



case study

'It's Phenomenal': ViewSonic Upgrades Global Telecoms with Zoom Phone

Founded in California in 1987, ViewSonic has been a leading global provider of visual solution products for more than 30 years. ViewSonic innovates products that keep the world connected with a portfolio of professional-level visual solutions that enhance the way people compute, collaborate, communicate, and connect. ViewSonic products include LED monitors, interactive commercial displays, ViewBoard touchscreen displays, projectors, thin clients, zero clients, and smart displays. With locations throughout the world – including North America, China, Hong Kong, Taiwan, and South America, among others – ViewSonic is a multi-enterprise organization that demands global connectivity.

Challenge

ViewSonic is “expanding like crazy,” according to IT System Administrator Billy Lee, and the service provided by its incumbent phone carrier, while adequate on sound and connectivity, had grown too complex over time. There were increased process and flexibility needs for a growing company like ViewSonic that had Lee weighing other options. “We didn’t have control over our configuration or how our provider processes user requests,” he said. “There’s a lot of other little things here and there about the service that we just don’t like.”

As a strategic partner of Zoom, ViewSonic had been using Zoom solutions – including Zoom Meetings, Zoom Video Webinars, and Zoom Rooms – for nearly a year, and its users had grown accustomed to the simplicity of the interface and its ease of use.



ViewSonic

Founded: 1987

Headquarters: Brea, California

Industry: Computer hardware and electronics manufacturing

Challenges: Limited control, low adoption, poor service experience

Solution: Zoom Phone

Business Benefits:

Administrative control, global connectivity, improved sound quality

“When evaluating technology, we’re not looking for just the best price or lowest price. It’s about quality. And that’s really why Zoom is our dedicated telecommunications solution.”

– Billy Lee

IT System Administrator, ViewSonic

“The initial reason we moved to Zoom was that we had a heck of a problem with GoToMeeting, and it’s given us a lot of user issues,” Lee said. “With Zoom, I don’t have the same technology adoption barriers or the frustration with other solutions, and all of our users were able to latch on to Zoom Phone without any issues.”

Solution

ViewSonic had several options for replacing its phone service, Lee said, and the company was working very closely with AT&T and RingCentral to find an alternative solution.

“We had a lot of choices. But in terms of quality of service and also scalability, Zoom Phone is very competitive.”

ViewSonic is now in the process of migrating its telephony service to Zoom Phone, with 20% of its users in service and plans to port the rest of the direct inward dialing numbers (DIDs) over to Zoom. “The feedback coming back to me,” Lee said, “is that it’s phenomenal. I’ve never had a service — especially a cloud-based PBX solution — that gives us the flexibility and the clearness that we get from Zoom Phone.”

Result

As ViewSonic expands and ramps up business in government, education, and private-sector markets, among others, the electronics manufacturer will continue to lean on Zoom Phone for reliable communications within the company and externally with customers.

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Lee went on to share a recent anecdote of Zoom Phone’s impact at a ViewSonic global meeting: “We had 20-plus people traveling to Taiwan for this meeting, and they were all using Zoom Phones, and not once was there a complaint about quality or connectivity. Whether in-state, in the United States, or abroad, whether dialing back into the U.S. and different parts of the world, the quality didn’t change. Everyone had a clear connection.”

Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video- first unified communications platform for video, voice, content sharing, and chat runs across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom is a publicly traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California.

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