



Zoom Up Partner Program Overview

March 2022



Introduction

Zoom's Partner Types

Explore Partner Benefits

Resources

Introduction

About Zoom

Introducing the Zoom Up
Partner Program

Why Partner with Zoom?

Hear from Our Partners

Our Partner Ecosystem

Zoom's Partner Types

Explore Partner Benefits

Resources

Introduction



About Zoom

A global ecosystem of partners bringing Zoom's video communications platform to market.

Zoom is for you and for your customers. Zoom is a space where you can connect to others, share ideas, make plans, and build toward a future limited only by your imagination. Our frictionless communications platform is the only one that started with video as its foundation, and we have set the standard for innovation ever since. That is why we are an intuitive, scalable, and secure choice for large enterprises, small businesses, and individuals alike. Founded in 2011, Zoom is publicly traded (NASDAQ:ZM) and headquartered in San Jose, California. Visit zoom.com and follow [@zoom](https://twitter.com/zoom).



Introduction

[About Zoom](#)

[Introducing the Zoom Up Partner Program](#)

[Why Partner with Zoom?](#)

[Hear from Our Partners](#)

[Our Partner Ecosystem](#)

Zoom's Partner Types

Explore Partner Benefits

Resources

Introducing the Zoom Up Partner Program

The Zoom Up Partner Program is built for a global ecosystem of partners bringing Zoom's video communications platform to market including integration, sales, and delivery partnerships.

The Zoom Up Program is designed to engage, reward and recognize partners in growing their business with Zoom through numerous benefits and resources. To help partners develop expertise on Zoom products and establish credibility with their customers, Zoom has created Partner Accreditations aligned to Zoom offerings. Partners can demonstrate their knowledge and commitment by earning accreditations that count toward their Zoom Up program requirements.



Introduction

About Zoom

[Introducing the Zoom Up Partner Program](#)

Why Partner with Zoom?

Hear from Our Partners

Our Partner Ecosystem

Zoom's Partner Types

Explore Partner Benefits

Resources

Introduction

About Zoom

Introducing the Zoom Up Partner Program

[Why Partner with Zoom?](#)

Hear from Our Partners

Our Partner Ecosystem

Zoom's Partner Types

Explore Partner Benefits

Resources

Why Partner with Zoom?

As the Zoom platform expands, we need the help of a variety of partners that bring unique capabilities, customers, and industry knowledge. Partnering with Zoom provides an opportunity to bolster your offerings through industry-leading programs and products to deliver an innovative solution.

Gain competitive advantage



Benefit from brand and industry recognition to position yourself as a trusted advisor and partner in the marketplace.

Drive profitability



Grow your business by selling, integrating with, or delivering services around Zoom's platform which provides an opportunity for new recurring revenue streams, rich financial rewards, and increased customer and prospect engagement.

Expand sales engagement



Access our teams and community including pre- and post-sales subject matter experts to increase alignment and better serve customers, together.

Hear from Our Partners



"Our partnership with Zoom has enabled us to create a telehealth ecosystem for healthcare providers and organizations. Zoom's platform and partner support are unmatched within the marketplace."

Art Cooksey, Founder & CEO, Let's Talk Interactive, INC., ISV Partner, United States



"Our partnership with Zoom dates back to 2018. We first started using Zoom company-wide, and then as a reseller, we positioned Zoom as a core service for online communication and offered it to our clients. Over the years, more and more users have signed up, and we have received high praise from our customers and increased business involvement as their needs have evolved from online meetings to webinars, phone calls, and other forms of communication."

Masataka Mita, Executive Officer, Solution and System Division, CTCSP Corporation



"We are excited that Zoom is a part of the robust collaboration tools we offer to customers at CDW. Zoom provides a secure, reliable video-first unified communications platform to ensure seamless customer experience and success."

Tom Cahill, Vice President Product and Partner Management, CDW, United States



"Partnering with Zoom has enabled us in deploying global collaboration and communication solutions to keep businesses running during difficult times. The simple and efficient user interface has made telemedicine, hybrid workspaces, and remote education deployments easy and fast. Zoom's unrivaled features make it a one-stop solution for user engagement and productivity."

Rohit Singal, Vice President- India, Rahi Systems



"Ever since we became Zoom partners in 2015, Zoom has been an endless source of inspiration to us, and the driving force behind our ability to provide the Israeli market with a unique added value."

