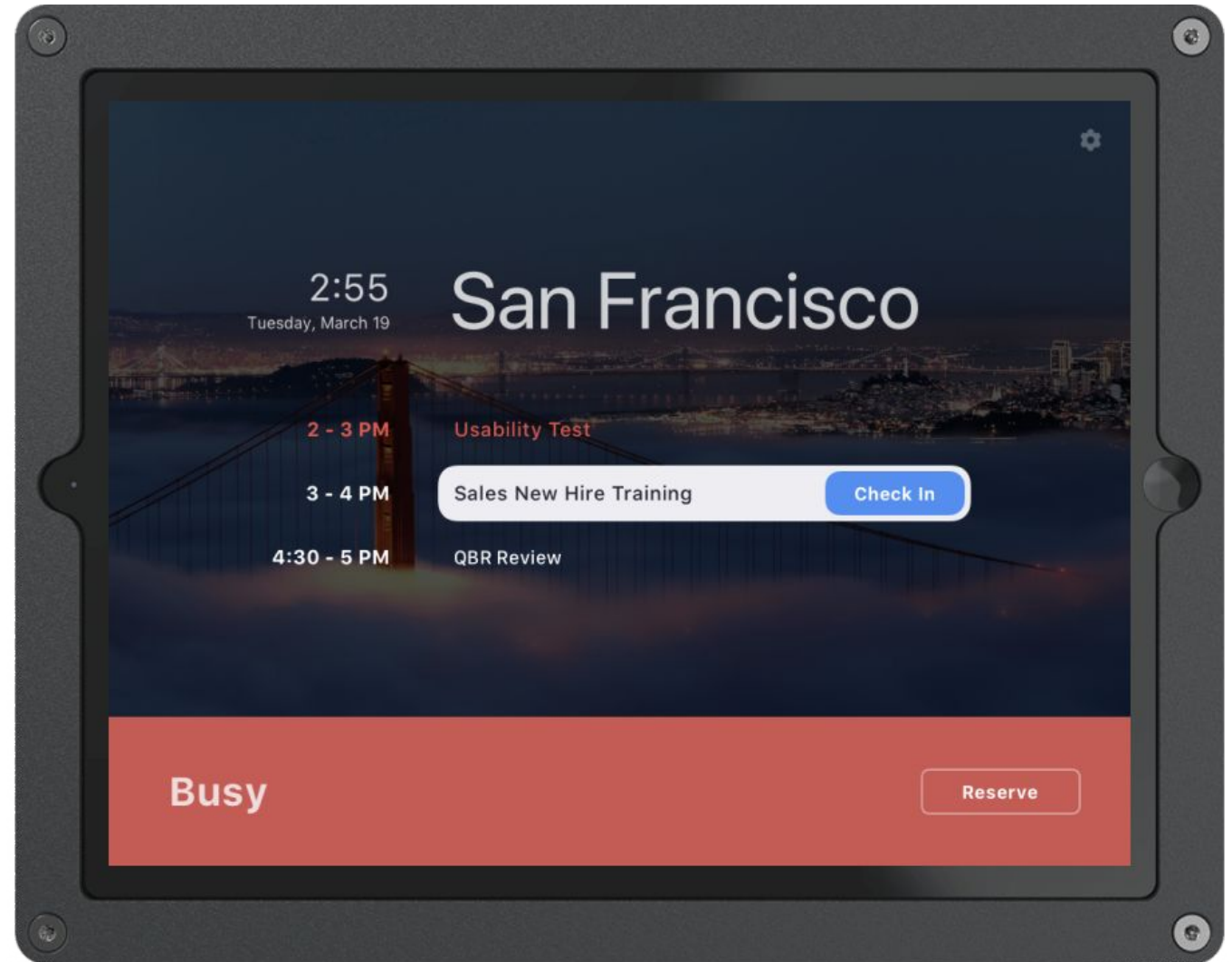




# Scheduling Display

Meeting room scheduling solution for simplified booking and room utilization

- Instantly view if the room is being used or available
- Easily see the name of the room and upcoming booked meetings
- Rooms can be released if no one "checks in" to there booked room





