

Zoom Partner Sales Guide



Zoom Overview

Zoom Video Communications, Inc. (NASDAQ: ZM) brings teams together to get more done in a frictionless video environment. Our easy, reliable, and innovative video-first unified communications platform provides video meetings, voice, webinars, and chat across desktops, phones, mobile devices, and conference room systems. Zoom helps enterprises create elevated experiences with leading business app integrations and developer tools to create customized workflows. Founded in 2011, Zoom is headquartered in San Jose, California, with offices around the world. Visit zoom.com and follow [@zoom_us](https://twitter.com/zoom_us).

Our Sweet Spot

What makes Zoom unique?

Traditional legacy solutions were built for desktop-to-desktop screen sharing, and at the time, these were great. They tried to adapt to new ways of working by bolting on mobile apps and video, but they were never architected for the way we communicate today and made it difficult to innovate their solutions.

Zoom built its communication platform from the ground up for the cloud. Unlike legacy solutions, Zoom's distributed architecture provides a scalable and reliable experience for video, voice and content to support a truly collaborative, adaptive meeting experience.

Zoom ties together everything you need into one super easy platform - from 1:1 meetings to conference rooms, town halls, and webinars. It's a frictionless video experience on computers, mobile, and conference rooms.

We believe the optimal meeting experience should be easy and centered around shared stories, content in context, visual information, and human interaction. To be effective, collaborative technology must simulate the natural collaboration experience as closely as possible. And at the end of the day, meetings come down to one goal—building trust and facilitating collaboration to improve business outcomes.

Zoom has changed the way organizations connect and communicate by giving meeting participants the ultimate power to meet and collaborate in the medium they prefer. With Zoom, most companies have an 85% increase in video usage and VoIP is used 6 times more than telephony – so people join fast and are more productive, and companies save money.

It boils down to:

1. **Simplicity:** Zoom is frictionless – easy to buy, deploy, manage, use, and scale – for happier users, happier IT, and happier leadership.
2. **Versatility:** Zoom works with any platform, software, and hardware you want; video enables all devices and all places - from desktop to mobile to conference rooms.
3. **Value:** Zoom is affordable, with predictable subscription pricing and clear licensing. Zoom helps improve team culture and productivity through the power of face-to-face communications, increasing the speed of doing business to get more done in a modern, mobile workforce.

Our customers say it best - Zoom just works. Don't take our word for it, listen to what our customers have to say. [Listen Now!!](#)

Public Website

Visit zoom.com to find full product details, company and market news, whitepapers, webcasts, the support knowledgebase, product training and documentation, and a host of other useful information.

Partner Website/Portal

The Zoom Partner Portal provides access to sales resources, marketing collateral, training, program information, and the deal registration process and criteria.

To gain access, simply visit <https://mypartnerportal.zoom.us/> and select the **Request an Account** button. Once you submit the required information and your user credentials are validated, access will be granted.

Customer Portal

The [Zoom Support Page](#) is a client-facing resource that will be your best friend while you are ramping up and helping your prospects with questions. This page provides up-to-date product training and a library of topics that you can review to build the product knowledge needed.

Additional Information

Stay up to date on Zoom through these social sites:

- Blog: <http://blog.zoom.us>
- Twitter: twitter.com/zoom_us
- Facebook: facebook.com/zoomwithus

- LinkedIn: <http://linkd.in/1emOhqd>
- YouTube: <https://www.youtube.com/user/ZoomMeetings>

Features

Innovative features that set Zoom Apart from other solutions include:

