

G-Cloud 15 (RM1557.15) Service Definition Accelerate Limited



1. INTRODUCTION TO ACCELERAATE

Accelerate is a UK-based customer experience (CX) technology specialist, delivering cloud contact centre, unified communications, AI, and system integration services to public and private sector organisations.

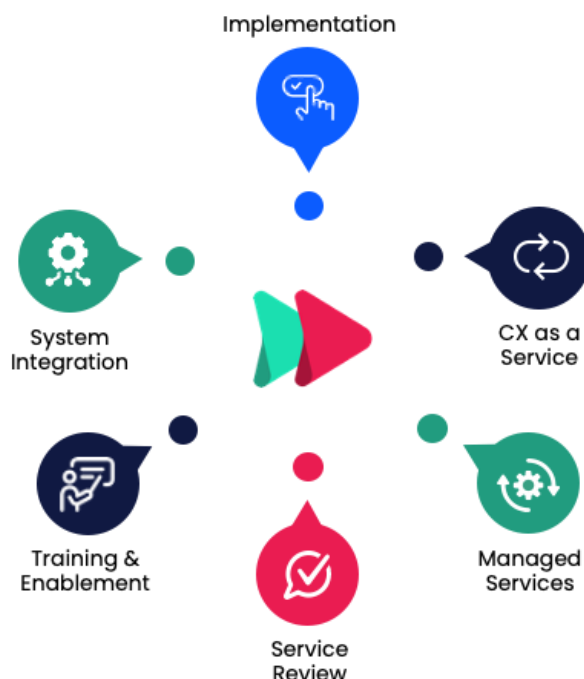
We specialise in **Zoom Contact Centre, Zoom Virtual Agent, Zoom Phone, and Zoom AI Companion**, providing end-to-end services across consultancy, design, implementation, integration, optimisation, and managed services.

Accelerate was the **UK's first Zoom CX partner in 2022**, became the world's first fully accredited **Zoom CX Competency Partner** in 2023, we were proud to be named **Zoom Contact Centre EMEA Partner of the Year in 2024**, and awarded **Zoom Solution Deployment Excellence 2025**. We are a Zoom Platinum Partner, an authorised Zoom Deployment Partner, and the **most accredited Zoom CX partner globally**.

At our core, we are an integration-led delivery organisation. Our expertise spans:

- Architecture & design
- Solution configuration & deployment
- System integration
- Bespoke software and Zoom App development
- Secure cloud hosting
- Service optimisation and change management

We work as an extension of our clients' teams, providing structured delivery and continuous improvement to maximise service quality, efficiency, and return on investment.



2. SERVICE DESCRIPTION

Acceleraate provides professional and managed services for organisations adopting or optimising:

- **Zoom Contact Centre**
- **Zoom Virtual Agent**
- **Zoom Phone**
- **Zoom Workplace and Frontline Worker**
- **Workforce Engagement Management (WEM)**

Our services support the full lifecycle of a Zoom deployment, from discovery and design through to implementation, integration, training, and in-life optimisation.

We also provide:

- **IntegrationHub for Zoom** – our secure integration platform
- **SuccessLine** – on-going training, enablement, and adoption
- **ChangeWorks** – structured change and governance services
- **CX as a Service (CXaaS)** – continuous optimisation and innovation

Our approach ensures public sector organisations can deliver resilient, secure, and citizen-focused digital services while maintaining governance, transparency, and value for money.

Key Highlights

- Two decades experience in cloud software development, and CX transformation
- Expertise in end-to-end solutions delivery
- In-house consultancy and advisory service
- Not a traditional software seller – most of our clients work with us on an ongoing basis
- A full suite of communication, collaboration, and workforce optimisation products supported
- World's first accredited Zoom CX Competency Partner, Zoom Contact Center EMEA Partner of the Year 2024, and Zoom Solution Deployment Excellence 2025
- Our full team – presales, sales, architects, engineers, project, and service - are Zoom certified
- IntegrationHub for Zoom – our unique integration platform for Zoom, enables fast and scalable integration with your back-office software
- CX as a Service – our proactive managed service for Zoom provides committed expert people as an extension of your team, to maximise efficiency and return on investment

2.1 Consultancy, Implementation and System Integration

Acceleraate delivers structured, consultative implementation services aligned to public sector requirements. We take a highly consultative, structured approach to implementation, drawing on decades of experience in contact centre and service transformation. Our agile delivery model identifies opportunities for improvement while ensuring all core capabilities are delivered in line with the agreed specification.