# Scheduling Display

Reserve the room for any available time of that day



# Zoom Rooms

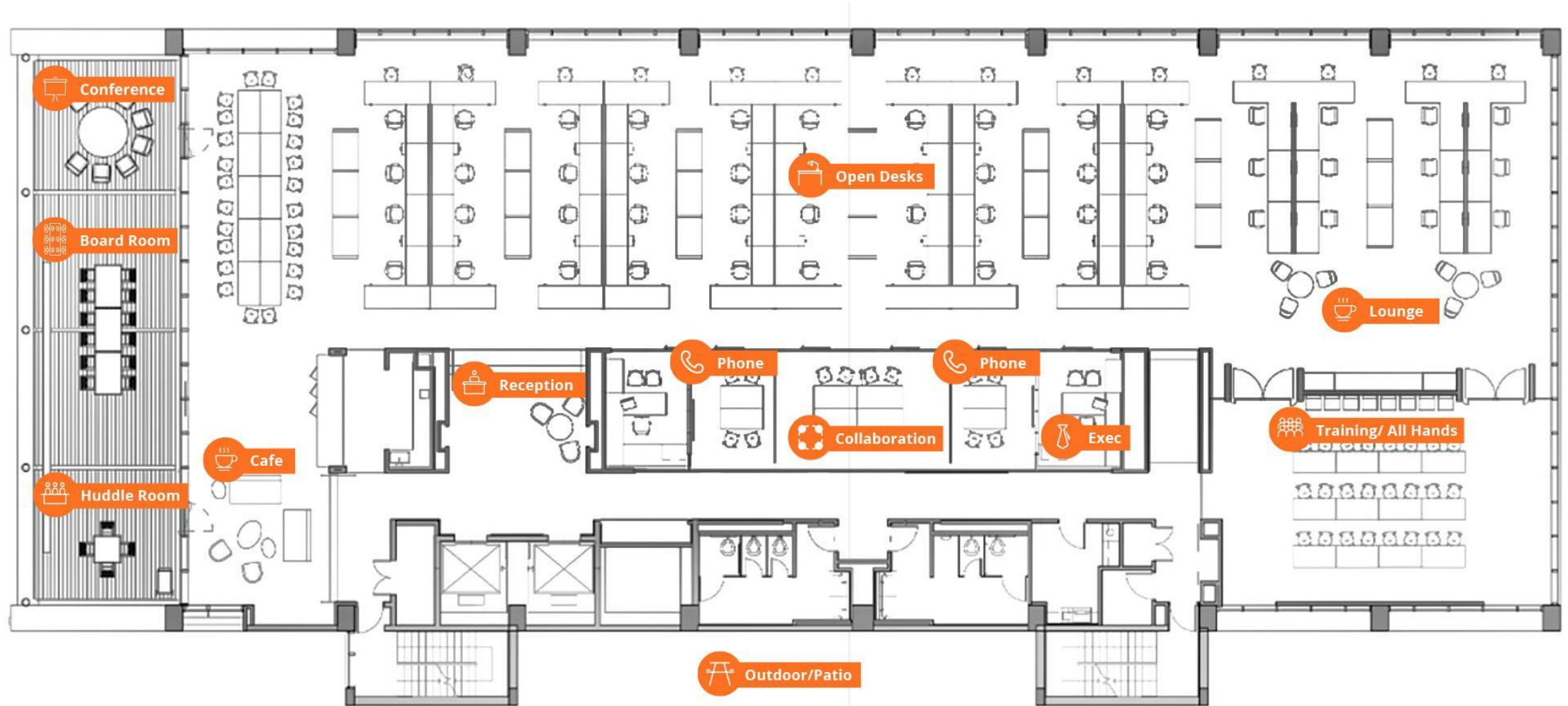
## Digital Signage

### Sample Use Cases:

- Upcoming events bulletin board
- Sales goals success tracking
- Support call stats / wait times
- Lobby signage & wayfinding
- Broadcast all hands from Zoom
- Branding
- Display current events, photos, local news and weather
- Inform staff and students about upcoming events, assemblies and awards ceremonies
- Deliver emergency alerts and public safety information

