



Why Zoom Workplace? A buyer's guide

A comprehensive look at what Zoom Workplace
can do for your organization



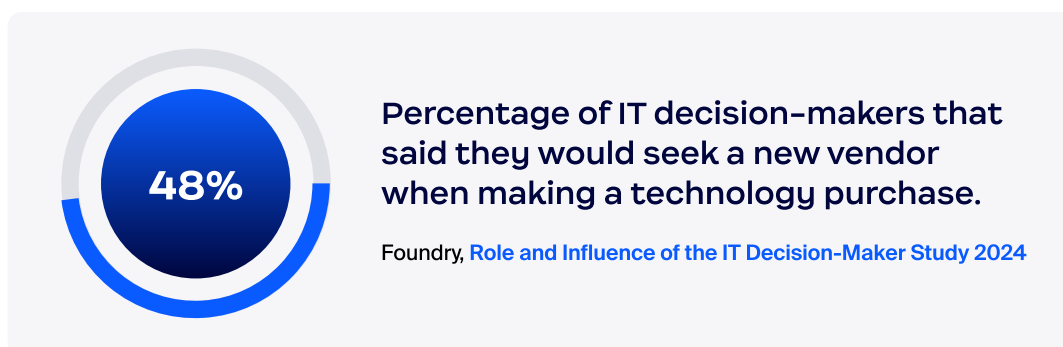
Table of contents

03	Introduction
04	A powerful platform: What you get with Zoom Workplace
08	The true business value of Zoom Workplace
12	Total cost of ownership: Purchase, implementation, and maintenance
15	Zoom + Microsoft: Discover the strength of coexistence
17	Security you can count on
18	Take the next step

Introduction

Evaluating new technology vendors is a crucial part of your job, but it can also take up way too much time. The purchase process is becoming more complex, with an average of 28 people involved in influencing the decision to go with one vendor over another, according to a [2024 survey of IT decision-makers from Foundry](#). It can take hours of research, months of meetings, and dozens of discussions to come to a decision.

But many buyers are looking for a change. The Foundry survey shows that nearly half of IT decision-makers are open to seeking a new vendor when making a technology purchase. The top reason for switching? The new product or vendor is more innovative or feature-rich.



Even so, evaluating a vendor rarely comes down to feature comparisons. You need to know how this new technology will make employees' lives better — and by extension, your team's work easier — before you invest your budget, time, and effort into bringing it on. How will it save them time, make them more effective, and maybe even improve the quality of their work? And what impact does that have on your organization's bottom line?

Zoom Workplace can help with all that, and more. We've put together this buyer's guide to help you:

- Understand what Zoom Workplace includes and how it solves your challenges
- Evaluate the true business value of our AI-first work platform
- Compare the total cost of ownership against competitors
- Learn how Zoom Workplace integrates with the essential systems you already have in place

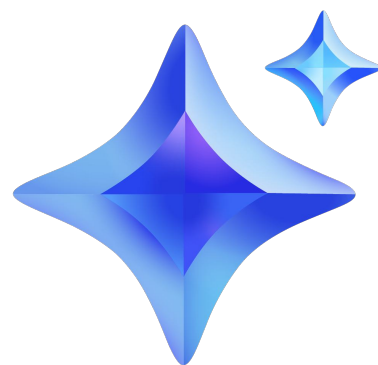
A powerful platform: What you get with Zoom Workplace

What if you didn't need to deal with multiple vendor logins and employees didn't need to juggle several different apps over the course of their workday? That's just one of the many things Zoom Workplace can do for you.

With our Business and Enterprise plans, your employees can have their communication, collaboration, and productivity tools in a single app, so they don't have to waste time jumping from Slack to Teams to Miro. Here's an overview of all that you get with Zoom Workplace:

AI that just works

Zoom Workplace's AI capabilities are available at no additional cost with our paid plans*, so you don't need to budget extra for it. Our AI features are woven throughout our platform, **helping you get more done** in and out of meetings with actionable insights, content generation, summarization, and task management and completion.



We develop new products and features with an AI-first mindset, meaning AI isn't just tacked on for the sake of it — it's strategically integrated into how you work. It gathers insights from your conversations across meetings, chats, emails, and phone calls to identify your action items and help you be more effective.