Discovery & Strategy

We assess current-state services, challenges, and objectives to define a clear transformation roadmap, including:

- Strategic alignment
- User and citizen journey mapping
- Integration and data requirements
- Security and compliance considerations
- Reporting and performance metrics

Solution Design

We design scalable, compliant Zoom CX solutions covering:

- Contact centre architecture
- Channel strategy
- IVR and routing
- Workforce management
- AI and automation
- Security and governance

Implementation & Migration

Our Zoom-certified engineers deliver:

- Platform configuration
- Telephony and number porting
- Omnichannel setup
- Agent workspace configuration
- Reporting and dashboards
- Migration from legacy systems

Integration & Development

We provide:

- CRM and case system integrations
- Zoom Apps development
- Process automation
- API-based data synchronisation
- Secure cloud-hosted connectors

Testing, Training & Go-Live

We support:

- End-to-end testing
- UAT support
- Role-based training
- Cutover planning
- Hypercare and stabilisation

2.1 System Integration

Accelerate continues to develop a suite of complementary software accelerators and integrations for Zoom Contact Center, Zoom Virtual Agent, Zoom Phone, and Zoom Workplace, assisting Zoom clients in unifying intelligence, making insights actionable, and getting the most out of their technology investments.

IntegrationHub for Zoom

Hundreds of millions of users trust Zoom for communication and collaboration every day. And whilst a wide variety of native integrations exist across the Zoom platform, what if the back-office tools you're using aren't natively supported? What if you have a specific integration use case?

That's where **IntegrationHub by Accelerate** comes in. A unique integration platform enabling secure connection between Zoom and virtually any third-party tool or API, supporting a variety of business use cases. IntegrationHub is securely cloud hosted and significantly reduces the time it takes to configure and launch third-party and custom integrations with Zoom.



2.2 Accelerate Managed Services

Accelerate Managed Services provide ongoing operational enablement for Zoom Contact Centre, Zoom Virtual Agent, and Zoom Phone, helping organisations run, improve, and extend their CX platforms with confidence.

Modern CX platforms are designed to evolve and iterate quickly, but many organisations struggle after launch:

- Limited internal Zoom product expertise and capacity
- Growing backlogs of changes and improvements
- AI and automation left underutilised (or not used at all)
- Rising cost without corresponding CX gains

Accelerate Managed Services are designed to solve that, providing expertise, capability, and capacity without adding permanent headcount.

2.3.1 ChangeWorks (Change Management) for Zoom

Modern CX platforms never stand still. New users, queues, flows, channels and features are constant. Keeping everything aligned, compliant, and best-practice requires time, discipline, and specialist expertise.

ChangeWorks removes that burden. It is our fully managed MACD and operational change service for Zoom Contact Center, Zoom Virtual Agent, and Zoom Phone; ensuring your

environment is always up-to-date, correctly configured, and running exactly as it should. With this service, you can maximise the powerful features of the Zoom platform to create a seamless and efficient experience for both your customers and your team, without taking on the headache of managing the platform yourself.

Our expert UK-based service covers the management of Moves, Adds, Changes, and Deletions (MACD) over a range of areas of Zoom with Target Delivery Time (TDT) SLOs for completion. The request process is fully managed and automated via our Service Desk, providing clients with a seamless and straightforward method to request change, and offers the peace of mind provided by Zoom-certified specialists for implementation and delivery. Few providers globally offer the level of experience and expertise that Accelerate provides for managing and optimising Zoom:

- **Centralised Service Desk**
A specialist team of Zoom CX experts handling all your change requests, queries, and updates with clear ownership and professional governance.
- **Structured MACD Packages**
Flexible change packages designed for organisations of all sizes - from routine updates to complex configuration modifications.
- **Change SLOs**
Requests are executed within target delivery times.
- **Best Practice Execution**
Every change is implemented using proven Accelerate patterns, ensuring consistency, scalability, and alignment with Zoom's recommended designs.

