

Magic Quadrant for Unified Communications as a Service

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UCaaS providers develop, operate and maintain their own multi-tenant cloud-based UC services, which often prove less costly for customers overall than premises-based solutions. This Magic Quadrant will help digital workplace application leaders make the most suitable choice for their organization.

Zoom

Zoom is a Leader in this Magic Quadrant. Its core UCaaS offering, a combination of Zoom Meetings, Zoom Chat and Zoom Phone, focuses on meetings, enterprise telephony and messaging. Its operations are mainly in the U.S. and Europe. Its customers tend to be midsize and large organizations.

Enhancements in the past year include: (1) the launch of Zoom Room appliances with partners Neat, Poly, DTEN and Logitech; (2) a focus on security vulnerabilities in 2Q20, with a 90-day program dedicated to security enhancements, including AES 256-bit GCM encryption, and in-app options for meeting security; (3) Zoom Chat enhancements, including support for threaded conversations and the addition of broadcasting channels.

Strengths

- For organizations already using Zoom Meetings, Zoom Phone Basic is available at no additional charge (without PSTN access). This is a major attraction for organizations looking to add telephony from a single vendor cost-effectively.
- Despite the Zoom Phone service being relatively new, it offers a 99.999% availability SLA target.
- Customers generally praise Zoom Meetings for its ease of use, service reliability, and pace of innovation and enhancement.
- Zoom has significantly raised its profile during the COVID-19 pandemic by bridging the gap between consumers and enterprises with “freemium” packages and by offering incentives to organizations signing up to Zoom for the first time.

Cautions

- Zoom Phone offers a basic set of enterprise telephony features. Organizations currently using on-premises solutions and seeking a UCaaS provider with an advanced set of telephony features may find gaps.
- Zoom calling plans are available in only 42 countries and territories. Zoom does offer a “bring your own carrier” option, which adds flexibility, but it requires additional effort to configure.
- Zoom does not offer contact center functionality, so it is unsuitable for organizations that want UCaaS and CCaaS delivered from a single platform. Zoom does, however, partner with leading contact center providers, and its offering can be integrated with Five9, Genesys, NICE inContact, Talkdesk and Twilio.
- Some Gartner SMB clients who use Zoom have reported delays in support and relatively unresponsive account management.

Figure 1: Magic Quadrant for Unified Communications as a Service, Worldwide



Source: Gartner (November 2020)