Trend Micro

William Dalton, IT Director
Trend Micro

Challenge
Trend Micro resolved the following issues by purchasing Zoom:
· Overly complex or difficult communications platforms
· Expensive hardware or software systems
· Unreliable or poor service quality
· Using too many different solutions
· Difficulties connecting remote teams or sites
· The need for a more efficient/effective way to reach customers and other external parties

Solution
Trend Mirco purchased Zoom for the following benefits:
· Affordability
· Collaboration feature set such as screen sharing, co-annotation, remote control, whiteboarding
· Video and audio quality
· Larger meeting and webinar capacity
· Replace and/or integrate legacy conference room hardware

They use Zoom for the following:
· Internal team meetings
· Demoing their product/technology for prospects and customers
· Webinars
· Legal depositions or case work

They use the following Zoom products and features most frequently:
· Screen Sharing and related feature like co-annotation and remote control
· Mobile Meetings (start, join, screen share)
· H.323/SIP Room Connector
· Group Messaging (IM/Presence)
· Zoom Rooms
· Video Webinar

Result
Increased productivity by 20-39% with Zoom when compared to previous communication solutions or methods

Trend Micro rates the following Zoom features when compared to the competition:
· Quality: far superior
· Ease of use / deployment: far superior
· Collaboration Feature Set: far superior
· Reliability: superior
· Customer service: superior

About Zoom
Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 90 million participants and more than 140,000 businesses globally.

Website
zoom.us

Innovations
First 3-in-1 Cloud HD Meeting Platform
First Mobile Screen Sharing
First Hybrid Cloud Service