



*Zoom Recognized for*

**2021**

**Market Leadership**

Global Webinars and Virtual  
Events Industry

*Excellence in Best Practices*

## Best Practices Criteria for World-Class Performance

Frost & Sullivan applies a rigorous analytical process to evaluate multiple nominees for each award category before determining the final award recipient. The process involves a detailed evaluation of best practices criteria across two dimensions for each nominated company. Zoom excels in many of the criteria in the webinars and virtual events space.

AWARD CRITERIA	
Growth Strategy Excellence	Technology Leverage
Implementation Excellence	Price/Performance Value
Brand Strength	Customer Purchase Experience
Product Quality	Customer Ownership Experience
Product Differentiation	Customer Service Experience

### Winning in a High Growth Market

The sudden onset of travel restrictions and office closures due to COVID-19 compelled businesses to find new ways to reach their customers, partners, and employees. An already fast-growing webinars and

virtual events market exploded during COVID-related shutdowns. Amid the chaos, many businesses opened the digital front door that helped them survive and thrive while creating the new normal for hybrid work and hybrid events.

*"In 2020, Zoom surpassed competition to become the number one vendor in the global webinars and virtual events market both in revenue and number of events. This was the communication giant's first time reaching that milestone in a high growth market that has long been dominated by a broad array of established webinar, webcasting and virtual event vendors. Zoom's market leadership position is a clear testament to its unwavering focus on easy to use, high quality, affordable cloud-based events that deliver effortless communication experiences."*

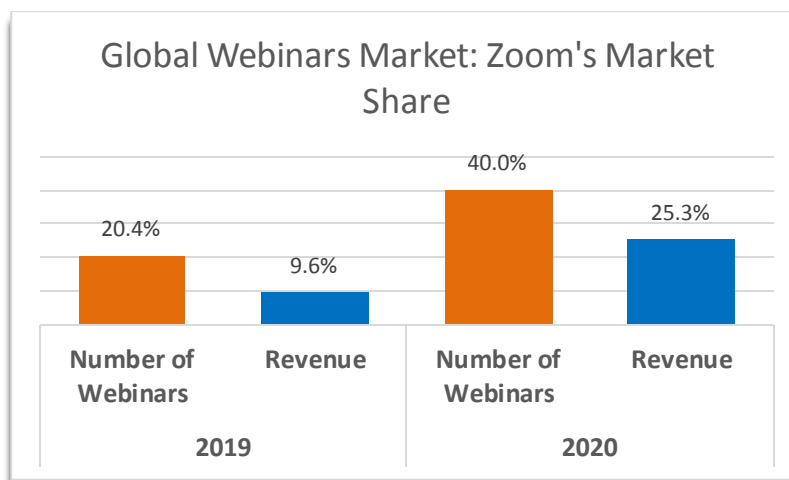
**- Roopam Jain, Vice President, Connected Work**

In a year rife with tragic and strange circumstances, Zoom became one of the biggest success stories that the tech world has seen in recent times. Its communications technology became the glue for millions of businesses and consumers alike to connect people in a time when separation was critical.

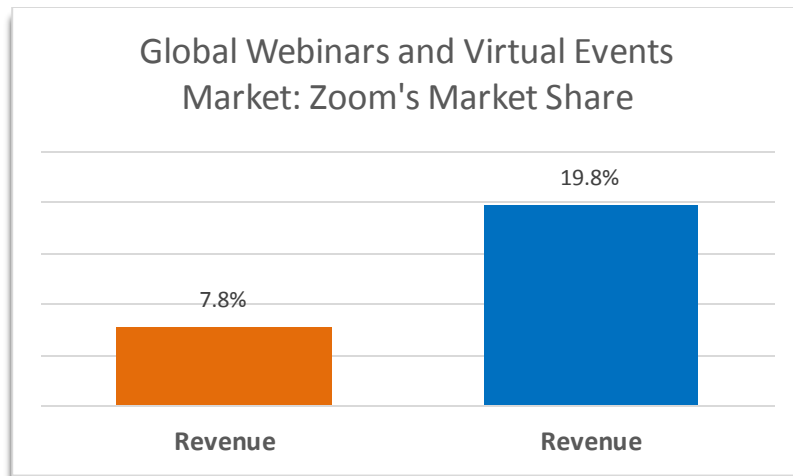
Zoom's commitment to making webinars a simple yet powerful outreach tool has been foundational to its viral adoption. Beyond ease of use, Zoom extends its core strength to all aspects of technology acquisition, which means not only are its webinars easy to use but they are also equally easy to procure and deploy. Transparent pricing and a strong ecommerce platform made Zoom webinars accessible to millions of businesses globally that were looking for new and innovative, yet easy to adapt technologies to extend their digital footprint. This mass adoption of Zoom's out-of-box webinars has redefined the future of digital communications for marketing, training, investor relations, and many more use cases. In essence, Zoom has been a fundamental force in allowing businesses of all sizes to extend their reach exponentially to far-flung attendees at a fraction of the cost of live events.

