



PARTNERING FOR PHENOMENAL GROWTH IN AUSTRALIA

Leading video communications provider, Zoom, delivers high-quality experiences for more than 5 million minutes of calls a month in Australia with Platform Equinix®

“At Zoom, our objective is up-time. Where some aim to be highly available, we aim to be always available - and Equinix is helping us to achieve that goal.”

Alex Guerrero, Senior Manager, SaaS Operations, Zoom

Executive overview

With hundreds of customers in Australia, including prestigious names like the University of Sydney, Zoom has its sights set on growth. It currently handles over 5 million minutes of call per month for its Australian users and it needed to ensure it had the infrastructure in place to deliver a seamless experience for its customers whilst also supporting its future growth in this key market.

Business challenge

In recent years, Zoom has undergone rapid growth as more businesses across the world discover the advantages of using remote conferencing. The company has, in the past, encountered difficulties when trying to roll out infrastructure in new markets. It wanted to find a partner that would understand its business objectives and could offer a team of experts to support its burgeoning operations in Australia and to continue its trend of achieving impressive growth, as it has in other markets.

Finance and Education are two key verticals for Zoom in Australia – both sectors that demand extremely high levels of connectivity, stability and security. In order to successfully grow in the market and appeal to companies in these industries, Zoom needed to find a partner that could help them rapidly expand their footprint and offer the interconnection services that would enable it to scale connectivity to cloud providers on an on demand basis.

Solution

Equinix has been a strategic partner for Zoom since 2015, enabling its rapid global expansion. During this time, Zoom has leveraged Equinix’s colocation and interconnection portfolio, and now has a presence in nine markets. The consistent uptime metrics and interconnection options provided by Equinix, have proved critical to Zoom’s services and this has led to a solid, reliable partnership. This existing familiarity, coupled with a growing Australian footprint, made Equinix the obvious partner of choice for Zoom’s growth in Australia.

Equinix has provided Zoom with increased flexibility thanks to Equinix Cloud Exchange Fabric™ (ECX Fabric™), which allows it to select and implement connections to its technology partners and customers in real-time, removing time barriers and improving go-to-market speed. Now Zoom can confidentially add connections to existing and new cloud service providers when needed, in a matter of minutes.



Customer Profile

History

Zoom was formed in 2011 in San Jose, California, to provide remote conferencing services. In April 2019, the company listed on the NASDAQ. Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, collaboration, chat, and webinars across mobile devices, desktops, telephones, and room systems.

Customers

Zoom provides solutions to a range of customers in education, finance, government, and healthcare in markets across the world.

Headquarters

San Jose, California, U.S.
Zoom.com



EQUINIX

WHERE OPPORTUNITY CONNECTS

Equinix.com



In addition to this, several of Zoom’s customers in the financial and educational sectors have asked to connect directly with Zoom via Platform Equinix®. As well as providing extra security, this has the added advantage of giving Zoom greater control over performance than if their customers were connecting to them simply through the internet.

“The ability to directly and securely connect with our customers via ECX Fabric has played a huge factor in supporting our growth – in Australia and beyond. The ability to service our customers in minutes has vastly improved our operational efficiency and reduced time to market, allowing us to focus on innovation and customer experience. The Equinix global account team in Australia is always there to make sure our requests are delivered. That’s the biggest differentiator for us at Zoom, knowing we have the support we need to succeed. As long as Zoom is growing, we will be growing with Equinix,” says Alex Guerrero, Senior Manager, SaaS Operations of Zoom.

Before partnering with Equinix, Zoom would have to work with multiple partners in each market, but now, with Equinix, everything is managed in one platform, saving time and reducing latency for customers in Sydney and beyond.

Business results

Zoom is poised for a dramatic expansion in Australia, well beyond its existing hubs in Sydney and Melbourne. In 2018, it opened a new data centre in Melbourne, and in the year ahead, the company expects to double its presence in the country. This can only happen if it has the digital infrastructure in place to support its business ambitions. With Equinix, Zoom is now enabled to scale successfully in Australia and beyond.

With Platform Equinix, Zoom can now focus on:

- Expanding its footprint seamlessly across Australia as it seeks to double in size
- Delivering top-quality conferencing services to its customers free from lag or downtime
- Growing its customer base and increasing the total number of users in Australia
- Continuing to grow its presence within the higher education sector

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)

Equinix Americas

Main: +1.650.598.6000
Email: info@equinix.com

Equinix EMEA

Main: +31.20.754.0305
Email: info@eu.equinix.com

Equinix Asia-Pacific

Main: +852.2970.7788
Email: info@ap.equinix.com