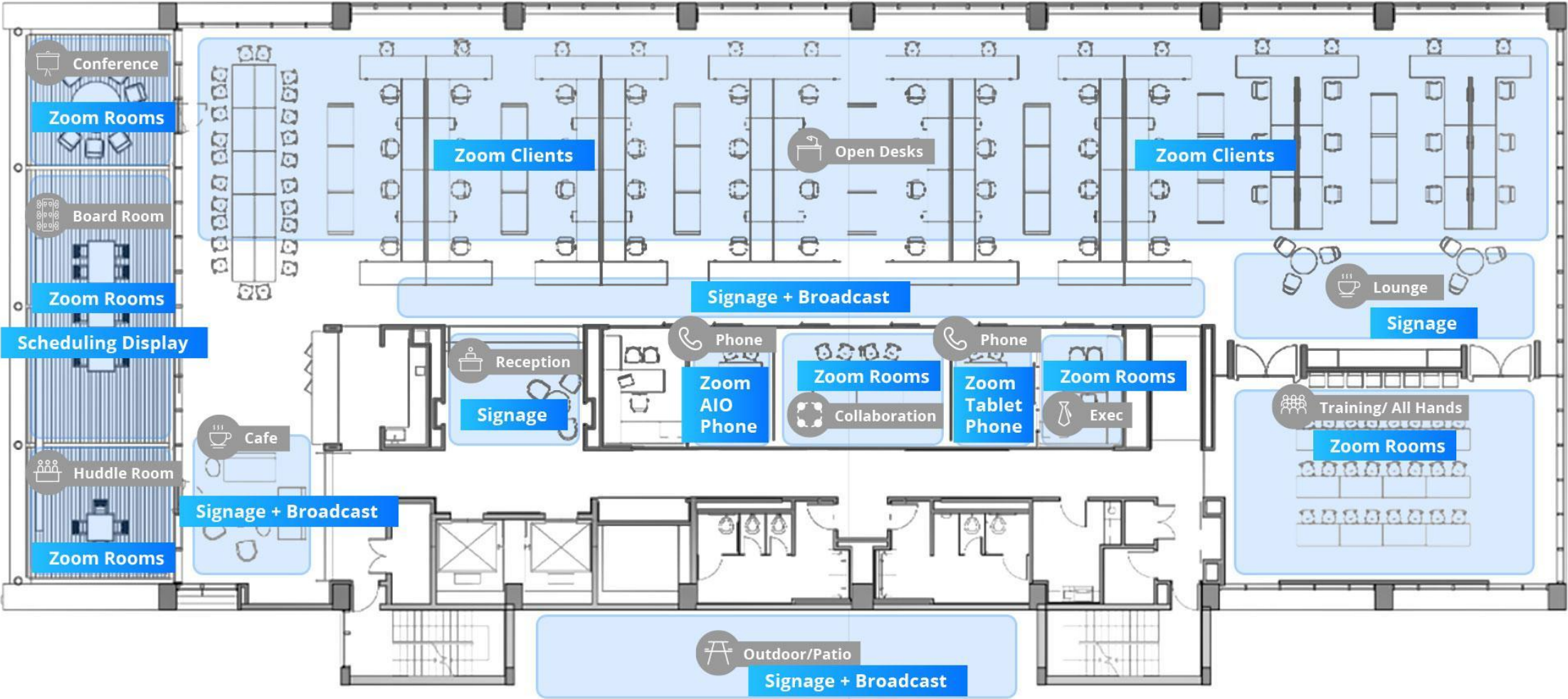


# Office Floor Plan





# Floor Plan with Zoom Deployment





# Zoom Conference Room Connector

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zoom



# Unique hardware aspects of Zoom Rooms



Support unlimited cameras for custom use cases and training/classrooms



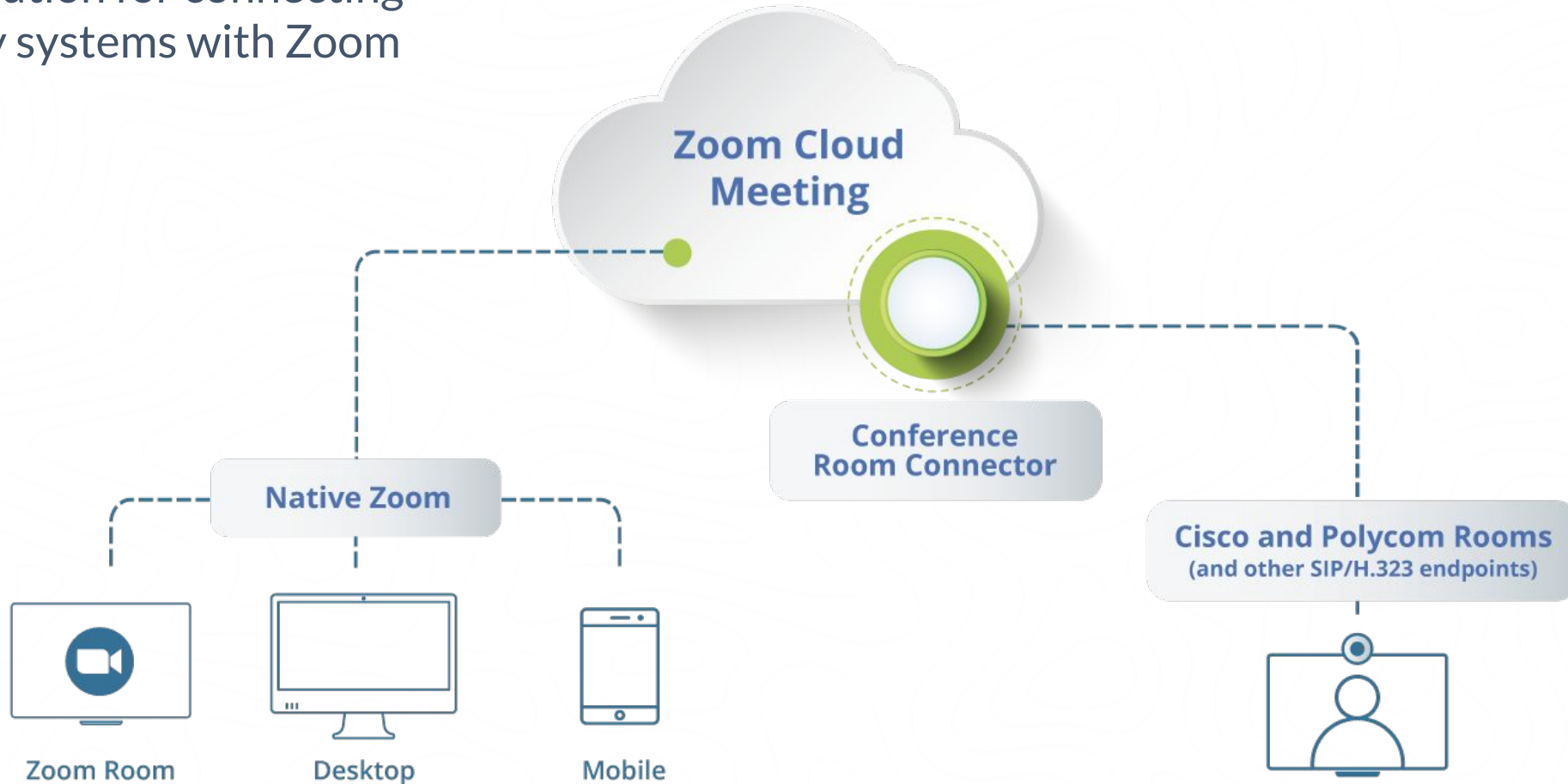
Triple displays with multiple views



Zoom Rooms Appliances to deploy and manage rooms at scale

# Zoom Conference Room Connector

Interop solution for connecting third-party systems with Zoom



# Overview

- Leverage investments in Poly, Lifesize, Cisco Tandberg, Huawei, AVer
- One-tap start and join for Poly, Cisco, and Lifesize
- Meet with other conference rooms, desktops, or mobile devices in the Zoom cloud
- Configure and manage all deployed Zoom Rooms and SIP/H.323 rooms from a single admin portal





# Zoom Phone

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# zoomphone



## Modern Phone Solution

- Seamlessly integrated PBX features
- Domestic & international PSTN access
- Seamlessly elevate calls to a Zoom Meeting



