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BEST PRACTICES

AWARDS

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BEST
2020 PRACTICES
AWARD

zoom

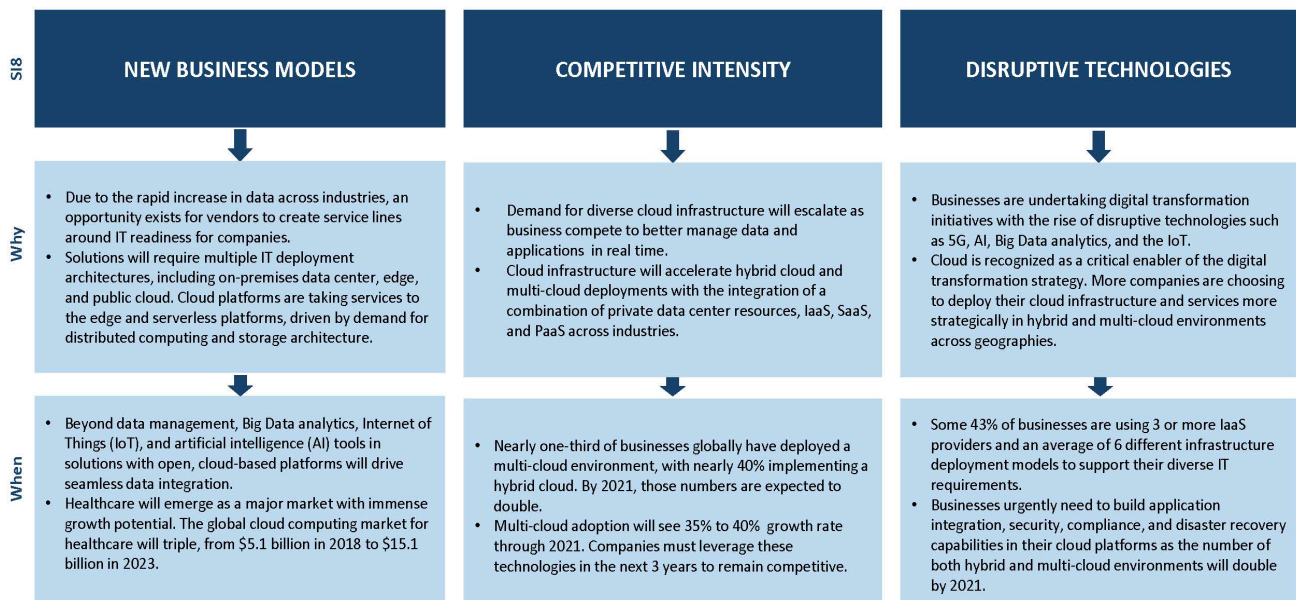
2020 INDIAN CLOUD VIDEO
ENABLING TECHNOLOGY LEADERSHIP AWARD

Strategic Imperatives

Frost & Sullivan identifies three key strategic imperatives that impact the cloud computing industry: new business models, competitive intensity, and disruptive technologies. Every company that is competing in the cloud computing space is obligated to address these imperatives proactively; failing to do so will almost certainly lead to stagnation or decline. Successful companies overcome the challenges posed by these imperatives and leverage them to drive innovation and growth. Frost & Sullivan's recognition of Zoom Video Communications, Inc. is a reflection of how well it is performing against the backdrop of these imperatives.

THE IMPACT OF STRATEGIC IMPERATIVE 8™ ON THE CLOUD COMPUTING INDUSTRY

The following 3 strategic imperatives will be critical in determining growth prospects in the cloud computing industry.



Source: Frost & Sullivan

Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated companies. Zoom Video Communications, Inc. excels in many of the criteria in the India unified communications (cloud video) space.