Today Zoom webinars, along with Zoom meetings, have become the go-to communications tool for businesses, educational institutions, healthcare organizations, and government agencies. Paired with Zoom Meetings and the Zoom Phone platform, Zoom Video Webinars is poised for continued future growth.

- In 2020, the use of Zoom Video Webinars skyrocketed to become the fastest growing product line in the company's 10-year history.
- Webinar revenue grew at a whopping 591 percent YoY in 2020 as Zoom surpassed its closest competitors to become the market share leader in both revenue as well as number of events.
- Zoom has grown its market share by more than 2.5x in 2020 over the prior year.
- Zoom continues its strong trajectory in 2021 and is hosting more than 1 million webinars or more per month.
- Zoom launched Zoom Events, an all-in-one event management platform in July 2021 to help customers build multi-session, multi-track and multi-day events in a seamless way.



Source: Frost & Sullivan "Growth Opportunities in the Global Webinars and Virtual Events Market", September 2021



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### ***A Unified Portfolio that is Aligned with Hybrid Work and Hybrid Events Trends***

Frost & Sullivan's research estimates that the post-pandemic number of remote workers will be 6-7 times greater. This is supported by key findings from a global survey conducted by Frost & Sullivan of more than 3200 IT decision makers:

- 93% expect a quarter or more of their employees to work from home
- 31% will move to a more distributed and dispersed organization
- 36% will invest in building more meeting spaces
- 88% will deploy video conferencing across their organization to support new work style

Frost & Sullivan's latest research on [webinars and virtual events](#) indicates that the game-changing digitization of events has created a heightened demand environment for years to come. By 2025, the number of webinars will be 10x over the pre-pandemic level. Similarly, there will be a permanent shift in the ratio between in-person and online events. By 2025, the number of virtual/hybrid events will grow by more than 10x to 52% of all events, up from less than 5% pre-COVID.

Zoom's meteoric rise in video meetings has made it a de facto tool for consumers, small businesses, and large enterprises. Zoom video webinars extend the value proposition to offer an easy way to scale meetings to a broadcast while offering a rich feature set, reliability, consistency of user experience and the ease of single-platform management. With the launch of Zoom Events, Zoom now offers a full event solution for interactive and engaging virtual events. Customers are increasingly demanding a unified end-to-end platform that meets the full spectrum of needs from online meetings to events of all sizes spanning in-person, virtual and hybrid experiences. Zoom's unified platform for chat, meetings, phone, webinars, and virtual events allows customers to buy and acquire a single platform that meets all their communication needs.

### Rapid Portfolio Expansion

In Q4 2020, Zoom launched a Beta version of OnZoom, an extension of Zoom’s unified communications platform and a comprehensive solution for Zoom users to create, host, and monetize events like yoga

*“Zoom’s journey from 2011 to present day has been a success story. However, it’s not resting on its laurels and continues to build its business block by block. With innovation as a key pillar, today the company offers an end-to-end events portfolio that provides everything event organizers need to build, host, and manage virtual and hybrid events including large sales meetings, unique customer experiences, internal company events, trade shows, and corporate summits.”*

**- Roopam Jain, Vice President, Connected Work**

classes, concerts, stand-up or improv shows, and music lessons. During COVID-19, many business-to-consumer (B2C) use cases have emerged. OnZoom is a marketplace for online events—a single go-to self-service portal for event organizers as well as consumers and business professionals to connect. For the event organizer, the central dashboard allows scheduling and hosting events, audience acquisition, and access to the public directory, event monetization, and social media promotion. For users, it is a portal to discover Zoom events that are relevant to them. What’s unique about OnZoom is that it offers event discovery and community-based interactivity along with monetization to simplify how users turn traditional in-person events, free or paid, into engaging online experiences.