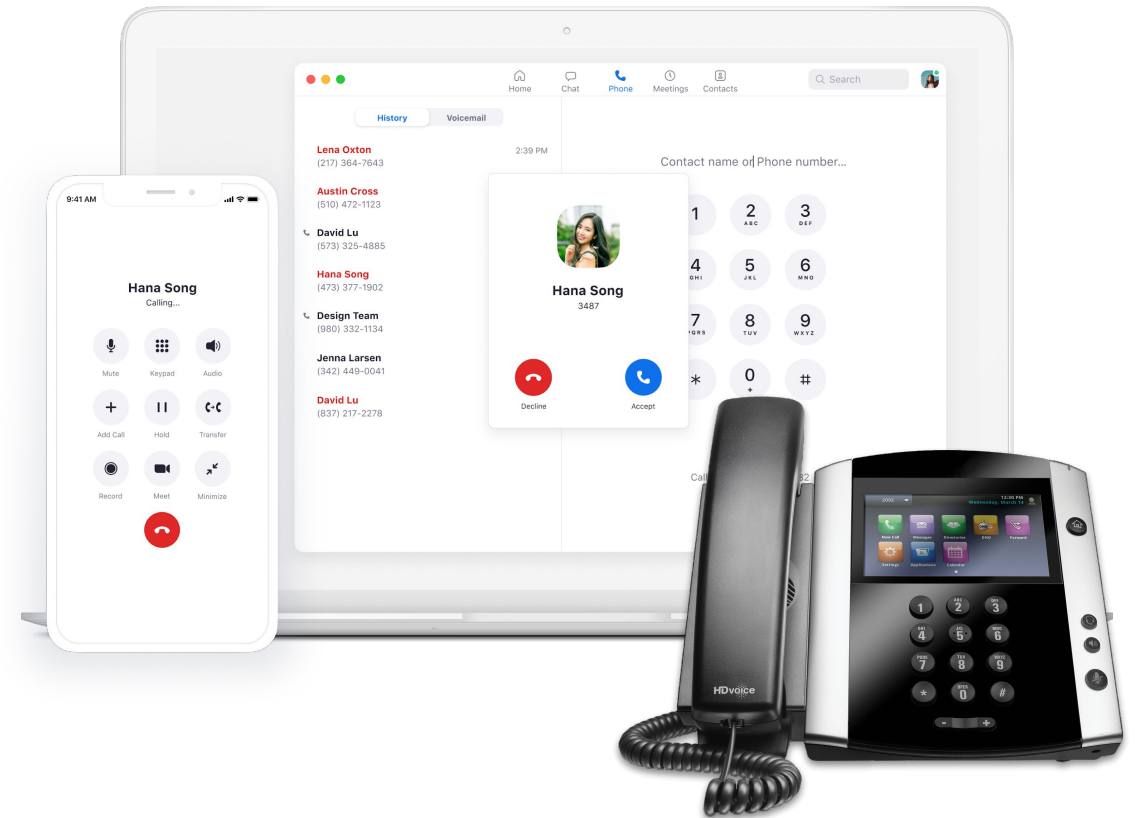
## Centralized Management

- Single point administration
- Single unified app experience
- Call detail reporting & quality monitoring



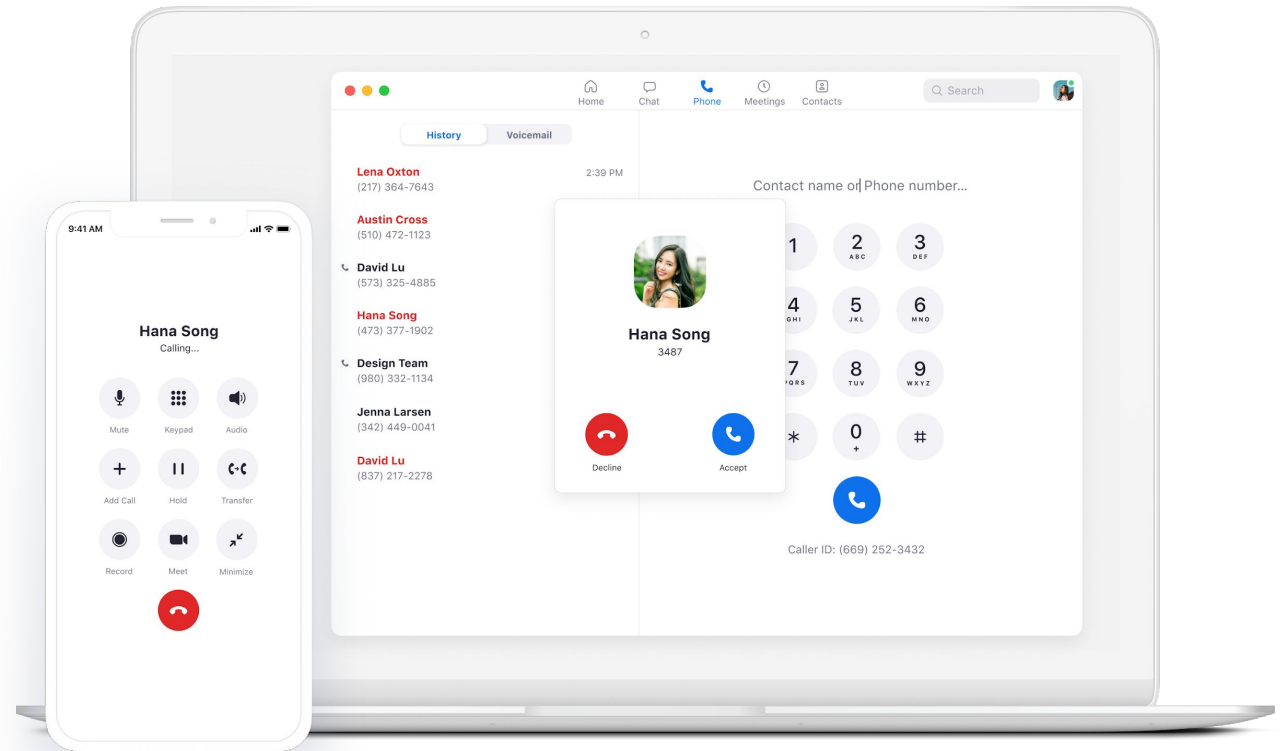
## Secure & Reliable

- Secure HD Voice
- QoS delivered by adaptive rate codecs
- Globally distributed datacenters



# One Unified App for Phone, Video Meetings, and Chat

- Seamlessly make and receive phone calls
- Share content and participate in video meetings
- Direct and team messaging
- Easily elevate phone calls to a Zoom Meeting