- **Zoom Meetings:** <https://zoom.us/meetings>
- **Zoom Chat:** Connect teams with a modern enterprise chat solution across mobile and desktop. Included with Zoom Meetings, this virtual workspace organizes team, project, and 1:1 conversations and helps save time by quickly finding shared content and messages
- **Zoom Phone:** <https://zoom.us/zoom-phone-features>
- **Zoom Rooms:** Optimizes flawless video, integrated audio, and wireless content sharing for any type of meeting room using off-the-shelf hardware. Also includes value-add workplace utilization tools, Digital Signage, and Scheduling Display. <https://zoom.us/zoomrooms>
- **Zoom Webinars:** <https://zoom.us/webinar>
- **HD Video Conferencing:** Up to 1000 video participants in a meeting and up to 10,000 viewers in a webinar
- **Screen Sharing:** One-click wireless content sharing plays video and audio. This feature also supports simultaneous screen sharing.
- **SIP/H.323 Interoperability:** Connects your traditional conference room systems to the cloud
- **Recording:** MP4 and M4A formats saved locally or in the cloud with auto-generated transcripts
- **Video Breakout Rooms:** Create virtual breakout rooms and assign participants within a meeting, perfect for training and education
- **Virtual Backgrounds:** Create a professional or fun backdrop on mobile and desktop without a green screen. Easily hide cluttered or distracting backgrounds
- **International Performance:** Perfect for globally dispersed teams with added infrastructure in China and India

- **Hybrid Cloud Option:** Meeting data runs through your private servers while administration runs on our cloud
- **Reliable VoIP:** Zoom's VoIP is used 6 times more than telephony, allowing companies to save money on costly PSTN minutes.

Benefits

Zoom Key benefits - As our customers say, "It just works!"

Simple

- Easy to use for both end-users and IT
- Takes friction out of every aspect of video communications, from purchase and deployment to everyday use and management
- Brings mobile devices, desktops, phones, and conference rooms together
- Provides a consistent, intuitive experience across devices and spaces

Innovative

- The only video-first unified communications platform
- 300+ new features and enhancements each year
- Outpaces **the competition in both the speed and quality of our innovation**

Reliable

- Architected from the ground up to address the most technologically difficult aspect of communications: video
- Modern cloud architecture gives our platform its trademark reliability, quality, and scalability

Visit zoom.com for solution-specific benefit statements:

- [Zoom Meetings and Chat](#)
- [Rooms and Workspaces](#)
- [Phone System](#)
- [Video Webinars](#)
- [App Marketplace](#)

HOW TO SELL

Ideal Customer Profile

Below is an overview of ideal buying personas, drivers and why zoom is the solution. Want to learn more? The [Zoom Partner Portal](#) provides additional profile information:

- Deeper dive into buying personas
- Use cases by industry
- Customer use cases

CEO

Drivers to address: Teams are not collaborating / building relationships across distances, communications tools aren't supporting modern/global workforce, bring acquisitions/remote employees/new employees into the fold, failures in both day-to-day and high stakes meetings (all hands, board mtgs), company culture not cohesive, trying to be a more modern/agile co, time wasted joining meetings

What they'll love about Zoom: Zoom is one platform for everything your company will need for communications. Ease of deployment and use, as well as affordability, makes Zoom highly scalable for growing companies, Zoom is high quality and modern - allowing you to put your best foot forward, high adoption of Zoom's video-first platform leads to greater relationship building across geographies

CIO/CTO

Drivers to address: Lack of control/governance (employees choosing their own solutions - BYOD/A), security, support tickets waste team time, cost (especially with PSTN solutions like Intercall and proprietary hardware room solutions like Lifesize maintenance), doesn't scale to new locations, unhappy end users (esp fellow CXO), low adoption especially of conference rooms

What they'll love about Zoom: Ease of use drives adoption and user happiness, also resolving the control issue, lowest cost among enterprise-grade solutions - subscription pricing is predictable

Mid-Level IT/AV - Director, VP, Sr. Manager, Manager, etc.

