zoomrooms

Moving Video Communications to the Cloud

blackstar
Solutions

Introduction

Zoom is revolutionizing enterprise communications with its purpose-built, cloud-based video conferencing service for meeting spaces. Historically, video-enabling meeting spaces was a cost intensive endeavor, generally reserved for large enterprises with big budgets. Even when rooms were outfitted with video conferencing technology, they were limited to executive briefing centers and a handful of dedicated conference rooms. Zoom Rooms, Zoom's cloud conferencing solution for meeting spaces, provides organizations with an opportunity for mass deployment across a variety of room types, predictable and affordable total cost of ownership (TCO), and users to connect with people outside their own firewall environment from any desktop, mobile, or conference room device.

It's common lore that building on-premise solutions will offer more control and security, but most who have tried have struggled or failed. Large, complex, on-premise video conferencing tools take a level of knowledge and resources not easily available to most businesses. It is a difficult endeavor to install a video conferencing service and use an existing IT team to keep it running efficiently. Most teams don't have the time or expertise to maintain a system that is reliable, cost effective, and scalable. In some cases, they are surprised by the hidden high cost of maintaining an on-premise solution. Additionally, most on-premise deployments are only used for internal meetings, and do not support external video communications, meaning teams miss out on face-to-face interactions with partners, vendors, customers, and prospects.

Zoom Video Communications offers a cloud-based conference room video conferencing solution that helps organizations make the transition from on-premise video conferencing to a simple, versatile, and cost-effective cloud solution for every type of meeting space.

A Proven Track Record of Industry-Leading Video Conferencing

As much as an on-premise solution is a headache, Zoom understands that moving to the cloud may feel like a leap of trust, and trust is key in selecting a cloud service. Zoom was built from the ground up for the cloud by the industry's most experienced engineering team - our engineers have over 1,000 years combined experience in real-time video collaboration. With a focus on quality, security, reliability, and ease of use, Zoom has achieved an industry-leading NPS (net promoter score) of 72, compared to an industry average of 17. Zoom has also secured accolades and awards from top analyst firms including, but not limited to:

Gartner's Magic Quadrant
Meeting Solutions Leader

G2 Crowd
Top 10 in G2 Crowd's 100
Best Software Companies

Gartner Peer Insights
Top Rated Meeting
Solutions

TrustRadius
Top Rated Web
Conferencing Platform

Zoom customers find the platform far less expensive than traditional on-premise services, primarily because it removes the need to procure and maintain infrastructure. Zoom customers also typically see a significant increase in utilization due to Zoom's simple and user-friendly experience. As a result, Zoom affects company culture by building trust and increasing engagement. With the combination of lower costs and higher usage, organizations typically see a fast and dramatic return on investment.

Zoom respects existing and embedded infrastructure and will work with organizations on a migration plan to leverage current investments. Zoom's Conference Rooms Connector brings traditional SIP or H.323 systems into the cloud with easy one-touch controls to start and join meetings. In addition, Zoom provides a hybrid meeting connector allowing Zoom deployments on the company's internal network.

10 Reasons for Moving Conference Rooms Away from On-Premise Solutions

to Cloud Video Conferencing

1. Ease of extending video conferencing beyond company network boundaries

On-premise video conferencing requires configuring firewalls to make calls outside the organization's network. The exact details of how to configure firewalls and which types of firewalls are highly dependent on a variety of factors: network setup, outbound calls, and firewall and security risk profiles. With Zoom, organizations can extend meetings to mobile devices, desktops, and other conference rooms, making it easy for dispersed teams to collaborate. If the internet can be accessed, then employees can meet with anyone—internal or external.

2. Innovation and instant access to advanced features

Being in the cloud allows Zoom Rooms to apply artificial intelligence and machine learning to continually improve its quality of service across all deployments. Organizations can be confident that they will benefit from ongoing improvements, advanced features, and new functionality to improve communications, trust, and engagement—giving your company a competitive edge in productivity.