2.3.2 Accelerate SuccessLine

SuccessLine is our premium enablement service for organisations running their own Zoom CX platform, who want confidence, clarity, and expert guidance without adding headcount. Accessed easily through Zoom Team Chat, SuccessLine gives your team a direct line to certified Zoom CX specialists who **know your environment and help you make the right decisions fast**.

Unlike traditional "customer success" models, SuccessLine is focused on real-world enablement:

- **Expert support, on demand**
Direct access to Zoom-certified specialists via Team Chat.
- **Monthly Success Meetings**
Structured reviews focused on optimisation and feature adoption.
- **Walkthroughs & Enablement**
Clear, practical guidance for new workflows and features.
- **"Mark my homework" quality assurance**
We review and validate changes before they go live.

2.3.3 Accelerate CX as a Service

Over recent years, thousands of organisations have been switching to modern cloud CCaaS, UCaaS, and AI platforms. By design these platforms are meant to live, breathe, and iterate, enabling ongoing efficiency improvements, and continuously enhancing experiences. But in many cases organisations simply do not have the time, resources, or expertise to extract the potential.

Accelerate CX as a Service (CXaaS) brings together over two decades of experience, observation, and - at times - frustration with the CCaaS and UCaaS market. Traditional technology sellers will typically invest heavily in the early stages of a platform migration project, but then back away once implementation is completed, providing only reactive/on-demand managed services. But we believe that innovation and value realisation only truly begin when the implementation is complete.

It's for these reasons that we developed CX as a Service. A unique optimisation and innovation approach that provides CX strategy and technical delivery to ensure continuous progress. This isn't a traditional technical support or change management offering; it's smarter, deeper, and much more outcome and progress focused. To put it simply, we become an extension of your own team, offering CX expertise, product vision, technical skills, knowledge, experience, and capacity:

- **Roadmap Ownership & Strategic Guidance**
We don't wait to be asked! We lead your optimisation agenda, prioritising outcomes that reduce cost, improve experience, and maximise platform capability.
- **Design & Build of New Features and Flows**
From Virtual Agent enhancements to routing refinements, queues, analytics, workforce changes or new channels. We implement, test, and deploy safely into production.
- **Iteration Based on Live Data**
Insights turn into improvements, not reports. If behaviour changes, we adapt, quickly and with intention.
- **AI Activation & Feature Adoption**
We ensure new capabilities don't sit idle: We identify what matters, configure and deploy, measure impact, optimise for real-world outcomes
- **Continuous Improvement & Operational Excellence**
Naming standards, governance, resilience patterns, data quality. We keep your environment clean, scalable, and future-ready.

2.3 User Training

Accelerate provides comprehensive training and enablement services for clients, including:

User/Agent/Supervisor Training

User training is supported via a customised train the trainer approach, supported by digital user guides and on-demand training provided by Zoom's Learning Centre.

Administrator/IT Training & Enablement

Enablement training can be delivered via two methods: 1) Hands-on where administrators and IT staff are actively involved in the configuration phase, or 2) via a focused training session, supported by solution documentation. On-Demand Training is also available direct from Zoom to both administrators and end-users, including short, self-paced video clips for common features and FAQs. Zoom is a well-documented solution and administration is straightforward.

Reporting User Training

Enablement training is delivered via a train the trainer approach, supported by on-demand training provided by Zoom's learning centre.

2.4 Support Services

Acceleraate operates a centralised service desk for Zoom, which provides a single point of contact for all customer requests, support, or managed services.

Two support tiers are available from Acceleraate:

- Standard Support (Monday to Friday 09:00-17:00, excluding Public Holidays in England)
- Premier Support (24/7/365)

Acceleraate Support Scope & Process

Acceleraate Support works collaboratively with Zoom Support providing direct contact with an experienced technical team to provide first line support for customers. Support is provided to offer management, monitoring and technical support of in-scope Zoom products and services:

- **Triage, diagnose & resolve** – Break-fix capability for any technical issue that is within Acceleraate's control (for example, a technical or configuration fault that can be corrected in the customer's Zoom Admin panel).
- **Triage, diagnose & escalate** – for any technical issue that is outside of Acceleraate's control (for example, faults caused by Zoom infrastructure or carriers).

