

A Lifecycle Analysis of UCaaS Costs

Study finds Zoom's UCaaS offering delivers cost efficiency and reliability compared to industry averages



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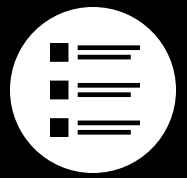
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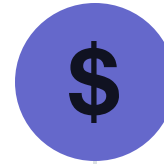
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Introduction and Study Overview



Zoom commissioned Metrigy to conduct a study examining the cost, utilization, and management of voice and meeting solutions. The study consisted of 761 organizations with more than 1,000 employees from nine countries.

Zoom performed well in costs, as well as ease of use for both IT staff and end users. According to the analysis:



Zoom costs **60%** less to deploy than the industry average.



Compared to the industry average, organizations require **nearly one fewer full-time-equivalent IT staff member** to manage a Zoom UCaaS deployment.



54% of research participants reported it took less than 15 minutes to onboard new employees onto Zoom Phone, compared to the industry average of 32.8%.



Research participants found Zoom easy to use for their end users, with Zoom having the highest percentage of employees with no training (**24%**) or less than one hour of training (**47.1%**) required to use the applications.



Reliability and uptime also are high, with Zoom resolving more than half of all Zoom Phone-related issues **within one hour**, compared to the industry average of 27.5%.

Day 1 Costs: Implementation and Training



Organizations must budget for two areas to start realizing the benefits of the new solution:

Implementation includes the cost of:



internal IT staff time, as well as third-party system integrators



managed service providers, or the platform provider itself assisting with installation and provisioning

Training includes the cost of:



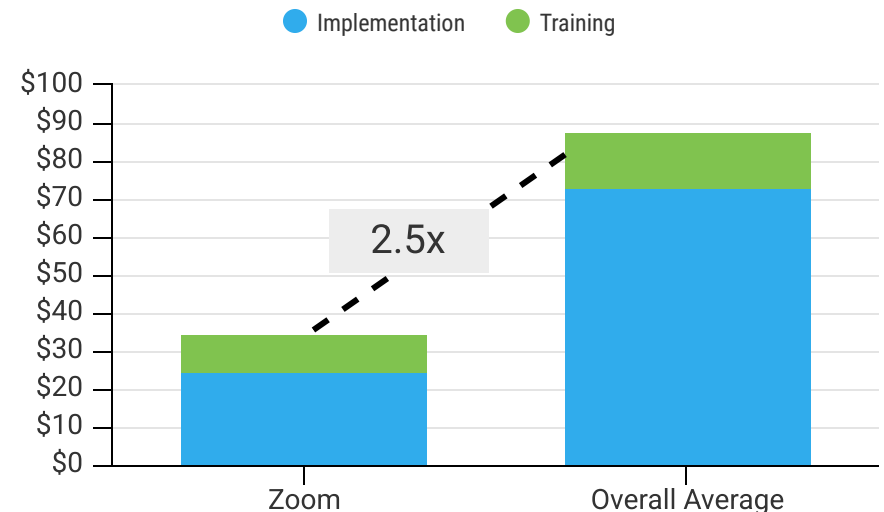
the internal staff time or third-party partners who train employees on how to use the applications and what value they provide



The more complex the apps or the user interface, the longer it takes to train employees.

On average, UCaaS vendors' implementation and training collectively cost **2.5 times more** than what companies spend on the same for Zoom's services.

Implementation and Training Costs, Per License



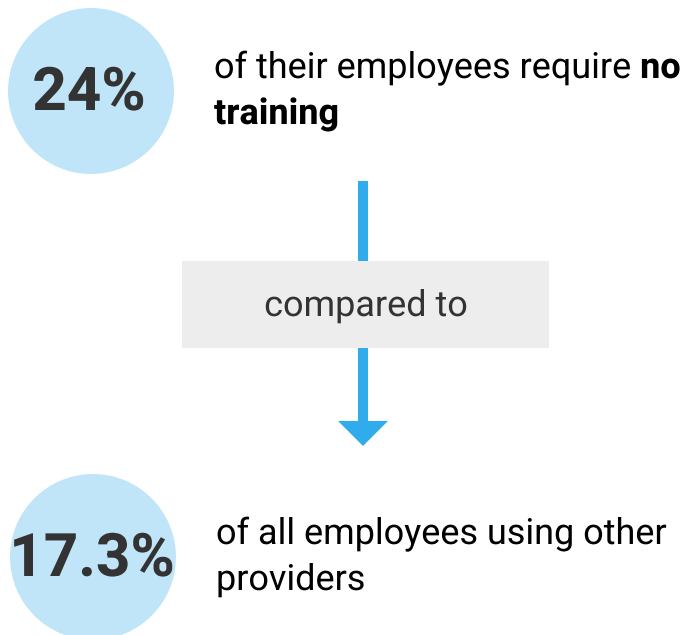
Intuitive Platforms Require Less Training