"Our global firm values video conferencing as one of its most mission critical technologies. It is essential to how we maintain our collaborative culture as we grow. In the past we relied on a very high maintenance video infrastructure that was often lacking the latest collaboration tools. With Zoom, it is so much easier - we get the benefit of the great innovations the Zoom team makes and we don't have to maintain so much heavy infrastructure. A win for all!"
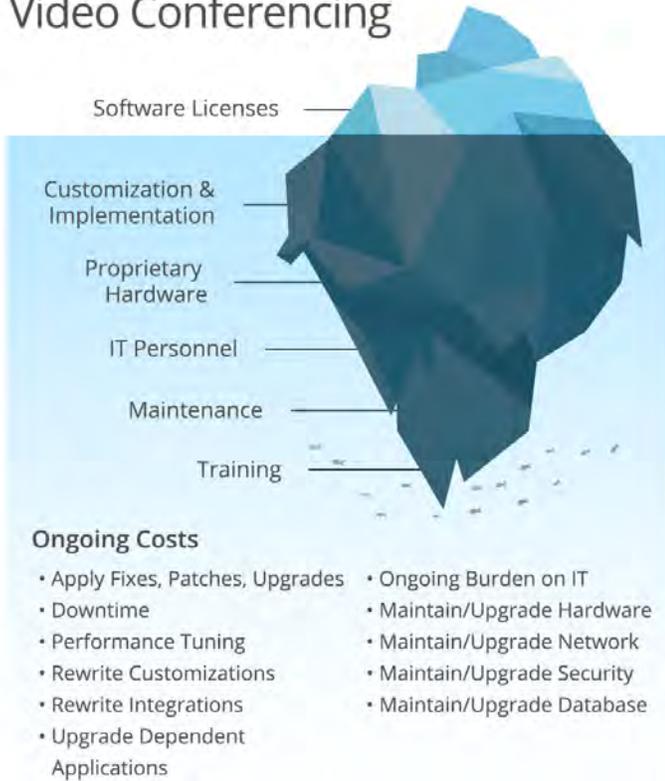
CIO, Financial Services Company with $28B in AUM (assets under management)
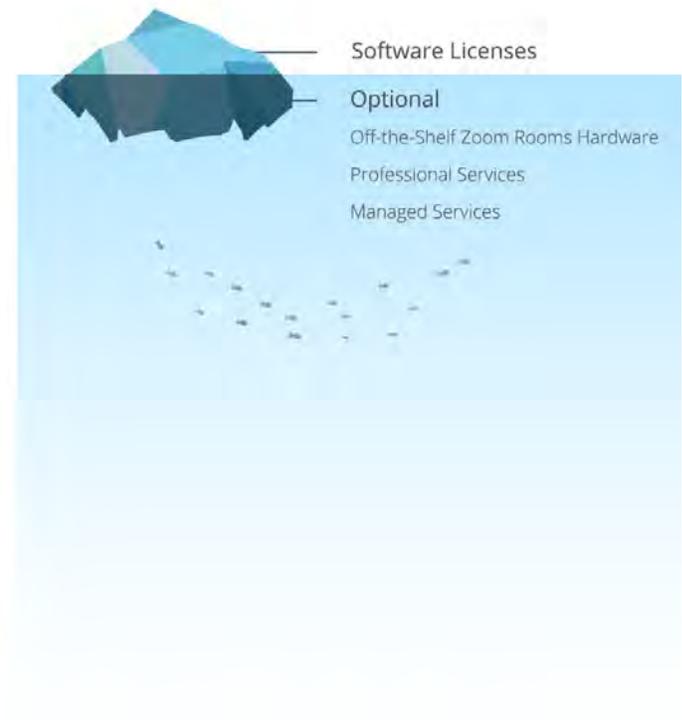
3. Cost savings in the short and long term

Zoom eliminates the need to make large investments in multipoint control units (MCUs) and other server infrastructure to connect rooms, transcode between disparate endpoints, and support features like call recording and playback. Additionally, Zoom helps eliminate expensive maintenance and support contracts.