Olivier Schiffmann, CEO, Naotech, Israel



"Zoom has been a strong supporter of our Zoom business. We appreciate their ability to provide us with the support we need at the right time, whether it is through joint proposals to target companies or internal training during the launch of Customer Success. Our favorite phrase about Zoom is "Delivering Happiness". In a world where working remotely has become the norm and many people work with anxiety I think these words are perfect for a solution that provides a stress-free and comfortable working environment."

Tsuyoshi Hori, Senior General Manager Enterprise Business Division, Nissho Electronics Corp.

Introduction

About Zoom

Introducing the Zoom Up Partner Program

Why Partner with Zoom?

[Hear from Our Partners](#)

Our Partner Ecosystem

Zoom's Partner Types

Explore Partner Benefits

Resources



Our Partner Ecosystem

Zoom's Partners deliver happiness with us through alliances, sales, and services partnerships, and Partners can participate in more than one program at a time. Explore Zoom's comprehensive partner offerings to determine which program is the best fit for your business model.



Introduction

[About Zoom](#)

[Introducing the Zoom Up Partner Program](#)

[Why Partner with Zoom?](#)

[Hear from Our Partners](#)

[Our Partner Ecosystem](#)

Zoom's Partner Types

Explore Partner Benefits

Resources

Introduction

Zoom's Partner Types

Go-to-Market Partners

Sales & Delivery Partners

Technology Partners

Explore Partner Benefits

Resources

Zoom's Partner Types



Go-to-Market Partners

Introduction

Zoom's Partner Types

[Go-to-Market Partners](#)

[Sales & Delivery Partners](#)

[Technology Partners](#)

Explore Partner Benefits

Resources

Alliance Partners (also known as Zoom's Go-to-Market Partners)

Alliance Partners are solution industry leaders, industry vertical specialists, and investors & affiliates that deliver an improved user experience and/or address a unique commercial opportunity. Some may collaborate with Zoom on a go-to-market plan, and most have a multi-faceted relationship that spans several partner classifications.



Go-to-Market Partners

Introduction

Zoom's Partner Types

[Go-to-Market Partners](#)

[Sales & Delivery Partners](#)

[Technology Partners](#)

Explore Partner Benefits

Resources

Solution Industry Leaders

Partnerships with software companies that revolve around product integrations that bridge key interaction points to reduce friction for our mutual customers. This includes best of breed Customer Relationship Management (CRM) solutions, Contact Center as a Service (CCaaS) leaders, as well as cloud storage providers and other productivity suite applications.

Investors & Affiliates

Partnerships with venture capital and private equity (PE) firms that allow Zoom to support and sell to PE portfolio companies more effectively. Please email us at investor-alliances@zoom.us if you are interested in discussing further.

Go-to-Market Partners

Introduction

Zoom's Partner Types

[Go-to-Market Partners](#)

[Sales & Delivery Partners](#)

[Technology Partners](#)

Explore Partner Benefits

Resources

Industry Verticals

Zoom continues to focus on key industry verticals to address the unique needs of our mutual customers. Our Industry Vertical Partners enhance the value of Zoom products within the enterprise in industries such as those shown below:

Education	Financial Services	Government	Healthcare
<p>No matter where education takes place, Zoom can help engage students, faculty, and staff for learning, collaboration, and administration.</p> <p>Zoom's Partners help integrate Zoom's UCaaS platform into educational products, tools, and solutions.</p> <p>Learn more</p>	<p>With Zoom, financial institutions can bring together global teams and offer high-touch customer service with high-quality, reliable, and easy-to-use video communications.</p> <p>Zoom partners with companies specializing in compliance, archiving, and data loss prevention to enable Zoom's ability to sell to financial organizations.</p> <p>Learn more</p>	<p>With Zoom, Government Departments and Agencies can reduce costs, improve efficiency, enhance internal collaboration, and extend citizen services.</p> <p>Zoom partners with companies to bring Zoom for Government solutions into Federal, State and Local, and Higher education in the United States.</p> <p>Learn more</p>	<p>Zoom for healthcare helps clinicians and other healthcare personnel provide the highest quality and cost effective solution to meet the dynamic needs of healthcare organizations.</p> <p>Zoom integrates with ecosystem partners utilizing Zoom's UCaaS platform to replicate day-to-day workflows providing for seamless interactions within a healthcare organization, in the home, and more.</p> <p>Learn more</p>

Sales & Delivery Partners

Sales and delivery partners provide services such as sales support, lead generation and/or integration or consulting services to customers based on Zoom's industry-leading UCaaS Services. Zoom offers a selection of business relationships that can align with our Partners' business models.