# Zoom Phone capabilities



Intelligent Call  
Routing



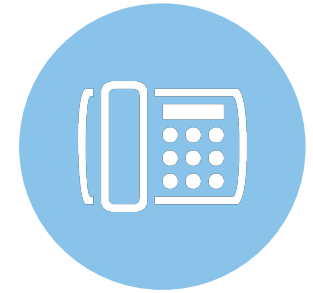
Mobile &  
Desktop Apps



Voicemail & Call  
Recording



Secure HD Voice



Standards-based  
Interoperability



# Open Platform to Support Best of Breed

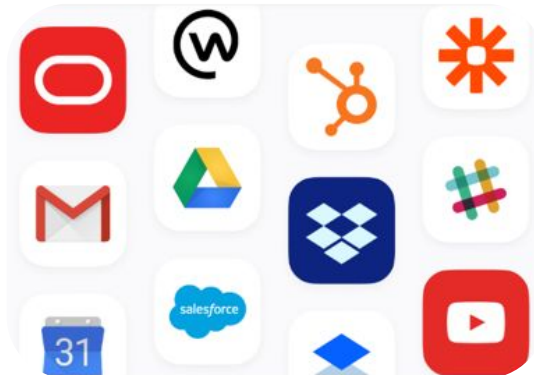
## Contact Center

Calls between the Zoom cloud and contact center partners are directly routed over a private network



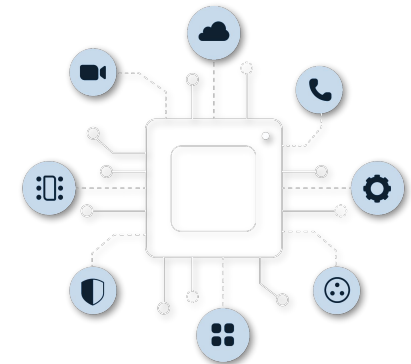
## App Marketplace

Integrate to the apps you use or discover popular apps to automate your workflows



## Developers

Integrate and build-in Zoom functionality to enhance Mobile, Desktop, and Web Apps



# Contact Center Integration

## Best of Breed

Our open platform with native integrations to popular contact center solutions provides the flexibility to choose the right solution for your business.

## Direct Network Peering

Calls between the Zoom cloud and contact center partners are directly routed over a private network

- Reduce unnecessary PSTN toll charges
- Improved voice quality by reducing the number of required call hops

## Automatic Call Routing

Route and forward calls from auto attendants, call queues, and Zoom Phone users to CC partners

- Simplifies call route management
- Eliminates the complexity of manually defining SIP trunks



Genesys Cloud.



talkdēsk



**NICE**  
inContact

# Zoom Phone Integrations

## Salesforce

Make and log calls with a soft Zoom Phone dialer

## Slack

Dial out to your chosen contact via Zoom Phone

## ThetaLake

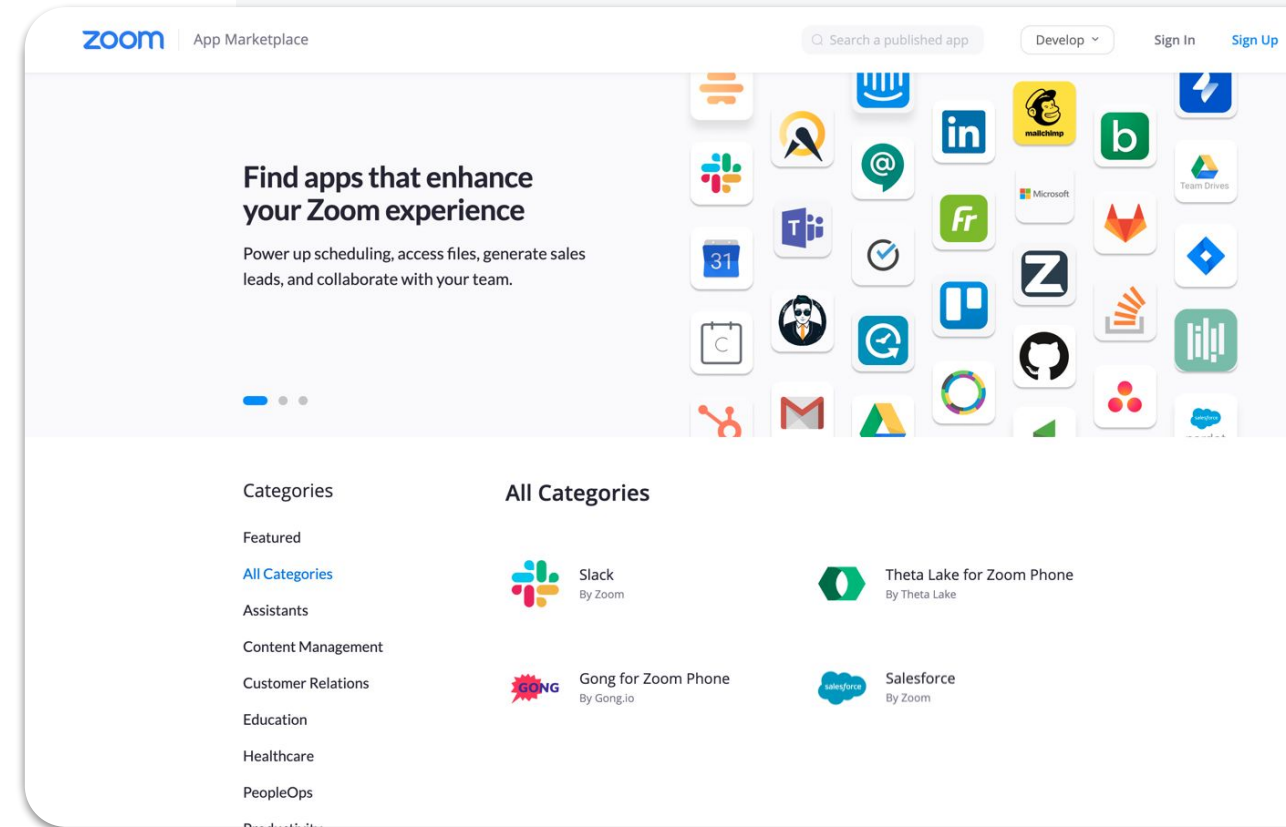
Securely archive Zoom Meetings, phone recordings and voicemails

