

zoom

Zoom + Microsoft: Finally, collaboration that clicks



Table of contents

- 02 **Introduction:** The multi-platform reality
- 03 **Chapter 1:** Stop overspending on collaboration
- 05 **Chapter 2:** Your team deserves a meeting experience that helps them meet the moment
- 08 **Chapter 3:** Enable integrated workflows
- 12 Ready to see how Zoom complements your Microsoft investment?

Introduction: The multi-platform reality

The collaboration landscape has changed. Organizations aren't just asking whether to consolidate on a single platform. They're asking: How can we use multiple platforms to get more done, cut costs, and deliver better experiences?

Today, over 90% of enterprises use multiple collaboration platforms,* not because of poor planning, but because different tools are better at different tasks. The question isn't whether your organization will use multiple platforms. It's how well you'll be able to combine them to create real business value.

This matters for organizations using Microsoft 365. Microsoft Teams provides solid baseline features, but obvious gaps appear when you need professional webinars, enterprise-grade phone systems, AI that works across platforms, or advanced hybrid workspace management. Rather than forcing everything through a single platform or adding complexity with dozens of vendor solutions, there's a better path: using Zoom alongside Microsoft to fill critical gaps while maintaining smooth workflows.

In this ebook, we'll explore three dimensions of the Zoom + Microsoft approach: reducing total cost of ownership (TCO) by avoiding hidden expenses in "included" platforms, delivering better collaboration experiences across meetings, phone, AI, and hybrid solutions, and how deep integrations let you use both platforms without disrupting existing workflows.

CHAPTER 1

Stop overspending on collaboration

The hidden cost of "included"

Microsoft Teams looks cost-effective because it's bundled with Microsoft 365. But as soon as organizations need features beyond basic meetings (AI summaries, professional webinars, enterprise phone systems, advanced room management), the add-ons can start piling up.

Consider what's actually required to match Zoom's included capabilities¹:

- **AI features:** Meeting summaries require Teams Premium (\$10/user/month) or Copilot (\$30/user/month). With Zoom, core AI features like meeting summaries are included with all paid Workplace plans.
- **Phone systems:** Teams Phone requires separate licensing, calling plans, and often third-party tools for compliance recording and advanced call handling.
- **Webinars and events:** Professional webinars with registration, branding, and analytics require Teams Premium, with no support for multi-session events.
- **Hybrid workspaces:** Room systems need Teams Rooms Pro licenses, while workspace reservation and visitor management require Microsoft Places or third-party solutions.

Each addition means another license, another deployment, another admin console, and more training time.



Real-world TCO comparison

In order to cover your organization's needs, you may need to use more than one platform to get the features you need. We modeled two versions of a complete collaboration setup (for 1,000 employees for three years), to show how Zoom + Microsoft can deliver AI-first collaboration for less than relying mostly on Microsoft^{II}.

- **Scenario 1:** Zoom Workplace + Microsoft Enterprise Essentials
- **Scenario 2:** Microsoft 365 E3 with Teams, plus add-ons and third-party licensing to match the same capabilities

When you compare similar feature sets across both scenarios, the numbers are clear:

Zoom Workplace Enterprise Essentials + Microsoft Office 365 E3^{II}: \$792,000 for all users to get:

- Meetings and Chat
- AI features (which includes meeting summaries for meetings on other platforms)
- Zoom Rooms
- 500 Webinar Attendees
- Workspace reservation and visitor management
- Plus all the productivity features included in Zoom Workplace, like Docs, Clips, Scheduler, Whiteboards, and more.

Microsoft 365 E3 with Teams (with other third-party add-ons)^{II}: **\$851,000** to get:

- Meetings, Webinars, and Teams Premium
- AI-enabled features (for only 200 of the 1,000 employees)
- Meeting summaries (which requires paying for an add-on for meetings on other platforms)
- Additional third-party meeting and webinar licenses for external or critical meetings
- Conference room licenses (Microsoft Teams Rooms Pro required)

What's striking about combining the best parts of Zoom and Microsoft is that not only could you come out ahead in costs, but in what your employees can actually do. With Zoom, everyone gets full functionality, right at the start. To get close with Microsoft alone, you would need to buy add-ons and third-party tools to fill in the gaps.

