

zoom

TRASH BROS

Entrepreneurial Sales Technology Audit & Pitch

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○ Executive Summary

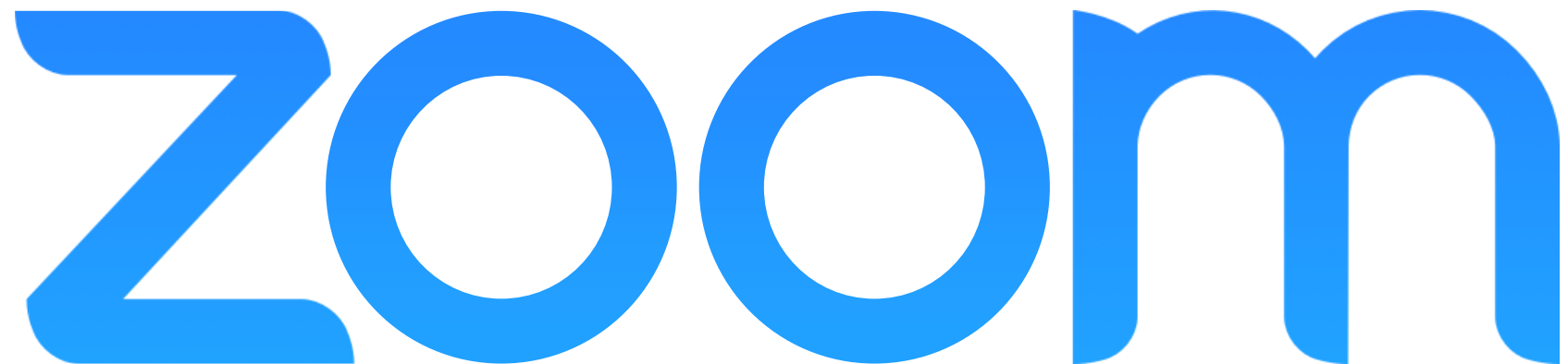
In this project, we briefly demonstrated the importance of Video meeting and evaluated the efficiency and inefficiency of current online video conferencing industry in Sales Organization 3.0. Then we listed the market demands for Zoom to improve. We compared Zoom with GoToMeeting, Skype for Business and Cisco WebEx and made a SWOT analysis for Zoom.

In the Technology evaluation and improvement part, we identified Zoom as an important player in Sales Enablement area and made a relevance analysis for Zoom and its competitor. For most attributes, Zoom has higher relevance level than the average.

Finally, we provided three recommendations to Zoom for further development: 1) Restrict Screen Recording; 2) Screen Switch; 3) Improving Multi-software Integration— take Salesforce as an example. Based on these improvements, we also discussed the technical barriers Zoom should have to prevent new entrants and the switching cost for new users.

Table of Content

1. Sales Organization Evaluation
2. Customer Needs & Expectations
3. Competitor Analysis
4. Zoom SWOT Analysis
5. Features and Analysis
6. Improvement and Analysis

The Zoom logo, consisting of the word "zoom" in a bold, blue, lowercase sans-serif font.