## Gong

Deliver insights from customer interactions

## Chorus

Records, transcribes and analyzes conversations in real-time



# App Marketplace

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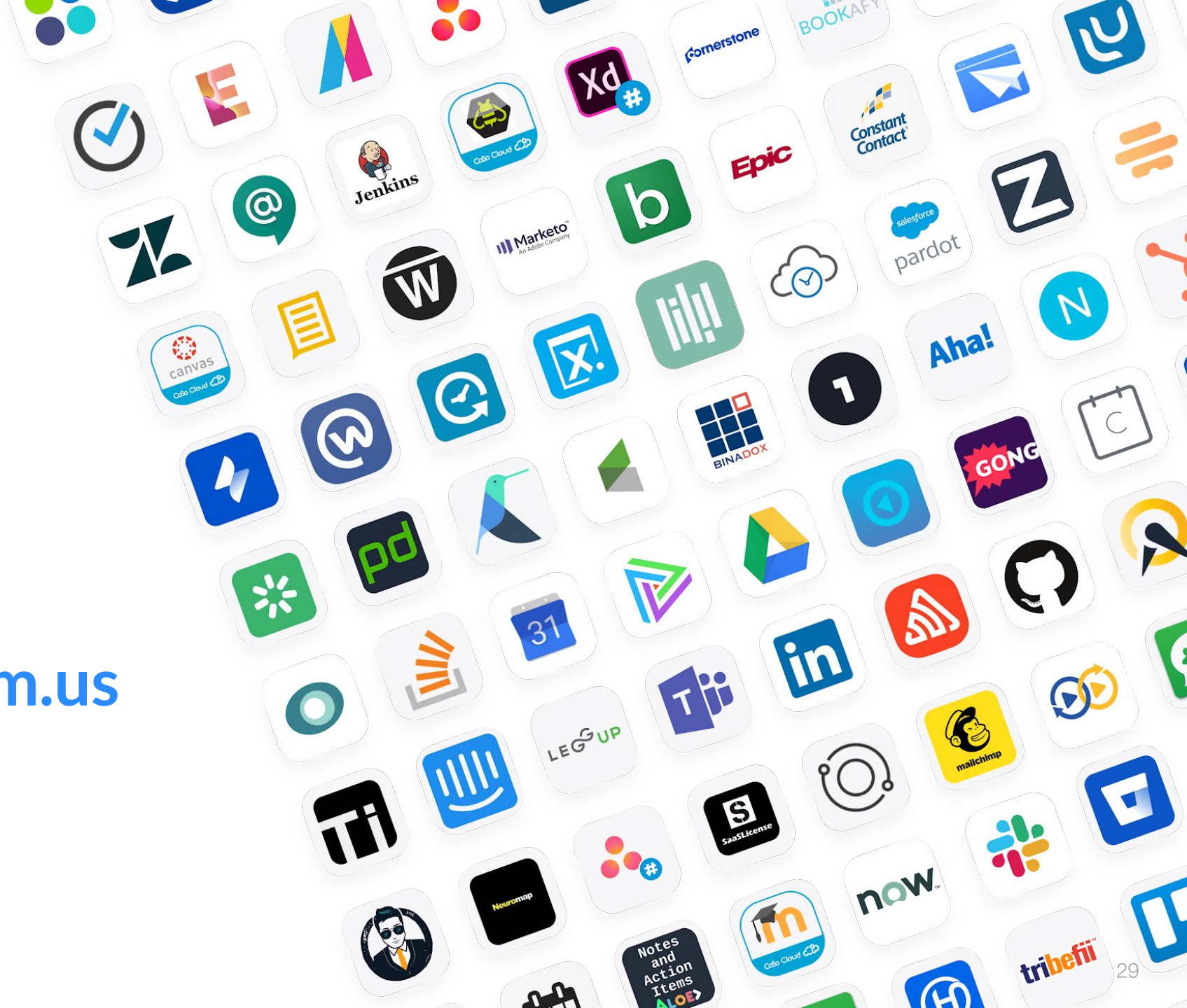




zoom +

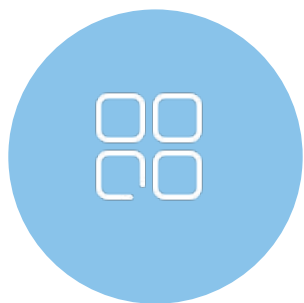
250+ workflow  
integrations

[marketplace.zoom.us](https://marketplace.zoom.us)



# Zoom App Marketplace

Ready-to-install apps to do more with Zoom.



**400+**

Public apps developed by Zoom and 3rd party companies. Security & QA tested to ensure quality.



**~8,700,000**

Average API calls per day. Our active platform enables Zoom customers to enhance and extend their Zoom experience.



