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ZOOM VIDEO COMMUNICATIONS SWOT & PESTLE ANALYSIS

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Company Name : Zoom Video Communications

Company Sector : Communications Technology

Operating Geography : United States, North America, Global

About the Company : Zoom Video Communications Inc., based in San Jose, California, is an American communications technology business. It provides video telephony and online chat services for teleconferencing, telecommuting, distant education, and social relations using a cloud-based peer-to-peer software platform. The business was founded in 2011 by Eric Yuan, a former Cisco engineer and executive, and its software was released in 2013. It creates a cloud service that focuses on people and improves real-time collaboration. The company offers a cloud service called unified meeting experience, which is a 3-in-1 meeting platform that includes HD video conferencing, mobility, and web meetings. It has customers all around the world. The company's major products are Zoom Meetings, Zoom Phone, Zoom Chat, Zoom Rooms, Zoom Conference Room Connector, Zoom Video Webinars, Zoom Developer Platform, and Zoom App Marketplace. The company announced on July 2021, that it has signed into a formal agreement to acquire Five9, Inc., a leading supplier of the intelligent cloud contact centre. In 2022, the company announced the set up of a second technology centre in Chennai, India.

Zoom Video Communication's USP lies in it being the market leader in web conferencing with the largest market share, as well as being extremely easy to deploy and install as needed, making the product scalable across all user groups. The mission statement of Zoom reads, "To develop a people-centric cloud service that transforms the real-time collaboration experience and improves the quality and effectiveness of communications forever".

Revenue :

US \$4,100 million - FY ending 31st January 2022 (y-o-y growth 55%)

US \$2,651 million- FY ending 31st January 2021 (y-o-y growth 326%)

US \$622 million - FY ending 31st January 2020

SWOT Analysis :

The SWOT Analysis for Zoom Video Communications is given below:

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> 1.Top leader in video teleconferencing and communication automation in 40+ countries 2.Received several industry awards and recognitions 3.Expanding customer base with strong revenue growth 4.8+ Software Communication products for usage in diverse fields | <ul style="list-style-type: none"> 1.'Zoombombing' making Zoom ill-suited, breaching confidentiality 2.Data routing through China imposes threat to privacy |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Creation of hybrid workplaces might be the brand-new subsequent mainstream. 2.Zoom entered into an agreement with 'Kites' to establish real-time Machine Translation solutions. 3.Newly-constituted Zoom Phone Appliances provides innovative features. | <ul style="list-style-type: none"> 1.Company's safeguard jeopardization might bring about bleak outcomes. 2.Increased international expansion might expose the company at an elevated risk. 3. Subjection to antedated tax accountability can cause detrimental business repercussions. 4.Capability of exercising diminishing returns and consolidated tax attributes are limited. |

PESTLE Analysis :

The PESTLE Analysis for Zoom Video Communications is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <p>1.Affiliation with Chinese government posing problems in Western markets.</p> | <p style="text-align: center;">Economical</p> <p>1.Global video teleconferencing market anticipated to get bigger to \$22.5 billion by 2026</p> <p>2.Visual communication technology amalgamating with several technologies likely to inflate product's hallmark.</p> <p>3.Hyper scale data center market being taken over by the largest three cloud vendors</p> |
| <p style="text-align: center;">Social</p> <p>1.Use of digital technologies in public well-being feedbacks to Covid-19.</p> <p>2.High tech steering 'New Normal' might contemporarily call upon considerable challenges.</p> | <p style="text-align: center;">Technological</p> <p>1.Hybrid work model is expected to be the viaduct connecting remote and in the flesh worlds.</p> <p>2.Emerging 5G networks will have a substantial impact on video teleconferencing</p> |
| <p style="text-align: center;">Legal</p> <p>1.Issues related to security and lack of privacy leading to lawsuits</p> | <p style="text-align: center;">Environmental</p> <p>1.Ecological consequences on internet data storage and its transmission worldwide.</p> <p>2.ICT sector is one of the fast-expanding greenhouse gas releasing and energy absorbing section.</p> |

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