The OnZoom platform specifically helps small businesses and entrepreneurs to:

- Schedule and host one-time events, an event series, and drop-ins for up to 100 to 1,000 attendees (depending on their Zoom Meeting license)
- Securely list and sell tickets
- Share and promote public events via email and social media
- Reach new audiences beyond a business geographical location

Zoom users can log in to their OnZoom account and search the directory of public events and purchase tickets online, securely pay for events via PayPal and major credit cards, purchase and gift OnZoom tickets to their friends and family, natively donate to nonprofit organizations through events with active fundraisers (powered by Pledgeling), join an event from a Zoom client, calendar, and OnZoom attendee or host dashboard and like, share, and rate OnZoom events.

In 2021, Zoom further solidified its hold on the digital events market by announcing Zoom Events, an all-in-one platform designed for digital events that acts as a layer above its existing Zoom Video Webinars and Zoom Meetings products. Zoom showcased the power of the platform by successfully hosting 2021 Zoomtopia, its virtual user conference, over Zoom Events with more than 33,000 guests attending from all over the world. Zoom has added conference capabilities to Zoom Events to organize multi-day and multi-track events in one format. Many powerful features such as audience landing and registration pages, event management (itinerary builder, speaker list, customizable registration, and ticketing), expo

floor, virtual lobby, networking, virtual booths, chat, live and recorded audio and video streaming, content sharing, polls, surveys, gamification, reporting, analytics, SDKs/APIs, marketing and CRM platform integration, content sponsorships, and on-demand post-event access to content and recordings allow both the hosts and attendees to customize experiences for organizing multi-day and multi-track events such as virtual trade shows, virtual summits, and virtual career fairs.

Last but not the least, Zoom Apps create new opportunities to integrate and consolidate the user experience for enhanced workflows. The Zoom experience is easily customizable through integration with popular business apps.

### ***Superior Technology Leverage and Go-to-market Expansion***

Zoom sells webinars as an add-on to Zoom Meetings. A webinar license requires a paid meeting license allowing Zoom to successfully leverage its vast customer base to grow and expand accounts that might have started as a meetings-only account.

Zoom has built out its core meetings platform to extend into a comprehensive portfolio of events. It has successfully leveraged the UI and features that Zoom users have come to know and love – Q&A, polling, and chat for real-time engagement, livestreaming to reach a broader audience, and live interpretation and auto-generated captions for a more global, inclusive experience.

Zoom has built a strong brand in the communications industry. Today Zoom's distribution network is growing beyond its massive online and ecommerce channel. As it increases investments in all aspects of communications and collaboration, Zoom is expanding its enterprise sales coverage through its own sales force and various new and emerging channel partners. Unlike many of its competitors, Zoom has established itself as a neutral technology supplier that can work with a variety of technology vendors and platforms as well as provide connections among their products and ecosystems.

Over the past year, Zoom has added more than 8,000 partners to its channel program. It continues to rapidly expand the partner ecosystem across geographies. Its channel partners are now contributing more than 20% to its non-online bookings globally, and nearly 30% internationally. The Zoom partner ecosystem now includes companies such as:

- Distribution: Carahsoft, West Telco, Westcon/Synnex, Nuvias, FVC, Savex, Rhipe, SB C&S, Dicker Data
- Resellers: Softbank, CDW, Presidio, Aarnet, SHI, Naotech
- Service providers: AT&T, Lumen, BT, Orange, Tata, Deutsche Telekom, Telefónica

Master agent/referral partners: AVI-SPL, Advantage Communications, Inflow Communications

ISVs: Telkomsel, Outschool, UpWork, Cvent, BrightLive, Miro, Asana

### ***Strengthened Security and Privacy Initiatives***

Zoom's usage grew from 10 million daily meeting participants pre-pandemic to a peak of more than 300 million daily meeting participants in April 2020. Much of the usage came from use cases that were previously hard to imagine for an enterprise platform, which exposed security and privacy weaknesses.

Among the many challenges Zoom faced was from people crashing Zoom meetings by finding a meeting ID, earning the moniker “Zoombombing” that became an industry-known phenomenon.

Admirably, Zoom CEO Eric S. Yuan tackled the issue head-on by pledging to take any lapses seriously. He took full responsibility for the unexpected abuses and exposure that users experienced and implemented a 90-day plan of extensive review and remediation to address all security and privacy issues.