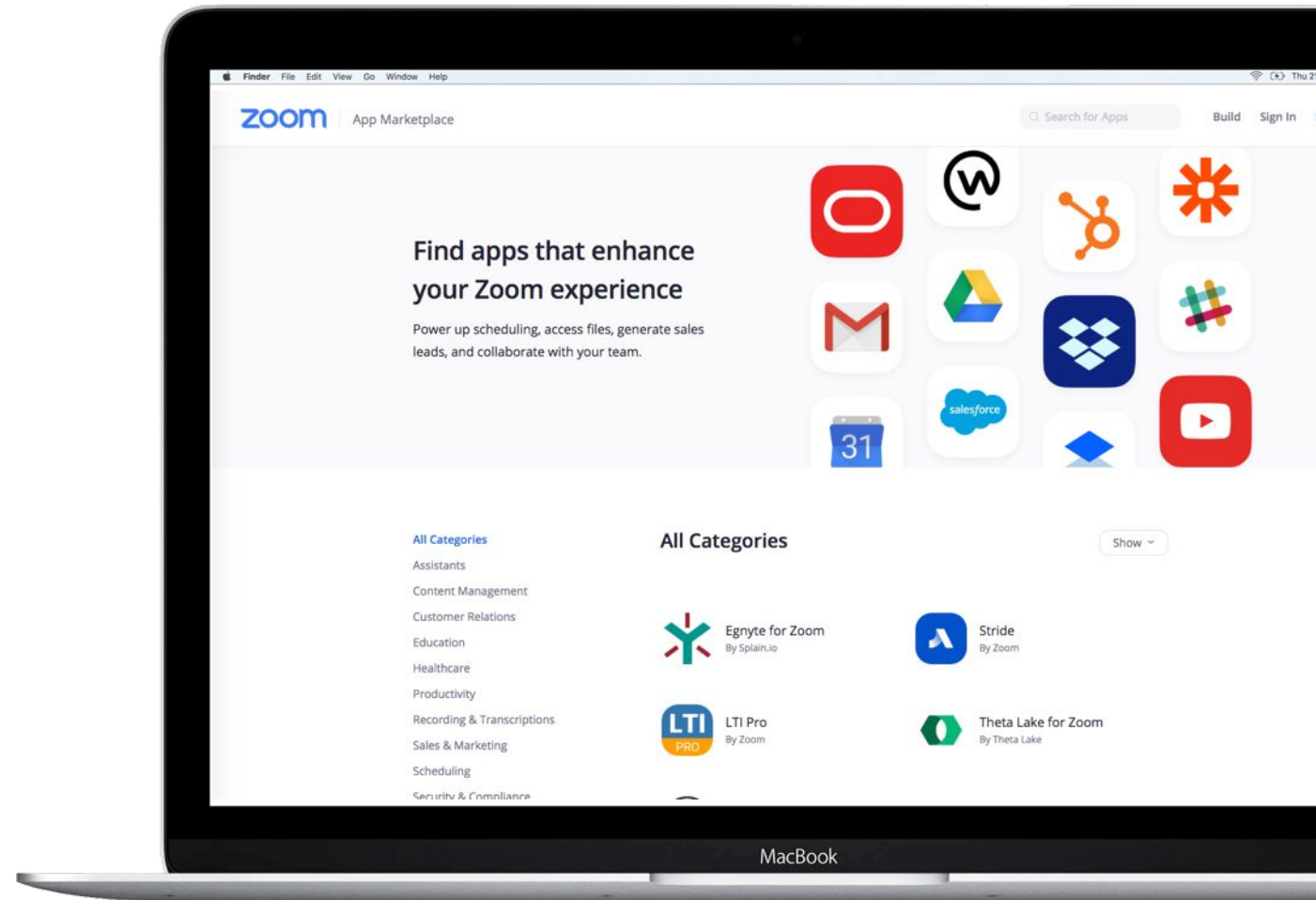
**4K+**

Private apps developed by Zoom customers. For highly customized and secure apps that help customers automate their workflows.

# Zoom App Marketplace

Integrate the apps you use or discover popular apps to automate your workflows

- Apps help users collaborate around data and trends
- Apps to automate updating and optimizing CRM records
- Apps to help customer service
- Apps help improve the performance of individuals and groups
- Apps to help optimize your workday
- And Many More...

