Holistic
COMMUNICATIONS
CONNECTING PEOPLE TOGETHER

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TREND
MICRO™

Zoom, 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 200 million participants and more than 300,000 businesses globally.

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

Trend Micro ZOOM

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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