
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 mobile, laptop and room video systems?
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Why Web Conferencing Doesn't Work for Team Collaboration

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, 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.

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 an instant message can seamlessly transition to a voice or video meeting 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 meeting room, but web conferencing providers don't have a good solution. Lifesize Cloud seamlessly integrates Lifesize® Icon™ room video systems, which offer exclusive capabilities like connecting to the service, shared directory 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, meeting 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 video service that lets everyone simply and instantly have real-life meetings. Only Lifesize Cloud directly links Lifesize Icon room video systems to laptops, tablets and smartphones for instant, real-life meetings.

Award-Winning Video Systems

Equip your meeting rooms with Lifesize Icon room 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 Support

Lifesize Cloud customers have access to many tools on our website, like our resourceful knowledge base and helpful how-to videos. We also offer a simple web-based ticketing system and phone support backed by our promise to respond to customers quickly, at no additional charge.

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 Room Video System	✓	X	X
Shared Directory	✓	X	X
Dial Names, Not Numbers	✓	X	X
Instant and Scheduled Calling	Both	Scheduled Only	Scheduled Only
Group Calls—Add Users, Merge Calls, Automatic Escalation	✓	X	X
Mobile App Support	✓	✓	✓ (very limited)
Ring All Devices (Mac, PC, iOS, Android, Room Video System)	✓	X	X
Warm Call Transfer	✓	X	X
Virtual Meeting Rooms	✓	X	X

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

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