But licensing is just the start. Metrigy research^{*} on organizations with 1,000+ users found that over five years, a Microsoft Teams deployment costs \$4,080 per user versus \$3,517 for a Zoom deployment. That's a 14% savings that includes deployment, management, and support costs.

CHAPTER 2

Your team deserves a meeting experience that helps them meet the moment

Meetings that just work

When it matters (customer calls, sales presentations, executive meetings), reliability isn't optional. Zoom delivers HD video and audio quality that remains consistent across networks and devices, even when bandwidth is limited.

Testing by TestDevLab⁺ found that under tough network conditions with 20% packet loss, Zoom kept video quality stable while Teams dropped frame rates to unmeasurable levels. When latency reached 200ms, all platforms struggled, but Zoom alone kept image quality intact.

For everyone – employees, customers, and partners – this means fewer disruptions, smoother collaboration, and meetings that simply work.

AI that works everywhere

Microsoft's AI is powerful but limited: locked to Teams meetings and Microsoft 365 applications, and often requiring premium licenses. Zoom AI operates differently:

- **Cross-platform intelligence:** Take notes in Zoom, Microsoft Teams, Google Meet, Webex, and in-person meetings, regardless of who's hosting
- **Unified insights:** Query documents across OneDrive, SharePoint, Zoom, and more content through a single conversational interface
- **Included for all:** Core AI features like meeting summaries are included with all paid Zoom Workplace plans – no additional \$30/month Copilot license required

Recent quality testing^s shows Zoom AI beats Microsoft across transcription accuracy, caption reliability, and multi-language translation fidelity: the core features that make AI-generated summaries and insights trustworthy.

Professional events and webinars

When your brand is on the line (product launches, customer trainings, virtual conferences), production quality matters. Zoom Webinars and Events deliver broadcast-quality experiences with professional branding, multi-session support, ticketing, and detailed analytics.

Teams Webinars and Town Halls require premium licenses for advanced branding, offer no multi-session event support, and lack the audience engagement tools (networking, community features) that increase attendance and participation.



Enterprise phone systems that scale

Zoom Phone delivers enterprise-grade phone service with 99.999% uptime SLA, local survivability (available as an add-on), full SMS support, and unified administration. Features like attendant console and compliance recording come standard, not as add-ons.

The platform brings together calling, voicemail, messaging, and AI capabilities in the same interface where users already hold meetings, reducing tool switching and simplifying communication.

“The Microsoft Outlook integration for Zoom Phone is great because all your Outlook contacts become available in Zoom Phone. One of our lawyers has over 3,500 Outlook contacts and loves the ability to easily dial them.”

**– David Thomas, head of IT,
Stevens & Bolton**

"The best feedback is that nobody even noticed the change. Most of the folks that use these lines don't even know, unless they've been told, that Zoom Phone is supporting it. If they just went in and started dialing via their Microsoft Teams instance, they would just think, 'My phone line works.'"

– Derrick Kelly, AVI-SPL VP of Solutions Enablement

Hybrid workspaces that bring people together

As teams split time between office and remote work, managing physical spaces becomes critical. Zoom Spaces transforms meeting rooms and workspaces into intelligent, connected environments that work alongside your Microsoft ecosystem.

Zoom Rooms deliver reliable, high-quality video experiences with one-touch join for both Zoom and Microsoft Teams meetings. Digital signage keeps teams informed with schedules, directions, and company updates. Workspace reservation lets employees book desks and rooms directly from Zoom or their calendar, recommending the best spaces based on preferences and proactively nudging you when you forgot to book a room for an upcoming meeting. Visitor management creates professional arrival experiences.

These features work with Microsoft 365 calendars and room booking systems, so employees can reserve spaces from Outlook while getting Zoom's better room hardware, digital signage, and visitor management – things that require separate Microsoft licenses or third-party tools to match.

The result: physical spaces that feel as connected as digital ones, with the reliability and simplicity that makes people actually want to come to the office.



