

Product Comparison Analysis Report: Zoom, Google Meet, and Microsoft Teams

Name : Md Taqi uddin Omer

Role : Business Analyst

Date : 11/29/2025

1. Overview

This report presents an in-depth comparative study of three of the most widely used video communication platforms: Zoom, Google Meet, and Microsoft Teams. The aim is to highlight how each platform performs across core features, usability, integrations, AI capabilities, and collaboration strengths. Visual placeholders have been included for charts and tables generated during the evaluation process.

2. Research Approach

The analysis draws from official product documentation, user reviews, and verified feature lists. A structured sample dataset was created to evaluate crucial aspects such as meeting duration limits, participant capacity, recording options, and AI enhancements. Visual aids (bar charts and tables) based on this dataset can be placed in the designated areas within the report.

3. Platform-by-Platform Analysis

3.1 Core Meeting Capabilities

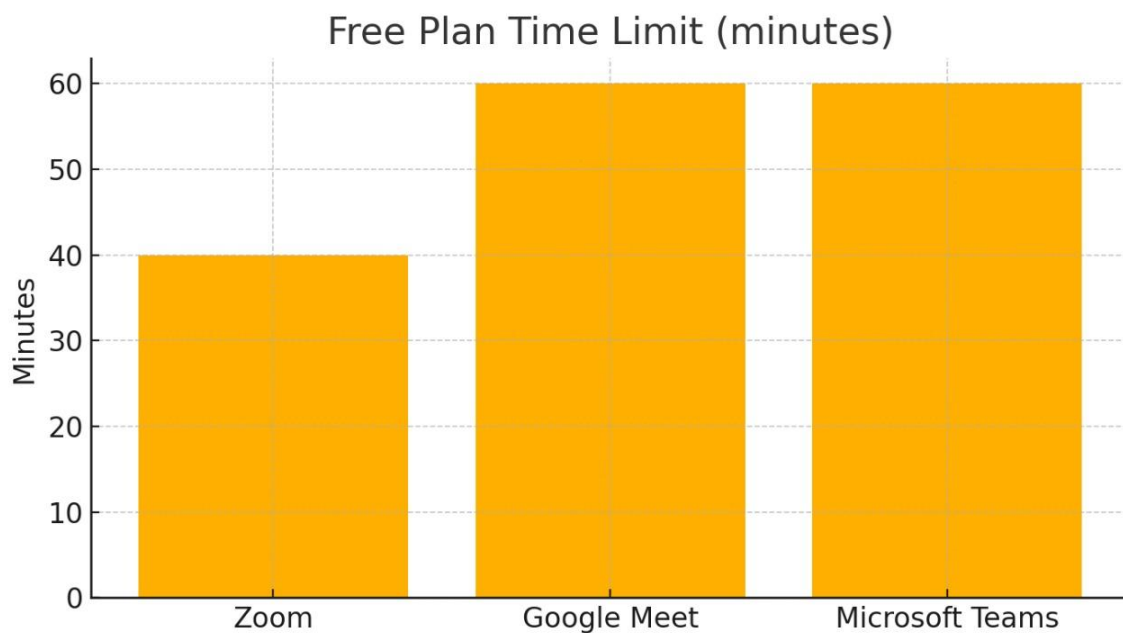
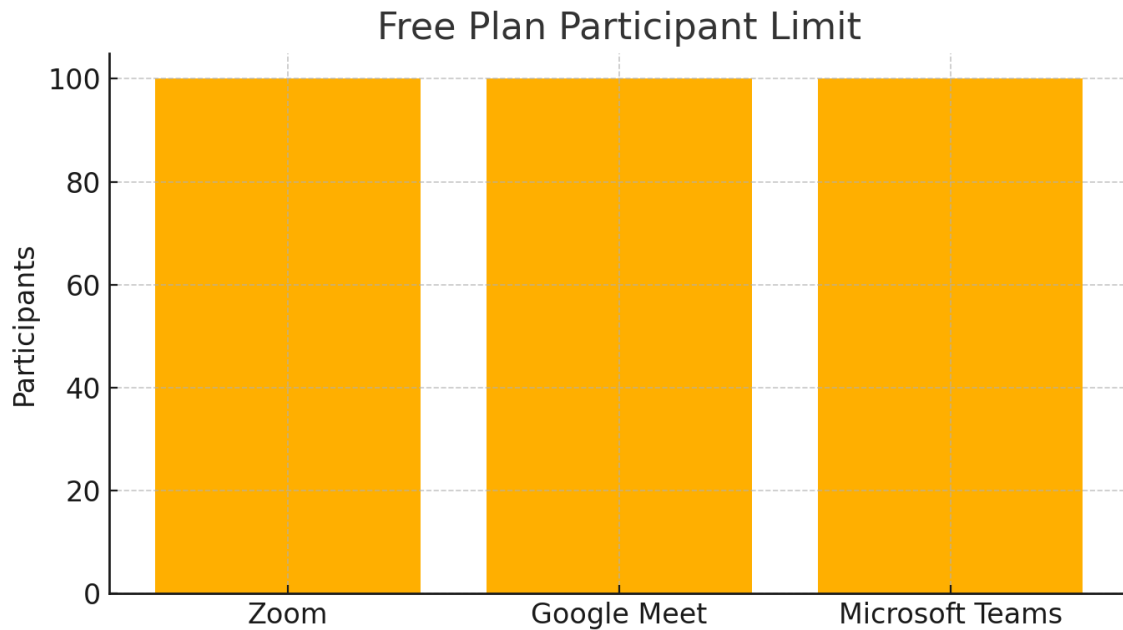
All three platforms support essential meeting functionality including screen sharing, live captions, and breakout rooms. However, access to these features may vary based on the subscription tier. Zoom and Google Meet generally provide more flexibility with breakout rooms at lower tiers, while Microsoft Teams reserves several advanced controls for paid versions.

