

zoom

A photograph of three people in a modern office environment. A man in a green shirt stands and points at a laptop screen, while a man in a dark jacket and a woman in a pink sweater sit at a table, looking at the screen. The scene is brightly lit with natural light from a window in the background.

Work better, wherever your teams already work

A buyer's guide to reducing tool friction, reclaiming lost productivity, and connecting your teams across the platforms they already use

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Introduction: Your collaboration stack may be costing more than you think

Evaluating technology vendors is part of the job. But the process itself has quietly become a productivity problem – an average of **28** people now influence a single vendor decision, according to a 2024 Foundry survey of IT decision-makers.* That's months of meetings and dozens of conversations before anyone signs anything.

Despite all that effort, nearly half of IT decision-makers say they're open to switching vendors. The top reason: the new product is more innovative or feature-rich.*

48%

of IT decision-makers said they would seek a new vendor when making a technology purchase.*

The willingness to switch makes more sense when you look at what's breaking down. Deloitte's 2025 "Productivity Payoff" report found that **94%** of employees face friction before, during, or after meetings – and organizations using next-generation collaboration tools reclaim an average of three hours per employee per week.† Three hours, lost to fragmented tools and the cognitive cost of switching between apps that weren't designed to work together.

Zoom Workplace brings communication, collaboration, and AI-powered productivity into one platform. Less time managing tools. More time doing the work.

This guide will help you:

- ✓ See what Zoom Workplace includes and how it maps to your challenges
- ✓ Understand the measurable business value of a unified platform
- ✓ Compare total cost of ownership against the competition
- ✓ Learn how Zoom fits into the systems you already run – including Microsoft

A powerful platform: what you get with Zoom Workplace



One platform. Every workflow. AI built in.

Your employees shouldn't need a half-dozen logins and a mental map of which app does what just to get through a workday. With Zoom Workplace's Business and Enterprise plans, communication, collaboration, and productivity tools live in a single app — so people can focus on work instead of navigating between systems.

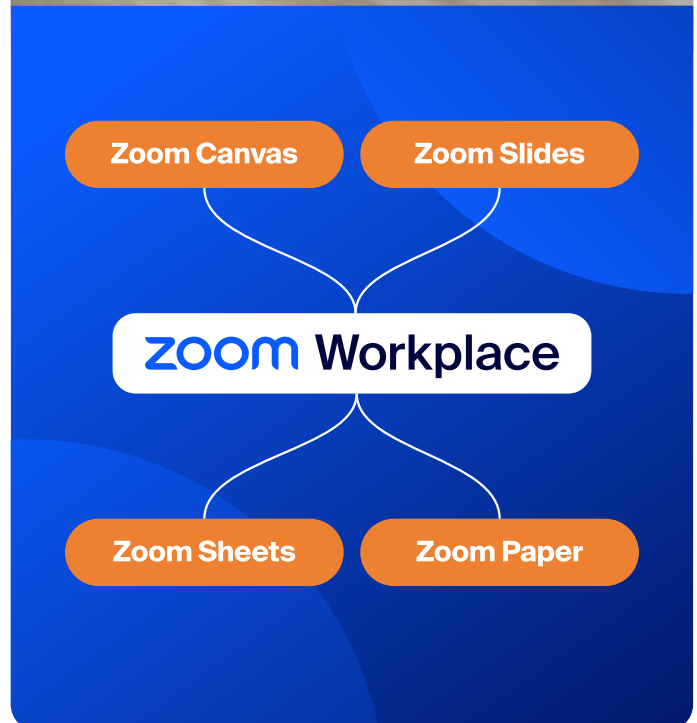


AI that works across everything you do

AI in Zoom Workplace isn't a separate product bolted onto the side. It's embedded in meetings, chat, phone, and productivity tools — showing up where your teams already work, not asking them to go somewhere new.

Every paid plan includes core AI features that summarize meetings, draft messages, flag action items, and surface insights from conversations across the platform.* No separate budget required. No new tool to learn. The manual work that slows teams down just starts to disappear.