You can even create agents and skills to meet your company's unique needs with our **ZoomMate add-on**. You can use ZoomMate to support exactly how your teams work by adding your vocabulary and knowledge bases and connecting it to your favorite apps.

*Zoom AI features may not be available for all regions or industry verticals. Included at no additional cost with the paid services in your Zoom user account. Specialized AI products, custom agent configurations, and third-party agents may require additional fees or separate pricing.

Core communication that keeps you connected



- **Meetings** with **industry-leading audio and video quality**, collaboration features, and AI insights



- **Team Chat** for connecting colleagues across place and time with 1:1, continuous meeting chat, group chats, and channels

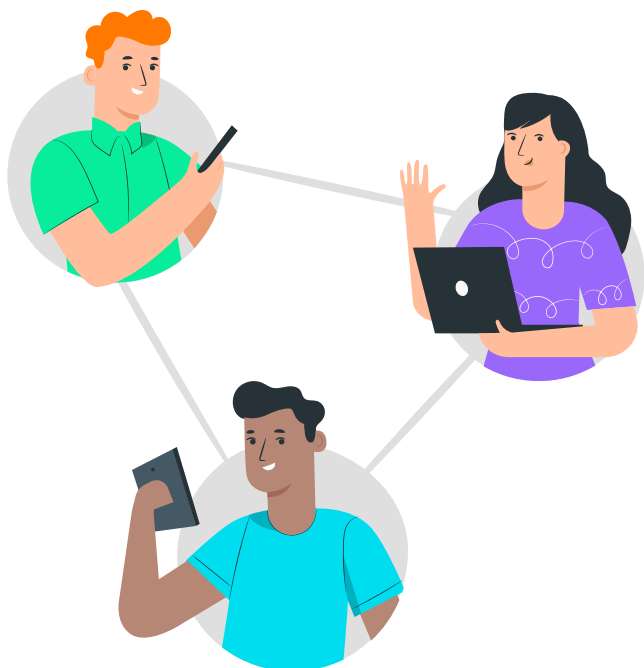


- **Mail and Calendar** that brings your Gmail or Microsoft 365 emails and meetings directly into the Zoom Workplace app



- **Scheduler** for built-in appointment scheduling so external contacts can easily book time with you

See it in action: [Watch our communications product demos](#)



Phone that fits right in

Bring voice calling into the same app as the rest of your communications for a truly unified experience. Bundle **Zoom Phone** with your Business Plus plan for the **business phone features** your employees need – plus a more streamlined admin experience for you.

Built-in productivity tools to help employees get more done

- **Canvas** with powerful collaboration and AI generation capabilities — create data tables for project tracking or generate briefs from meeting summaries using AI
- **Tasks** with agentic AI capabilities that identify tasks from meetings and chat conversations and suggest actions to complete your task to help you do your best work
- **Whiteboard** with interactive features so you can collaborate in and out of meetings
- **Clips** for recording your screen, yourself, or both to create asynchronous messages, demos, and other sharable short-form videos
- **Workflows** that lets employees save time by automating everyday tasks

See it in action: [Watch our productivity demos](#)

Office spaces that make collaboration easier

- **Rooms**, our conference room system that easily allows employees to connect to video meetings with the touch of a button and includes digital signage at no additional cost
- **Workspace Reservation** for employees to book desks and conference rooms (with AI-generated suggestions on when to come in and where to sit)
- **Visitor Management** to help register guests and keep track of deliveries

See it in action: [Watch our workspaces demos](#)

These products are the heart of Zoom Workplace, giving employees the tools they need at their fingertips to stay in sync, focus on the important stuff, and ultimately do their best work.

Get more detail with our [Zoom Workplace solution brief](#)



How Zoom Workplace breaks down communication silos

Employees chat over Slack and meet on Microsoft Teams. They use a third-party AI note-taker and get the meeting summary in an email. Tasks are tracked in Asana and project documents are drafted in Google Docs. Sound familiar?

More apps are often associated with more challenges – it's no wonder **54% of employees who use more than 10 apps experience misunderstandings in communication** with teammates, compared to 34% of those who use fewer than five apps. And miscommunication isn't just annoying, it can have a real impact. It can lead to unhappy customers, lost deals, and project delays.