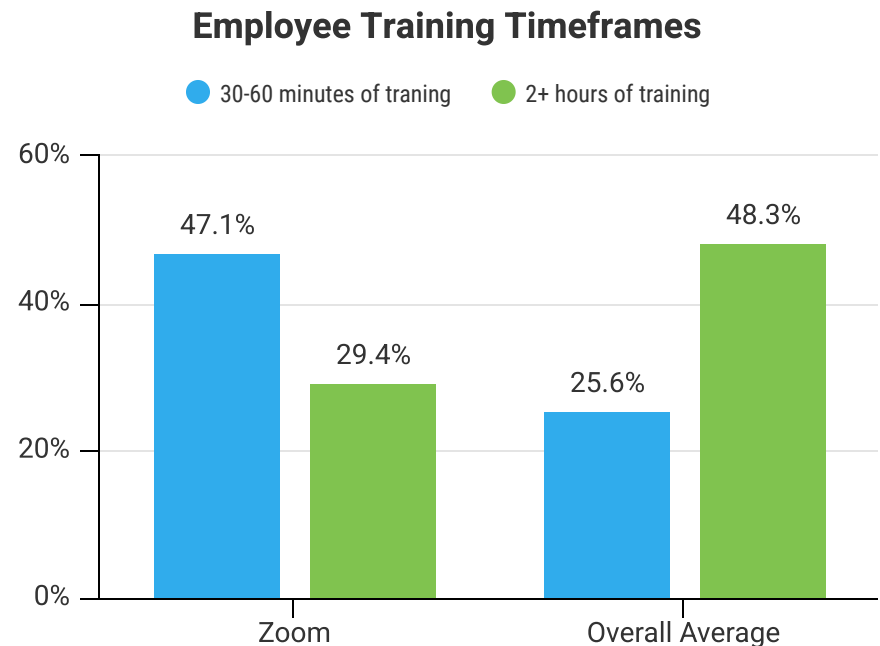
The faster organizations can train employees, the sooner they can start taking advantage of the productivity the applications enable—as well as get back to their day jobs rather than spending time in technology training sessions.

So, if the applications are intuitive enough to require no training, all the better. Employees get to work immediately, and the company pays next to nothing to train them.

Research participants using Zoom said:



Among organizations that required training, most spent anywhere from 30 minutes to a full day to train employees, and fewer than 5% spent more than a full day. Nearly half of employees that required training were fully operational with Zoom within 30-60 minutes.



Day 2 Costs: Ongoing Management and Operations



Companies budget for two primary operational costs: IT staff and managed services. The study examined the number of full-time equivalents that manage UCaaS solutions, along with their average compensation, as well as annual spending on third-party managed services.

Companies using Zoom **spend 55% less** to manage and operate their UCaaS platform than the industry average. This equates to \$295 per employee, per year, or \$24.60 per employee per month—savings that nearly covers the cost of a Zoom United Enterprise license (\$30 list price).