The platform also includes the AI Productivity Suite: **Zoom Canvas** for collaborative documents and project tracking, **Zoom Slides** for building presentations from meeting content, **Zoom Sheets** for intelligent spreadsheets, and **Zoom Paper** for long-form writing with AI editing built in. Conversations don't have to dead-end in someone's memory — they become deliverables.





Productivity tools that turn conversations into outcomes



My Notes

AI notes across Zoom, Teams, Meet & in-person.



Canvas

Collaborative docs with AI generation built in.



Tasks

AI turns discussions into tracked work.



Whiteboard

Visual collaboration for brainstorming.



Clips

Screen & camera recordings for async sharing.



Workflows

Automate repetitive tasks, no code.



Zoom Slides, Zoom Sheets, and Zoom Paper*

AI-native docs from your content.

→ See My Notes in action



Communication that keeps teams connected



Meetings

HD audio & video with AI summaries.



Chat

Messages & channels with AI thread summaries.



Mail and Calendar

Gmail or M365, inside Zoom Workplace.



Scheduler

Let contacts book time, no back-and-forth



Zoom Phone

Voice calling in the same app.

→ See Zoom Phone in action



Spaces that make hybrid work easier



Rooms

One-tap meeting join + free digital signage.



Workspace Reservation

Book desks & rooms with AI suggestions.



Visitor Management

Register guests, track deliveries.

These tools keep teams in sync, focused on what matters, and working from one place.

→ See hybrid meetings in action

→ Get more detail with our Zoom Workplace solution brief





How it all connects

A typical day at most organizations: employees chat on one app, meet on another, take notes in a third, and track tasks in a fourth. Then they wonder why things slip through the cracks.

The data confirms what everyone already suspects

54%

of employees using more than 10 apps experience miscommunication with teammates.

34%

of those using fewer than five.⁶

That miscommunication shows up as unhappy customers, lost deals, and stalled projects.



When you're ready to go further: ZoomMate

Most of the features above come with your paid Zoom Workplace plan, though some – like Rooms – require an Enterprise plan.

For organizations that want to push AI further, **ZoomMate** is a paid add-on that turns the platform into an AI execution layer.

ZoomMate acts as an AI teammate – searching across Zoom and your connected apps to find answers, running multi-step workflows, and creating deliverables on your behalf. You can build custom agents tailored to how your company works, connect your own knowledge bases, and integrate the third-party tools your teams already depend on.

It runs on a credit-based system, giving you control over usage and spend. For the full picture, see our dedicated guide: *ZoomMate: the AI that finishes what your meetings start.*

On Zoom Workplace, the same workflow looks different:



Meetings

My Notes captures notes & summaries in real time



Chat

Replies, files & context all in one thread



Canvas

AI summary becomes a project brief (auto via Workflow)



Tasks

Action items added; AI suggests the next steps



My Notes runs in the background – capturing across every step.

Meetings flow into messages. Messages into documents. Documents into tasks.

Nothing gets lost - and nobody has to chase down what was decided.

The true business value of Zoom Workplace

The ROI isn't theoretical — it's measured

Products and features only matter if they move the needle for the business. So we set out to measure exactly that.

We commissioned 451 Research, part of S&P Global Market Intelligence, to study the business value of Zoom Workplace across five customers over five years using a composite organization model.^{||} The customers ranged from a 450-employee law firm to a global telecommunications manufacturer with more than 10,000 Zoom licenses.

The result: an average of \$12,212 in added value per user, per year. Across the five organizations, that totaled \$39.98 million in annual business value after five years of deployment.^{||}

Productivity drove the largest share. When people can quickly start a chat, jump into a meeting, or pull stakeholders together without switching tools, they get answers faster, make decisions sooner, and move on to the next thing.

Annual business value gained

\$33.2M

in employee productivity

\$6M

in business growth

\$664,000

in operational efficiency

\$129,000

in employee engagement

= \$39.98 million

in business value per year, on average^{||}

The study also showed a clear pattern: the more tools an organization replaced with Zoom, the bigger the financial impact.