Drivers to address: Support tickets (unhappy/confused users), aging systems difficult and expensive to maintain, maintaining/supporting a variety of communications systems to support variety of use cases, having to staff hot rooms, high-profile tool failures at all hands or executive mtgs

What they'll love about Zoom: Ease of use - expect almost no support tickets after rollout, Zoom is reliable/dependable, no proprietary hardware to maintain, only one system to understand and support for all video/audio/web comms, massive scale while maintaining reliability

LOB / End Users

Drivers to address: Time-consuming / difficult to join and use, calls fail, meetings start late, no meetings between mobile/desktop/rooms (rooms are point-to-point only), not feeling culturally tied to leadership/HQ/other offices

What they'll love about Zoom: Easy to schedule/start/use, reliable ("Zoom just works" - common customer refrain), mobile/desktop/rooms meet together seamlessly, easy/quality video enables personal connections from afar

How they'll use Zoom: internal/external meetings - scheduled and ad hoc, all-hands, training, marketing webinars, long-distance watercooler, sales calls, agile/scrum

Universal Drivers

Ease of use for end-users, connect any device/endpoint, high-quality experience, reliability, and affordability.

The direct link to the Buying Persona Guide in the Zoom Partner Portal is [here](#).

Differentiator

What separates Zoom offerings from the rest?

Zoom is different because it is architected differently. It is the only true video-first unified communications platform, giving it reliability and scalability for global enterprises. Our architecture has been optimized to handle video's demanding requirements. There are four key features that differentiate our back-end technology and cloud-native infrastructure:

1. Distributed architecture: Instead of a centralized approach, we've built an architecture that enables meetings to be distributed across our data center network, seamlessly allowing users to join meetings via private connection to the closest data center. Result: Scalability, so we can provide a reliable video experience for up to thousands of people in a single

meeting.

2. Multimedia routing: Legacy systems tend to use a Multipoint Control Unit (MCU) to choose a stream before delivering it to a device, which requires resource-intensive computing and limits the quality and scalability of those systems. Multimedia routing, on the other hand, delivers multiple video streams from other meeting participants to the client's device, reducing computing power requirements and ensuring a highly scalable system. Result: Multimedia routing can support 15x more participants than a standard MCU, which generally supports fewer than 100 participants.
3. Multi-bitrate encoding: In addition to stream routing, each stream by itself can adjust to multiple resolutions. Result: This eliminates the need to encode and decode the streams for each endpoint, optimizing performance and scalability. This also enables Zoom to provide different levels of video quality based on the device and network capabilities.
4. Application layer quality of service: Our proactive quality-of-service application layer optimizes the video, audio, and screen-sharing experience specifically for each device and the available bandwidth. Result: The best possible user experience across any network.

Architecture (aka reliability) proof points:

- NPS of over 70
- Over 8 billion meeting minutes a month
- Global enterprise customers: Walmart, HSBC, Deloitte, 21st Century Fox, LinkedIn

Industry Ranking

- Leader in Gartner 2019 Magic Quadrant for Meeting Solutions
- Frost & Sullivan Global Video Conferencing Company of the Year 2019
- Trustradius Top Rated Web Conferencing Software 2016-2019
- Let's Do Video 2019 Readers Choice Awards Winner

Customer or Partner Testimonial Statements

Listen to our happy Zoom customers:

- [21st Century Fox](#)
- [AB-InBev \(Anheuser-Busch\)](#)
- [AB-InBev Walk-and-Talk](#)
- [Autodesk](#)

- [Box](#)
- [CareerBuilder](#)
- [Centrify](#)
- [Delta Air Lines](#)
- [Groupon](#)
- ["It Just Works" Montage](#)
- [Kansas State University](#)
- [Medallia](#)
- [Nasdaq](#)
- [Phoenix Children's Hospital](#)
- [Theory Studios](#)
- [Uber](#)
- [University of San Francisco](#)
- [Veeva](#)
- [Zendesk](#)

Visit zoom.us/customer for additional case studies.

Customer Quotes

"We're a highly secure company, so getting anything in the cloud is very difficult for us to do. Zoom made that extremely easy." -Greg Martin, Senior Manager, Nasdaq

"Zoom worked beautifully for our weekly IT meetings. It was awesome seeing faces rather than just hearing voices."

