

Risk #	Date	The Risk of/That	Caused by	Resulting In	Consequence/Impact	Likelihood Score	Impact Score	Risk Score	Priority (H, M, L)	Mitigation	Risk Owner	Open/Closed
1	2025-06-01	The risk that Zoom will lose significant enterprise market share	the increasing adoption of bundled platforms like Microsoft Teams, which integrate communication, scheduling, file sharing, and productivity tools into a single ecosystem, making it harder for Zoom's standalone services to compete	a gradual shift of enterprise clients toward bundled competitors, reduced long-term contracts, and declining renewal rates, ultimately weakening Zoom's presence in the enterprise collaboration market	Financial / Strategic: Loss of recurring enterprise revenue streams and weakened competitive positioning.	High	High	High	High	Develop competitive integrations and bundled services (e.g., with productivity tools); strengthen enterprise data security and support.	Head of Enterprise Product Strategy	Open
2	2025-06-01	The risk that Zoom will experience reputational damage and customer churn	persistent public scrutiny and media attention on Zoom's historical security flaws, limited encryption transparency, and perceived privacy vulnerabilities, especially in regulated industries	loss of institutional trust from government and education clients, delays in contract approvals, and increased legal exposure due to non-compliance with international data protection regulations	Compliance / Legal: Increased regulatory attention, reduced client onboarding, especially from public institutions.	Medium	High	Medium	High	Strengthen privacy measures and transparency; pursue third-party certifications and communicate improvements to stakeholders.	Chief Information Security Officer (CISO)	Open
3	2025-06-01	The opportunity that Zoom will gain a competitive edge in the video conferencing industry	Zoom's strategic investments in AI innovation and the company's ability to successfully deploy intelligent features such as automated note-taking, voice recognition, and meeting summaries across user segments	broader market recognition of Zoom as a leading innovator, increased customer satisfaction, and a competitive advantage that drives higher conversion to premium-tier plans, especially in corporate accounts	Technology / Financial: Higher product differentiation and revenue from upmarket plans.	High	High	High	High	Invest in AI and user testing to ensure robust performance and adoption without degrading platform reliability.	Director of Product Strategy	Open

The three risks identified in this analysis are based on Zoom's current strategic position within a highly competitive video communication industry.

Two negative risks: enterprise market share loss and reputational damage, reflect direct threats from major competitors like Microsoft Teams and ongoing privacy concerns.
One positive risk: competitive advantage through AI—highlights Zoom's innovation potential. A specific industry context supports each risk and addresses critical risk types, including financial, compliance, and technological impacts.

The structured statements follow the format provided and are grounded in current trends and real-world developments. These risks were chosen for their relevance to Zoom's long-term sustainability and their potential to significantly influence user retention, enterprise growth, and product differentiation.

Reference:

- Koraza, T. (2024, August 27). How to do SAAS Competitive Analysis in 2025. MADX Digital. <https://www.madx.digital/learn/saas-competitor-analysis>
- Video Conferencing Market Size, Share, Trends Report, 2030. (n.d.). <https://www.grandviewresearch.com/industry-analysis/video-conferencing-market>