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

Other research points in the same direction. Deloitte's 2025 "Productivity Payoff" report found that next-gen collaboration users reclaim three hours per employee per week.⁺ Zoom's 2026 GenAI ROI Study showed 86% of users reporting higher productivity, with some reclaiming up to six hours weekly through automated follow-ups and summaries.[¶]

How Zoom Workplace eliminates productivity drains

Think about how many hours get lost to meetings that didn't need to happen, waiting on colleagues in other time zones, or doing repetitive work that pulls people away from anything meaningful. Now multiply that across your entire organization.

The big disruptions get attention — the fire drills, the last-minute requests. But it's the small stuff that compounds: the context-switching, the 15 minutes to refocus after jumping between apps, the slow bleed of attention throughout the day.

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.⁵

IT leaders recognize the pattern. In a 2026 Morning Consult survey of 500 U.S.

IT decision-makers commissioned by Zoom:**

82%

say automated knowledge transfer workflows are valuable

81%

want a centralized view of task ownership and project progress

79%

want visibility into work progress when key contributors are out

76%

plan to invest in tools that maintain team productivity during peak absence periods in the next 12 months

Zoom Workplace addresses each of these directly.

Employees use Chat or Clips to communicate across time zones — async or real-time, depending on what the moment calls for. AI thread summaries keep people in the loop without requiring them to read every message.

My Notes delivers personalized insights and action items tailored to each employee's role across any meeting — on Zoom, in person, or on another platform — so employees can be selective about which meetings they attend without losing context relevant to their work.

Workflows handle the repetitive stuff automatically: drafting agendas, scheduling follow-ups, sending reminders.

The composite organization in the study realized **\$33.2 million in annual business value from productivity gains alone.**

How much could you be saving?
Calculate what AI in Zoom Workplace could mean for your organization.

[**Get your results →**](#)

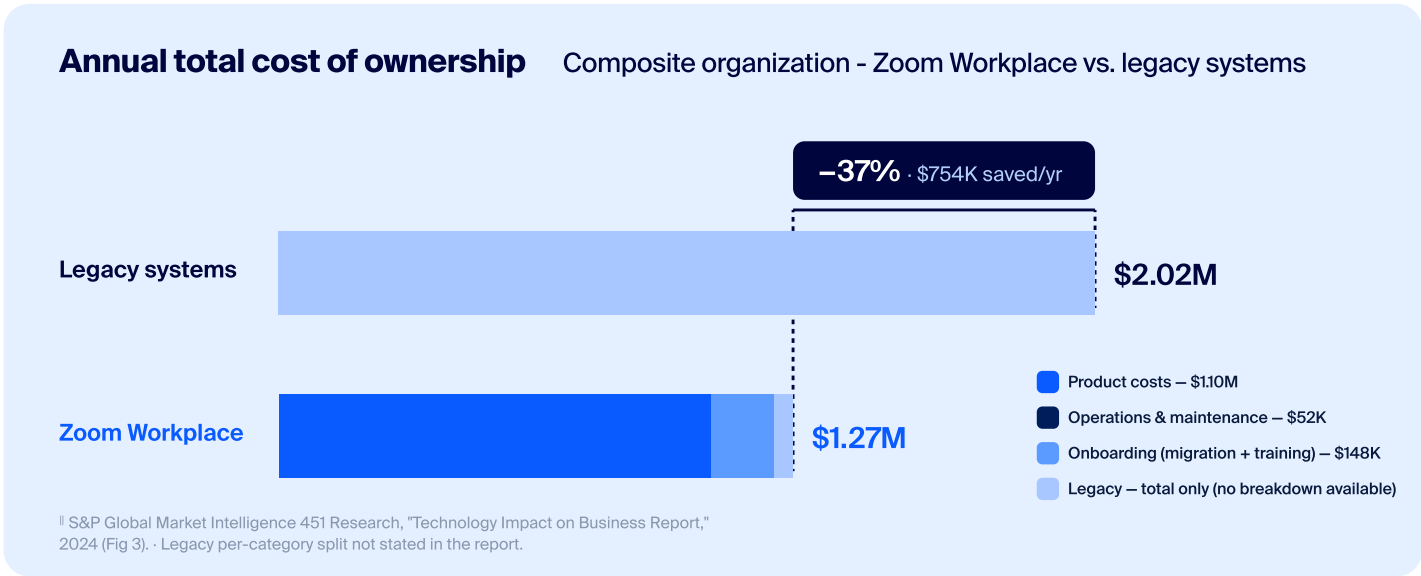
When you remove the friction from how people work, they spend their time on things that matter. And you can measure the difference.