Sales Organization Evaluation

Sales Organization 3.0

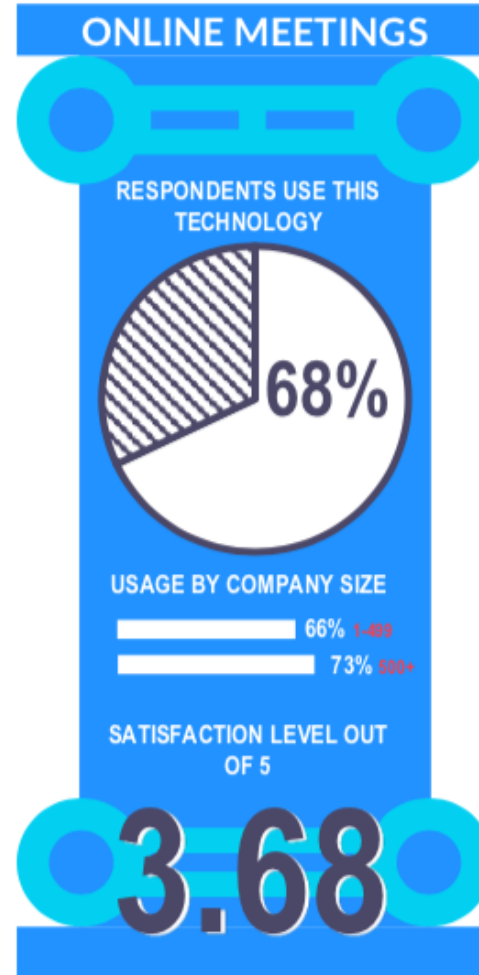
Inside Sales > Outside Sales

Inside Sales + Outside Sales

= **Future↓**

Online Meeting

Sales Technology Today



Effectiveness:

1. Save time
2. Easily operate
3. Multiplatform adoption
4. Effective information exchange
5. Online remote corporative work
6. Massively multiplayer at same time

Ineffectiveness:

1. Security
2. Customization
3. Video and audio quality
4. Network speed limitation
5. Multifunction integration

Customer Needs & Expectations

- Recording video meeting
- Integration of other salesforce technology
- Small business also requires video conference service
- Simply extensive use without MCU and additional equipment
- Globalization needs transnational video meeting with high quality image and audio which requires stable network speed and transmission
- Information security is very important especially when meeting contents are trade secret

Main Competitors



★★★★★ (6,598)
4.2 out of 5

GoToMeeting

- HD video available in all versions
- Higher prices and no free plans
- No webcasting for meeting groups



★★★★★ (10,135)
4.2 out of 5

Skype for Business

- Microsoft-owned. It can integrate with your Outlook account and other Microsoft office applications (which Zoom also possesses)
- Screen sharing & Internet connection Instability
- Higher prices than Zoom



★★★★★ (6,150)
4.2 out of 5

Cisco Webex Meetings

- More market share.
- Account must be created for Webex.
- Images/files shared may fail.
- Higher prices than Zoom. (Relative value is lower than Zoom.)
- Mobile version design is obsolete.

SWOT Analysis

Strength

- Top 50 fastest growing products
- Strong features such as it does not require technological assistance and installation is convenient; free plan is ideally for small businesses

Weakness

- Lower market share compared to Cisco Webex
- Customer services rating is not positive on review websites (results from G2)
- Not flexible when you switch it from PC to mobile/tablet

Opportunity

- Customer preference to try new product
- Technological Innovations and the increasing development of online services

Threat

- Intensively competitive market pressure
- Some customers might switch to another products easily
- IPR protection

SWOT Analysis (Continued)

Strength & Opportunity

- With the fast-growing industry, Zoom should improve its strong features to better version constantly. Also, it can figure out better offerings to different customers to raise its brand awareness.

Strength & Threat

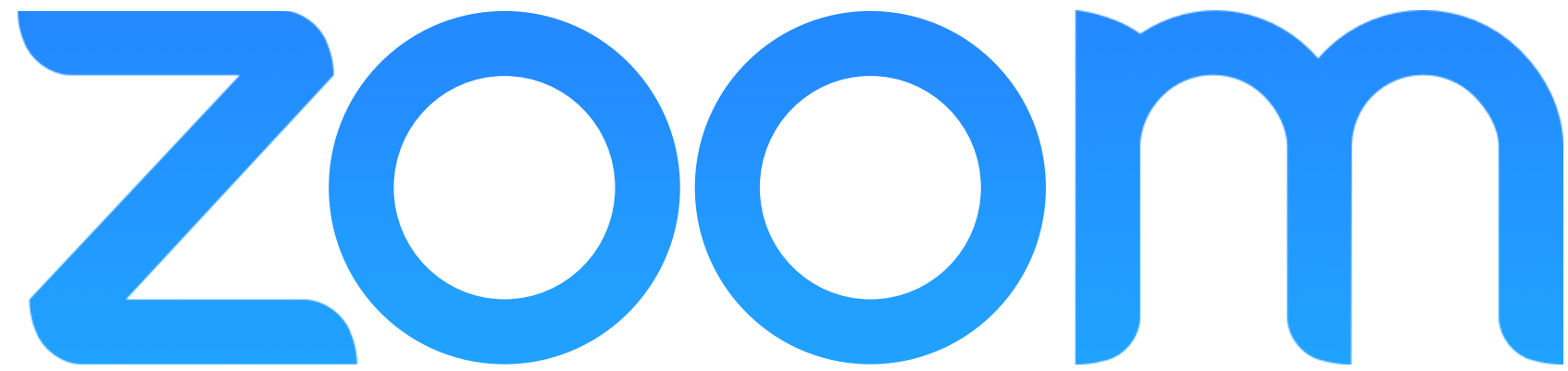
- With the current customer bases, the company should invest more on its customer management system and try to fix their problems more promptly.

