**Slide 1**

Scalability is defined by julianbrowne.com as *A Service is said to be scalable if when we increase the resources in a system, it result in increased performance in a manner proportional to resources added*

According to hoghscalability.com scalability is *Increasing performance in general means serving more units of work,. But it can also be to handle larger units of works, such as when data set grow*

simply scalability is,

When we have introduced a new softwires, users will grow up day by day. We have to improve our system and system performance according to the usage. That is simply mean by scalability.

**Slide 2**

1) Modular Pod Design : The modular pod design allow them to seamlessly integrate additional pods. As their subscribers' base continues to grow. A Pod is a repeatable design pattern, and its components maximize the modularity, scalability, and manageability.

2) RingCentral follows As We Grow concept. As we grow concept is concept that is based on user basic. So, a small company also can perches the license with a lower price and the company can go with the growing population to use this ring Central product. Because of this concept, RingCentral allows small companies to use it at a lower cost. It also provides a reason to increase the scalability of RingCentral.

3) Their open API platform enables communications integrations with today’s most popular business apps including Google, Microsoft®️, Salesforce®️, Okta, Zendesk®️, and ServiceNow®️. Moreover, customers can build custom apps and integrations to improve business productivity.

4)Each of these packages provide various combination of features for ringCentral can allocate there resources to the difference serves depending on the services they provide.

**Slide 3**

RingCentral provide their service for more than 350000 organizations. while some companies like cousera having 60 odd employees, ringCentral provide their service to companies having organization like pacific dental services which are having around 12700.From this we can see their need for scaling the product in a wide range. They have achieved it successfully.

**Slide 4**

**Slide 5**

1) MS Teams and Zoom do not follow “As-We-Grow” concept, but RingCentral follows.

2) Comparatively RingCentral pricing plan is higher than MS Teams and lesser than Zoom - When we consider the pricing plan the starting paid plan of ringCetral is $19 and goes up to $49. It is comparatively higher than MS teams but lesser than Zoom paid plan. But the problem is RingCentral paid plan offers limited features to the minimum package.

3) Comparatively RingCentral has only lesser number of integrated apps than MS Teams and Zoom – When it comes for the scalability of a video conference tool with integrated app. ring central has comparatively set back. It has around 180+ integrated app but the leading conference tool like MS Teams and Zoom has a way higher number of than one eighty. For an example MS Teams has 250 app whereas Zoom has 800+ integrated app