Total cost of ownership: purchase, implementation, and maintenance

Lower costs, fewer headaches, less vendor sprawl

ROI tells part of the story. The other part is what you're actually spending – not just the license fee, but what it costs to get up and running, train your people, and keep everything working year after year.

The Technology Impact on Business report found that after year one, Zoom saved the composite organization **\$754,000 annually** compared to its previous state – a **37% decrease** in total spending.^{||}



Those savings aren't limited to replacing legacy on-prem setups. Zoom Workplace holds up in a direct comparison with other cloud solutions.

Five-year operational costs⁺⁺

Zoom	Microsoft Teams	Cisco	RingCentral
\$3,570	\$4,080	\$3,888	\$5,567

Your IT team is already stretched thin

Most IT teams are being pulled in every direction — piloting AI initiatives, writing governance policies, supporting hybrid work, handling day-to-day tickets. Managing users across multiple platforms and troubleshooting apps that don't integrate well is exactly the kind of work they don't have bandwidth for.

41%

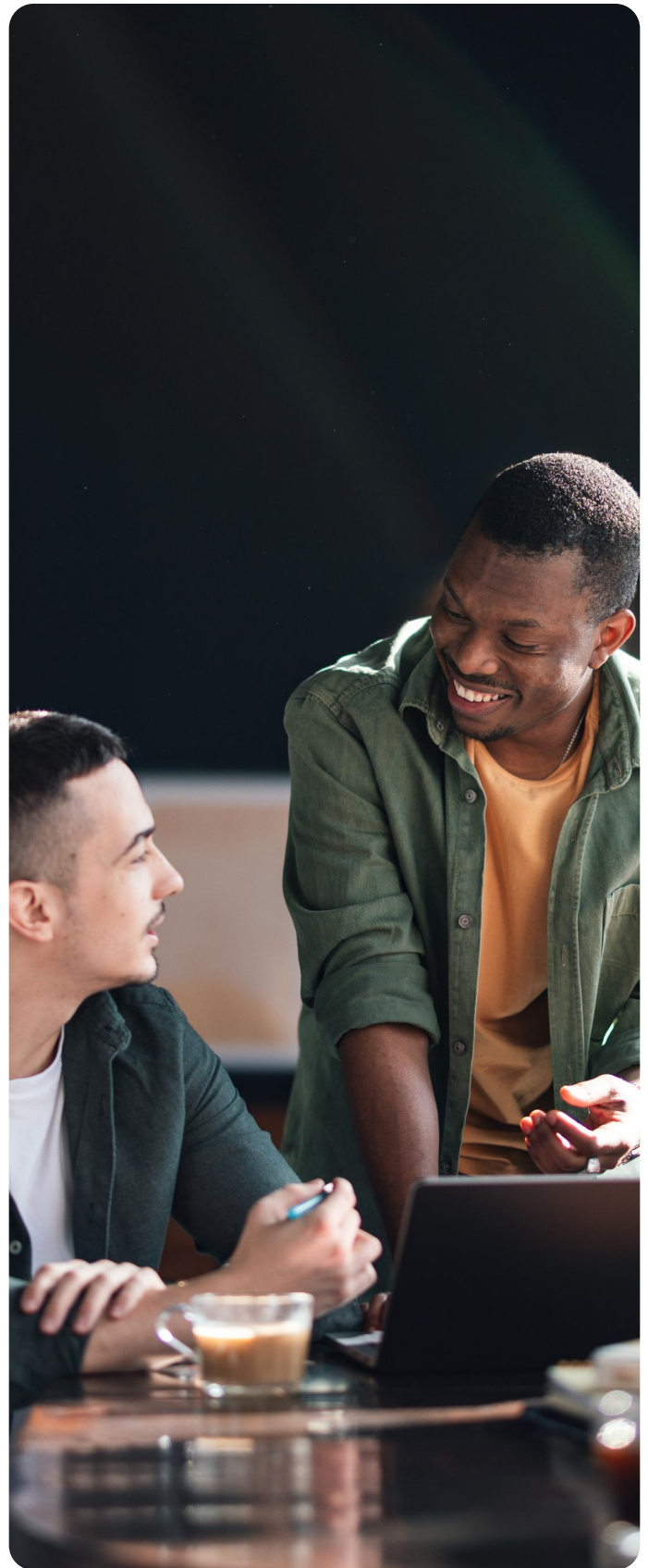
of IT staff are concerned about being asked to do more with less.**

