

# Lifesize vs. Web Conferencing

## Competitive Analysis Series

## Web Conferencing Providers Offer a Limited Solution

Screen sharing is the first priority in web conferencing, and while that's important, it doesn't equate to superb team collaboration.

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

With web conferencing, you have to separately manage and integrate conference room systems and instant messaging through independent platforms that do not integrate into the web conferencing service, resulting in an inferior user experience.

## Consider This

### Why limit your choices?

Web conferences are designed around scheduled, event-based meetings. 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.

With Lifesize, not only can you join a scheduled meeting by simply clicking on the name of the meeting room, you can also call anyone in your organization from the name-based directory with a single click and easily add more people for a group call. Lifesize provides audio, web and video conferencing all in one simple-to-use solution, giving you the flexibility to collaborate the way you want.

### Communication goes beyond a web conference.

The ability to move seamlessly across modes of communication is critical for productivity. With the Lifesize App, 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 conference room.

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

## Ask Yourself

- Do you want a solution that supports your day-to-day collaboration needs — voice, video, screen 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 conference room systems and that offers a consistent, intuitive user experience?
- Are you interested in recording your calls and sharing them from your own personal video library?

# Competitive Analysis Series

## Why Lifesize 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.

### Cloud-Based Solution

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 Lifesize 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

Lifesize 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 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 a Lifesize call from a multitude of devices: smartphones, tablets, laptops and conference room systems. Also, Lifesize 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	WEBEX®	GOTOMEETING®
Interoperable cloud video offering	✓	✓	X
Manufactures unified, plug-and-play HD camera systems and HD phones for every room	✓	X	X
Video system monitoring and real-time alerts	✓	X	X
Consistent experience across devices	✓	✓	X
Directory with name-based dialing	✓	X	X
One-on-one and group calls with call escalation	✓	X	X
One-on-one chat	✓	X	X
Persistent group chat in a meeting room	✓	X	X
Up to 50 live participants in HD video	✓	✓	✓
Live streaming up to 10,000 viewers per event	✓	X	X
Unlimited audio-only calls for users and guests in more than 60 countries	✓	X	X
HD recording and sharing via personal video library	✓	X	X
Skype for Business support	✓	X	X
Full-featured web-based app	✓	✓	✓
Desktop and mobile app	✓	✓	✓

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

NOTE: Feature availability and price vary by subscription plan, selected options, and paired devices.

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