Now, let's take a look at the same workflow again with Zoom Workplace:

Imagine if your employees could have a conversation on Zoom Meetings with My Notes taking notes and summarizing information to answer their questions in real time during the call. After they hang up, they can **continue the discussion in Zoom Chat**, replying to chat messages and accessing links and files shared during the meeting.

When the AI-generated meeting summary is ready, they can use it to generate a project brief in Zoom Canvas (use **Zoom workflows** to make this step automatic!) and tag colleagues or share it with them for feedback.

Behind the scenes, Zoom Workplace identifies action items from the meeting and adds individual tasks to each employee's list in Zoom Tasks. Employees can review those tasks and accept recommendations for getting started on them – whether it's scheduling a follow-up meeting or starting a draft of a report. They can also choose to make tasks public so other team members have visibility into what they're working on.

This natural connection between meetings, chats, documents, and more breaks down the communication silos built by too many fragmented workflows, helping your employees communicate with ease.

The true business value of Zoom Workplace

Now that you're familiar with what Zoom Workplace has to offer, let's talk about business value — because it isn't just about the number of products and features, it's how they impact your business that matters.

We commissioned 451 Research, a part of S&P Global Market Intelligence, to analyze the business value of Zoom Workplace for five customers over five years using a composite organization model. If Zoom Workplace helps employees achieve greater productivity, better customer service, and operational efficiency, how much of a financial impact does that actually have?



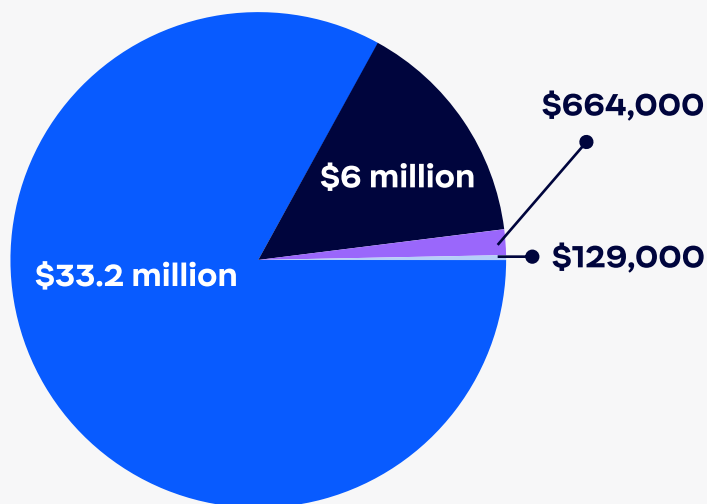
Based on the customers in the study — ranging from a 450-employee law firm to a global telecommunications equipment manufacturer with more than 10,000 Zoom licenses — the composite organization saw an average of **\$12,212 in added value per user annually**. That amounts to \$39.98 million in annual business value gained, on average across the five organizations, after five years of deployment.

The biggest value add was in increased productivity, which the organizations were able to achieve through better collaboration: the ability to quickly chat or start a meeting with a colleague or bring large groups of stakeholders together meant people could get answers, make decisions, and move on to other work.

Annual business value gained

\$33.2 million in **employee productivity**
 \$6 million in **business growth**
 \$664,000 in **operational efficiency**
 \$129,000 in **employee engagement**

**= \$39.98 million in business value
 per year, on average**



If you're considering whether a platform approach makes sense for your organization, note that the study showed a positive correlation between the number of tools a customer replaced with Zoom and the associated financial impact.

A global customer with more than 10,000 employees consolidated seven tools onto Zoom and saw an annual financial impact of \$140 million.



Read the study for the full breakdown: [Technology Impact on Business Report: Zoom Workplace, 2024](#)