Service Levels – Response Times

Premier Support provides 24-hour coverage and has guaranteed response times of:

- 30 minutes for P1 – Major
- 1 hour for P2 – High
- 4 hours for P3 – Medium
- business day for P4 – Low

Standard Support is Monday to Friday 09:00 to 17:30 (GMT), excluding Public Holidays.

Response times are:

- 1 hour for P1 – Major
- 2 hours for P2 – High
- 1 business day for P3 – Medium
- 2 business days for P4 – Low

3 THE ZOOM PLATFORM

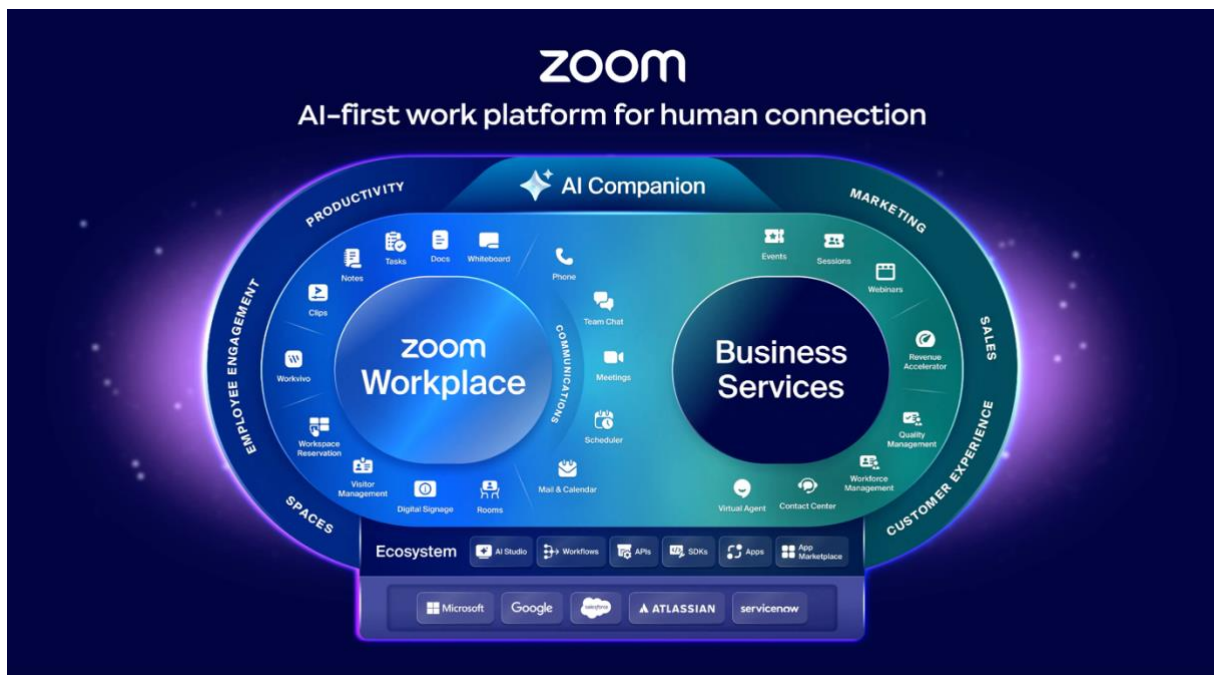


Zoom has evolved from a video meetings solution into a **comprehensive, cloud-based communications and customer experience platform** that supports collaboration, service delivery, and citizen engagement across the public sector.

Today, Zoom brings together **Meetings, Team Chat, Phone, Contact Center, Virtual Agent, Whiteboard, Workforce Engagement, and AI Companion** into a single, integrated platform. This enables organisations to connect employees, partners, and citizens through secure, reliable, and accessible digital services across voice, video, and messaging channels.

Founded in 2011 and headquartered in San Jose, California, Zoom employs approximately 7,000 people globally and is recognised as a Leader in the Gartner Magic Quadrant for Unified Communications as a Service (UCaaS). The platform is trusted by organisations worldwide to deliver resilient, scalable, and user-friendly communications.

Zoom is currently one of only two companies that have placements in both the Gartner Magic Quadrant™ for UCaaS and Gartner Magic Quadrant™ for CCaaS, and this recognition highlights the strength of Zoom's AI-first approach to communication and collaboration.



