Question 1

The capabilities and uniqueness of Zoom’s resources which have played a big role in Zoom’s rapid achievement in the global market are its scalability, its reliability and its potential to make use of the existing legacy infrastructure, its easy-to-use software and its low total cost of possession. It is easy to use the Zoom software since Zoom software requires one click only on a link in an email invite to join a video conference. This is a satisfaction that has been a crucial factor in its achievement, since it allow users to join video calls without necessary having the need of install any other extra software or worrying about the issues of if the software will be compatible with others. In addition, Zoom’s cloud native architecture allows scalability quickly thus allowing to deal with large number of users during Covid-19 pandemic.

Further, Zoom ease of use and reliable have been a key to its achievements in the global market. The ability of Zoom to make use of its existing legacy infrastructure has also contributed to its achievement since it allowed it to take advantage of existing infrastructure and the networks. Zoom low cost of possession has enabled existing infrastructure to compete with other existing solutions of video conferencing while it allow users to pay low fee on monthly basis instead of having to purchase a license or the expensive software.

Zoom’s easy-to-use software is a vital element in its achievement since it allowed its users to join video calls with easy and faster without consuming their lot of time. After realizing that other video conferencing solutions also have easy-to-use software, Zoom software was made unique and has been a vital element in its achievement. It is easy to reproduce Zoom’s software as other video conferencing solutions have similar software. Further, Zoom made a heavy investment in the development of software and later has managed to set up a large customer base due to its software.

Zoom’s total low cost of possession allowed it to compete with other video conferencing solutions, as it allows users to pay a low monthly fee instead of having to purchase a license or other expensive software. Zoom’s pricing model is not difficult to replicate, as other video conferencing solutions have similar pricing models. Zoom has also invested heavily in developing its pricing model, thus came up with a large customer base.