



case study

## Global Investment Firm GIC Empowers Mobile Workforce with Zoom

GIC Private Limited is a global investment firm that manages Singapore's foreign reserves. Its mission is to secure Singapore's financial future by investing across a range of assets in public and private markets. With 10 offices in key financial cities worldwide and investments in over 40 countries, communication plays a critical role in building bridges to achieve this mission.

Victor Chua, Head of Strategy, Architecture & Infrastructure, with GIC's Technology Group, said: "The ability to communicate seamlessly and at a moment's notice is absolutely critical for productivity and collaboration."

### Challenge

GIC's business is global, and its workforce is located in 10 different global offices. Its communications infrastructure, therefore, needs to respond to an array of environments and configurations. "We do business in more than 40 countries, in different markets, different time zones, and different locations, and communication is our lifeline," Chua noted.

### Solution

Fayouz Sunnooman, Vice President of End User Experience with GIC's Technology Group, said GIC conducted a technology assessment and sought a few specific outcomes: standardization, simplification, and support for multiple devices.

"We wanted something that could standardize our communications infrastructure within GIC, and we wanted



### GIC Private Limited

**Founded:** 1981

**Headquarters:** Singapore

**Industry:** Financial services, fund management

**Challenges:** Globally distributed workforce, heavy-touch legacy infrastructure

**Solution:** Zoom Meetings

**Business benefits:** Workforce enablement, unified communications, multi-device support

**"At GIC, we want to empower a mobile workforce and drive those ways of working. We now have a product in Zoom that helps untether our users from a desk."**

**– Victor Chua**

*Head of Strategy, Architecture & Infrastructure, GIC Private Limited*

to simplify it so anyone could use the solution and could easily fix it when something goes wrong,” Sunnooman said. “But we really needed a platform that was device-agnostic – supporting multiple platforms such as Apple, Android, Windows – to unify communications across non-homogeneous devices.”

He added: “Zoom’s portal enables our support team to see with granularity what’s going on in a meeting and helps us pinpoint, for instance, what’s driving network instability.”

## Result

With Zoom, GIC has better enabled unified video and audio meetings for its global teams. About 30% of GIC’s employees use Zoom for meetings today, Chua said, and he expects this number to grow as the Technology Group rolls out the solution to the rest of the company.

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Zoom helps businesses and organizations bring their teams together in a frictionless cloud environment to get more done. Our easy, reliable, video-first unified communications platform for video, voice, content sharing, and chat runs across mobile devices, desktops, telephones, and room systems. Founded in 2011, Zoom is a publicly traded company on Nasdaq (ticker: ZM) and headquartered in San Jose, California.

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