

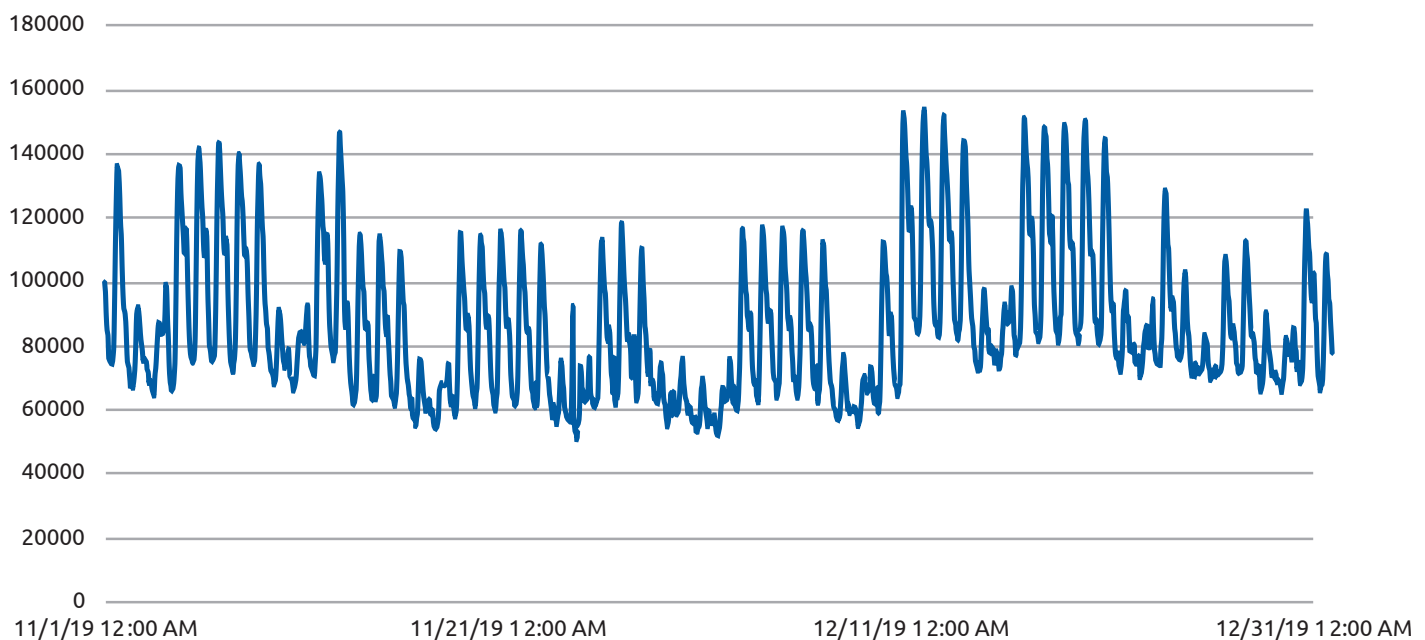
Zoom Video Communications provides remote conferencing services using cloud computing. Its software combines video conferencing, online meetings, chat and mobile collaboration.



Zoom's largest clients are the Business & Enterprise subscription levels, the second highest and highest respectively in revenue contribution. Zoom, like many enterprise SaaS companies, reports the number of clients paying in excess of USD \$100,000 annually as a key performance indicator.

DataPulse - through its unique Internet infrastructure knowledge and associated technology applications - provides accurate visibility into these primary performance indicators. DataPulse data feeds detail Business and Enterprise client names and totals along with wins and losses since the previous month.

As Zoom evolves its business model, DataPulse will adjust research methods accordingly to ensure the appropriate signals are being captured.



Internet activity on zoom.us between 11/01/19 00:00 and 12/31/19 23:59



For Asset Managers & Private Equity Firms

DataPulse excels at providing the primary revenue indicator for selected cloud-based offerings - enterprise user information. Census level datasets are global in scope and answer the following types of questions for targeted entities:

- Who are its customers?
- How many are there and how are they distributed – big/little/small?
- How is the customer set changing over time – adds/churn/migrations?
- What are the potential revenue impacts?
- What do trends say about the business's health?

Dataset Offerings

- Covetrus (\$CVET)
- Slack (\$WORK)
- Zoom (\$ZM)
- EMCPulse – email/collaboration solution compendium covering MSFT Office 365, G Suite, and GoDaddy
- GoDaddy Plus (\$GDDY) – expanded dataset capturing indicators for 80% of revenue (available Q1, 2020)

More companies will be added over the course of 2020.

Company Background

DataPulse is a joint venture of leading technology risk consultancy JAS Global Advisors and advanced analytics experts simMachines. Founded in 2003, JAS Global Advisors has developed a strong reputation for R&D and professional services in cybersecurity, domain protection, and Internet infrastructure technology. Its network, resources and insights have grown steadily over the years in line with its recurring and renowned client base; including ICANN (Internet Corporation of Assigned Names and Numbers), major banks and security providers. simMachines provides similarity-oriented algorithm solutions for advanced analytics. It specializes in discovering patterns and anomalies in structured and unstructured data for real-time decision making and predictions. simMachines science serves leading technology, pharmaceutical and banking companies.

DataPulse is privately held and funded.

Additional Applications

Brand Protection: DataPulse mines the global Internet for domains that are identical or confusingly similar to established brands in order to detect potentially infringing domains. DataPulse currently provides data solutions to most of the larger corporate brand protection agencies either via dedicated API's or on-premise application. It also has a direct offering at www.nononames.global.

Market Intelligence: DataPulse technology can be applied to private as well as public entities. Services of this nature can help private/growth equity firms and venture capitalists with due diligence and competitive intelligence.

Data sources/methodology

DataPulse leverages proprietary and licensed data sources along with its deep domain knowledge of Internet infrastructure to provide a unique global perspective of how companies use the Internet. By design, DataPulse data feeds do not contain any PII or MNPI; DataPulse does not and cannot see information about individuals or the content of communications.

Contact

DataPulse is an energetic, experienced, and widely respected team based in the United States and Europe ready to empower investment, marketing and security intelligence data efforts.

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