CHAPTER 3

Enable integrated workflows

The path forward

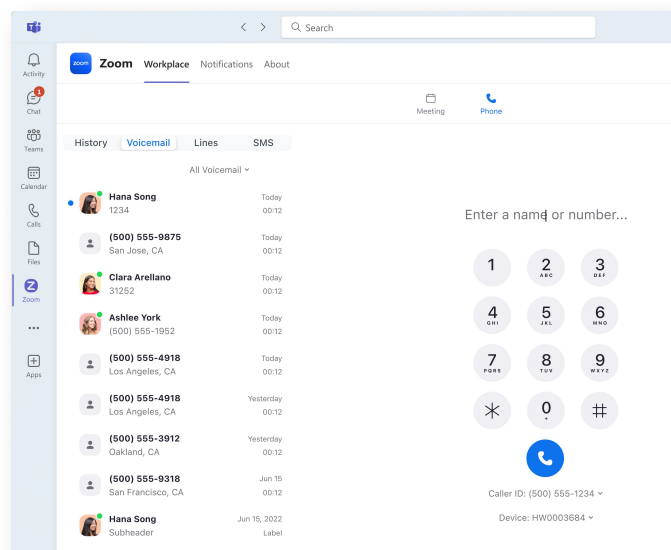
The case for Zoom + Microsoft isn't about choosing between platforms. It's about using each where they work best. Microsoft 365 remains an industry standard for document collaboration and email. Zoom excels in meetings, phone, webinars, AI intelligence, and hybrid workspaces that Teams alone can't match.

Organizations that take this approach gain three advantages:

- **Lower total cost of ownership:** Avoid the hidden costs of "included" platforms that require premium add-ons, third-party tools, and extra overhead to deliver complete functionality
- **Best-in-class experiences:** Deliver reliable, high-quality interactions across meetings, phone, events, and hybrid spaces that increase adoption and business results — not to mention AI that works across your platforms
- **Unified integration:** Maintain productivity workflows while gaining better collaboration features through deep, purpose-built connections between both platforms

The question facing your organization isn't whether to use multiple platforms; you already do. The question is whether you'll use them strategically to create real value, or let platform sprawl drain productivity and budgets.

Now is the time to make collaboration work smarter, not harder.



Work smarter with Microsoft and Zoom

You can bring your favorite Microsoft tools right into Zoom to keep your work moving without interruption. These integrations connect Outlook, OneDrive, SharePoint, and Teams so you can schedule meetings, share files, and collaborate across platforms with ease.

These integrations aren't afterthoughts or third-party add-ons. They're built and maintained by Zoom to ensure reliability, regular updates, and consistent performance.

You'll stay focused on your projects while Zoom's dependable performance, AI-first features, and intuitive collaboration tools help you get more done – without ever needing to switch between apps.

Deep integrations across your Microsoft ecosystem

Zoom's purpose-built integrations with Microsoft create smooth workflows across your entire productivity environment:

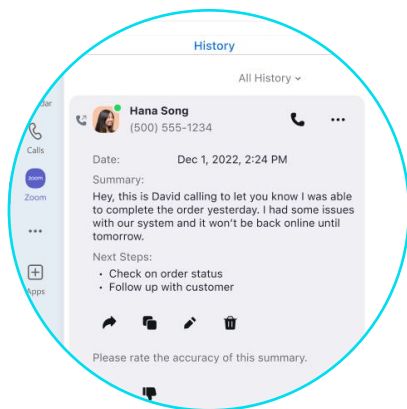
- **Outlook:** Access your email and calendar directly within Zoom Workplace, enabling streamlined scheduling and communication without switching apps
- **OneDrive and SharePoint:** Share documents in Zoom Chat with apps that provide direct access to file storage, making collaboration effortless
- **Microsoft 365 documents:** Share files directly from Zoom Meetings for real-time collaboration
- **Teams integration:** Access Zoom Phone, Meetings, and more within Teams using the Zoom App for Teams, with synchronized presence across both platforms so coworkers always know your availability
- **Microsoft Dynamics 365:** Streamline workflows with inbound screen pops, contact management, click-to-call, and automatic call logging through Zoom Phone integration

**You get the best of both platforms:
Microsoft's document collaboration and email
alongside Zoom's high quality meetings,
enterprise phone system, and AI capabilities.**

Real-world workflows

Here's how different teams leverage the Zoom + Microsoft integration:

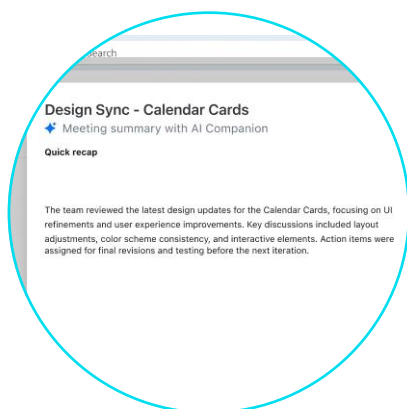
Sales teams



- **Prospecting:** Make calls through Zoom Phone directly from Teams or Zoom interface, with automatic CRM logging
- **Customer meetings:** Schedule Zoom meetings from Outlook, deliver high-quality demos with screen sharing and AI note-taking
- **Follow-up:** Zoom Workplace captures action items and conversation insights, integrating with Salesforce for complete deal context
- **Closing:** Professional, reliable experiences that build customer trust throughout the sales cycle



Marketing teams



- **Campaign planning:** Brainstorm in Zoom meetings with My Notes capturing ideas and action items
- **Content creation:** Use Zoom Canvas to generate campaign copy, emails, and social content; collaborate on Office documents stored in OneDrive
- **Events and webinars:** Deliver professional, multi-session events with registration, branding, and analytics that Teams can't match
- **Measurement:** Share performance data back to SharePoint, leveraging insights for campaign optimization





HR teams

- **Recruiting:** Conduct video interviews in Zoom with AI summaries that help hiring teams align on candidates
- **Onboarding:** Welcome new hires with Workspace Reservation and Visitor Management; use Digital Signage in Zoom Rooms to guide them
- **Employee engagement:** Host town halls and training through Zoom Webinars; collaborate on HR documents in OneDrive
- **Performance reviews:** Leverage AI features to capture development plans and action items without manual note-taking

"I could have easily said, 'why pay for another platform?' but once I saw Zoom, it clicked in my mind. Zoom is simple, they're the pioneers of videoconferencing, and have the most integrations with Microsoft."

– John Georgatos, Chief Information Officer, [Mike Morse Law Firm](#)

Ready to see how Zoom complements your Microsoft investment?

Zoom Workplace delivers AI-first collaboration that works directly with Microsoft 365, bringing together meetings, phone, webinars, chat, and spaces with AI features included at no additional cost for eligible paid plans.

From helping sales teams close deals with professional client experiences to enabling HR to deliver engaging employee experiences, Zoom + Microsoft creates workflows that produce real business results.

The power of Zoom + Microsoft isn't just in what each can do. It's in how well they work together. Zoom has built and maintains deep integrations that let organizations use both platforms without disrupting workflows or forcing users to choose.

→ **Contact your Zoom representative** to explore how this approach can work for your organization.



- * **Deloitte The Productivity Payoff of Next Generation Collaboration** research on multi-platform usage in enterprises (commissioned by Zoom)
- ‖ Modeled licensing scenarios are for information purposes only and not guaranteed.
- * **Metrigy total cost of ownership research** on organizations with 1,000+ users over five years, commissioned by Zoom
 - From Jan. to Feb. 2024, Metrigy conducted a study of 470 end-user organizations to gather real-world operational costs from those using either Microsoft Teams or Zoom. The study found that, on average, for organizations with more than 1,000 users, the overall cost of Microsoft Teams over five years was \$4,080 vs. \$3,517 for Zoom, which represents a Zoom savings of 14%. These costs include the internal IT resources necessary to manage and operate the solution.
- † **Zoom Video and Audio Performance Report 2024**, conducted by **TestDevLab**, commissioned by Zoom
- § **Zoom AI Performance Report 2025**, conducted by **TestDevLab**, commissioned by Zoom
- ‡ Calculation based on publicly available US\$ list pricing at the time of writing. Assumptions made:
 - Zoom Workplace Enterprise Essentials (\$22 list price);
 - Includes 1,000 knowledge workers with Microsoft Office 365 E3 licensing in place, 40 video-enabled conference rooms with existing compatible hardware;
 - 200 users receive a Copilot license;
 - 1,000 users receive a Teams Premium license; and
 - Third-party licensing estimated in calculation for third-party meetings note-taking and summaries and for important meetings and webinars.

Thank you

zoom