Zoom provides:

- **A secure, market-leading cloud platform**
Built on a global, resilient infrastructure, Zoom delivers high availability, performance, and security to support critical public services and citizen-facing operations.
- **A unified, future-ready solution**
By bringing communications, contact centre, AI, and collaboration tools together, Zoom

reduces technology silos, simplifies service delivery, and supports long-term digital transformation.

- **An AI-first experience**

Zoom AI Companion enhances productivity, service quality, and insight through features such as summarisation, agent assistance, knowledge suggestions, and post-interaction actions, all included within paid Zoom licences.

- **A simple and accessible user experience**

Zoom's intuitive design, broad device compatibility, and consistent interface help staff adopt new services quickly and deliver better outcomes for residents, communities, and businesses.

Why Acceleraate partners with Zoom

Acceleraate has built its CX and communications practice around Zoom because of the platform's robust architecture, rapid innovation, and strong public sector alignment. Zoom enables us to design, integrate, and deliver best-fit solutions that meet the governance, resilience, and service expectations of UK public sector organisations.

As a fully accredited Zoom Competency Partner, with a Zoom-certified delivery team and over three decades of experience in contact centre, CX, and unified communications, Acceleraate provides councils and public sector bodies with the confidence that their Zoom services will be delivered, supported, and optimised to the highest standards.

3.1 Zoom Contact Centre

zoom

Contact Center

Zoom Contact Center is a **cloud-based, omnichannel contact centre platform** designed to support modern, digital-first service delivery. Built on Zoom's secure and resilient cloud infrastructure, it enables organisations to manage citizen and customer interactions across **voice, video, email, web chat, SMS, and digital messaging channels**, including social platforms, from a single, unified agent workspace.

By bringing all channels together in one interface, Zoom Contact Center helps service teams deliver **consistent, personalised, and efficient experiences**, whilst simplifying training, administration, and operational management. Advanced routing, intelligent self-service, integrated analytics, and workforce engagement tools provide a comprehensive environment for resolving enquiries quickly, improving service outcomes, and optimising performance.

The platform can be deployed as a standalone contact centre or seamlessly integrated with existing digital services, CRM, and back-office systems. This flexibility makes Zoom Contact Center well suited to supporting public sector digital transformation programmes, enabling councils and authorities to modernise service delivery while maintaining governance, resilience, and accessibility.

AI-enabled service delivery

AI is embedded throughout Zoom Contact Center to enhance both **agent productivity** and **citizen experience**. Natural Language Understanding (NLU) enables conversational IVR and intent-based routing, allowing users to describe their needs in plain language rather than navigating complex keypad menus. Zoom AI Companion provides real-time interaction summaries, engagement previews, and suggested next steps, helping agents handle enquiries more efficiently. AI Expert Assist supports agents during live interactions with automated wrap-up notes, contextual knowledge, and next-best-action guidance, reducing after-call workload and improving consistency. And Zoom Virtual Agent enables intelligent self-service across both **voice and digital channels**, resolving routine enquiries and escalating more complex cases to live agents with full context. AI-driven workflows automate triage, prioritisation, and routing using data from CRM and case management systems, ensuring each enquiry is directed to the most appropriate resolution path.

Insight, quality, and performance management

Zoom Contact Center includes AI-powered tools to support quality management, compliance, and continuous improvement. Real-time sentiment analysis, automatic transcription, and AI-generated post-interaction summaries improve first-contact resolution while reducing administrative effort for agents.

The Quality Management (QM) module uses AI-driven scoring and compliance checks to evaluate agent performance, identify training needs, and ensure consistent service standards. Auto QM can assess up to **100% of interactions** using generative AI, removing bias from manual sampling and providing supervisors with objective, actionable insights. Ask QM provides a conversational interface for querying transcripts and performance data, enabling managers to quickly identify trends, risks, and improvement opportunities across contact centre operations.

AI included as standard – not as an expensive add-on

Zoom AI Companion is included with every paid Zoom licence, ensuring organisations can benefit from generative AI capabilities without additional complexity or cost. This democratises access to AI across contact centre teams, supporting improved productivity, service quality, and operational efficiency.

Why do organisations choose Zoom Contact Centre?