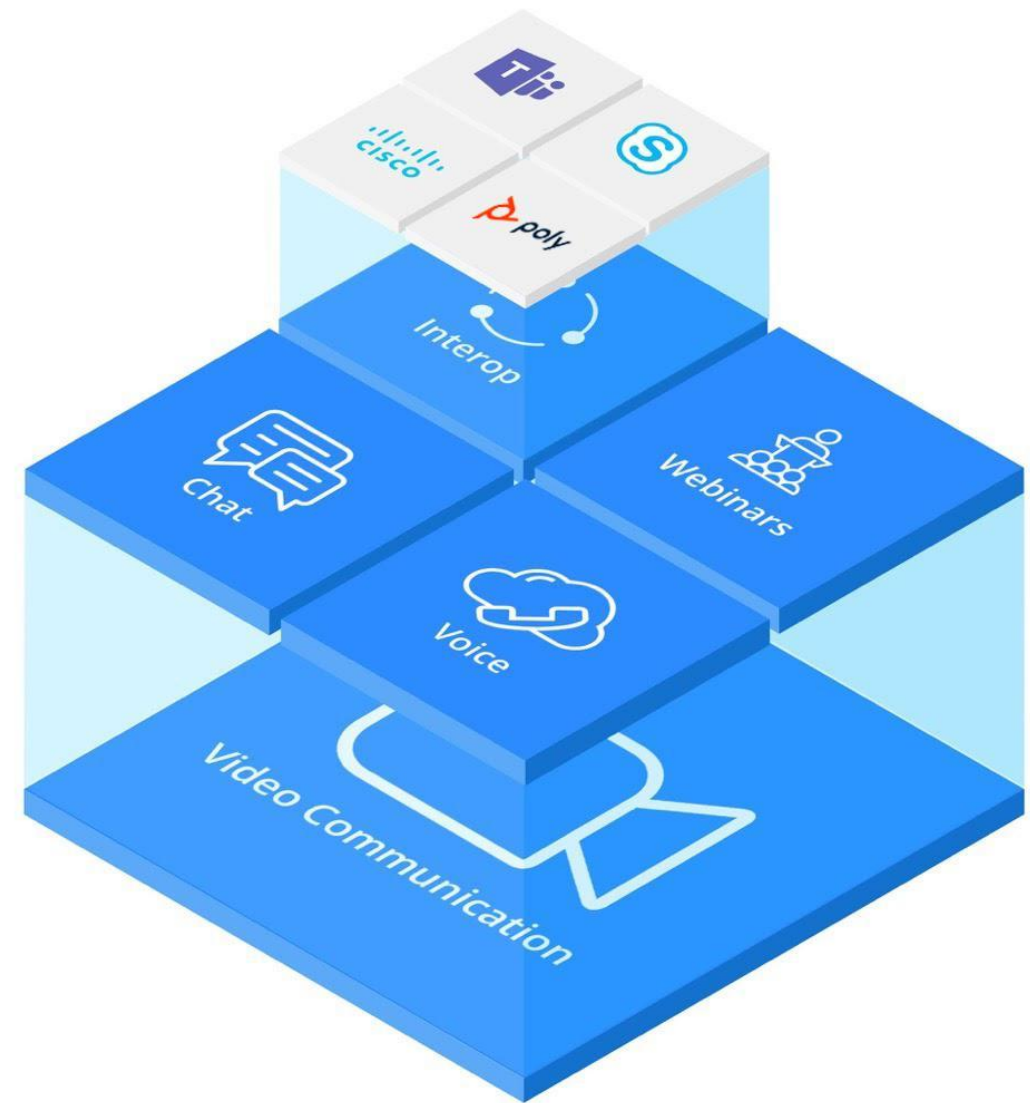


Visit [marketplace.zoom.us](https://marketplace.zoom.us) for more information

# Simplify Your Stack

Zoom consolidates many of your communications tools in one platform.

Zoom also integrates your existing tools into our solution.





# Security

- Secure socket layer (SSL) encryption
- AES 256 bit encryption
- Role-based user security
- Watermark screenshots & audio output
- Firewall compatible
- Password-protected meeting option
- Supports single sign-on (SSO) with SAML or Oauth
- SSAE 16 SOC2 compliant data centers
- Enables HIPAA compliance (signed BAA for meetings)
- FedRAMP (moderate level for meetings)



# Architected for Reliability & Scale

- Proprietary compression technology operates with up to 45% packet loss
- Meeting services availability of 99.99% uptime
- Active/Active architecture for the meeting service with full redundancy - virtually no risk of interrupted service



Zoom leverages a robust global network to support our users no matter where they are located, natively routing traffic through the meeting zone that will provide you the best performance.





# Data Routing Control

Paid Zoom customers will be able to customize which data center regions their account can use for its real-time meeting traffic. Customers will not be able to change or opt out of your default region, which is where a customer's account is provisioned.

- Does not affect any data-at-rest locations
- Long-term file storage is always in your home data center region

Data center region selections apply only for meeting and webinar traffic and do not apply to Zoom Phone or related features.

**Select data center regions for meetings/webinars hosted by your account**  

Include all data center regions to provide the best experience for participants joining from all regions. Opting out of data center regions may limit CRC, Dial-in, Call Me, and Invite by Phone options for participants joining from those regions.

<input checked="" type="checkbox"/> Australia	<input checked="" type="checkbox"/> Canada
<input type="checkbox"/> China	<input checked="" type="checkbox"/> Europe
<input checked="" type="checkbox"/> Hong Kong, China	<input checked="" type="checkbox"/> India
<input checked="" type="checkbox"/> Japan	<input checked="" type="checkbox"/> Latin America
<input checked="" type="checkbox"/> United States	



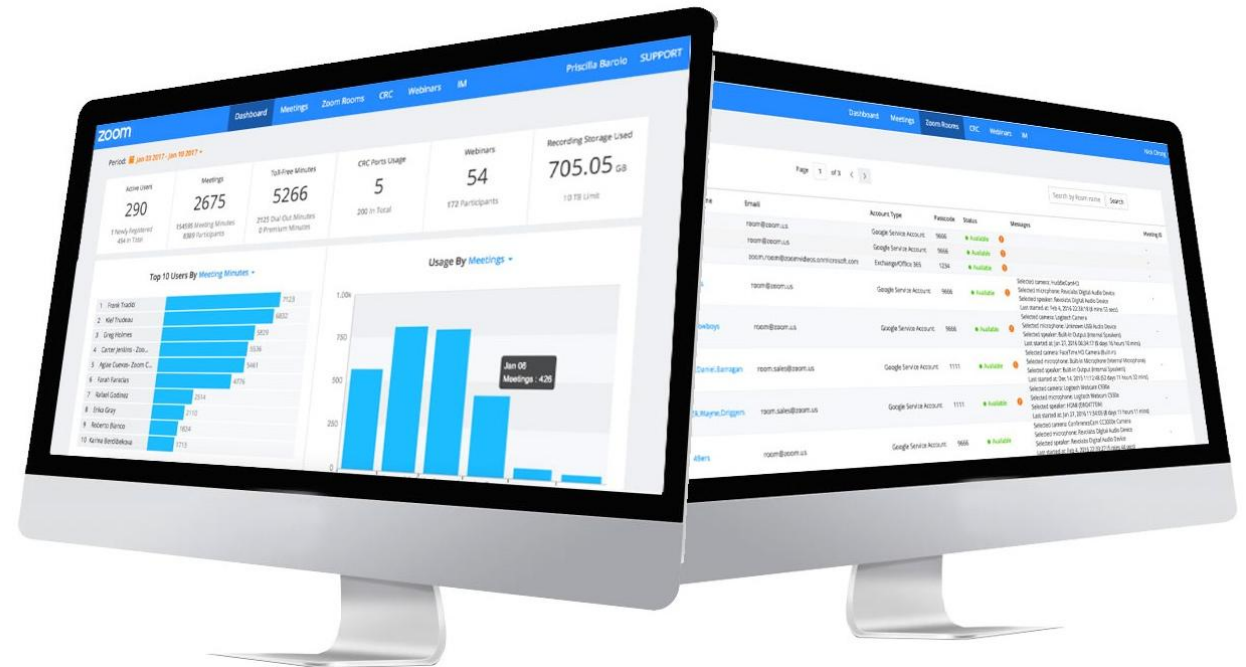
# Enterprise Management for Scale

## Reporting and Analytics

- Real-time dashboard and historical reports
- Zoom usage, users, and devices
- Webinar registration, attendance, and Q/A

## Administrative Management

- Dashboard of all Zoom Phone by location
- Alerts for hardware issues and more
- Tiered Settings



# Thank You!

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