

Lifesize® Cloud vs. Citrix GoToMeeting®

Competitive Analysis Series

Consider This

Why limit your choices?

Citrix GoToMeeting is designed around scheduled, event-based meetings only. 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 GoToMeeting, and while that's important, excellent data resolution alone doesn't equate to superb team collaboration. Lifesize Cloud 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 a scheduled event.

The ability to move seamlessly across modes of communication is critical for productivity. With Lifesize Cloud, 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: not every meeting is scheduled. Lifesize offers a much faster, more productive and more flexible way to get work done.

Lifesize Cloud Use Case

Search who you want to speak with and call them directly. Then add others instantly from a directory of peers without the need to schedule. Get work done in real time.

GoToMeeting does not tightly integrate the conference room.

Teams work together in a conference room, but GoToMeeting doesn't have a good solution to extend from the conference room to remote team members to enable them to play a part. Lifesize Cloud seamlessly integrates Lifesize® Icon™ conference room systems, which offer exclusive capabilities in pairing to the Lifesize Cloud service, such as a search-based shared directory and automatic software updates.

GoToMeeting falls short for team collaboration.

GoToMeeting 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 GoToMeeting service, resulting in an inferior and disjointed user experience.

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

Lifesize Cloud Use Case

Walk into an available conference or huddle room at any time or at the scheduled time and immediately collaborate via video and screen sharing.

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?

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Why Lifesize Cloud Is the ONLY Solution You Need

Cloud

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

Conclusion

Citrix GoToMeeting offers a one-dimensional solution that provides customers a meet-me conference option only. Lifesize Cloud fits the way people work, supporting both instant calls and scheduled meetings. Lifesize Cloud 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 Cloud delivers a Connected Experience 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.

¹Only during specified meeting window. No group history.

Browser-Based Calling

Using the Lifesize Cloud 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 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.

Record and Share

Record a video call or meeting and immediately share the conversation with others inside and outside of the organization. Lifesize Cloud Amplify 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 Cloud Amplify lets users manage their videos in their own personal video library.

Customer Obsession Team

Lifesize Cloud 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 Cloud from a multitude of devices: smartphones, tablets, laptops and conference room systems. Also, Lifesize Cloud is standards-based, allowing third-party conference room systems to connect with any Lifesize Cloud 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	GOTOMEETING
Interoperable cloud video offering	✓	X
Integrated, plug-and-play HD camera systems and HD phones for every room	✓	X
Consistent experience across devices	✓	X
Directory with name-based dialing	✓	X
Instant and scheduled meetings	✓	X
One-on-one and group calls	✓	X
One-on-one chat	✓	X
Group chat in a meeting room	✓	✓ ¹
Up to 50 live participants in HD video	✓	✓
Unlimited audio-only calls included for users and guests in more than 50 countries	✓	X
Recording in HD	✓	X
Sharing via personal video library	✓	X
Skype for Business support	✓	X
Web-based app support	✓	✓
Desktop app support	✓	X
Mobile app support	✓	✓

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