Consequently, the company reallocated nearly all of its resources across departments to a 90-day plan dedicated to security and privacy, freezing all other feature or product developments. With the entire company focused on reinforcing security and privacy on the platform, Zoom emerged as a stronger platform while continuing to maintain the ease of use that made it popular. Zoom's push for end-to-end encryption is the highest level of security that prevents attacks, where a hacker can snoop in on the conversation between the user and the server. As part of its commitment to security, the company made end-to-end encryption available for all accounts, including free/basic users. Zoom also engaged a comprehensive third-party review with security and consumer safety experts. Moreover, it added a security icon to the user interface to help hosts more easily access security settings. Consolidating features and settings previously distributed in various meeting menus, the clearly visible security icon allows hosts to turn on a password protected waiting room, lock the meeting once all participants join, remove participants, mute or turn off video for one or all participants, as well as restrict attendee's ability to screen share, chat, rename themselves, and annotate host's content. IT admins at customer organizations also gained greater management capabilities and visibility. Administrators can view and set routing preferences, at the user, group, or meeting level, to send traffic through a preferred data center (or avoid one) in real-time.

## Conclusion

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Zoom's core mission of making business communications effortless, secure, and accessible to every user has guided its approach to product development and its price/performance leadership. Today, Zoom holds a unique position in the communications world by offering a comprehensive portfolio of cloud services that fully capture the exponential growth opportunities that are emerging in the digital events industry. For its market-leading innovation combined with user-friendly and easy to procure high-quality video webinars and virtual events that are successfully enabling businesses, educational institutions, government, and healthcare facilities to step into the next era of digital communications, Frost & Sullivan is proud to present the 2021 Market Leadership Award to Zoom in the global webinars and virtual events market.

## What You Need to Know about the Market Leadership Recognition

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Frost & Sullivan's Market Leadership Award recognizes the company that achieved the greatest market share resulting from outstanding performance, products, and services.

### Best Practices Award Analysis

For the Market Leadership Award, Frost & Sullivan analysts independently evaluated the criteria listed below.

**Growth Strategy Excellence:** Company demonstrates an ability to consistently identify, prioritize, and pursue emerging growth opportunities

**Implementation Excellence:** Company processes support efficient and consistent implementation of tactics designed to support the strategy

**Brand Strength:** Company is respected, recognized, and remembered

**Product Quality:** Products or services receive high marks for performance, functionality, and reliability at every stage of the life cycle

**Product Differentiation:** Products or services carve out a market niche based on price, quality, or uniqueness (or some combination of the three) that other companies cannot easily replicate

**Technology Leverage:** Company is committed to incorporating leading-edge technologies into product offerings to enhance product performance and value

**Price/Performance Value:** Products or services provide the best value for the price compared to similar market offerings

**Customer Purchase Experience:** The quality of the purchase experience assures customers that they are buying the optimal solution for addressing their unique needs and constraints

**Customer Ownership Experience:** Customers are proud to own the company's product or service, and have a positive experience throughout the life of the product or service

**Customer Service Experience:** Customer service is accessible, fast, stress-free, and of high quality



## About Frost & Sullivan

Frost & Sullivan is the Growth Pipeline Company™. We power our clients to a future shaped by growth. Our Growth Pipeline as a Service™ provides the CEO and the CEO's growth team with a continuous and rigorous platform of growth opportunities, ensuring long-term success. To achieve positive outcomes, our team leverages over 60 years of experience, coaching organizations of all types and sizes across 6 continents with our proven best practices. To power your Growth Pipeline future, visit Frost & Sullivan at <http://www.frost.com>.

# The Growth Pipeline Engine™

Frost & Sullivan's proprietary model to systematically create ongoing growth opportunities and strategies for our clients is fuelled by the Innovation Generator™.

[Learn more.](#)

### Key Impacts:

- **Growth Pipeline:** Continuous Flow of Growth Opportunities
- **Growth Strategies:** Proven Best Practices
- **Innovation Culture:** Optimized Customer Experience
- **ROI & Margin:** Implementation Excellence
- **Transformational Growth:** Industry Leadership



# The Innovation Generator™

Our 6 analytical perspectives are crucial in capturing the broadest range of innovative growth opportunities, most of which occur at the points of these perspectives.

### **Analytical Perspectives:**

- Mega Trend (MT)
- Business Model (BM)
- Technology (TE)
- Industries (IN)
- Customer (CU)
- Geographies (GE)

