Sync

PROBLEM STATEMENT

"We envision a world where effortless, secure video conferencing is the standard, enabling individuals and organizations to achieve their goals with ease."

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Problems

What problems are our users facing?

- Enterprise users are **lacking control** over their own video conferences, they are not able to choose who can join, what they can do, and what they can share.
- Meeting **disruptions** when uninvited users are joining private meetings.
- Anyone who can join can take screenshots of sensitive data and make it public.
- Users are putting a lot of effort into **workarounds**.
- They are using one person as a "meeting manager" to remove uninvited people.
- They **refuse to use the screen sharing feature** and use emails to send documents to the attendees.
- Users have to put in a lot of **extra work for basic needs**, which causes frustration and dissatisfaction with Sync.
- They are facing reliability issues with Sync.

What problems are we (Sync) facing?

TECHNICAL
- **Sudden surge of users** due to Covid lockdowns. From 100 to 500 million, we might not be able to support that technically due to our infrastructure and technical debt.
- Broadening of the type of our user base (**new academic and government users**). These new users might not, broadly speaking, be very tech savvy.
- **Accumulation of technical debt** by the increase of features on the product, which could lead to a major problem.
- **Possible future outage** due to our current infrastructure.

DECISIONS PRIORITIZATION
- **Conflict of interest** between the different stakeholders. There is some push from high power stakeholders to focus or prioritise certain features, which causes interruptions in the work flow.
- Balancing being more than a business app (helping individuals) and catering to entreprises' needs.
- **No consistency** regarding design or features.

BUSINESS
- **Losing users.** Lack of privacy and security is leading our users to find workarounds, who become frustrated and are looking for Sync alternatives entirely.
- **What we offer** with our Product is **not in line yet with our Vision** statement.

INTERNAL CONFLICT
- We are **risking losing our engineers.** Constant change of directions, priorities change often, which leads to dissatisfaction within the development team.
- **Losing the trust of our employees**. We are giving power to employees to pitch ideas, and after ideas are approved, these plans are dropped.

User Problem or Need

The biggest problem our users are facing are a **lack of security and privacy,** they lack controls over their own meetings. They need to trust in Sync having their best interest in mind and their expectations are not being met at the moment.

- There are disruptions during meetings
- Cannot controls who joins the meetings
- Loss of trust for highly sensitive data
- Needing extra people for running meetings
- Needing to find alternatives to Sync entirely

Users are also facing **performance issues,** as Sync is not as fast and reliable as it used to be. We've added a lot of new features, which caused a drop in quality, things are slower. Our infrastructure lacks support for so many users. The expectations are high from our enterprise users, as they pay for a Premium level.

- They expect a high level of support
- Reliable connection
- High quality of audio and video
- They expect things to work out of the box flawlessly

The One to Rule them All. What Problem to Focus on?

Both of the above problems are very important, no doubt about it. But our focus should shift on the single area of **Security and Privacy**, as it is more urgent, due to immediate potential loss of our top paying customers as well as loss of trust from our entire user base.

Of course, we should focus on this initiative without disregarding the quality and performance of our product on the way.

There is, of course, the risk of major performance issues, which could cause a large disruption, and that is why it should be tackled right after this.

Which of our Users does this Problem Affect?

This problem affects all of our user base, but according to the received feedback in research, **users from our top tier subscription** (organisations, government, academic institutions) are the ones most concerned with privacy and security. Many deal with highly sensitive data and it's in their best interest to use tools they absolutely trust. This affects **73% of our paying users**.

Why should we Solve this Problem?

We should prioritise this problem to **avoid losing our largest paying customers**, which will be a big hit on our business. Currently, 73% of our paying customers come from the Enterprise tier, which means it generates most of our revenue. We have to regain the trust of these users, meet their expectations and make them feel listened to. This way, we avoid losing them to our competitors and we make them happy.

Of those 73%, **46% of the users are from Academic Institutions and Government Agencies**, who will not think twice when it comes to Security and Privacy, before seeking more trustworthy tools.

Figure 8. The number of lost enterprise clients by group: end of 2021.
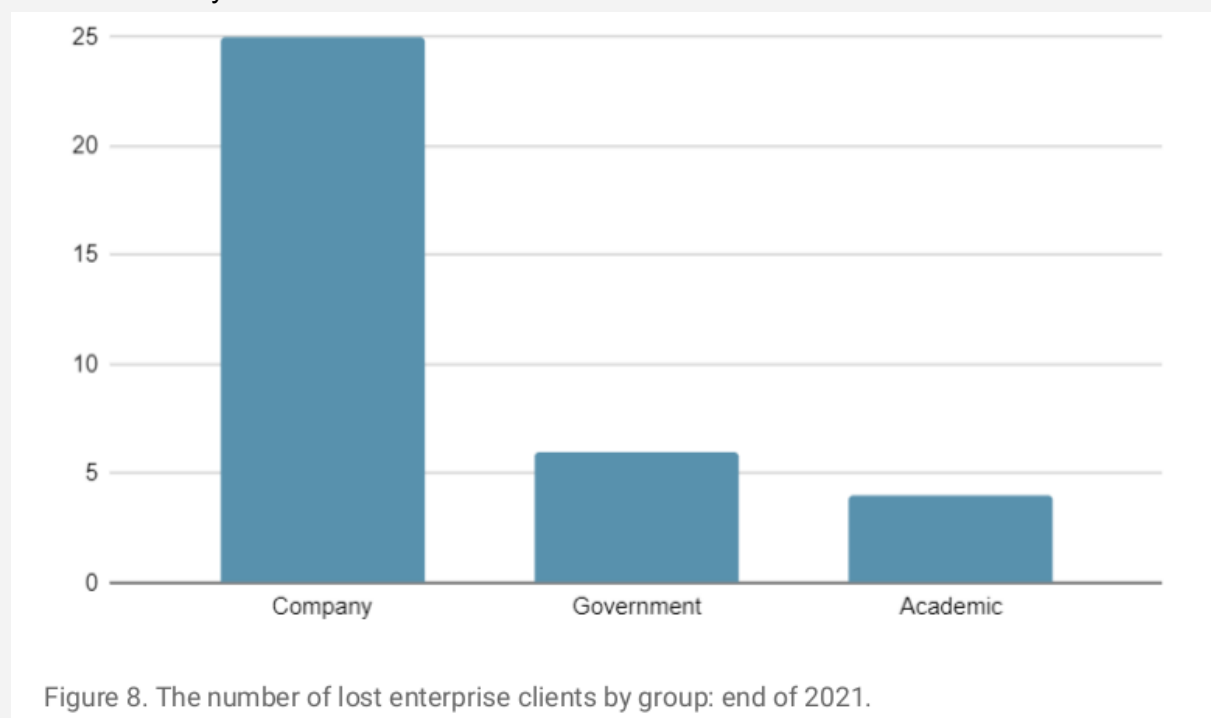
As we can see, we already **lost 6% of our clients** since the beginning of the year, where 5% of those come from **Academic Institutions and Government Agencies.**

It also helps us to have **everyone focused and aligned** within the company. Providing a **clear direction** for our employees, regaining their trust.

It makes a big difference in our branding, as we can finally walk the talk and **be in line with our Vision**.

Problem Statement

Users of Sync who are part of our enterprise tier (our biggest source of revenue) are facing **data and security breaches**, using unsustainable workarounds and resources, because they lack control over their own meetings.

As a result; organisations, agencies, and institutions are looking for safer and more trustworthy alternatives to Sync, leading to an annual loss of *6% of our paying customers*.