Weakness & Opportunity

- The company should make a better pricing strategy and improve their technological features to get more gross profit margin and market share.

Weakness & Threat

- The competitive market might require the company to put more investment on R&D department to give their customers better service.



Feature Analysis

in Digital Sales Transformation Pillars/Levels

Sales 3.0 (Augmentation/Sales engagement)

in Vendor Neutral Frameworks

When and how to engage(Online meeting, Sales enablement, Video selling)

Feature Analysis (Continued)

[illegible]

Feature Analysis (Continued)

Video Conference Attributes	Offered By / 7	Market Availability	Difference Score	Scaled to 7	Importance Score / 7	Difference Score / 7	Relevance Score (I x D)	Differentiating Attributes	About Zoom
Price strategy	7	100%	100%	7.0	7	7.0	49.0	>AVG	**
Video	7	100%	100%	7.0	7	7.0	49.0	>AVG	***
Audio	7	100%	100%	7.0	5	7.0	35.0	>AVG	**
Connection	5	71%	29%	2.0	6	2.0	12.0		
Meeting size	3	43%	57%	4.0	7	4.0	28.0	>AVG	***
Security	6	86%	14%	1.0	4	1.0	4.0		
Integration	3	43%	57%	4.0	7	4.0	28.0	>AVG	***
User friendly	4	57%	43%	3.0	7	3.0	21.0		
Recording and editing	4	57%	43%	3.0	4	3.0	12.0		
Relevance & Differentiation Results							26.4	vs. Relevance Score AVG	

Relevance Score (I x D)	Differentiating Attributes	About Zoom	
49.0	>AVG	**	Price strategy
49.0	>AVG	***	Video
35.0	>AVG	**	Audio
12.0			Connection
28.0	>AVG	***	Meeting size
4.0			Security
28.0	>AVG	***	Integration
21.0			User friendly
12.0			Recording and editing
26.4	vs. Relevance Score AVG		

High Importance: price, video quality, audio, meeting size connection and integration

High Difference: price, video quality, audio

High Relevance: price, video quality, audio, meeting size, integration

Zoom's advantage: video quality, meeting size, integration

Improvement Analysis

1.Restrict Screen Recording(Security)




For security's sake, We will invest money to add restrict screen recording function into ZOOM, from a high-end vendor or invent a system by our Technology team.



Gallery View

Participants (3)

- YUXUAN ZHOU (Host, me)
- Shihang Xu
- TZ Tianyi Zhang

 **Warning** ✕

Screen Recording in this meeting room is not allowed.

End Meeting for All

Leave Meeting

Cancel

Improvement Analysis

1. Restrict Screen Recording (Security)



Barriers to Entry

- Easy but Expensive

Switching Cost

- No Switching Cost for customer, the host of the meeting could choose to allow screen recording or not.

Improvement Analysis

2. Screen Switch (Convenience)



Screen Switch technology could bring users more convenience under some emergency situation.

