

# WorkRamp uses Zoom API to Power their Training & Development Platform

**Customer:** WorkRamp, a training and development software company

**Challenge:** Needed a video communications platform that would easily incorporate into their software and provide high-quality audio, video, and collaboration functionality

**Solution:** Zoom's API allowed WorkRamp to easily incorporate Zoom into their platform

**Result:** WorkRamp now uses Zoom in its platform solutions, and also uses Zoom internally for sales and support

## Customer

Founded in 2015, WorkRamp is a training and development software company that focuses on serving sales and customer success teams. WorkRamp's platform integrates with other productivity suites such as Chrome, Salesforce, and Zoom. Their customers include Paypal, Intercom, Udacity, and McAfee.

## Challenge

WorkRamp's product team was building video technology in-house. Using their own engineering resources, they incorporated a web-based video sharing platform into their product. However, as they decided to take the next step in functionality, with features such as screen sharing, chat, and multiple attendees, they wanted to make sure they were using the best technology on the market. **"We were trying to build video technology natively, but then we asked ourselves 'Who knows video better than anybody on the market?' That answer was simple--Zoom,"** says Ted Blosser, head of growth at WorkRamp.

## Solution

Because video is such a big component of how people use the WorkRamp platform, the WorkRamp team knew they needed to find the highest-quality video technology. After looking through possible solutions, they decided the obvious choice was Zoom.

Zoom's robust API integrated directly and easily into WorkRamp's platform, and allowed their team to create and improve programs



such as sales certification and streaming instructor led training. **“Zoom was one of the easiest pieces of software we ever deployed. It has a great UX that looks perfect on our platform and our customers rave about it when using our integration. It has the added benefit of being one of our favorite internal tools. And it’s the primary way we communicate with customers. I couldn’t say better things about the quality and ease of use of the software,”** says Blosser.

## Result

Thanks to Zoom’s extremely flexible API plan, WorkRamp was able to easily enable API users for thousands of their clients. WorkRamp was also able to deliver additional functionality to their customers through Zoom. For example, many WorkRamp customers wanted screen sharing and annotations, all natively delivered in the WorkRamp platform through Zoom. Other Zoom features WorkRamp users enjoy include extremely fast content creation and streaming training webinars. WorkRamp customers who already used Zoom are able to continue using the same platform they already love.

On the administrative side of Zoom’s API platform, WorkRamp found it easy to get correct notifications from their internal servers, troubleshoot API, and access statistics.

Zoom has also become an invaluable asset to WorkRamp for internal use. It has helped the support team more easily connect with customers, and salespeople are now required to use Zoom on every sales call for a closer face-to-face connection with customers. **“It’s a great conversation starter, and a great piece of technology. Our sales team really likes the green screen capability - it makes the whole process more fun,”** says Blosser. Additionally, Zoom’s integration with Slack was perfect as WorkRamp primarily uses Slack for internal chat.

**“We would love to continue partnering more deeply with Zoom both on the meetings side and the API side. It’s given us so much support and it’s been great for our brand recognition. We want to make it a key requirement to incorporate Zoom into all of our communications,”** says Blosser.



## About Zoom

Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, chat, and webinars across mobile, desktop, and room systems. Zoom Rooms is the original software-based conference room solution used around the world in board, conference, huddle, and training rooms, as well as executive offices and classrooms. Founded in 2011, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done.

Zoom is publicly traded on Nasdaq (ticker: ZM) and headquartered in San Jose, California.