

ZOOM MAXIMIZES VALUE AND USAGE OF SAAS TOOLS USING PRODUCTIV



EMPLOYEES 4,400+

LOCATION San Jose, CA

SAAS APPLICATIONS 250+

Zoom is a market leader in video conferencing software and a majority of us consider it the standard for virtual meetings. The American company was founded in 2011 and aims to take collaboration and communication even further. Zoom's mission is to make communications frictionless and secure.

As the company has grown, they have continued to improve processes and oversight. Zoom now has over 4,400 employees, requiring new levels of alignment and oversight. The company had a technology stack that was rapidly growing with over 250 SaaS applications, and IT and Finance wanted a better handle on what was needed.

Vik Shah, Corporate Controller, outlined the challenges: "As a finance leader, my primary goal is to ensure value i.e. tools we use are helping us be nimble and accelerate growth; a secondary goal is cost management. As we have scaled operations globally, I noticed we had many different SaaS apps - we did not really have a process in place to check if we needed all these tools." The team wanted to find better ways to monitor these tools and maximize their value across the organization.

CHALLENGES

EVALUATING AND SELECTING NEW TOOLS

Zoom knew SaaS spend was growing, and the company needed to get a handle on what new tools were introduced across the organization. How much was being spent? Did the new tool have any overlap with existing tools? How was each department discussing new applications? The team needed a way to help evaluate and monitor new SaaS applications and tools.

APPLICATION VISIBILITY

Another key challenge was simply understanding what applications there were across all of Zoom. Vik mentioned: "we did not really have a process in place to check if we needed all these tools. For example, just in the sales organization, we had multiple apps for similar use cases including few different e-signature tools." They needed to understand how many applications each department had and uncover any duplication or overlap.

APPLICATION USAGE AND VALUE

Most importantly, the team needed to know if the tools were actually being used. If they had paid for 3,000 licenses, how many were active? Business impact was equally difficult for the team to derive. Were these tools actually helping employees be more productive? IT and Finance wanted to know if each SaaS application was actually delivering on the original goal of why they purchased it in the first place.



For many tools, we had sometimes purchased more licenses than we were actually using. How do I justify that? Is there a way to ensure that at least 80-90% of the license count is being utilized regularly? Productiv helps provide that visibility across the full organization and a platform to help us manage our technology stack.



Vik Shah
Corporate Controller
at Zoom