- **Improved service outcomes**
Integrated customer data and intelligent routing enable agents to resolve enquiries faster and more accurately, improving first-contact resolution and citizen satisfaction.
- **One unified experience**
Agents can collaborate with colleagues across Zoom Phone, Meetings, and Team Chat from a single interface, making it easier to access expertise and resolve complex cases.
- **Cloud-native reliability and scalability**
Zoom's global cloud infrastructure provides high availability, resilience, and performance, supporting service continuity and flexible workforce models.
- **Cost-effective and simple to manage**
A modern administration portal reduces operational complexity, while transparent licensing helps organisations control costs.
- **AI-enabled by default**
Zoom AI Companion provides built-in transcription, summarisation, agent assistance, and

insights to improve productivity, quality, and compliance without additional licensing complexity.

- **Rich insights and reporting**

Native analytics, workforce management, and quality management tools help organisations monitor performance, identify improvement opportunities, and optimise service delivery.

For public sector organisations, Zoom Contact Center provides a **secure, compliant, and future-ready** platform that supports digital service transformation while maintaining governance, resilience, and value for money.

3.2 Zoom Virtual Agent

zoom

Virtual Agent

Zoom Virtual Agent is a **fully agentic, AI-powered virtual assistant** designed to support modern, digital-first citizen services across **voice and messaging channels**. Powered by Generative AI and prompt-driven orchestration, it can understand intent, reason through multi-step requests, and take action autonomously, helping residents get answers, submit requests, and complete transactions quickly and easily, without needing to speak to an agent.

Unlike traditional rule-based chatbots, Zoom Virtual Agent delivers **natural, flexible conversations** that adapt to the needs of each citizen. It can support common local authority journeys such as reporting issues, checking application status, booking appointments, accessing council information, and submitting service requests across web chat, SMS, WhatsApp, and voice. Zoom Virtual Agent integrates seamlessly with Zoom Contact Center, enabling **smooth, context-rich escalation** to human agents when required. Conversation history, resident details, and case information are passed automatically, reducing repetition and improving first-contact resolution.

The platform supports secure integration with back-office systems such as CRM, case management, and identity services, enabling automated ID&V, case lookups, and data-driven workflows. Built-in analytics provide clear visibility into citizen journeys, service demand, containment rates, and estimated cost savings based on the Council's own cost-to-serve metrics. Designed for ease of use, Zoom Virtual Agent uses low-code tools and prompt-based controls, allowing councils to rapidly deploy, refine, and scale digital self-service services while maintaining governance, accessibility, and service quality.

Why do public sector organisations choose Zoom Virtual Agent?

- **Improved citizen access to services**
Provide 24/7 support across voice and digital channels for common council enquiries.
- **Faster resolution for routine requests**
Automate high-volume, repeatable journeys such as bookings, updates, and information requests.
- **Reduced pressure on contact centres**
Increase containment and deflection while protecting service quality.
- **Seamless escalation when needed**
Pass full context to agents for complex or sensitive cases.

- **Low-code, prompt-driven configuration**
Quickly adapt services to changing policies, demand, or priorities.
- **Clear service insight and reporting**
Understand citizen needs, service demand, and performance trends.
- **Secure integration with council systems**
Support ID&V, case management, and data-driven workflows.
- **Supports inclusive digital services**
Voice and messaging channels improve accessibility for diverse user needs.

3.3 Zoom Phone

zoom Phone

Zoom Phone is a **cloud-based unified communications (UCaaS) platform** that brings together voice, video, messaging, and contact centre services into a single, secure application. For public sector organisations, this enables staff to communicate and collaborate more effectively across departments, services, and locations, supporting faster decision-making and improved service delivery to citizens. By unifying meetings, telephony, team chat, and contact centre tools, Zoom Phone removes traditional silos between communication channels. Staff can move seamlessly between calls, messages, and video meetings, enabling better collaboration on complex cases and improving internal responsiveness.

Zoom Phone is built on Zoom's **global, resilient cloud infrastructure**, with built-in redundancy across geographically distributed data centres. This ensures high call quality, reliability, and service continuity, even during periods of peak demand or network disruption. Independent testing has consistently shown Zoom to deliver industry-leading voice and video quality, including in challenging network conditions.

