

# Lifesize vs. Cisco WebEx®

## Competitive Analysis Series

### Consider This

#### Why limit your choices?

Cisco WebEx is designed around scheduled, event-based meetings. You can't just call someone. So much for ideation and spontaneity in the workplace. Everyone must dial into a long, numerical dial string at the prescribed time to view shared documents. Screen sharing is the first priority in WebEx, and while that's important, excellent data resolution alone doesn't equate to superb team collaboration. 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 well beyond WebEx.

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

#### WebEx does not tightly integrate the conference room.

Teams want to work together in a conference room, but WebEx doesn't have a good solution. Lifesize seamlessly integrates Lifesize® Icon™ conference room systems, which offer exclusive capabilities in pairing to the Lifesize service, such as a shared directory and automatic software updates.

#### WebEx falls short for team collaboration.

WebEx also doesn't offer a complete solution. You have to separately manage and integrate conference room systems and chat through independent platforms that do not integrate into the WebEx service, resulting in an inferior and disjointed user experience.

WebEx has a purpose and a place, but Lifesize is a superior choice for your daily workflow as your primary collaboration solution.

### Ask Yourself

- Do you want a solution that supports all your day-to-day collaboration needs — voice, screen sharing, and automatically escalated group video 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 prefer a video calling solution that is easy to use because you click names rather than dial numbers?
- Are you looking for something with higher quality video but that is cloud-based, simple and exceptionally 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

### 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 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 cloud-based software, and they're always up to date. With Lifesize Icon you get an intuitive, frustration-free calling experience.

## Conclusion

Cisco WebEx was designed for large webinars, not day-to-day collaboration or group video calls. Lifesize fits all the ways people work, supporting both instant calls and scheduled meetings. Lifesize users can chat, jump into a voice or video call, escalate to a group call instantly and seamlessly, and record and share with users inside and outside the organization. Lifesize connects anyone, on any device, including the conference room — and all at the highest quality provided through the global and secure IBM® SoftLayer® network.

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

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

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