



zoomphone

# Leveraging Zoom Phone

Elevate your company to a Video-First Unified Communications Platform.



Today's hyper-digital landscape has changed how commerce is transacted, and such change has become increasingly evident in how businesses communicate internally and externally. Historically, supporting modern modes of business communication relies on a disparate mix of video, voice, meetings, and chat services across a growing variety of mobile devices, desktops, and conference room endpoints. And employees often end up using multiple siloed apps that lead to poor user experiences and low adoption.

**Premises-Based Telephony and Messaging will decline 18.9%, while cloud-based telephony and messaging will increase 15.2%**

*(source: Gartner, Forecast Analysis: Unified Communications, Worldwide, 1Q19 Update, Published 25 April 2019)*

While Zoom has solved this challenge for conferencing and chat, businesses have continued to struggle with legacy on-premise phone systems that carry forward the limitations of a 5-, 10-, and even more than 25-year-old technology. Many IT departments cobble together solutions to accommodate the ever-growing demand from their user base to consolidate systems and focus on integrating newer video and messaging-based services. This approach is far from seamless — the various tools generate friction, creating end-user frustration and slowing business productivity while adding burden to the IT Helpdesk.

Zoom connects people through frictionless video, voice, chat, and content sharing. Our cloud-native platform delivers reliable, high-quality video and voice that is easy to use, manage, and deploy, provides an attractive return on investment, is scalable and easily integrates with physical spaces and applications. And now, we add Zoom Phone, our cloud phone service, to this frictionless platform.

## Scalability, mobility, and ease of management

The on-premise PBX served companies well for quite a while, but the way we communicate and transact business has evolved. To compete in today's economy, organizations must be nimble as workforces are mobile, dispersed, and insist on simple, reliable technology experiences. IT needs to find efficiencies in business systems in order to free up resources to support growth or other strategic initiatives.

**When selecting your next unified communication system, it's important to evaluate your solutions and make sure they:**

- Easily adapt and scale to meet evolving business requirements
- Support and manage multiple locations from an easy-to-use admin console
- Simplify user moves, adds, changes, and deletes
- Enable Bring Your Own Device (BYOD) and a distributed workforce
- Provide a consistent user experience across mobile, desktop, and conference room endpoints
- Leverage Bring Your Own Carrier (BYOC) to provide flexible migration options
- Provide the features you need today and meet future needs yet to be identified

# Zoom's video-first unified communications platform ties it all together

The Zoom platform provides a completely integrated, best-in-class, video-first cloud business communications solution, designed to accommodate modern business interactions that include supporting distributed and mobile workforces.

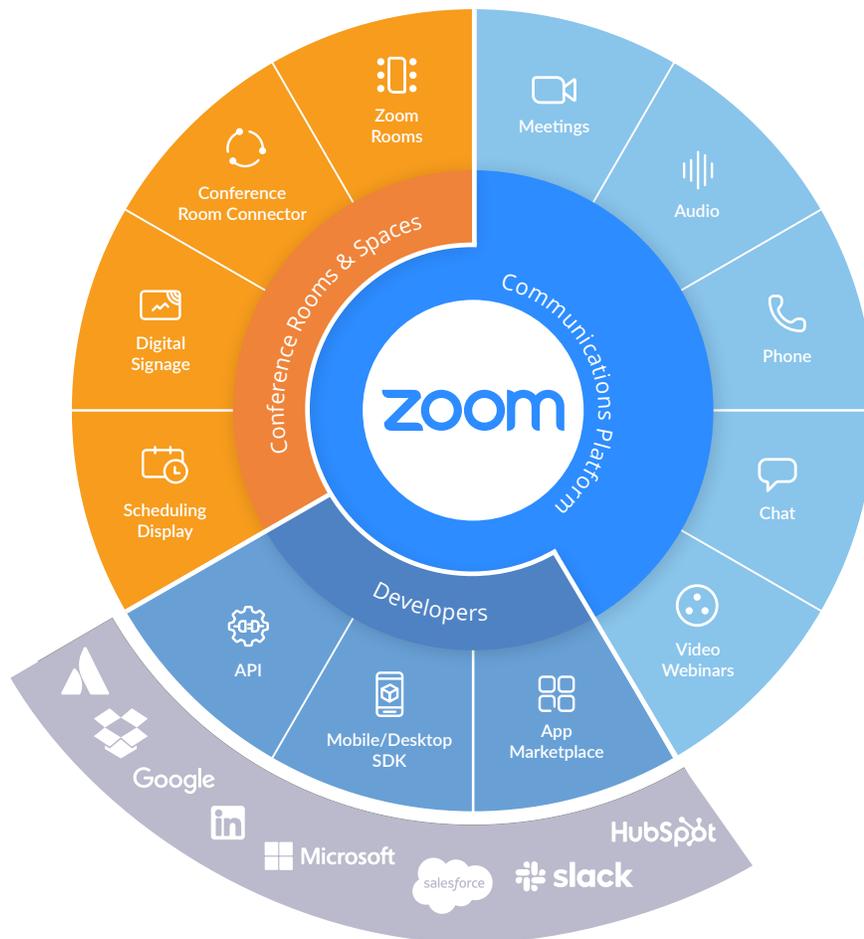
The platform, which has been in development since 2011 and is used by millions of end users worldwide, provides enterprise-grade reliability and security. Its significant advantages include the ability to scale almost limitlessly (and almost instantly) and consolidated administration, enabling account administrators to efficiently manage a geo-distributed organization from a single portal.

