There’s a global economic shift underway. The world of business is moving from
outmoded, traditional ERP systems to a subscription model. With 500+ customers
worldwide in the technology, media, consumer services and telecom sectors, Zuora
is the leader in commerce, billing, and finance solutions for this new subscription
economy by giving businesses the flexibility to compete in this new world. Ustream
has given Zuora the streaming tools they need to improve their internal employee
communications while they continue to expand their global reach.

During Zuora’s rapid early growth, the company’s executives had been finding it a challenge to
keep employees connected across nine time zones, but hit on a solution after discovering
Ustream. Broadcasting the company’s weekly meetings effectively brings Zuora’s far flung
workforce under one virtual roof where employees can ask questions and engage in real-time.
“Ustream has been a big part of helping us keep that small company feel . . . Ustream
allows us to create a really rich, interactive experience.” Says Tien Tzuo, Zuora Founder &
CEO.

To evangelize the company’s message, enable user community sharing of best practices and
deliver information to a wider audience interested in this developing paradigm shift, Zuora often
hosts live events. So, when it came time for Zuora to choose a live internet broadcast provider,
they again chose Ustream.

A key factor in this decision was Ustream’s robust technology. “Ustream has a very reliable
platform. A platform that can scale globally and that was really important to us because we
put a lot of energy into creating these events . . . [We] just can’t afford for anything to go
wrong in that experience.” states Zuora CMO, Brian Bell.

“At our Subscribed event last fall in San Francisco, we had about 1100 registered attendees
at the event, but we were able to magnify that community through Ustream. We ended up
with over 20,000 viewers watching it live. That blew away our expectations; we never
expected to get that many watching it live and engaging in the conversation. In fact, it was
so successful that when we did the event again in London, we also chose Ustream. We’re
finding it a great means to really make events that might seem local, global in scale.” Says
Bell.

Global economic transformation by Zuora — live human interaction, courtesy of Ustream. This is
a partnership that is changing the way the world does business while leveraging streaming
technology to facilitate real-time human connections. When it comes to getting the job done in
the 21st Century, as Bell simply puts it, “There’s nothing like doing it live.”