AWARD CRITERIA

<i>Technology Leverage</i>	<i>Customer Impact</i>
Commitment to Innovation	Price/Performance Value
Commitment to Creativity	Customer Purchase Experience
Stage Gate Efficiency	Customer Ownership Experience
Commercialization Success	Customer Service Experience
Application Diversity	Brand Equity

Innovatively Designed Collaborative Platform with Support for Several Integrations Results in Commercialization Success

Many Indian enterprises have realized the need for robust unified communications and collaboration services for increased customer reach and ceaseless internal communications over the past decade. With the COVID-19 pandemic, remote communications have gradually become the new normal, further enhancing the growth potential of unified and collaborative applications over the cloud. Many traditional Indian companies still use legacy hardware and software, resulting in poor inter-departmental collaborations and communications. San Jose, California-headquartered Zoom Video Communications, Inc. (Zoom) maximizes user experience through its cloud-based peer-to-peer unified communications platform by providing a seamless

“Zoom’s innovative and high-quality audio and video technologies, combined with a simplistic UI design, have made it a prominent leader in the unified communications space. With robust security features and support for multiple integrations, Zoom provides impeccable collaborative experience.”

- Rabin Dhakal, Best Practices Research Analyst

and uninterrupted video-telephony over a gamut of systems and devices. Zoom started its operations in India in 2019, and the company witnessed tremendous adoption rates across the country over a short period.

Most competing video conferencing applications’ user interfaces (UI) are complicated and difficult to manage, making the user experience difficult and dissatisfying. Zoom differentiates itself with a clean and innovative UI design and unmissable button

layouts that elevate the overall experience, even for technology laggards. Zoom also offers high-quality audio and video capabilities even at low bandwidths and processing speeds, allowing a unique and consistent enterprise experience. Attracting customers through a

simplistic design and supreme usability, the company has eased the work-from-home setting, thereby proliferating during the COVID-19 lockdown.

Zoom has developed a variety of innovative teleconferencing solutions for meetings, chats, rooms, workspaces, phone systems, and webinars across various industries and sectors such as education, finance, government, and healthcare. COVID-19 had a tremendous impact on the education sector, especially in India's remote villages, where the schools are under-resourced and teachers are under-trained. Zoom collaborates with organizations such as Teach for India to offer a seamless virtual classroom experience to the students. The Zoom application provides remarkable clarity and quality for virtual classrooms, even for low-end devices, making it perfectly suitable for students living in remote Indian villages. Currently, Zoom serves more than 2,400 schools in India, removing the 40-minute meeting time limit for free accounts for schools affected by COVID-19.

Furthermore, Zoom's solutions boost productivity, enhance communications, and improve resource utilization across various industries through:

- **High-definition Video and Audio:** Zoom offers outstanding video and audio clarity across multiple devices and systems.
- **Robust Security and Compliance:** Zoom's multi-layer security comes with a 256-bit advanced encryption standard encryption while being compliant with the Health Insurance Portability and Accountability Act and Personal Information Protection and Electronics Documents Act.
- **Multiple Integrations:** Zoom supports integrations across several platforms such as Smarsh, Salesforce, and Epic Systems, and learning management systems such as Moodle, Canvas, Sakai, Desire2Learn, and Blackboard. For instance, Zoom's PayPal integration for Zoom Webinars allows attendees to pay via PayPal or credit card.
- **Seamless Recording and Transcription:** Zoom offers local and cloud recording features and performs highly accurate transcription based on the call.
- **Enhanced Collaboration:** Zoom offers one-click content sharing, with real-time annotations for unified collaborations among colleagues, students, and customers.

Zoom's superior innovation in the voice over internet protocol (VoIP) technology is one of the prominent reasons for its extraordinary success, allowing it to become a household name in several countries in the world. Traditional VoIP suffers from low bandwidth and high packet loss. Zoom leverages best-in-class audio processing and software architecture to minimize latency and noise cancellations even in low-bandwidth environments. Frost & Sullivan applauds Zoom for its incredible innovation in the unified communications space through its top-notch collaborative platform that allows seamless interactions and communications over the cloud.

Top-notch Voice and Audio Capability Provides Superior Value and Enhances Customer Experience

Zoom delivers easy implementation, comprehensive integration, and seamless collaboration to enable a best-in-class customer experience in a single multifaceted software platform. Besides the basic free plan, Zoom offers several customizable plans designed for small teams and large enterprises. By primarily focusing on privacy and customer care, the company builds strong relationships with customers. Zoom continually explores and implements unique collaborative measures for customers, facilitating an uninterrupted customer experience. For instance, Zoom enhanced the University of Washington's e-learning experience through its integration with Kubi, a portable telepresence robot developed for an engaging distance learning environment. The Kubi-Zoom integration allowed the university to streamline online classes as well as other

"Zoom's support for legacy systems allows easy and seamless implementation and collaboration. Its versatile software platform enables robust remote collaboration, thereby enhancing value propagation and customer service experience."