The platform provides local PSTN services in **50+ countries and territories**, enabling organisations to standardise telephony across regions while maintaining local numbers and compliance. Zoom's Provider Exchange (Bring Your Own Carrier) capability also allows public sector bodies to integrate existing telecoms providers where required, offering flexibility, cost control, and continuity of service. Zoom Phone supports softphones, mobile applications, and desk phones, giving staff the flexibility to work securely from offices, contact centres, or remote locations, helping councils maintain resilient, accessible, and modern public services.

Why do Public Sector organisations choose Zoom Phone?

- **One unified communications platform**
Voice, video, messaging, and contact centre in a single, easy-to-use application.
- **Reliable and resilient cloud infrastructure**
Built-in redundancy ensures service continuity for critical public services.
- **Flexible working support**
Secure access via desktop, mobile, and desk phones.
- **Improved cross-department collaboration**
Faster communication between teams supporting citizen services.

- **Global PSTN coverage with local compliance**
Maintain local numbers while standardising telephony.
- **BYOC flexibility**
Integrate existing telecoms providers where required.
- **Simpler administration and cost control**
Centralised management reduces complexity and overhead.

3.4 Zoom Workplace

zoom Workplace

Zoom Workplace is a **secure, AI-enabled collaboration suite** that brings together meetings, team chat, mail and calendar, scheduling, document creation, whiteboarding, task management, and workspace tools into a single, integrated experience. It enables public sector teams to communicate, collaborate, and coordinate more effectively across departments, services, and locations.

At the core of Zoom Workplace are **Zoom Meetings** and **Team Chat**, providing reliable, high-quality video, voice, and messaging for day-to-day collaboration. **Zoom Mail and Calendar** integrate communication and scheduling into one interface, reducing reliance on multiple tools and improving productivity. **Zoom Scheduler** simplifies appointment booking for both internal and external meetings, supporting citizen-facing services such as consultations, interviews, and service appointments.

Zoom Workplace also includes modern collaboration tools such as **Zoom Docs**, **Whiteboard**, and **Tasks**, enabling teams to create, share, and manage information in real time. These tools support joined-up working, allowing staff to capture ideas, document decisions, and track actions across projects and services. **Zoom Rooms** and **Workspace Reservation** provide integrated meeting room and desk management, helping public sector organisations optimise the use of physical spaces, support hybrid working, and maintain operational efficiency across offices and service hubs.

Zoom Workplace is enhanced by **Zoom AI Companion**, which is included with all paid Zoom licences. AI Companion supports staff by:

- Summarising meetings and chat threads
- Highlighting key actions and decisions
- Drafting content and responses
- Providing contextual insights across conversations and documents

This helps reduce administrative burden, improve information flow, and support faster, more informed decision-making across public sector teams.

Why do Public Sector organisations choose Zoom Workplace?

- **One unified collaboration platform**
Meetings, chat, email, documents, tasks, and scheduling in a single experience.
- **Supports hybrid and flexible working**
Enable secure collaboration across offices, service locations, and remote teams.
- **Improves cross-department coordination**
Faster communication and shared workspaces support joined-up service delivery.

- **AI-powered productivity**
Reduce admin time with meeting summaries, action tracking, and content assistance.
- **Optimised use of physical spaces**
Manage rooms and desks efficiently with Zoom Rooms and Workspace Reservation.
- **Simple user experience**
Intuitive tools reduce training needs and speed up adoption.
- **Enterprise-grade security**
Built on Zoom's secure cloud platform with public sector compliance alignment.
- **Scales across the organisation**
Suitable for frontline teams, corporate services, leadership, and hybrid workers.

3.4 Zoom Workplace for Frontline

Zoom Frontline Worker is a **mobile-first communication and collaboration solution** designed for staff who spend most of their time away from a desk, including frontline healthcare, field-based, and operational workers across public services.

It enables employees to stay connected through **secure messaging, voice, video, task management, and information sharing**, using a simple mobile app that works across smartphones and shared devices. This helps frontline teams access the right information at the right time, coordinate more effectively, and deliver services more efficiently to patients and communities.

Zoom Frontline Worker integrates seamlessly with **Zoom Workplace**, providing access to Team Chat, Meetings, Tasks, and AI Companion in a format optimised for mobile use. This ensures frontline staff remain connected to colleagues, supervisors, and back-office teams without relying on multiple tools or complex systems. The platform also supports **shift-based communication**, location-aware messaging, and targeted announcements, helping organisations reach the right people quickly during operational changes, service disruptions, or emergency situations.