Number of IT staff members per 1,000 employees:



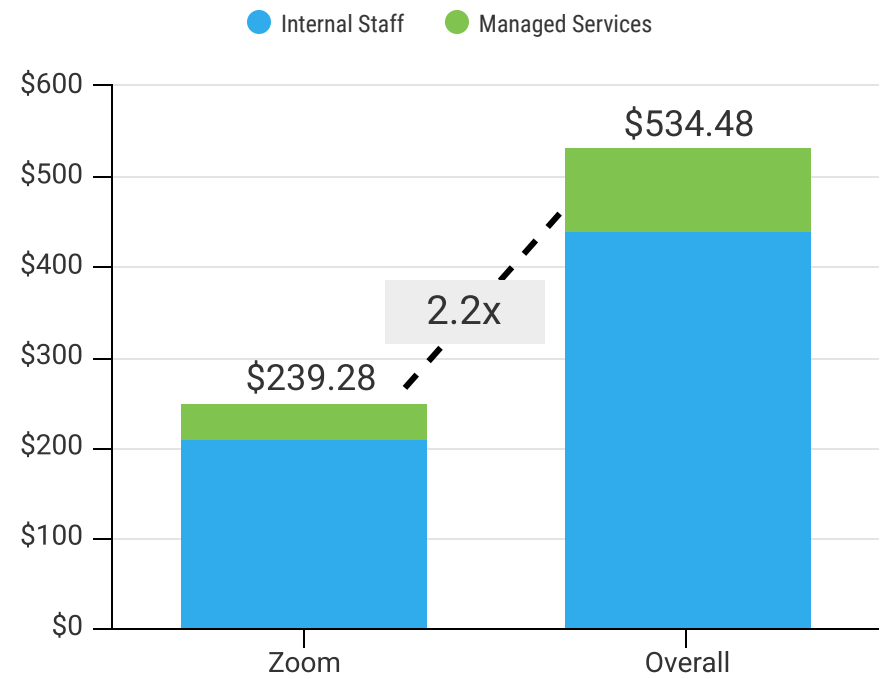
1.98

Zoom

2.78

Average

Annual Operational Costs, Per Employee



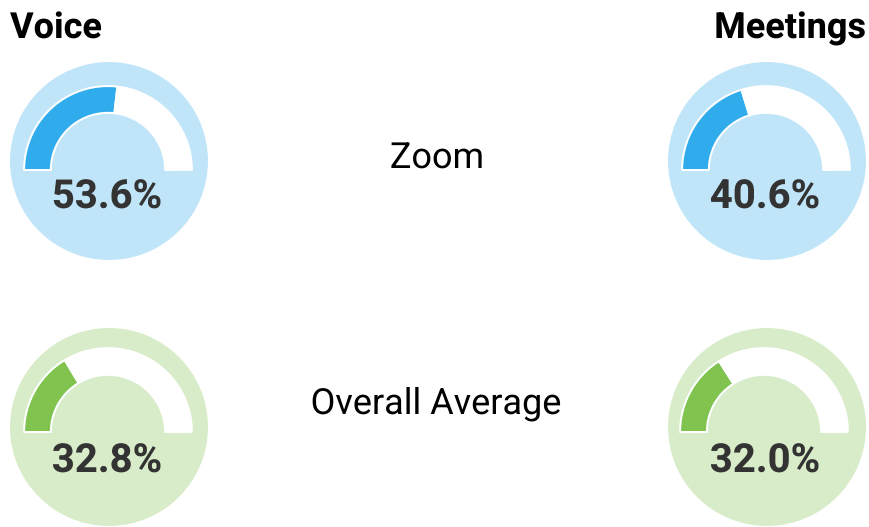
Employee Onboarding and Provisioning: How Fast?



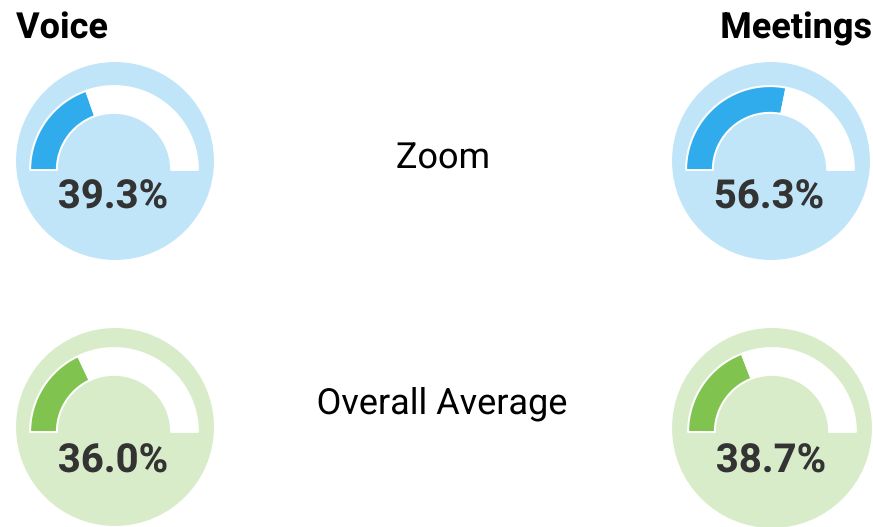
Other factors also contribute to costs, productivity, and usability. One such factor is the ability to onboard employees and update profiles or permissions. These functions vary based on meeting platforms and voice platforms.

