

EQUINIX CUSTOMER SUCCESS STORY ZOOM VIDEO COMMUNICATIONS, INC.



UNIFIED COMMUNICATIONS
SERVICES

ACCELERATED GLOBAL EXPANSION OF SCALABLE, HIGH-PERFORMANCE UNIFIED COMMUNICATIONS

Leveraging Platform Equinix® and its secure, private interconnection solutions, Zoom expedites delivery of its unified communications platform to global customers and partners in new markets

“Equinix makes everything very easy for us because of the consistency across its global platform. For this reason, and its private interconnection solutions, Equinix is by far our largest data center provider.”

Zak Pierce, Data Center Operations Manager, Zoom

Business Overview

Zoom Video Communications, Inc. provides a frictionless and unified communications (UC) platform for video meetings, voice, webinars and chat across desktops, phones, mobile devices and conference room systems. Zoom also helps enterprises integrate business applications and use developer tools to create customized workflows.

Business Challenge

Experiencing rapid growth, Zoom needed to efficiently and cost-effectively establish a presence in new global markets such as Asia-Pacific and Europe.



Customer Profile

History

Zoom (NASDAQ: ZM) was founded in 2011 by Eric Yuan, former Cisco VP of Engineering. Today, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done.

Customers

Zoom provides solutions to enterprise customers in a variety of industries such as technology, finance, education, government and healthcare in markets across the world.

Headquarters

San Jose, California
[zoom.com](https://zoom.us)



EQUINIX

[Equinix.com](https://equinix.com)



Zoom also wanted to meet increasing customer demand for greater scalability and security, specifically in the financial services and government sectors. The organization was in search of a partner that could help deliver direct, private interconnection to its video UC services, allowing customers to bypass the public internet. Zoom turned to Equinix for a high-performance, secure and reliable interconnection and data center platform that could support its aggressive worldwide growth objectives.

Solution

As strategic partners since 2015, Zoom has leveraged the extensive Equinix colocation footprint and interconnection portfolio available through Platform Equinix to expand its worldwide presence.

Today, Zoom is in Equinix International Business Exchange™ (IBX®) data centers in nine markets worldwide: Silicon Valley, New York, Toronto, Tokyo, Hong Kong, Sydney, Melbourne, Amsterdam and Frankfurt. The company has also capitalized on its reach by placing at least two data centers in each of the Americas, EMEA and Asia-Pacific regions to create sites for reliable disaster-recovery backup.

Zoom also leveraged Equinix Internet Exchange™, the world's largest internet exchange footprint, to achieve more scalable network-peering aggregation across its global carriers. In addition, the company harnessed Equinix Cloud Exchange Fabric™ (ECX Fabric™) software-defined interconnection to quickly set up and scale its access to networks, clouds, partners and customers in just days.

Business Results

The partnership with Equinix has enabled Zoom to grow and scale its UC platform globally, providing its growing enterprise customer base with direct, secure and high-performance interconnection to its video, voice, webinar and chat services.

"The global Equinix team was a critical part of our solution in helping enterprises quickly connect to us worldwide," says Alex Guerrero, Senior Manager of SaaS Operations, Zoom. "Our customers decide how they want to access our services, and more and more it is with Equinix Cloud Exchange Fabric."

Other highlights of the partnership include:

- Data center and interconnection platform operations established easily, anywhere in the world.
- Video UC services deployed to Zoom customers within just two to three days via fast virtual-connection provisioning.
- Disaster recovery environments implemented quickly and simply, tapping into multiple data centers across different regions.
- High-speed, low-latency virtual connections for improved user performance and service quality.
- Reduction of network costs and increase in scalability by establishing multiple network-traffic aggregation points worldwide through local IP peering.
- Maintained regulation-compliant voice and data privacy protections via direct and secure, private interconnection in support of industry-specific customer acquisition strategies (for example, financial services, healthcare and government).

About Equinix

Equinix, Inc. (Nasdaq: EQIX) connects the world's leading businesses to their customers, employees and partners inside the most-interconnected data centers. On this global platform for digital business, companies come together across more than 50 markets on five continents to reach everywhere, interconnect everyone and integrate everything they need to create their digital futures.

Learn more at [Equinix.com](https://www.equinix.com)