Zoom integrates video, phone, meetings, and messaging into one reliable, easy-to-use solution. This comprehensive platform not only saves costs and delivers the synergy of

linking various modes of communication, but also eliminates the complicated management, unwieldy billing, and cumbersome cost tracking associated with multiple vendors.

The Zoom video-first unified communications solution also unifies the image and identity that your organization presents to the world. All employees, whether in an office or on the road, can make or receive calls from a single business number, giving your company's communications a consistent and professional appearance. Even remote workers' outbound calls are routed through the cloud and appear as if they are calling from the main corporate number. When employees leave the office, they can still place and receive business calls via the Zoom mobile app.

As businesses rapidly adopt cloud communications and move away from closed and proprietary on-premise PBX systems, this is how modern business communications become realized.

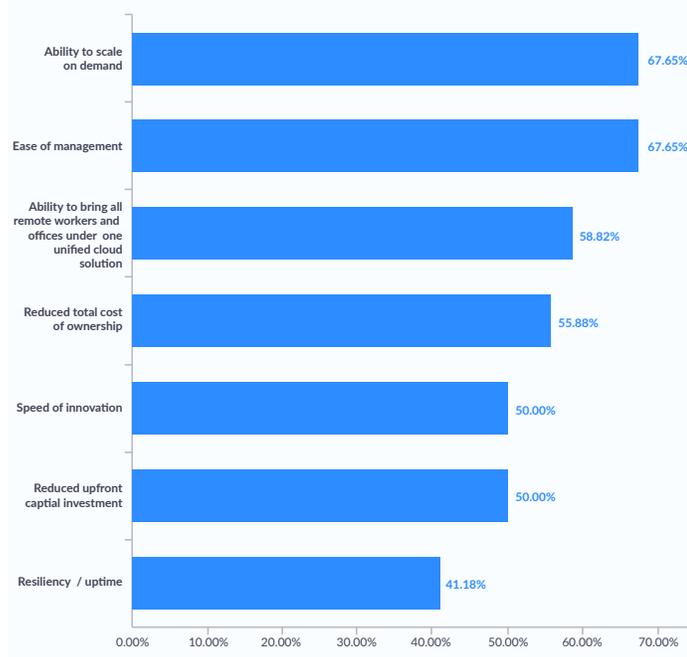


# Confidently migrate to cloud communications

Zoom understands the importance of facilitating a smooth transition to the cloud. Zoom Professional Services and Customer Success teams provide white-glove migration, number porting, deployment, provisioning, training, and post-sales support to assist, train, and ensure the success of business IT teams and end users.

For existing Zoom Meetings customers, businesses can enjoy a seamless migration to Zoom Phone and immediately realize simpler business communications management, reduced IT costs, and less end-user training.

## What is motivating you to consider a cloud phone system?



Zoom Customer Survey for UCaaS, 2019

Supported traditional PBX features:

- Call transfer
- Call forwarding
- Call recording
- Voicemail with notification and transcription
- Call queueing
- Multi-level auto attendant
- Standards-based third-party VoIP (voice over internet protocol) desk phones

Zoom Phone also enables a robust, frictionless user experience through:

- Easy administration and user setup
- Simple number porting and management
- Support for various market-leading directory services from Microsoft, Google, and Okta

Additionally, out-of-the-box reporting and dashboards provide meaningful insights into unified communications at your company, so you can learn how your employees use phone, video, and chat to interact and communicate while also gaining important quality monitoring capabilities to predict, recognize, diagnose, and troubleshoot issues as they arise.

## Innovative PSTN connectivity options

Flexible PSTN (public switched telephone network) connectivity options provide maximum service flexibility for businesses planning to migrate to Zoom Phone. With native unlimited and metered calling plans, and the option to Bring Your Own Carrier (BYOC) to the Zoom cloud, customers have an unprecedented range of connectivity options to the PSTN.

Easy-to-understand native metered and unlimited calling plans with support for phone number porting in Australia, Canada, United Kingdom, and the United States will give your employees world-class call quality to any landline or mobile number from a single unified and secure Zoom Phone cloud PBX service.