Total Cost of Ownership

On-Premise Video Conferencing

Software Licenses

Customization & Implementation

Proprietary Hardware

IT Personnel

Maintenance

Training

Ongoing Costs
- Apply Fixes, Patches, Upgrades
- Downtime
- Performance Tuning
- Rewrite Customizations
- Rewrite Integrations
- Upgrade Dependent Applications
- Ongoing Burden on IT
- Maintain/Upgrade Hardware
- Maintain/Upgrade Network
- Maintain/Upgrade Security
- Maintain/Upgrade Database

Zoom Video Conferencing

Software Licenses

Optional
Off-the-Shelf Zoom Rooms Hardware
Professional Services
Managed Services

4. Centralized management and dashboards

This is one of the most tangible time-saving benefits of a cloud-based approach. With Zoom, software is updated automatically, address books are kept up-to-date, and network issues are proactively managed. A centralized administration portal provides a dashboard view of conference rooms and meetings, including overall usage, live in-meeting data, and proactive alerts to issues such as disconnected hardware. This data can be used to analyze and find patterns in technology and room utilization within your company.

5. Business scalability

As a cloud-based room system with low license costs, centralized management, and minimal hardware requirements, Zoom Rooms provides the flexibility for IT departments to video-enable and manage conference rooms at scale. In addition, each Zoom meeting can connect 500 participants live on video in any one call (and over 10,000 viewers in a webinar), with no limit to concurrent users on the system.

6. Ease of recording and storing

Any administrator running their own on-premise solutions knows the headaches in managing network traffic of multicast video streams and large amounts of data storage. These all need to be factored into the TCO. With Zoom's cloud recordings, participants can easily record a meeting and IT managers can be relieved of storage capacity. At the end of a meeting, recordings are stored in MP4 and M4A formats with searchable speech-to-text transcripts, and secure sharing and viewer registration options.

7. IT can be reassigned to more strategic tasks

With cloud-based conference rooms, organizations can reduce maintenance personnel for room deployments. Instead, they can transfer these human resources towards more impactful programs that drive real strategic and economic advantages for your company.

"When we managed a Polycom bridge and room systems, we needed someone with deep knowledge and experience with Polycom systems, which wasn't easy to find. But as we moved to Zoom we found we could manage with the same IT tech skills that we used to manage our PC and Mac laptops. That was a huge benefit."

Director of Workforce Services at a Fortune 500 Media Company

8. Reassurance of reliability and uptime

An organization's video conferencing system needs to work. All of the time. No excuses. If a system is being set up in-house, then the IT department knows that maintaining redundant sites or servers adds another level of cost and complexity to the on-site platform. Zoom is designed with failover and load balancing mechanisms with 50% excess capacity in all aspects of the infrastructure. With Zoom's global data centers and architecture, our customers are assured a 99.9% uptime. Zoom optimizes video frame rates and resolutions for various network environments and different devices. Due to Zoom's compression technology, the system can operate well in an environment with up to 45% packet loss.

9. Ease of supporting all users

Enterprises are rolling out Zoom to thousands of employees and across conference and huddle rooms within weeks. With Zoom, the speed of deployment and adoption is swift and there is a consistent experience across a wide range of endpoints including desktops, laptops, smartphones, tablets, traditional room systems, and Zoom Rooms.

10. Flexibility and support for modern workplaces

Investing in an on-premise solution is a huge commitment and risk given the time and money needed to make it work. A cloud SaaS solution provides flexibility to maneuver as the market and company evolves. Modern workplaces are driving employee mobility and evolving to more open spaces with huddle collaborative spaces. The ratio of meeting spaces to people used to be 1 to 72. Currently, it is 1 to 10, and in five years it is expected to be 1 to 5. Modern companies are building more huddle spaces for employees to collaborate, but less than 5% of these rooms are equipped for video conferencing (Source: Frost & Sullivan). Deploying Zoom Meetings and Zoom Rooms brings video to all employees in every workspace.

"Zoom Rooms has great performance, an easy user interface, and extremely low cost of ownership. Zoom Rooms, in particular, have saved us about $1.5 million plus maintenance costs compared to if we had just refreshed the existing hardware. Not only that, usage of the same rooms went up by 400% when we traded out the traditional hardware for Zoom Rooms and its easy iPad interface."

Geoff Lambert, Senior Project Manager for Information Technology and Digital Services, Western Sydney University

About Zoom

Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, collaboration, chat, and webinars across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done. Zoom Rooms, the leading software-based conference room solution, features video and audio conferencing, wireless content sharing, and integrated calendaring running on off-the-shelf hardware. Zoom Rooms suit any meeting or collaboration space, from small huddle rooms to world-class training centers. Zoom is a private company headquartered in San Jose, CA.

Visit zoom.us and follow @zoom_us.