All Zoom Frontline Worker services are delivered on Zoom's secure, resilient cloud platform and integrate with Zoom Phone, Zoom Workplace, and Zoom Contact Center. This ensures consistent communication across frontline, operational, and administrative teams, whilst maintaining enterprise-grade security, governance, and compliance.

Frontline Worker can provide a **modern alternative to bleeps/pagers** in healthcare environments and reduce the utilisation of shadow IT such as WhatsApp groups.

Why do public sector organisations choose Zoom Frontline Worker?

- **Mobile-first communication for frontline staff**
Designed for workers who are rarely at a desk.
- **Improved coordination and safety**
Enable faster communication during incidents, emergencies, and service changes.
- **Better access to information**
Keep frontline teams informed with real-time updates and shared content.
- **Stronger connection to back-office teams**
Reduce silos between operational and administrative staff.

- **Supports shift-based and role-based messaging**
Reach the right people at the right time.
- **AI-powered efficiency**
Reduce admin and improve clarity with AI summaries and insights.
- **Secure and compliant**
Built on Zoom's enterprise-grade security platform.
- **Scales across services**
Suitable for council services, healthcare, highways, waste, housing, and emergency response teams.

3.5 Zoom Node for Local Survivability

Zoom Node provides **local survivability** for critical communication services, ensuring organisations can continue to operate essential voice and collaboration services even during network outages or connectivity disruptions.

Designed for environments where service continuity is vital, such as **local authorities, healthcare settings, emergency services, and critical infrastructure**, Zoom Node enables on-premise processing of key Zoom services when access to the cloud is temporarily unavailable. When deployed, Zoom Node allows core communication functions such as **telephony, internal calling, and basic collaboration** to continue locally, helping staff remain connected and maintain operational effectiveness during incidents, outages, or network degradation.

This capability supports business continuity, resilience planning, and disaster recovery strategies, ensuring that essential services are not disrupted during unforeseen events.

Zoom Node enhances organisational resilience by:

- Providing **local call processing** during WAN or internet outages
- Supporting **site-level survivability** for critical locations
- Enabling continued internal communication when cloud access is unavailable
- Maintaining service availability for frontline and operational teams

This is particularly important in environments such as hospitals, council service centres, control rooms, and emergency response hubs, where communication failures can directly impact service delivery, safety, and outcomes.

Why do Public Sector organisations choose Zoom Node?

- **Ensures service continuity during outages**
Maintain critical communications even when cloud connectivity is unavailable.
- **Supports business continuity and resilience planning**
Strengthen disaster recovery and incident response capabilities.
- **Ideal for healthcare and emergency environments**
Protect essential communications in hospitals, clinics, and control centres.
- **Improves operational safety**
Keep teams connected during incidents and emergencies.
- **Integrates seamlessly with Zoom services**
No separate systems or user experience required.



- **Enterprise-grade security and governance**
Maintains compliance with public sector requirements.
- **Flexible deployment options**
Supports site-level or regional survivability strategies.

4 Security & Governance

Security, privacy, and data protection are central to Zoom's platform design and operating model, ensuring public sector organisations can meet their governance, compliance, and assurance obligations with confidence.

Zoom is aligned with **UK Government OFFICIAL data classification** requirements and supports all **NCSC cloud security principles**. The platform is **DTAC and DCB0129 ready** and provides a comprehensive **Data Security and Protection (DSP) Toolkit** to support healthcare and wider public sector compliance needs.

Zoom implements robust security controls, including:

- Data encryption **in transit and at rest**
- Data segmentation and tenant isolation
- Role-based access controls
- Secure identity and access management
- Continuous monitoring and incident response

Data at rest is protected using **256-bit encryption** with keys managed through a secure, cloud-based key management system.

To further support UK public sector requirements, Zoom has launched a **UK-based data centre**, enabling in-country data residency for supported services. This provides additional assurance around data sovereignty, latency, and compliance with UK public sector data handling expectations.

Zoom is certified to **ISO/IEC 27001**, demonstrating adherence to internationally recognised information security management standards and a commitment to continuous risk management and improvement.

Together, Zoom's security architecture, compliance alignment, and UK data residency capability provide a secure and resilient foundation for delivering trusted, citizen-facing digital services.



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