Introduction

Zoom's Partner Types

Go-to-Market Partners

Sales & Delivery Partners

Technology Partners

Explore Partner Benefits

Resources

Sales & Delivery Partners

Introduction

Zoom's Partner Types

Go-to-Market Partners

Sales & Delivery Partners

Technology Partners

Explore Partner Benefits

Resources

Technology Services Distributors

Technology Services Distributors help Zoom engage with a wide community of sales partners, such as Resellers or Referral Partners, and provide value-added services that support these selling Partners.



Distributors

This program is by invitation only.

Distributors help bring products to market through their ecosystem of resellers and provide value-added services and a high level of overall selling support and focused technical expertise. Distributors are responsible for acting as a “market maker” and engaging with resellers in their respective country(s).



Master Agents

This program is by invitation only.

Master Agents are rewarded for qualified lead generation through Sub-Agents and simplify the sales cycle by co-selling with Zoom sales to deliver Zoom’s Unified Communications as a Service to Customers. Sub-Agents are referral partners who have a contractual relationship with a Zoom Authorized Master Agent.



Sales & Delivery Partners

Introduction

Zoom's Partner Types

Go-to-Market Partners

Sales & Delivery Partners

Technology Partners

Explore Partner Benefits

Resources



Solution Providers

Solution Providers are partners who may sell Zoom Services, refer customer leads or provide integration services around Zoom solutions. They are part of the Zoom Reseller Partner Program, Referral Partner Program (including Sub-Agents) and/or the Certified Integrator Program.



Resellers

Reseller Partners sell Zoom services to their installed Zoom Customers base, and to other Customers. In the Zoom Up Partner Program for Resellers, partners work closely with the Zoom sales teams to deliver a customized solution that they bill and invoice to the customer. The Zoom Up Program for Resellers is designed to recognize and reward the Reseller Partner for the level of investment they have made in their Zoom practice.

[Learn more](#) | [Apply here](#)

Referral Partners

Referral Partners market and position Zoom services to their customer base, which may include installed Zoom Customers, and they are eligible for one-time commission.

[Learn more](#) | [Apply here](#)

Sub-Agents

Sub-Agents are referral partners who have a contractual relationship with a Zoom Authorized Master Agent and are eligible for initial plus on-going commissions through their Master Agent. Sub-Agents refer customer opportunities to Zoom who transact sales directly with the customer. The Zoom Up Program for Sub-Agents is designed to recognize and reward the Sub-agent Partner for the level of investment they have made in their Zoom practice with a required focus and expertise in telephony.

[Learn more](#) | [Apply here](#)