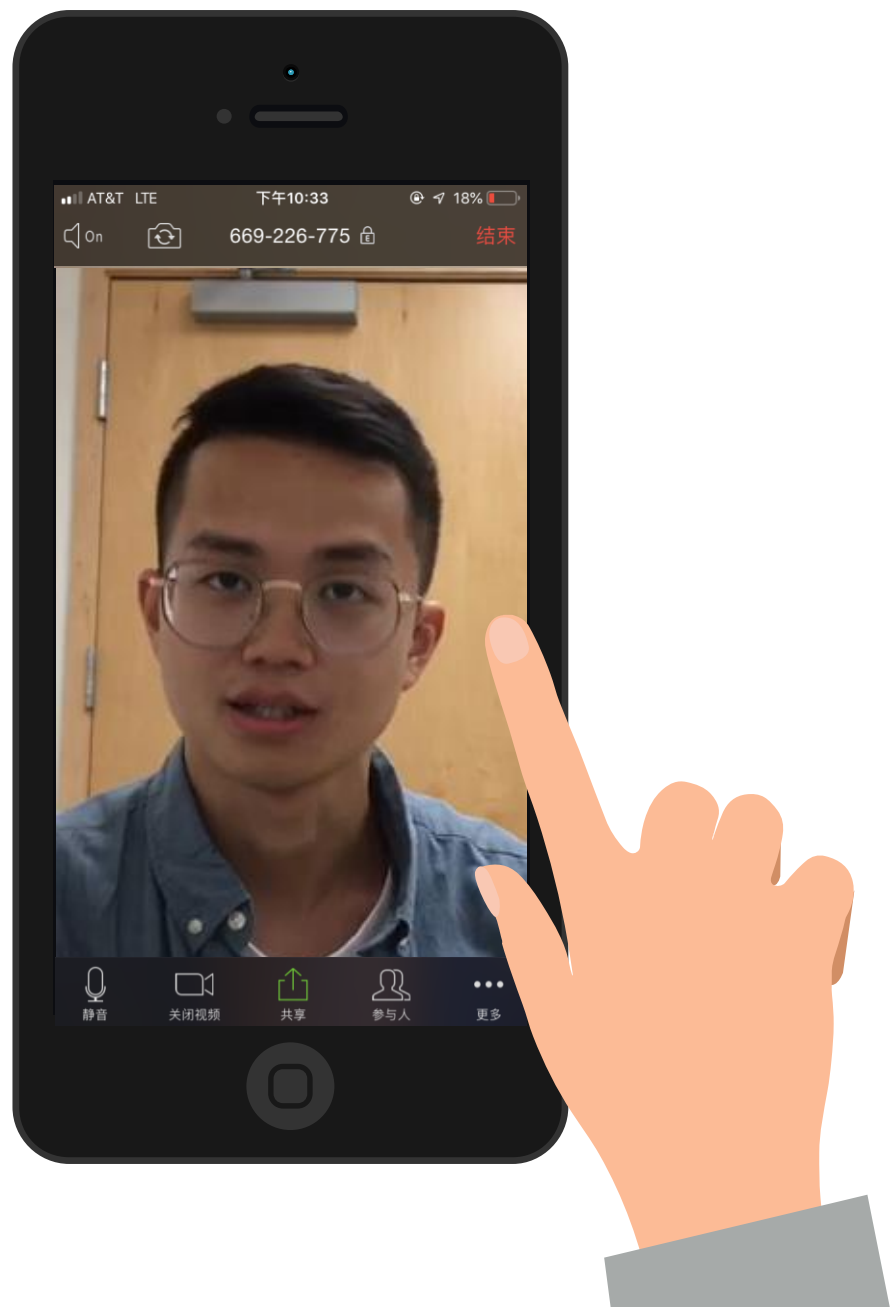


Gallery View

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Improvement Analysis

2. Screen Switch (Convenience)



Barriers to Entry

- Expensive, require high performance in many aspects, signal strength, mobile application design, etc.

Switching Cost

- Almost no cost for customer, they only need to download zoom on both desktop and mobile phone.

Improvement Analysis

3. Deeper Integration with other tools (Convenience)

Register once, quick login forever.

Barriers to Entry

This kind of integration need your meeting software has already combined with other tools, while ZOOM is the dominant play in online meeting industry who has integrated with so many tools, the barriers to entry for competitors are very high.

Switching Cost

It might be a little difficult for users to combine their ZOOM account and other tools' account at the first time because that need minutes to read terms and make agreements. But eventually it will bring large convenience which could be a motivation for our users to take this switch.

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