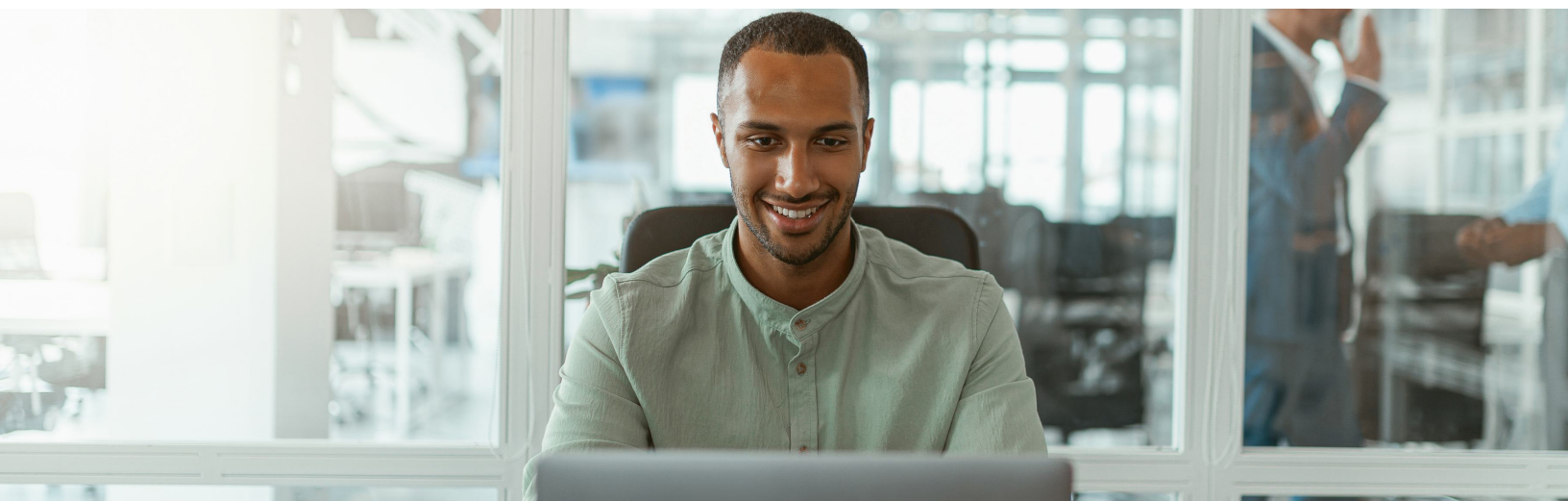
How Zoom Workplace solves productivity pitfalls

How many hours have you wasted in meetings that you probably didn't even need to be in? Been stuck waiting for information from a colleague who's in a different time zone? Gotten trapped doing some repetitive task that pulls you away from more meaningful work?

Now, multiply that by the number of employees you have, and that's a lot of time wasted. It's not just the big things, like an emergency request or last-minute meeting, that make employees less productive. It's all the little moments throughout the day that steal your focus and add up.

42% of employees who use more than 10 apps say it takes them 15 minutes or longer to refocus between tasks, compared to 20% of those who use fewer than five apps.

Zoom, Global Collaboration in the Workplace 2024



In the Technology Impact on Business report, the composite organization using Zoom Workplace realized \$33.2 million in annual business value from enhanced productivity alone. Here are a few ways Zoom Workplace can contribute to productivity gains:



Instead of playing email tag with colleagues in different locations, employees can use other methods of communication, like Zoom Chat or Clips, to clearly communicate their message asynchronously or in real time.



Those who get overwhelmed by too many chats can use Zoom Chat to summarize threads. This allows them to stay in the loop on important conversations while saving them from having to read through every message.



Instead of getting pulled into every meeting, employees can be more selective with their time knowing that Zoom Workplace is there to provide a detailed meeting summary and action items.

How much could you be saving?

Calculate how much time and money your organization could be saving with AI in Zoom Workplace.

[Get your results](#)

Instead of wasting time on repetitive tasks, employees can create [automated workflows](#) or ask Zoom Workplace to help with things like composing messages, scheduling meetings, and creating agendas.