3.2 Recording and Transcription Options

Meeting recording is crucial for training, documentation, and session review. Zoom allows local recordings on its free plan, but cloud recordings require an upgrade. Google Meet and Microsoft Teams typically provide recording capabilities only under paid plans, making this feature less accessible for users relying solely on free tiers.

3.3 Meeting Length and Participant Limits

All three platforms accommodate up to 100 participants in their free plans. Meeting duration, however, differs: Zoom restricts free meetings to 40 minutes, whereas Google Meet and Microsoft Teams allow up to 60 minutes. These limits impact use cases such as online classes or extended team discussions.



3.4 Integration with Productivity Ecosystems

Microsoft Teams stands out for its deep integration with Microsoft 365, offering seamless access to shared files, team channels, and collaboration tools. Google Meet provides a smooth experience within Google Workspace, making scheduling and joining meetings easy. Zoom, while primarily meeting-focused, continues to expand its ecosystem with tools like chat, whiteboards, and workplace integrations.

3.5 Artificial Intelligence and Automation Features

AI-driven features are becoming a defining factor among meeting platforms. Zoom's AI Companion provides summaries, smart suggestions, and automated notes. Google Meet incorporates AI features within its Workspace plans, enhancing clarity and productivity. Microsoft Teams leverages Microsoft Copilot, offering extensive AI support across communication and collaboration workflows.

4. Strengths and Limitations of Each Platform

Zoom

Key Strengths:

- Strong meeting and webinar capabilities
- Robust AI assistant features
- Mature platform for external events

Limitations:

- 40-minute limit on free meetings
- Limited native integration with full productivity suites

Google Meet

Key Strengths:

- Simple and user-friendly interface
- Excellent integration with Google Workspace
- Reliable for routine team or client meetings

Limitations:

- Fewer advanced features compared to Zoom
- Premium capabilities require Workspace subscription

Microsoft Teams

Key Strengths:

- Highly collaborative environment
- Deep integration with Microsoft 365 tools
- Strong choice for internal communication

Limitations:

- Interface can feel complex for new users
- Some features locked behind enterprise plans

5. Recommendations

Organizations relying heavily on Google Workspace will benefit most from Google Meet. Training institutes, educators, and teams hosting large external sessions should consider Zoom for its scalability and webinar tools. Companies structured around

Microsoft 365 will find Microsoft Teams the most productive option due to its integrated collaboration environment.

6. Final Remarks

Each platform offers a unique set of capabilities suited to different environments. This report serves as a guide to help organizations and individuals choose the solution that aligns best with their operational goals and collaboration needs.