-Trent Tanaka, AV Manager, Tesla Motors

"We grew very fast and thankfully, Zoom was able to keep up with us. It's part of our fabric."
-Shobhana Ahluwalia, Head of Information Technology, Uber

"It translates right down to the bottom line. Communications help us go faster, be more innovative, and serve our customers better." -Peter Gassner, CEO, Veeva Systems

"We look for high-tech breakthrough technologies that we can incorporate in our business to make it better. Zoom is supernatural and easy to use – just download it, click, and you are in. I use it on the airplane, in the car, in Uber or Lyft, in my house, in the office – everywhere" -Patricio Prini, Global VP Innovations, ABInBev

"Far more interactive and engaging in reaching people the way that we need to." -Chris Betke, Mgr. Airport Customer Service Learning, Delta

“If you count all the different tools that we used before, Zoom has been a great return on investment. We think Zoom is the most complete solution on the market for video conferencing” -Kevin Boone, Audio Visual Specialist, Teamleader

Why companies need Zoom

How to briefly spark a Customer’s interest in Zoom

Why do companies need Zoom?

- Teams are increasingly distributed: need for deeper engagement across employees, customers, partners
- Workforce expectations: millennials are 35% of US workforce, want both flexibility and engagement, comfortable on video
- Employees are influencing IT: end user experience is #1, LOB will buy their preferred service if IT doesn’t provide it
- Desire to consolidate communications services: 61% of organizations use 3+ video conferencing solutions - and that’s just video conferencing - but 100% of CEOs/Presidents say they would achieve greater effectiveness in consolidating platforms (Forbes 2019)

Opportunity Identification

Top questions to ask a potential customer:

1. What is your Cloud Strategy today?
2. What do you do for Web and Audio Conferencing Today?
3. Any pains with your Web and Audio tools today?
4. What is your Conference Room strategy today?
5. What do you do for IM and Presence today?
6. What do you do for Voice Today? On Prem vs. PBX?

Prequalifying Questions

Qualifying Questions		
Category	What to Look For	Qualification Questions
Business Driver	<ul style="list-style-type: none"> •What's driving purchase motivation? How can Zoom help? •Did Zoom somehow cause them to look, or looking already? •What efficiency gains could Zoom bring by solving their problems? •If "current contract is ending," ask "Why are you looking to switch?" 	<ul style="list-style-type: none"> •What's the most important priority to you with video collaboration? Why? •What would you like to accomplish with Zoom, drive sales, expand market, etc.? •What interests you most about Zoom?
Company	<ul style="list-style-type: none"> •Total Employees •Employees communicating over voice or video •Countries where employees work from •Mobile and remote workers (Strong play for Meetings) 	<ul style="list-style-type: none"> •How many people are on your team? How many in the company? •How many will be using Zoom ? •How many locations?
Current Tools	<ul style="list-style-type: none"> •Technology first, brand second •Stand alone meetings solution or communication platform? •Satisfaction issues? (Ties to business driver.) •Missing features? 	<ul style="list-style-type: none"> •How is your existing solution working for your organization? •What kind of challenges are you facing with your current solution?
Desired Usage	<ul style="list-style-type: none"> •Often customers will include "needs" when asked about their business driver - great place to use their words to work them into "needs" •Meetings or potential for Voice, Zoom Rooms, Webinars 	<ul style="list-style-type: none"> •What features are you currently using in your existing solution? •What are some specific features you require but do not currently have?
Contracts	<ul style="list-style-type: none"> •Current contracts in place and renewal timeframes that could dictate prohibitive switching costs and/or timeframe •Do they require POC? 	<ul style="list-style-type: none"> •Are you in a contract? If yes when does it expire? •For contracts over 6 months: •Why are you looking now? SLA allowing early out?
Timeframe	<ul style="list-style-type: none"> •When do they want to be fully implemented? When will that decision be made? 	<ul style="list-style-type: none"> •When do you plan to make a decision on a new solution? When do you want it fully up and running?

Objections & Rebuttals

Here are some common objections you might face, along with some very simple approaches to responding to them.

“We don’t have budget”

- Is your goal from a budgeting perspective to shift dollars from Capex to Opex? (If no, it means it’s all one budget)
- We can help you consolidate multiple communication tools freeing up resources and costs + provide you and your CFO a predictable budget as it’s 100% subscription-based.