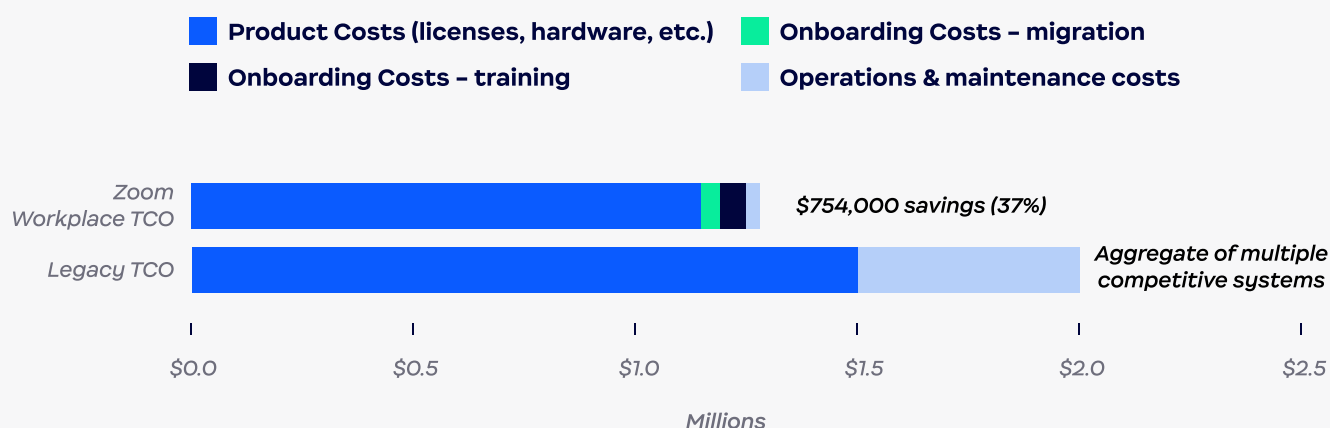
By removing those barriers to productivity, employees can use their valuable time more effectively to focus on more impactful work.

Total cost of ownership: Purchase, implementation, and maintenance

While the potential financial impact is important to factor into your evaluation, you're also comparing the hard costs of each solution. Minimizing IT expenses and optimizing spend are top priorities for any organization, so the numbers need to add up – not just the one-time licensing fee or what it takes to set up and train employees, but also the ongoing costs of operations and maintenance, year after year.

When looking at total cost of ownership (TCO), the Technology Impact on Business report found that after year one, Zoom saved the composite organization \$754,000 annually compared to its before state – a 37% decrease in spending.

Composite annual total cost of ownership for Zoom Workplace vs. legacy systems



Source: S&P Global Market Intelligence 451 Research custom Zoom Workplace study, 2024.



Zoom Workplace doesn't just win against on-premises infrastructure, expensive phone plans, and outdated conference room systems (which were part of many of the legacy solutions in the study). It also stands out in a head-to-head TCO comparison with competing cloud-based solutions.

Five-year operational costs*



*Based on a custom research study conducted by Metrigy on behalf of Zoom from January-February 2024. TCO numbers are based on five-year operational costs for organizations with greater than 1,000 users.

How Zoom Workplace helps overloaded IT teams

Many IT teams are being asked to do more – research and pilot AI initiatives, develop guidance around the use of AI, and support hybrid teams with the technology they need to work effectively. They don't have time to handle simple support tickets and manage users on multiple apps. That kind of busy work takes away from teams that are already low on resources.

***41% of IT staff are concerned
about IT teams being
asked to do more with less.***

Spiceworks, 2025 State of IT Report

If you have on-premises equipment, you might need more internal IT resources on hand to manage and upgrade infrastructure. Scaling can also require complex provisioning and hardware, which puts even more of a strain on your team and budget. As a cloud-based solution, Zoom Workplace makes it easy to manage and add new users, and you don't need to worry about physical infrastructure.

If you're able to get rid of multiple collaboration apps by consolidating on Zoom Workplace, your IT team will have the benefit of managing your account from a single portal. You can provision new users, assign phone numbers, review usage statistics, set up a pilot group for AI feature access, and more, all in the same admin dashboard.

Because Zoom is familiar and easy to use, many customers also report fewer support requests. A 2024 Metrigy study commissioned by Zoom found that organizations with more than 1,000 employees using Zoom required fewer training hours compared to other providers (4.56 hours for Zoom customers versus an average of 5.02 hours for Microsoft Teams, Cisco, and RingCentral customers).

With less time spent on training, support, and administration, IT teams can focus on more impactful projects.

Zoom + Microsoft: Discover the strength of coexistence

We've spent a lot of time talking about the value of consolidation, but for many organizations, collaboration is already a one-stop shop. Maybe you have a deeply ingrained ecosystem that excels in certain areas but lacks in others, and you want to figure out the best way to shore up those weaknesses without ripping and replacing the entire thing.

