ZOOM

Total cost of ownership **Zoom vs industry average**





From Jan. to Feb. 2023, Metrigy conducted a study of 517 end-user organizations to gather real-world operational costs from those using Zoom and other relevant vendors. The study found that, for organizations of all sizes, the total cost of owning Zoom is \$581 in the first year compared to the industry average of \$891. Total cost of ownership (TCO) is calculated using a few types of costs, including licensing, training, and management services.

\$2,730

zoom

Industry average

\$2,730

Metrigy report 2023 key stats	Zoom	Industry average
One-time charges (Implementation and training)	\$44	\$67
Recurring annual licence costs	\$262	\$413
Recurring annual operating costs (Ongoing administration and support)	\$275	\$412

Numbers account for businesses of all sizes included in the TCO study

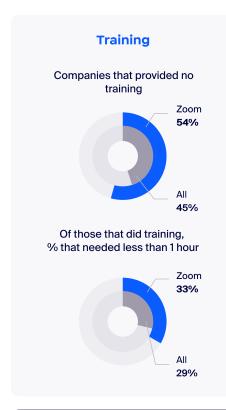
Total 5-year TCO

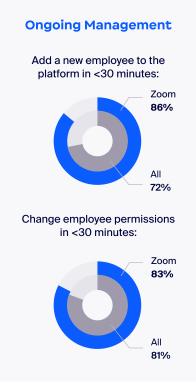
\$4,190



What Makes a Difference

You may be wondering why implementation costs are higher in the industry average, or why internal management costs are significantly lower for Zoom. The simple answer: **ease of deployment and use.** Zoom's approachable, intuitive design helps organizations get onboarded and up to speed quickly and effectively, helping them save time and trim costs.







The Bottom Line

Looking to reduce management costs or streamline training? Zoom can help. Designed for limitless human connection, the Zoom platform helps you scale efficiently, without breaking the bank, to enable seamless, meaningful collaboration. Seeing is believing! Schedule a live demo with one of our product specialists at your convenience.

Schedule a live demo

Study methodology

- Metrigy conducted a custom research study for Zoom from Jan. to Feb. 2023, examining cost, utilization, and management of voice and meeting solutions
- Metrigy programmed the survey, gathered research responses, analyzed data, and created the presentation, including charts and tables that provided technology trends, cost analysis, and cost comparisons between vendors
- 3. Metrigy developed hypotheses and questions, which were reviewed jointly with Zoom's project team
- 517 responses, including three interviews and 514 electronic survey responses
- Zoom has a license to use this independently gathered and analyzed data
- 6. Random sampling of all industries
- 7. Global reach