

Lifesize vs. StarLeaf

Competitive Analysis Series

Consider This

Service architecture

When building a service, you not only have to deliver a robust application with the best user experience, you also need to have solid foundations and run in top-notch, reliable network environments with unmatched scale and computing capabilities. All the leading cloud application providers in the world choose to use top-tier providers rather than run their own data centers and networks because they know it is costly and stretches IT talents and companies beyond their core competencies.

That's why with Lifesize, we decided to rely on best-in-class service providers to manage data centers and the network. This gives us a unique position and massive advantage in terms of performance, reliability, scale, global reach and cost. For example, to satisfy growth and surges in capacity demands, we're able to spin up new servers in almost any location within hours.

StarLeaf Cloud is comprised of fewer global points of presence (POP) — eight as of this publication — hosted in data centers where StarLeaf manages both the infrastructure and the network. StarLeaf may claim this is an advantage, but Lifesize knows it is a disadvantage. Why? It is much slower to establish a new POP and more costly to implement and manage a new network. Those costs are absorbed by their customers.

The partnership Lifesize has with SoftLayer®, an IBM® company, ensures us global reach on a world-class network, making us a dependable choice for any business. StarLeaf simply can't match this.

Built for cloud? Not really.

StarLeaf claims their solution was built for the cloud. Really? StarLeaf users must purchase multiparty resources, and calls are restricted to 5 ports for ad-hoc calls and a mere 17 ports for meeting rooms. Lifesize is purposefully built for the cloud and designed to remove obstacles to a robust and scalable video conferencing environment. Its design is based on a dozen years of video conferencing industry innovation. Lifesize customers will never have to worry about limitations to multipoint calls. Each subscriber can access up to a 50-way continuous-presence group call through escalating an instant call or via a meeting room, at no additional cost.

Flexibility or complexity?

StarLeaf claims to offer a flexible model; however, flexibility can come at a cost. If you are looking for a managed service, you likely don't want to spend time calculating in advance how many group calls may be scheduled or occurring at any given time. With Lifesize, all you have to know is how many people you have in your organization. It's that easy. You'll never run out of resources.

Pricing

With StarLeaf, one-on-one calls are free. However, customers are required to pay for meeting rooms, and they have limited capabilities. Moreover, StarLeaf conference room systems solutions aren't free; they are proprietary, and customers must pay an annual network connection fee. Lifesize standards-based conference room systems aren't free either, but they are among the best value-priced systems in the industry. Best of all, they can be paired to the Lifesize service at no additional charge.

Ask Yourself

- Do you want to equip rooms with tightly integrated conference room systems that are preconfigured for the service, automatically provisioned and updated with directories and have presence and firewall traversal built-in?
- Do you want to avoid proprietary conference room systems that dictate the cloud service you must use?
- 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?

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

Conclusion

With StarLeaf, you have to spend time calculating in advance how many group calls you may have at any given time. 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 to 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.

¹Call escalation up to 5 participants only

²Not available for iPhone

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	STARLEAF
Interoperable cloud video offering	✓	✓
Manufactures unified, plug-and-play HD camera systems and HD phones for every room	✓	✓
Video system monitoring and real-time alerts	✓	X
Consistent experience across devices	✓	✓
Directory with name-based dialing	✓	✓
One-on-one and group calls with call escalation	✓	✓ ¹
One-on-one chat	✓	X
Persistent group chat in a meeting room	✓	X
Up to 50 live participants in HD video	✓	X
Live streaming up to 10,000 viewers per event	✓	X
Unlimited audio-only calls included for users and guests in more than 60 countries	✓	X
HD recording and sharing via personal video library	✓	X
Skype for Business support	✓	✓
Full-featured web-based app	✓	X
Desktop and mobile app	✓	✓ ²

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