

**Kelly Steckelberg**  
CFO, Zoom Video Communications  
Wells Fargo customer since 2011

**The Way Ahead**

# Powering the WFH Revolution

How businesses are responding to the pandemic

[bloomberg.com/thewayahead](https://www.bloomberg.com/thewayahead)



## 9 years to overnight success

Video conferencing service Zoom had been preparing for a moment like the pandemic since it was founded in 2011. Designed to be easy to use, it became a cultural phenomenon when governments asked citizens to stay at home.

## Do you Zoom?

Like Xerox and Google before it, Zoom became a verb. Everyone from grandmothers to CEOs were Zooming from their kitchen tables and home offices.



## Business surges

As companies transitioned to working from home, Zoom's number of daily meeting participants exploded from 10 million to 300 million almost overnight.



## Gearing up



Sudden success wasn't without its challenges. The company had to add thousands of servers daily to handle the increased load. And it hired 1,000 employees – over a third of its workforce – since the pandemic began.

## From the beginning



Wells Fargo has been Zoom's commercial bank since its inception, is one of its investment managers and handled part of its 2019 IPO. "Their support has enabled us to change how communication happens," says CFO Kelly Steckelberg.

"It's gratifying to see Wells Fargo help take a founder's idea from inception to IPO and beyond."

**Henry Li**

Director, Technology Banking  
Wells Fargo Commercial Banking



**WELLS  
FARGO**

Corporate &  
Investment Banking