Sales & Delivery Partners

Introduction

Zoom's Partner Types



Go-to-Market Partners

Sales & Delivery Partners

Technology Partners

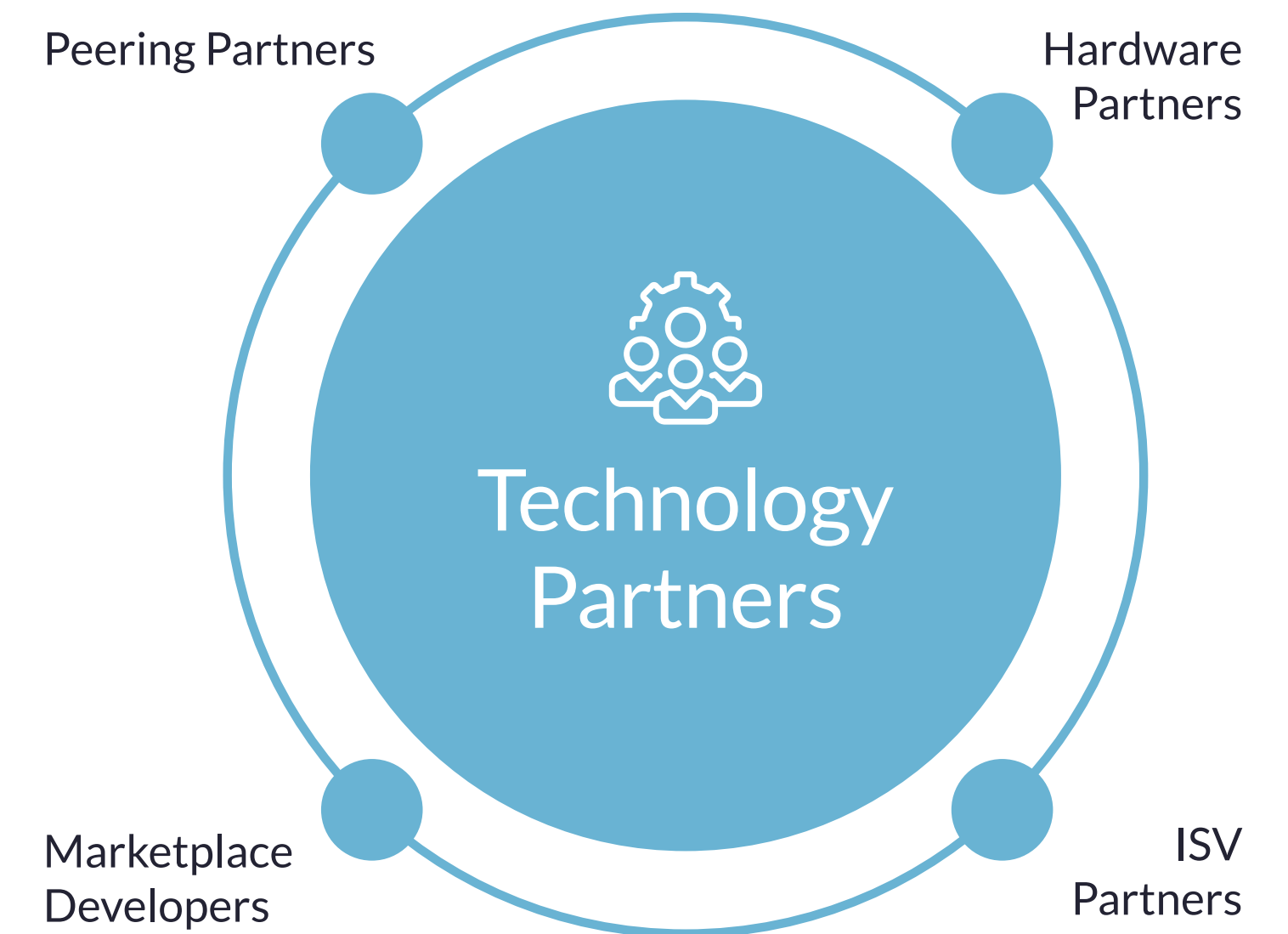
Explore Partner Benefits

Resources

Service Providers	Certified Integrators
<p>This program is by invitation only.</p> <p>Service Providers empower end users by offering Zoom and other technology services to customers all over the globe. The Service Provider Program is designed to provide these partners with an opportunity to integrate and resell Zoom with their network, and other value-added services. Service Providers may engage with Zoom through the Zoom Up Program, which is designed to enable and reward Partners based on their investments and partnership with Zoom. If you have questions about this invitation only program, please reach out to ServiceProviderInfo@zoom.us.</p>	<p>Certified Integrators are certified to deliver video collaboration and voice services offerings to their customers. This program includes systems integrators and consultants specializing in voice, video collaboration, and A/V technology. For questions, contact us at integrator@zoom.us.</p> <p>Learn more for Zoom Phone Learn more for Zoom Rooms</p> <p>Apply for Zoom Phone Apply for Zoom Rooms</p> <div data-bbox="2002 1155 3015 1346"></div>

Technology Partners

Zoom's Technology Partners build, integrate, certify, and sell both applications and hardware designed to complement Zoom solutions. By combining offerings, our customers are able to address very specific challenges and achieve world-class unified communications.



Introduction

Zoom's Partner Types

Go-to-Market Partners

Sales & Delivery Partners

Technology Partners

Explore Partner Benefits

Resources

Technology Partners

Introduction

Zoom's Partner Types

Go-to-Market Partners

Sales & Delivery Partners

[Technology Partners](#)