“A change in this area just isn’t a focus for us at the moment.”

- Is the velocity of business agility & innovation a focus?
- Is there a need to improve the employee experience to keep up with the changing workforce?

“Don’t have bandwidth to manage another tool & user group”

- Zoom is easy to use, has high adoption & lots of Customer Success Managers to help train and answer questions. Plus all of our Support SLAs are <24 hrs.

“We already have a substantial investment in UC”

- Scale of 1-10, how would your employees and customers rate the user experience currently? Why not a 10/10
- Who are your current UC providers?

“We’ve always done it this way”

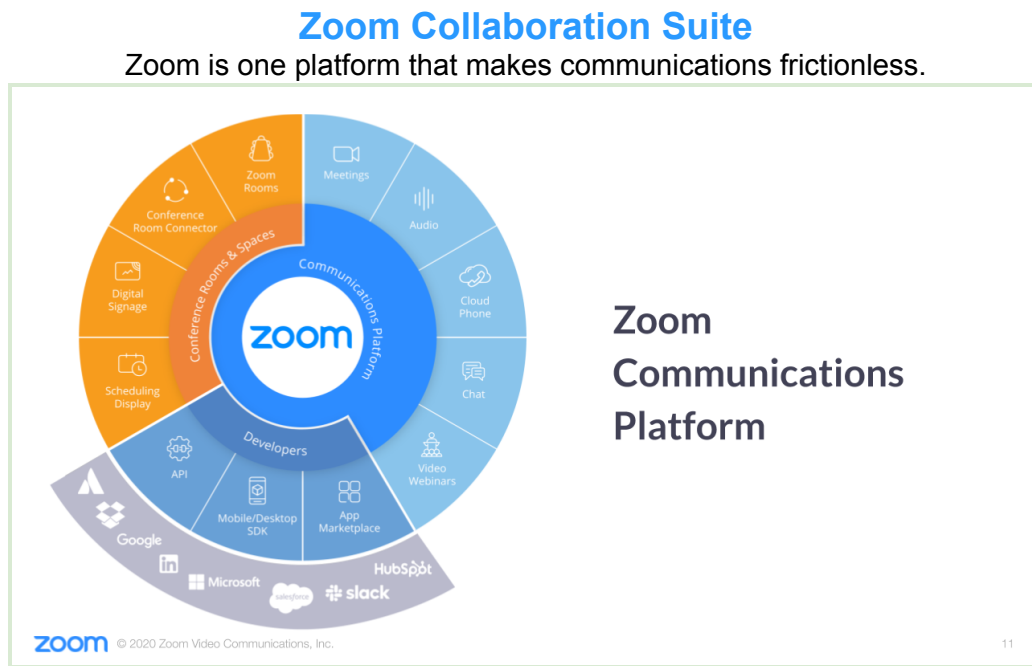
- Is there a need to improve the employee experience to keep up with the changing workforce? I ask because 75% of the global workforce will be made up of millennials by 2025, and 91% of them say technology influences their job choices among similar offers

“Just send me an email & I’ll get back to you”

- I could probably fill up your inbox with all of the different ways Zoom could help you. If you can let me know your top UC priorities currently, then I’d be happy to schedule a meeting at a convenient time to learn more & discuss how we could potentially help.

Products

Available Products



- Meetings & Chat:** Zoom Meetings provide HD video, audio, and content sharing across mobile, desktops, telephones, and conference room systems that are easy, reliable, and secure to host and join. They feature MP4/M4A cloud/local recording (with transcripts), video breakout rooms, screen sharing with co/annotation, and other powerful collaboration tools to help your team get more done together. Persistent, cross-platform chat is a feature of Zoom Meetings that enables users to chat and share files 1-1 or in groups. Users can click “Meet” from any chat to start an instant Zoom video meeting with the group participants. Chat can be encrypted for HIPAA-compliant settings. Zoom fits into your workflows with integrations with tools such as Slack, Teams, and Salesforce.
- Zoom Phone:** Zoom Phone is a cloud phone system available as an add-on to Zoom’s platform. Support for inbound and outbound calling through the public switched telephone network (PSTN) and seamlessly integrated telephony features enable customers to replace their existing PBX solution and consolidate all of their business communication and collaboration requirements into their favorite video platform. Zoom Phone is now available to

North America, UK, and Australia customers; and through bring-your-own-carrier is also available globally.