More participants using Zoom were able to update profiles and permissions within 15 minutes compared to industry averages (see below). Both metrics underscore the time (and cost) savings for the IT staff, along with the quick onboarding of new employees.

Percent of Companies that Onboard/Change Employees Within 15 Minutes



Percent of Companies that Update Profile/Permissions Within 15 Minutes



Self-Service Administration Capabilities for Employees Drive IT Staff Productivity



Platforms that offload some tasks from administrators to employees themselves, as self-service applications, make IT staff even more productive.

Among all research participants:

69%

handle more than 25% of their administration functions through self-service

80%

using Zoom rely on self-service to handle more than 25% of their administrative functions

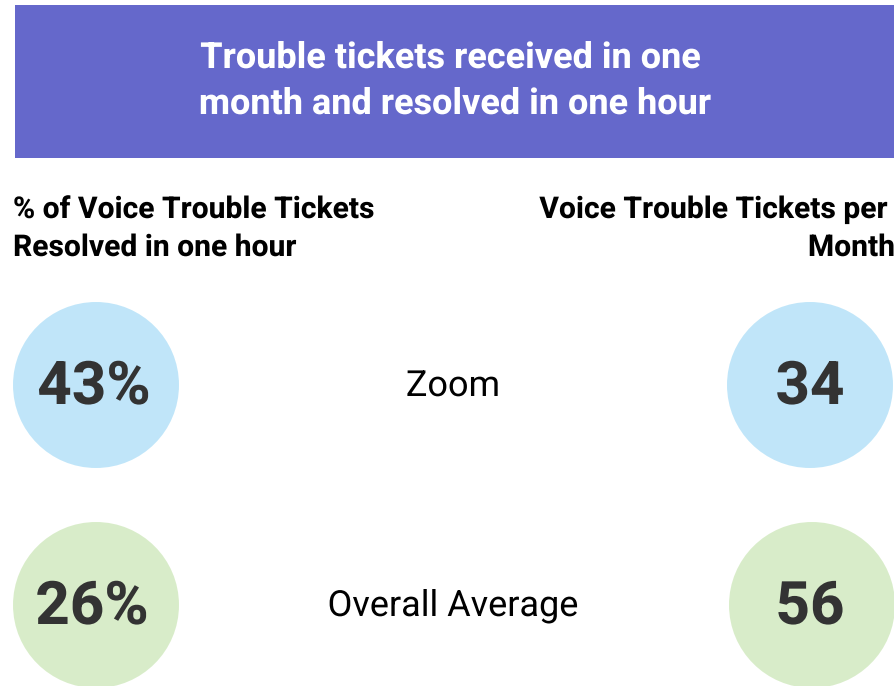


As employees become more comfortable with technology, they want easy-to-use interfaces that allow them to make quick functional changes such as for passwords or call forwarding, or to update simple policies guiding functions such as call forwarding. Self-service improves employee satisfaction because it lets them quickly handle administrative functions without waiting for IT, and it also keeps IT's focus on more urgent or complex issues.

Trouble Ticket Resolution Gives Glimpse Into Productivity Gains, Losses



A look at companies' internal trouble tickets provides insight into IT staff costs and productivity. We asked organizations how long it takes them to resolve trouble tickets and in what time frame.



The total number of trouble tickets also illustrates the reliability of a UCaaS provider's platform. Any downtime will impact productivity, as well as the satisfaction of employees, customers, and business partners. The average number of voice trouble tickets per month is 56. Research participants using Zoom report 40% fewer tickets compared to the industry average.