As an open platform, Zoom integrates with Microsoft so you can choose the solutions that work best for you – without having to go all in on one or the other. The result can be so natural that employees often don't even have to change their workflows. They can still make calls and start meetings right in Teams, but with better audio quality and connectivity.

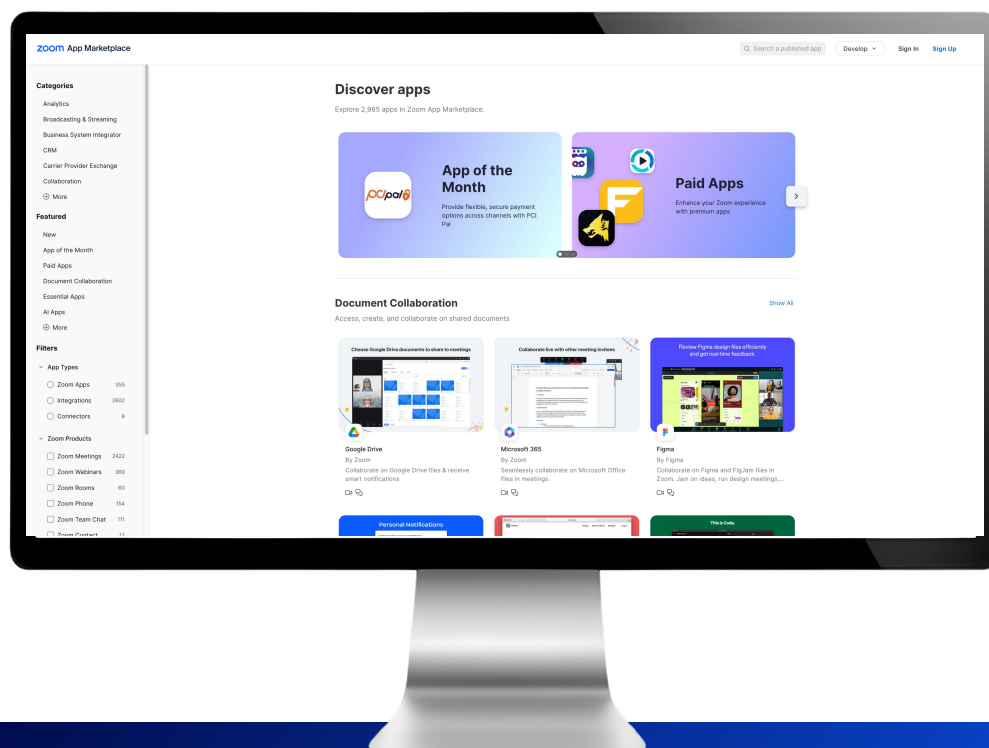
***45% of Okta's Fortune 500
companies running
Microsoft 365 also use Zoom.***

Okta, 2025 Businesses at Work report



Our open platform also enables you to bring your favorite third-party apps into the Zoom experience or use Zoom within those apps. For instance, ZoomMate lets you integrate with Jira so you can easily complete tasks like creating and updating tickets without switching between applications. Our Google integrations allow you to collaborate on Google files in Zoom Meetings or set Google Drive sharing permissions in Zoom Chat.

Explore 2,500+ integrations in the [Zoom App Marketplace](#)



“Zoom and Microsoft Teams work well together....The best thing you could ever have when deploying anything to your organization is very, very few complaints, and that becomes a strong indicator that the solutions themselves complement each other. They are strong platforms and Zoom supports the Microsoft side of things very well.”

Derrick Kelly, VP of solutions enablement, AVI-SPL

Security you can count on

No matter how much money you save or how many features your employees add to their favorites list, no solution is a good choice if it does not support your security needs.

At Zoom, we're committed to protecting the security and privacy of our customers' data throughout Zoom Workplace. With security threaded throughout each solution, Zoom Workplace offers robust features and controls – configured by default or the customer – which are designed to protect your information.

[Read our white paper](#) to learn more about the security and privacy of our solutions.



Take the next step

Ready to see how Zoom Workplace with built-in AI features can help your teams get more time back in their day?

Meet with a Zoom expert for a deeper look at what it can do to solve your organization's unique challenges and help you achieve your goals.

Let's chat



Thank you

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