On-prem infrastructure makes this worse: more internal resources to manage hardware, complex provisioning to scale, costs that compound. Zoom Workplace is cloud-based — adding users is straightforward and physical infrastructure isn't part of the equation.

With Zoom Workplace, your IT team manages everything from a unified admin dashboard: provisioning users, assigning phone numbers, reviewing usage stats, setting up AI feature pilots. One portal instead of five.

Zoom is also something most people already know how to use, which tends to reduce support volume. A 2024 Metrigy study found that organizations with 1,000+ employees needed fewer training hours with Zoom — 4.56 hours compared to an average of 5.02 for Microsoft Teams, Cisco, and RingCentral.**

Less training. Fewer tickets. More time for the work that actually moves the business forward.



Zoom + Microsoft: the strength of coexistence

You don't have to choose — Zoom and Microsoft work better together

Consolidation has clear benefits, but many organizations already have a deeply embedded Microsoft ecosystem. It works well for some things, less well for others. The goal isn't necessarily to rip it out — it's to fill the gaps without creating new ones.

Coexistence is a strategy, not a compromise. And it's already common practice

The same openness extends to other ecosystems. Google integrations let teams collaborate on Google files inside Zoom Meetings or manage Drive sharing permissions in Chat. With 3,500+ integrations in the Zoom App Marketplace, you connect whatever your teams already rely on.

45%

of Okta's Fortune 500 companies running Microsoft 365 also use Zoom.⁸⁸

Zoom is an open platform. It integrates with Microsoft so your teams can use the best tool for each job without committing entirely to one vendor. In practice, it's seamless — employees make calls and start meetings from Teams, but with Zoom's audio quality and reliability. Most don't even notice the seam.