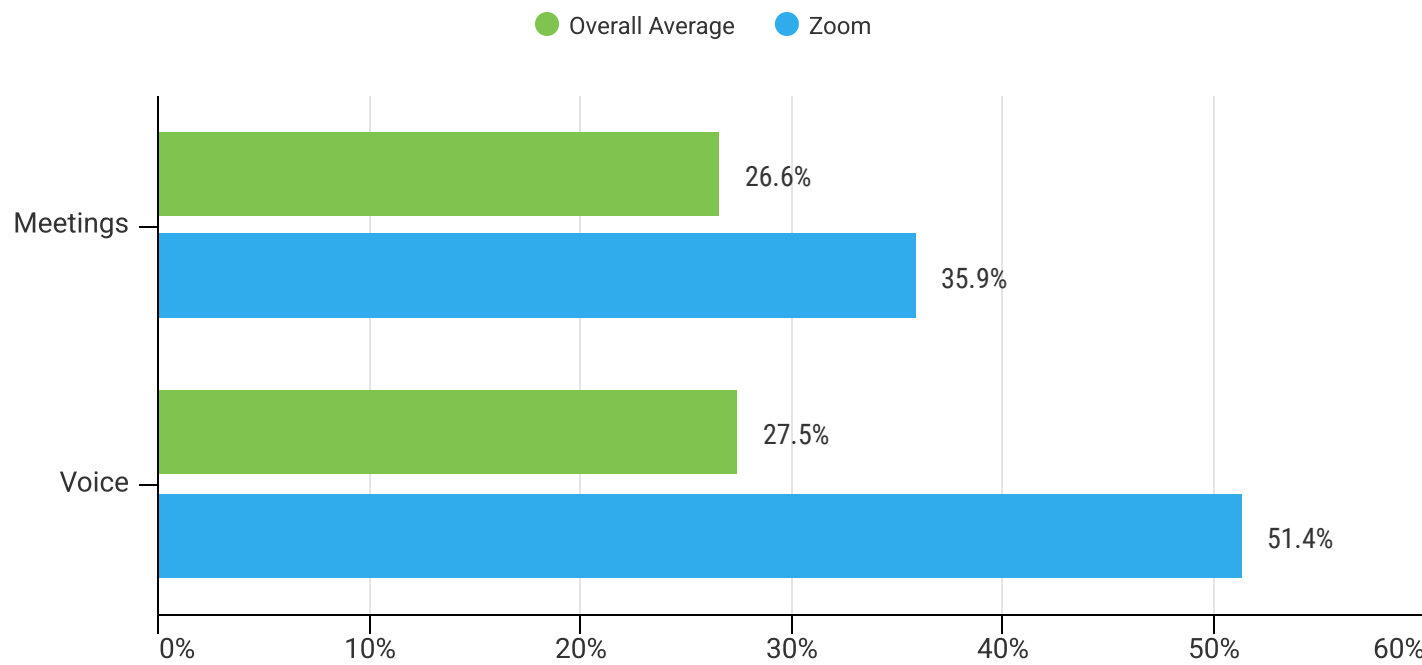
Platform Reliability Crucial to Company Communications



In addition to addressing internal trouble tickets (i.e., device issues, provisioning problems, etc.), IT must report platform performance issues to the UCaaS provider.

Of course, phone downtime makes it impossible for customers to call the business, but almost as important, no video calls or screen shares can take place when meeting solutions are down. As people continue to work remotely, the ability to support visual engagement has become increasingly important—and expected.

Percent of Issues Resolved by Provider in One Hour



Tips for Selecting UCaaS Providers



UCaaS has been a critical service for serving employees and customers, but as employees continue to work remotely, the meeting capabilities have become even more vital. Organizations must carefully evaluate providers in a bevy of areas, including technology capabilities, innovation, customer service, and value.

Value not only encompasses costs, but also such factors as ease of use, reliability, and self-service. As this report, backed by a large global study, indicates, Zoom's meetings and voice services are performing significantly better than industry average across a variety of areas.

As you're evaluating providers, consider:

Implementation costs



including compensation for IT staff and third-party partners, as well as employee training

Operational costs



including ongoing IT staff costs to manage the service, third-party managed services, and the ability to quickly address issues through self-service administration and a reliable platform

Employee productivity



particularly when they are offline because of slow break-fix or an unreliable platform