

Lifesize vs. Blue Jeans®

Competitive Analysis Series

Consider This

“Meet-me” — again?

Aren't you tired of long, numerical dial strings; automated voice prompts; meeting IDs; access codes; and waiting in a meeting room for others to join? 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 enables superb team collaboration via HD video, screen sharing and chat. Get the flexibility to collaborate the way you want — Lifesize provides audio, web and video conferencing all in one simple-to-use solution.

As a meetings-based solution, Blue Jeans misses integrating the conference room

Teams want to work together in a conference room, and yes, you can use any third-party conference room system to call into a Blue Jeans meeting, but you have to separately manage and integrate them. This is more work to deploy and manage and still results in an inferior, disjointed user experience.

Lifesize seamlessly integrates Lifesize® Icon™ conference room systems, which offer exclusive capabilities like automatic configuration, a shared directory, and automatic software updates. When connecting conference room systems to a cloud video conferencing service, you should look for a solution where the two are designed to seamlessly work together.

They only support scheduled, meet-me voice and video conference calls

The ability to move seamlessly across modes of communication is critical for user productivity. With Lifesize, a conversation that starts between two people via a voice or video meeting escalates to one where you can add more participants instantly. Bottom line: Lifesize offers a much faster and more flexible way to work.

Blue Jeans chooses your language for you

With Blue Jeans, your language is chosen for you based on your location rather than user or device preference. If you are in Amsterdam but your company's internet connection routes you out of Germany, you may see German instead of Dutch or English. With Lifesize apps and devices, you can easily set the language you want. So if you live in the US and prefer to speak Spanish, it's your choice.

Worldwide reach on a world-class network?

With Lifesize you can be assured that we're providing the very best system performance, reliability, resiliency and security. Lifesize is powered by SoftLayer®, an IBM® company, enabling a global footprint of more than 40 points of presence (POPs) connected by 2,000 Gbps of private fiber-optic network power as well as direct connectivity to 20+ global carriers. Companies like Blue Jeans that rely on the public internet simply can't match this. And companies without the reach and redundancy of 14 data center locations on four continents risk longer outages, impacting all of their users.

Ask Yourself

- Would it save you time and resources if conference room systems came preconfigured to a cloud service where they automatically provision and update themselves, receive directory entries and can place and receive calls through firewalls?
- 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?
- Would you like to call people by name directly, rather than meet in a meeting room that requires long, numerical dial strings and access codes?
- Would you like the flexibility to build group meetings dynamically by simply adding people to a call from a presence-enabled directory?
- 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

Blue Jeans supports only one model: a prescheduled, "meet-me" conference with long, numerical dial strings and access codes. Lifesize fits the way 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.

¹Not for HD camera systems.

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	BLUE JEANS
Interoperable cloud video offering	✓	✓
Manufactures unified, plug-and-play HD camera systems and HD phones for every room	✓	X
Video system monitoring and real-time alerts	✓	X
Consistent experience across devices	✓	X ¹
Directory with name-based dialing	✓	X
One-on-one and group calls with call escalation	✓	X
One-on-one chat	✓	X
Persistent group chat in a meeting room	✓	X
Up to 50 live participants in HD video	✓	✓
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	✓	✓
Desktop and mobile app	✓	✓

HEADQUARTERS

Austin, Texas, USA
+1 512 347 9300
Toll Free US +1 877 543 3749

EMEA REGIONAL OFFICE

Munich, Germany
+49 89 20 70 76 0

APAC REGIONAL OFFICE

Singapore
+65 6631 2831



www.lifesize.com
E-mail: info@lifesize.com



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