

# Lifesize® vs. Free Video Services

## Competitive Analysis Series

## Why Free Video Services Just Don't Cut It for Business

What happens if a free service fails during an important call? Whom do you call for support?

What happens as you add or remove employees? How do you ensure that everyone has an updated directory?

Is it okay that anyone in the world can find your CEO in a public directory?

Would better audio and video quality improve your meetings?

Free video services lack business-class features, including quality of service, secure network traversal and tightly integrated conference room solutions.

## Consider This

### **Free services are not reliable, and there is no one you can call for help.**

With free video conferencing solutions, you get low quality video, intermittent-audio issues and dropped calls.

### **They are missing business-centric features.**

Free video conferencing solutions like Skype™, Google Hangouts™ and FaceTime® are consumer products. They lack business-class tools and features.

### **Free services lack interoperability.**

You have one standardized version of a free service, but it won't work with anything else. Will you pay for a bridging service to connect you with others?

### **They claim business-like features, but ...**

Unfortunately, you will have to pay for that, and everything above still applies.

### **Free services don't provide a quality conference room experience.**

Teams want to work together in a conference room, but free services don't offer a high quality conference room solution. It takes more than a webcam to create a quality conference room experience. The camera optics, user interface and audio pickup all need to be designed for the demands of a conference room. The Lifesize cloud-based service seamlessly integrates Lifesize® Icon™ conference room systems, providing the highest quality video, including a full PTZ camera, highest audio quality, touchscreen interface and support for up to two HD displays.

## Ask Yourself

- Do you want a solution that supports your day-to-day collaboration needs — voice, video, screen sharing, meetings — all in one solution?
- Do you want a single solution that can be used across your browser, mobile, desktop and conference room systems and that offers a consistent, intuitive user experience?
- Do you think the improved security, quality, reliability and management of a paid offering can benefit your company?
- Is having a common directory across all of your communications solutions important?
- Are you looking for the best quality cloud-based audio, web and video conferencing service that is also simple, intuitive and affordable?
- Are you interested in recording your calls and sharing them from your own personal video library?

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## Why Lifesize Is the ONLY Solution You Need

Free video solutions like Skype, Google Hangouts and FaceTime were designed for consumers to use in everyday, personal communication. They lack many of the most basic business needs, such as a common company directory, business-class phone support, security and a reliable, high quality experience. More importantly, they do not provide a conference room experience designed around the unique audio, video and user experience demands of a business meeting.

### Cloud

Lifesize is a cloud-based audio, web and video conferencing service that lets everyone simply and instantly have face-to-face meetings. You can start a video or audio call from the name-based directory and quickly add more people for a group call. You can even schedule your meetings in advance. Only the Lifesize service directly links Lifesize Icon conference room systems to laptops, tablets and smartphones for instant, real-life meetings.

### Award-Winning Conference Room Systems

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

### Browser-Based Calling

Using the Lifesize web app provides the same experience as desktop apps without the need for IT to install software or complicated plug-ins. From the frequent user to the guest, meet on time without the complexity.

### Mobility

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

### Record and Share

Record a video call or meeting and immediately share the conversation with others inside and outside of the organization. Lifesize Record and Share is the most powerful cloud-based one-click recording, sharing and auto-publishing solution available. It lets users capture important meetings, conversations, events, ideas and important milestones and instantly share

them. And only Lifesize Record and Share lets users manage their videos in their own personal video library.

### Customer Obsession Team

Lifesize Extreme Support provides 24x7x365 support; a prioritized support queue; a dedicated team for onboarding, training and success; onboarding and training materials and access to our online [Lifesize Community](#).

### Interoperability

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

### Security

Lifesize automatically traverses firewalls — no IT complexity to start a call with a team member or a guest. Whether in flight or at rest, through a mix of AES-128 and -256 (Advanced Encryption Standard), we ensure your conversations are secure.

	LIFESIZE	SKYPE	GOOGLE HANGOUTS	FACETIME
Interoperable cloud video offering	✓	X	X	X
Integrated, plug-and-play HD camera systems and HD phones for every room	✓	X	X	X
Consistent experience across devices	✓	✓	✓	✓
Directory with name-based dialing	✓	X	X	X
Instant and scheduled meetings	✓	X	✓	X
One-on-one and group calls	✓	✓	✓	X
One-on-one chat	✓	✓	✓	X
Group chat in a meeting room	✓	X <sup>1</sup>	X <sup>1</sup>	X
Up to 50 live participants in HD video	✓	X	X	X
Unlimited audio-only calls included for users and guests in more than 60 countries	✓	X <sup>2</sup>	X <sup>2</sup>	X
Recording in HD	✓	X	✓ <sup>3</sup>	X
Sharing via personal video library	✓	X	X	X
Skype for Business support	✓	✓	X	X
Web-based app support	✓	X	✓	X
Desktop app support	✓	✓	✓	X <sup>4</sup>
Mobile app support	✓	✓	✓	X <sup>5</sup>

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

<sup>1</sup>Group chat is not available in meeting rooms <sup>2</sup>Cannot call into a video meeting <sup>3</sup>Only with Hangouts on Air, and Hangouts on Air must be live broadcasted to your YouTube™ channel or Google+ home page. <sup>4</sup>OS X only <sup>5</sup>iOS only

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