Zoom's optional BYOC feature allows enterprise customers to supplement Zoom Phone's native PSTN service with the third-party SIP trunking service provider of their choice, providing near-limitless global PSTN connectivity options.

With BYOC, enterprise customers who wish to keep their current PSTN service provider may power the Zoom Phone cloud PBX service by redirecting their existing SIP trunks to the Zoom Phone cloud. This unique capability allows customers to keep their existing service provider contracts, phone numbers, and calling rates with their preferred carrier of record while enjoying all of the benefits and features of Zoom Phone.

*"At Ciena, we love Zoom — it transformed us into a video culture, but the missing piece was external phone calling. We wanted to make communications easy by consolidating into one tool, so we were excited when Zoom Phone debuted in early 2019. No surprise, it has Zoom's trademark reliability, quality, and analytics. Most importantly, our users are already familiar with and love Zoom, so it was an easy decision to stay on a single platform for video and voice. It's great to see that Zoom is continuing to innovate quickly on this new service."*

**Henry Ku, Ciena**

Director IT Infrastructure - Network, Unified

Communications, and End-User Computing Services

For customers with international offices in locations not currently covered by Zoom Phone's existing calling plans, BYOC also enables dial tone to Zoom Phone in any country, even where Zoom does not yet have a native localized service.

## Integrating business communications into your existing workflows

Many business tools have migrated to the cloud, and over the past decade, these cloud applications have transformed the way we work.

The Zoom platform acts as a communications hub uniting people with the apps organizations rely on to run their businesses and serve their customers. Through the Zoom App Marketplace, businesses have access to third-party integrations and apps that allow users to integrate Zoom into existing business workflows. Popular Zoom Phone out-of-the-box integrations include Salesforce, Twilio, and Five9.

With the Salesforce integration, for example, the user has access to a Zoom Phone dialer, Zoom Meetings calendar, Zoom chat, and virtually the entire Zoom feature set directly from the Salesforce interface. Users can make or receive calls without leaving their familiar work environment. The integration also detects phone numbers and makes them clickable for instant dialing. Considering the amount of time many employees spend in their CRM, a Zoom-Salesforce integration creates such a natural workflow that users may wonder why it didn't always work that way.

With native integration and on-net network peering to contact center providers Five9 and Twilio Flex, Zoom Phone can significantly enhance a business customer's experience by enabling employees to efficiently route customer calls to contact center IVRs, queue, and agents, minimizing PSTN costs while improving customer support response times.

## Instant access to the latest features

Most legacy PBX systems come with a limited and stagnant feature set, and more advanced products may require extra licensing for now-standard features, such as voicemail transcription. With Zoom Phone, the latest business communications features and capabilities are continually integrated into the software-based unified communications platform.

With native video, phone, meetings, chat, and room system support, Zoom is constantly innovating to ensure users can quickly and easily transition among all modes of communication. Your IT team can rely on Zoom to anticipate your company's future business communications needs, and implement new features the moment they become available.

For example, Zoom Phone's elevate-to-meeting feature allows a Zoom Phone user to seamlessly migrate a PSTN call to a feature-rich meeting experience with video and content sharing without requiring any caller to hang up and dial back in to the online meeting.

Additionally, Zoom's unified communications are video-first. Unlike other communications platforms that started as web meeting, phone, or chat services that added video later, Zoom was architected from the ground up to optimize for the most technologically difficult aspect of communications: video. Because video is superior to audio or text-based communications in terms of building trust and providing non-verbal context, it is the ultimate communication method for dispersed teams. As such, Zoom's service puts video at the forefront. From any Zoom Phone call or Zoom chat, users can escalate their interaction into a Zoom video meeting with a single click.

## It's time to think about your communications stack differently

With so many modern business applications already migrating to the cloud, including CRM, HRIS, Cloud Storage, and many other productivity solutions, the migration of your outdated on-premise PBX. Zoom's proven, born-in-the-cloud communications solution will enable you to deliver world-class video, phone, and online meeting experiences to users with best-in-class reliability, security, and uptime.

According to Zoom's recent "Customer Survey for UCaaS, 2019" the average Net Promoter Score (NPS) across our customer's current PBX provider is -28.34 in enterprise organizations. When compared with Zoom's current NPS of 70+, we are changing the way companies communicate.

Offering employees more communication options via their preferred channels and devices is becoming a more common requirement and will elevate employee agility and engagement.

Zoom customers have embraced video-first cultures, transforming the way they communicate in meetings, interviews, sales opportunities, and trainings. Email and phone usage has decreased with the adoption of chat and video meetings, but they are still critical to business communications. Video has changed the culture of modern companies, and it's time to think about your communications stack differently.

Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video-first unified communications platform for video, voice, content sharing, and chat runs across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom is a publicly traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California. Visit [zoom.com](https://zoom.com) and follow [@zoom\\_us](https://twitter.com/zoom_us).