Explore Partner Benefits

Resources

Peering Partners	Hardware Partners	Marketplace Developers	Integrated Software Vendor (ISV) Partners
<p>Peering Partners establish a technology integration to allow access to their PSTN services from Zoom Phone. These services can be provided to customers via Provider Exchange app or from a Reseller sub-agent. Cloud Peering enables a hardwareless deployment of Bring-Your-Own-Carrier (BYOC) licensing. Zoom provides the PBX functionality & the Peering Partner provides and bills the customer for PSTN access.</p> <p>Learn more Apply here</p>	<p>Hardware Partners have developed a hardware component or solution to work with a Zoom solution and/or has completed the process of the Zoom Hardware Certification Program. In the Zoom Hardware Certification Program, partners create a broad ecosystem of products that are certified to work with Zoom, giving customers more reliable solutions that provide a seamless communications experience.</p> <p>Learn more Apply here</p>	<p>Developers use solutions and tools made available by the Zoom Developer Platform to build apps and integrations either on top of Zoom's industry-leading communications platform, or by integrating core Zoom technology into their products and services. These apps and integrations allow customers to effortlessly use Zoom within their preferred third-party applications or to enrich their Zoom experience with in-product integrations.</p> <p>Learn more</p>	<p>ISV Partners are companies who integrate into Zoom by creating applications for our App Marketplace; or embed Zoom into their application and offer as a value add. The ISV benefits provide the technical, commercial, and legal means to power video in their own solutions. Please email us at isvsupport@zoom.us if you are interested in discussing further.</p>
			

Introduction

Zoom's Partner Types

Explore Partner Benefits

Partner Benefits

More about Our Marketing
& Enablement Benefits

Resources

Explore Partner Benefits



Partner Benefits

Introduction

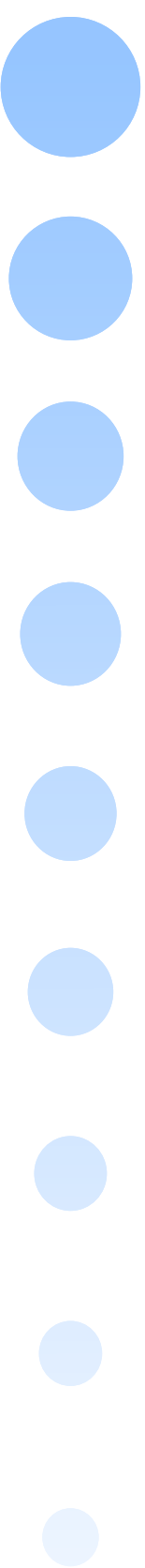
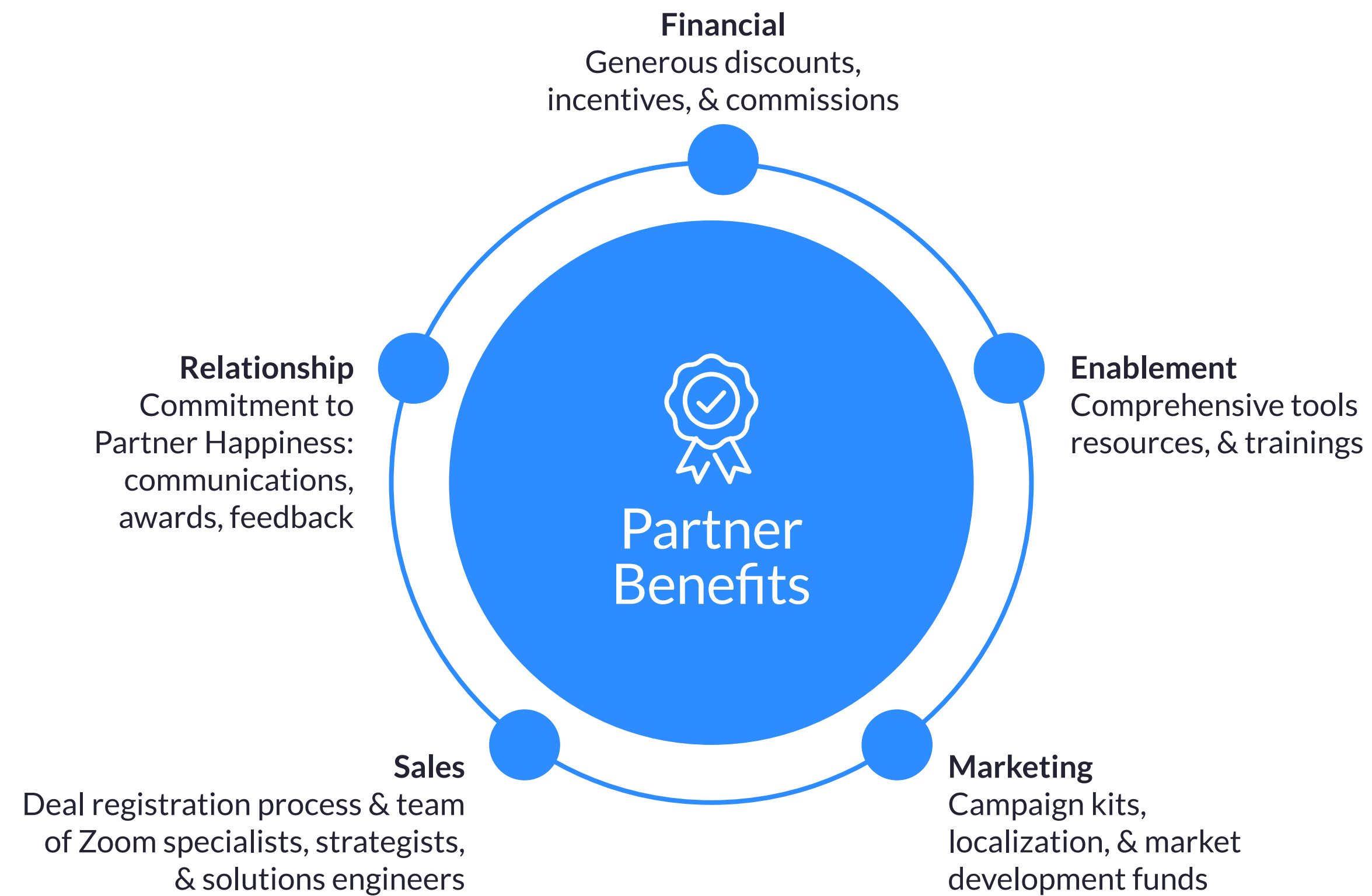
Zoom's Partner Types

