

## Why Web Conferencing Doesn't Work for Team Collaboration

### Ask Yourself

- Do you want a solution that supports your day-to-day collaboration needs—voice, video, data sharing, meetings—all in one solution?
- Would you like a solution that supports all the ways you want to collaborate, both instantly and scheduled?
- Do you want a video conferencing solution that is easy to use because you dial names rather than numbers?
- Are you looking for something with higher quality video but that is cloud-based, simple and affordable?
- Do you want a single solution that can be used across your browser, mobile, desktop and video systems?
- Are you interested in recording your calls and sharing them from your own personal video library?

Data sharing is the first priority in web conferencing.

Web conferencing doesn't work well for day-to-day collaboration. Everything is a scheduled, "meet-me" conference. You can't just call someone.

Web conferencing providers don't offer a complete solution. You have to separately manage and integrate video systems and instant messaging through independent platforms that do not integrate into the web conferencing service, resulting in an inferior and disjointed user experience.

### Consider This

**Web conferencing is a poor tool for daily collaboration.**

Web conferences have a purpose and a place, and can be great for scheduled events, but not in your everyday communications.

**They offer an audio bridge with pictures.**

Everyone must dial into a long, numerical dial string at the prescribed time to view shared documents and optional, low-quality video. Web conferencing provides little scalability to add more video participants to the discussion, which limits engagement and slows decision making.

**Communication goes beyond a web conference.**

The ability to move seamlessly across modes of communication is critical for productivity. With Lifesize Cloud, a conversation that starts as a chat can seamlessly transition to a voice or video call where you can add more participants instantly. Bottom line: Lifesize offers a much faster and more flexible way to have a meeting.

**Web conferencing does not tightly integrate the meeting room.**

Teams want to work together in a conference room, but web conferencing providers don't have a good solution. Lifesize Cloud seamlessly integrates Lifesize® Icon™ video systems, which when paired offer a fully integrated experience with exclusive capabilities like a shared directory with presence, chat and automatic software updates.

## Why Lifesize Cloud Is the ONLY Solution You Need

Web conferencing was designed for large meetings, not day-to-day collaboration or video conferencing. With limited support for high quality video participants, conference rooms and mobile participants, web conferencing solutions fall short of providing a rich communications experience.

### Communication that's Designed for Business

You can start a video or audio call and add more people instantly for a group call. You can even schedule your meetings in advance.

### Cloud

Lifesize Cloud is a cloud-based video conferencing service that lets everyone simply and instantly have real-life meetings. Only Lifesize Cloud directly links Lifesize Icon video systems to laptops, tablets and smartphones for instant, real-life meetings.

### Award-Winning Video Systems

Equip your conference rooms with Lifesize Icon video systems. They're preloaded with Lifesize Cloud software, and they're always up to date! With Lifesize Icon you get an intuitive, frustration-free experience.

### Mobility

Lifesize Cloud supports Mac®, PC and the latest iOS and Android™ mobile devices. Lifesize Cloud comes with integrated firewall traversal, direct dial and meet-me calling.

### Customer Obsession Team

Lifesize Cloud customers have access to our Extreme Enterprise Support Service, which provides 24x7x365 support, a dedicated team for onboarding and training materials and access to our online [Lifesize Community](#).

### Interoperability

You can join Lifesize Cloud from a multitude of devices: smartphones, tablets, laptops and video systems. Also, Lifesize Cloud is standards-based, allowing third-party video systems to connect with any Lifesize Cloud user.

### Security

Lifesize automatically traverses firewalls so you don't have to. A secure, AES 128-bit encrypted cloud experience lets you conduct your meetings with confidence.

	LIFESIZE CLOUD	CISCO WEBEX®	CITRIX GOTOMEETING®
Interoperable cloud offering	✓	X	X
Connected to an award-winning video system	✓	X	X
Shared directory with name-based dialing	✓	X	X
Instant and scheduled calling	Both	Scheduled only	Scheduled only
Group calls—add users, merge calls, automatic escalation	✓	X	X
Up to 40 live video participants	✓	X	X
Mobile app support	✓	✓	✓
Virtual meeting rooms	✓	✓	✓
Recording	✓	✓	✓
Sharing via personal video library	✓	X	X
Web-based app support	✓	X	X

All information on the competition is based on publicly available information.

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