Explore

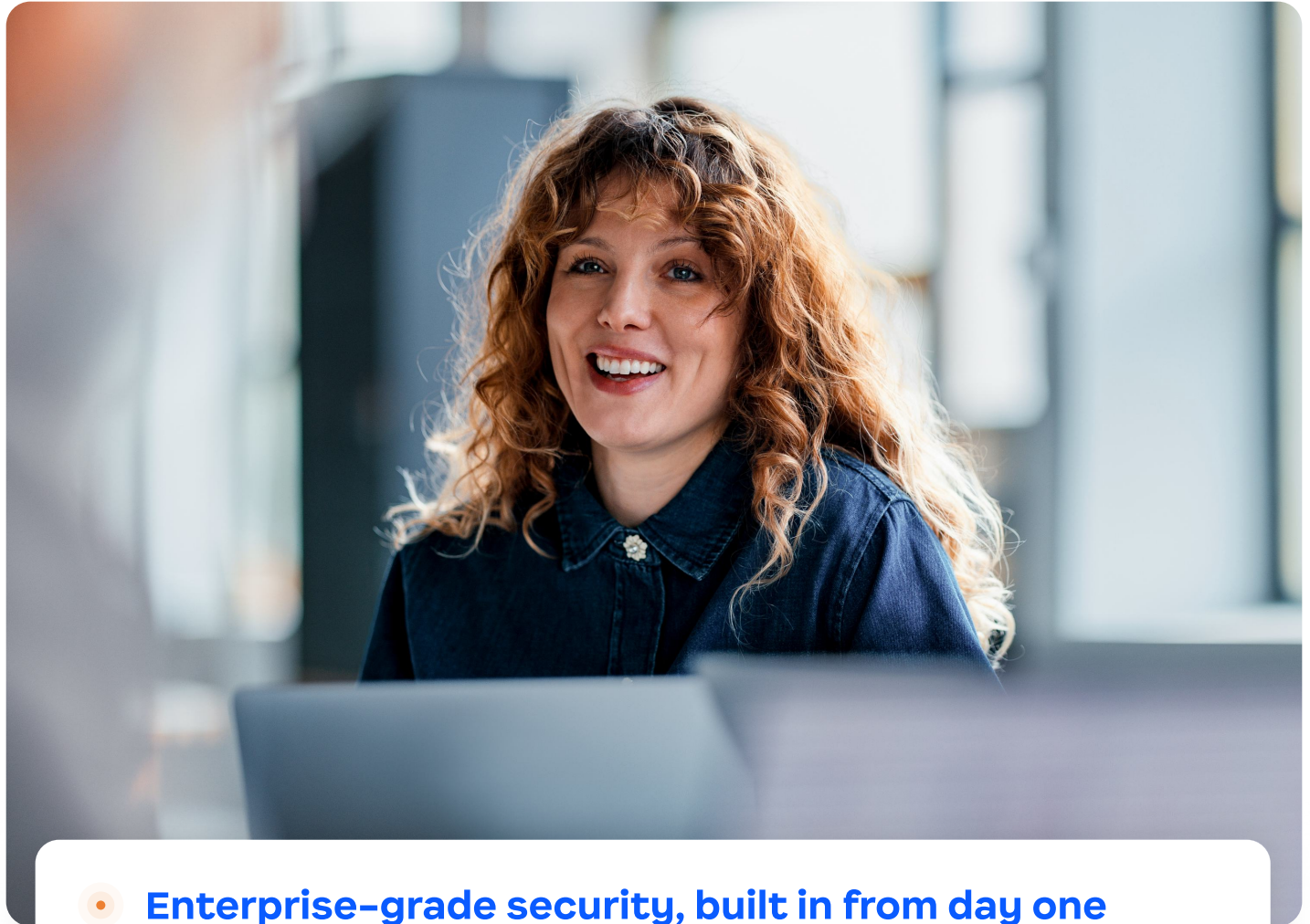
3,600+

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



● Enterprise-grade security, built in from day one

No platform is worth adopting if it can't meet your security requirements.

At Zoom, security and privacy are built into every part of Zoom Workplace. Every solution includes robust features and controls — configured by default or by you — designed to protect your data.

This isn't an add-on or an afterthought. It's how the platform was built.

Take the next step

See what Zoom Workplace can do for your team

Ready to find out how Zoom Workplace can give your teams more time back in their day?

Talk to a Zoom expert. We'll walk through your specific challenges and show you what's possible.

[Let's chat →](#)

Sources

* AI features may not be available for all regions or industry verticals. Included with the paid services in your Zoom Workplace account. Specialized AI products, custom agent configurations, and third-party agents may require additional fees or separate pricing. Use of advanced and metered AI features requires a Zoom AI Productivity Suite or ZoomMate subscription and available AI Credits. [Learn more.](#)

* Foundry, "Role and Influence of the IT Decision-Maker Study," 2024.

† Deloitte, "The Productivity Payoff: How Next-Generation Collaboration Is Driving Business Results," 2025.

§ Zoom, "Global Collaboration in the Workplace," 2024.

|| S&P Global Market Intelligence 451 Research, "Technology Impact on Business Report: Zoom Workplace," 2024.

† Zoom, "GenAI ROI Study," 2026.

** Morning Consult, "Summer Scaries Survey," commissioned by Zoom, 2026. Survey of 1,000 U.S. knowledge workers and 500 U.S. IT decision-makers, conducted June 16–29, 2026.

†† Metrigy, custom research study conducted on behalf of Zoom, January–February 2024. TCO numbers based on five-year operational costs for organizations with greater than 1,000 users.

‡‡ Spiceworks, "2025 State of IT Report," 2025.

§§ Okta, "2025 Businesses at Work Report," 2025.

Thank you

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