- **Zoom Video Webinar:** In Zoom Video Webinars, up to 100 video panelists can present with video, audio, and screen sharing with up to 10,000 view-only attendees. These webinars feature registration options (with reminder and follow-up emails), reporting, Q/A, polling, raise hand, attention indicators, and MP4/M4A recording (with transcripts). Zoom Video Webinars can stream to YouTube and Facebook Live to reach an unlimited live audience.
- **Zoom Rooms & Conference Room Connector:** Whether you're looking to build a few (or a few thousand) new collaboration spaces or leverage your existing hardware investments, Zoom is your destination for conference rooms. Zoom Rooms is Zoom's software-based conference room system. It features video and audio conferencing, wireless content sharing, and integrated calendaring running on off-the-shelf hardware. It is the perfect solution for conference, huddle, and training rooms, as well as executive offices, clinics, and classrooms. Zoom Rooms also features a Scheduling Display to allow you to see upcoming meetings and schedule meetings on-the-fly. Digital Signage, another extension of Zoom Rooms, enables you to display content throughout your entire organization - hallways, lobbies, gyms, cafeterias, and so forth. Zoom's Conference Room Connector brings traditional SIP/H.323 conference room systems from Polycom, Cisco, and others into the Zoom cloud to meet with anyone on any device.
- **Zoom App Marketplace:** The Zoom App Marketplace brings together integrations built by Zoom and third-party developers, making it easy for customers and developers to extend Zoom's product portfolio with new functionalities. Apps in Zoom's marketplace are fully vetted by Zoom for security and user experience. The marketplace features apps and bots from companies such as HubSpot, LinkedIn, Microsoft Teams, and Slack.

Innovative features that set Zoom apart from other solutions:

- **HD Video Conferencing:** Up to 1000 video participants in a meeting and up to 10,000 viewers in a webinar
- **Screen Sharing:** One-click wireless content sharing plays video and audio. This feature also supports simultaneous screen sharing.

- **Zoom Rooms:** Optimizes flawless video, integrated audio, and wireless content sharing for any type of meeting room using off-the-shelf hardware. Also includes value-add workplace utilization tools, Digital Signage, and Scheduling Display.
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- **Video Breakout Rooms:** Create virtual breakout rooms and assign participants within a meeting, perfect for training and education
- **Virtual Backgrounds:** Create a professional or fun backdrop on mobile and desktop without a green screen. Easily hide cluttered or distracting backgrounds
- **Zoom Chat:** Connect teams with a modern enterprise chat solution across mobile and desktop. Included with Zoom Meetings, this virtual workspace organizes team, project, and 1:1 conversations and helps save time by quickly finding shared content and messages
- **International Performance:** Perfect for globally dispersed teams with added infrastructure in China and India
- **Hybrid Cloud Option:** Meeting data runs through your private servers while administration runs on our cloud
- **Freemium Model:** Use the full-featured product in your environment for as long as you'd like for free, not a watered-down version of Zoom
- **Reliable VoIP:** Zoom's VoIP is used 6 times more than telephony, allowing companies to save money on costly PSTN minutes.

For the latest information on Zoom products, visit: <https://zoom.com>

Logo Usage Guidelines

View the partner branding guidelines here:

<https://mypartnerportal.zoom.us/campaigns/partner-brand-guidelines/>

How do Partners obtain the Zoom Logo?

Partners may access the Zoom Solution Provider logos here:

<https://mypartnerportal.zoom.us/campaigns/zoom-solution-provider-logos/>

Contact channelmarketing@zoom.us with questions.

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