Zoom Helps HubSpot Stay Connected as it Grows Globally

Challenge: Hubspot needed a unified, modern video collaboration solution to support it's growing global teams.

Solution: Deploy a Zoom site license, Zoom Rooms, and Zoom H.323/SIP Connectors.

Result: 1.5 million meeting minutes a month in the first 3 months.

Imagine if we didn't encounter interruptive ads and cold calling was a thing of the past. That's HubSpot's vision. Awesome, right? HubSpot is the leading inbound marketing and sales software company, which means it provides the technology, tools, and training that help businesses grow by attracting new customers and delighting the ones they already have. Over the past 10 years, the idea of inbound marketing and sales has gone global, so now HubSpot's growing team of more than 1,500 employees around the world relies on real-time video technology for collaboration.

We spoke with Neal Piliavin, who joined HubSpot in 2016 to create a collaboration group reporting to the CIO, Frank Auger. Auger and HubSpot's Chief People Officer Katie Burke stressed the critical importance of seamless global collaboration to company success. HubSpot was growing fast and expanding in offices around the world, and real-time interaction between people and teams was essential to effective communications and alignment. Piliavin's first step was to observe the collaborative solutions already in place and to listen to people in describing their experience with the technology. He interviewed HubSpot leadership, IT, and line-of-business teams to get an idea of what they were using, how it was working for them, and their collaboration requirements.

Piliavin found that HubSpot employees were using several disparate solutions. "WebEx, Cisco Telepresence, and Google Hangouts were the primary tech. Each had its own primary use case, but the different solutions led to support headaches for IT and confusion for end users," he explained. "Too many incidents, questions on what to use and how to use it, and just as importantly, the solutions didn't work together. You couldn't have a Google Hangout and bring in people in a Cisco

Telepresence room. Not to mention, the room systems had complex setups, so people only used them sparingly even though they were a major expense. Fortunately, we had a great team here with the technical and operations chops to implement the fix."

HubSpot needed a single, unified solution for collaboration that "makes it dead simple for people to use video conferencing at work, at home, and on the go," said Piliavin. Based on his conversations with HubSpot employees, Piliavin created a principals document that was shared to HubSpot's internal wiki for review and comment by all employees. "We have a very transparent culture; we want ideas to be scrutinized and changed as needed for all to understand what we're thinking and doing, and why."

Screen sharing, high quality audio, and mobility were prioritized. "People aren't always at their desks, so having a platform that works seamlessly on iOS and Android was just as important as the desktop solution. It also needed to work as well at home on consumer Wi-Fi as it does at the office on a dedicated internet," he described.

HubSpot evaluated Cisco Spark, BlueJeans Network, and Zoom. They landed decisively on Zoom for the following reasons:

* Zoom just works: "Our people like **the ease and quickness of joining, and the ease of screen sharing. The UI is much better than most products**," explained Piliavin.

* Zoom Rooms: "Having a conference room system that could be **built from off-the-shelf components and had the same look and feel as the desktop and mobile solution** was critical to ease of use and adoption."

* Affordability: "**Zoom has a much lower total cost of ownership** than comparable solutions."

* Integrations: "**The Slack integration and the calendar integrations** allow Zoom to integrate easily into our enterprise software stack."

HubSpot deployed a Zoom site license, initially supplementing, but with a goal of replacing WebEx accounts for all of their employees. HubSpot also converted conference rooms to Zoom Rooms along with building new Zoom Rooms in their Cambridge, Massachusetts Headquarters; and offices in Sydney, Australia; Dublin, Ireland; Singapore, and soon-to-come permanent Tokyo and Berlin offices. They now have over 100 Zoom Rooms while keeping some of their existing Cisco Telepresence rooms. All video conferences and conference rooms join meetings in the Zoom cloud with the Cisco rooms using the Zoom H.323/SIP Connector.

Piliavin's team didn't force Zoom on their users or decommission WebEx and Hangouts. They educated HubSpot employees on the new service and then let it grow organically. **"It's only been three months that we've been fully deployed and we're seeing over 1.5 million minutes a month on Zoom.** "We're averaging close to 1,000 meetings a day over Zoom", said Piliavin.

HubSpot is enthusiastically adopting Zoom. **"When you choose a platform, you just want to enable meetings to happen regardless of where you are, as easily as if you were all in the same room. And that's what we find with Zoom."**

About Zoom

Zoom unifies cloud video conferencing, simple online meetings, group messaging, and a software-defined conference room solution into one easy-to-use platform. Our solution offers the best video, audio, and wireless screen-sharing experience across Windows, Mac, Linux, Chromebooks, iOS, Android, BlackBerry, Zoom Rooms, and H.323/SIP room systems. Founded in 2011, Zoom's mission is to make video and web conferencing frictionless. Learn more about www.zoom.us or follow @zoom.us.