Lifesize vs. Zoom®

Competitive Analysis Series

Consider This

How affordable is Zoom?

With Zoom, the pay-as-you-go model may seem reasonable, but your costs will add up quickly when you expand your solution to include conference room systems, voice participants, recording or web conferencing. At Lifesize, we believe every person and every conference room in your organization deserves to be video enabled with the best collaboration solution available, Lifesize. With our Enterprise Subscription Plan you can entitle your entire organization. There are no add-ons to buy or hidden costs. Moreover, you don't have to calculate in advance how many group calls you may have at any given time. You'll never run out of resources because Lifesize manages them for you.

Zoom does not scale with conference room systems

Teams want to work together in a conference room, and yes, you can use any third-party conference room system to call into a Zoom meeting, but with Zoom this does not scale very effectively. More work is required to deploy and manage systems, and this still results in an inferior user experience. Lifesize seamlessly integrates Lifesize® Icon™ conference room systems, which offer exclusive capabilities like automatic configuration, a shared directory and automatic software updates.

Separate management of multiple systems and vendors

With Zoom, conference rooms are considered extensions of web apps and do not take into account the unique requirements of conference rooms. Zoom's room video solution is essentially a PC using a third-party camera, microphone and speakers — so they don't have total control of the solution or the quality of experience. Lifesize designs and builds all of its own hardware and software, including cameras, conference phones and microphones. Lifesize conference room systems are designed by hardware engineers and use purpose-built silicon that is optimized for encoding and transcoding video. Lifesize products also run the secure and efficient Linux® OS.

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 Zoom 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

- Do you prefer to know your costs upfront with no variables to manage on a monthly basis?

- 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 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 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?

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.

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.

Conclusion

With Zoom, you have to separately manage and integrate conference room systems, and your costs may add up quickly with the pay-as-you-go model. 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.
[1]Additional cost
[2]Not for HD camera systems

	LIFESIZE	ZOOM
Interoperable cloud video offering	√	√[1]
Manufactures unified, plug-and-play HD camera systems and HD phones for every room	√	X
Video system monitoring and real-time alerts	√	√
Consistent experience across devices	√	X[2]
Directory with name-based dialing	√	√
One-on-one and group calls with call escalation	√	√
One-on-one chat	√	√
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	√[1]	√[1]
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	√	√

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