Explore Partner Benefits

[Partner Benefits](#)

More about Our Marketing & Enablement Benefits

Resources



Introduction

Zoom's Partner Types

Explore Partner Benefits

Partner Benefits

[More about Our Marketing & Enablement Benefits](#)

Resources

More about Our Marketing & Enablement Benefits

See below for examples of potential benefits and the three core enablement components available to all Zoom Partners!

Branding & Access to Marketing Resources

- Zoom Partner Badge
- Partner Messaging & Branding Resources
- Marketing Concierge Service

Demand Generation

- Partner Demand Center
- Virtual Technology Tours & Enterprise Virtual EBC
- Market Development Funds (MDF) Program
- SPIFFs (Available to Select Partners)

Partner Community

- [Partner Marketing Awards](#)
- Partner Marketing Insights - Best Practices Monthly Webinar
- Partner Newsletter & Communications
- Zoomtopia Partner Connect

For any questions, please contact our [email](#).

The Partner Onboarding Journey

Once you become an approved Partner, Zoom's Onboarding Journey will prepare you for success, training you to learn, market, sell, and deliver with Zoom. Through Orientation webinars, welcome meetings with your appointed Channel Account Manager, we are committed to educating, enabling and empowering your business. This resource can be used for new partners as well as for new partner representatives to bring the up-to-speed quickly. Learn more about [The Partner Onboarding Journey](#).

The Zoom Partner Portal

The Zoom Partner Portal provides partners convenient access to partner programs, training, marketing and enablement tools, deal registration, and other resources. Partners must be authorized to access the [Partner Portal](#).

Key Point of Contact

If you need help or assistance at any time during the application or onboarding process, have questions or concerns, please contact a Partner Success Representative at partner-success@zoom.us.

Introduction

Zoom's Partner Types

Explore Partner Benefits






Resources

Resources



Resources

Save these additional resources and stay connected with Zoom!

The Zoom Partner Landing Page	A resource for customers and prospective partners alike to learn more about Zoom's Partner Programs .	zoom	https://zoom.us/
The Zoom Partner Locator	Zoom Partners benefit from their presence on this tool used by customers to find a trusted partner for their needs.	zoom Blog	https://blog.zoom.us/
The Zoom Help Center	Your go-to resource for any product questions or concerns.		https://twitter.com/zoom
			https://www.linkedin.com/company/zoom-video-communications/
			http://facebook.com/zoomvideocommunications/
			https://www.instagram.com/zoom/
			https://www.youtube.com/user/ZoomMeetings

Introduction

Zoom's Partner Types

Explore Partner Benefits

Resources

zoom up

PARTNER PROGRAM

If you have any questions or would like any further information, please email partner-success@zoom.us