- Rabin Dhakal, Best Practices Research Analyst

campus events effortlessly. Zoom's versatile platform and simplistic design, coupled with affordable subscription pricing, create superior value and maximizes the collaboration experience among customers.

Unlike legacy communication solutions, Zoom's cloud-based platform offers high-quality video and voice experience to provide a comprehensive and collaborative meeting experience. To enhance

brand experience and brand equity, Zoom leverages its software platform to create a positive and long-lasting impact among employees, customers, and communities. During the pandemic, the company provided free education services through its application to more than 125,000 schools across 25 countries globally. The company also provided training and resources to help more than 35,000 educators to teach on Zoom remotely.¹ By enabling millions of users to work and study from home during the COVID-19 lockdown, Zoom has helped reduce approximately 45 million metric tons of carbon emissions.² Zoom also organizes an annual thematic event called "Zoomtopia," which celebrates global user experiences while showcasing the latest product announcements, panel discussions, and several other events.

Frost & Sullivan commends Zoom for maximizing customer value by offering seamless unified collaborations capability and comprehensive platform integration ability to deliver a supreme customer service experience.

¹ <https://blog.zoom.us/zoom-cares-our-commitment-to-a-connected-sustainable-world/>

² Ibid.

Conclusion

While the Indian unified communications market rapidly proliferated in recent years, many traditional Indian companies still use legacy communication equipment. To that end, those companies suffer poor cross-departmental as well as customer communication. After starting operations in India in 2019, Zoom Video Communications, Inc. (Zoom) provides seamless unified communication solutions deployable across multiple devices and legacy hardware systems. Alongside outstanding deployment ability, the company boasts exceptional audio and video capability that performs exceptionally, even in low-bandwidth networks and environments. In India, Zoom collaborates with companies and organizations across multiple sectors and industries to effectively simulate the natural collaboration experience in a remote setting, enhancing human interaction and improving business outcomes.

For its exceptional product deployment ability, supreme innovation capability, and a robust customer-focused strategy, Zoom earns Frost & Sullivan's 2020 India Enabling Technology Leadership Award for cloud video.

What You Need to Know about the Enabling Technology Leadership Recognition

Frost & Sullivan's Enabling Technology Leadership Award recognizes the company that applies its technology in new ways to improve existing products and services and elevate the customer experience.

Best Practices Award Analysis

For the Enabling Technology Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

Technology Leverage

Commitment to Innovation: Continuous emerging technology adoption and creation enables new product development and enhances product performance

Commitment to Creativity: Company leverages technology advancements to push the limits of form and function in the pursuit of white space innovation

Stage Gate Efficiency: Technology adoption enhances the stage gate process for launching new products and solutions

Commercialization Success: Company displays a proven track record of taking new technologies to market with a high success rate

Application Diversity: Company develops and/or integrates technology that serves multiple applications and multiple environments

Customer Impact

Price/Performance Value: Products or services provide the best value for the price compared to similar market offerings

Customer Purchase Experience: Quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

Customer Ownership Experience: Customers proudly own the company's product or service and have a positive experience throughout the life of the product or service

Customer Service Experience: Customer service is accessible, fast, stress-free, and high quality

Brand Equity: Customers perceive the brand positively and exhibit high brand loyalty

About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create on-going growth opportunities and strategies for our clients is fuelled by the Innovation Generator™. [Learn more.](#)

Key Impacts:

- **Growth Pipeline:** Continuous flow of Growth opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



The Innovation Generator™

Our six analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

Analytical Perspectives:

- **Mega Trend (MT)**
- **Business Model (BM)**
- **Technology (TE)**
- **Industries (IN)**
- **Customer (CU)**
- **Geographies (GE)**

