



5 reasons more companies choose WebEx meetings

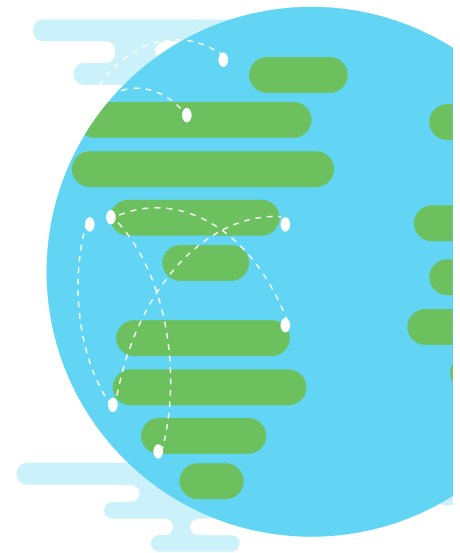
The right connections matter.

Your employees, customers, and partners need the ability to connect and collaborate, at any time, from any location—across time zones or simply across the conference table.

And those workplaces are expanding faster than ever, powered by mobile and cloud usage that makes virtual meetings essential. With scalable and secure voice, video, and content sharing, real-time collaboration can happen anywhere. Staying connected can lead to improved productivity and faster decision-making, as well as better customer service. But only if the technology offers a seamless experience and is intuitive enough to drive user adoption.

While the need for better meetings is universal, not all conferencing tools are the same.

Choosing the wrong tool could actually decrease productivity by wasting valuable meeting time troubleshooting the technology, or by providing a negative experience that will deter users from embracing it. This is especially true in situations where poor meeting quality could impact company perceptions and image.



Cisco WebEx® makes it easy for teams to meet, collaborate, and stay productive, while providing the peace of mind that solution administrators want.



Proven industry leadership



Global presence and scale



Flexibility to expand and grow



Industry-leading network security



Continued innovation for a better experience

Not all conferencing solutions are created equal.

1 113 million professionals aren't wrong.

There are a lot of collaboration solutions out there. But there's only one WebEx®.

No one knows collaboration better than Cisco, a long-time leader in business communication technology such as:

- Web conferencing
- Video conferencing
- Omnichannel customer care
- Team collaboration
- Unified communications

Intuitive technology and award-winning design deliver best-in-class service:

- 27+ million meetings hosted a month
- 5+ billion global meeting minutes a month
- 113+ million meeting attendees a month
- 19 [Red Dot](#) design awards

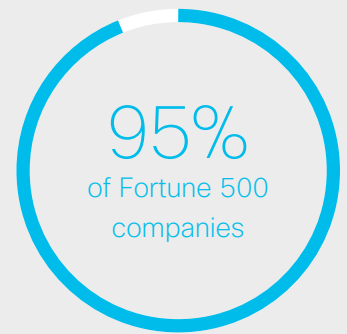
2 Intuitive meetings are more productive—and more utilized.

Complicated or unreliable technology can waste valuable meeting time while participants troubleshoot problems. Not only does this affect productivity, it also becomes a barrier for solution adoption. One bad experience is enough to prevent people from using it again.

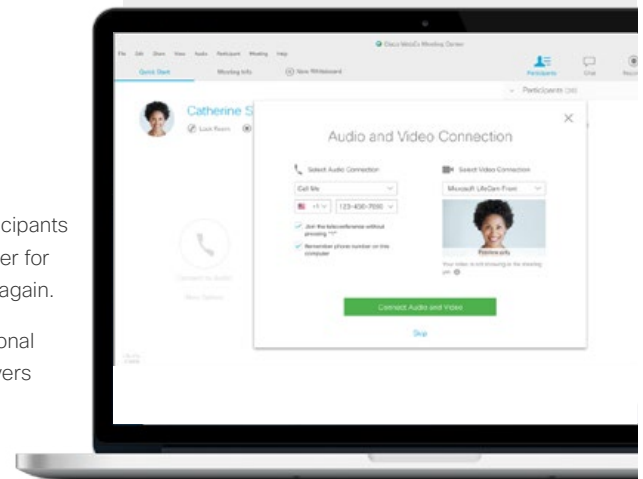
Cisco WebEx brings together audio, video, and content sharing to deliver exceptional experiences that make meetings easy—even for first-time users. And WebEx delivers the right features and seamless user experience across devices so teams can get right down to business without the technology speed bumps.

WebEx combines a solid conferencing foundation with innovative features to provide exceptional experiences in the office, at home, and on the road.

- **Easy to join meetings:** Join from your desktop, browser, video, or video or mobile device—no downloads or plug-ins required. You can also join from a variety of different applications, including Google Calendar. Easier-to-join experiences mean that meetings get started on time.
- **Easy to schedule meetings:** By adding @webex to the location field of the invite, the join information is automatically populated so it's easy to schedule, even on the road—no downloads or plug-ins needed.
- **Fewer distractions during meetings:** Powerful background noise detection technology automatically detects common sounds and then prompts the meeting participant to mute his or her line. No more dogs barking, doorbells ringing, or loud keyboard typing!
- **Exceptional mobile experiences:** Join from any device, even your Apple Watch or Android wearable device. You can easily view and share content and participate in 720p two-way video. And mobile scheduling is easy.
- **Personalized meetings:** With a virtual personal meeting room for each user, complete with customizable address, you can meet instantly, schedule ahead, or leave your room open for drop-ins. Or lock the room to keep meetings confidential, preview who is in your virtual lobby, and easily admit them when you're ready. You can even customize your room and lobby through an avatar, pictures, and a desk.



are using video-enabled Cisco® collaboration solutions.¹



More companies trust WebEx over all other conferencing solutions combined.

3 Video quality makes an impression, good or bad.

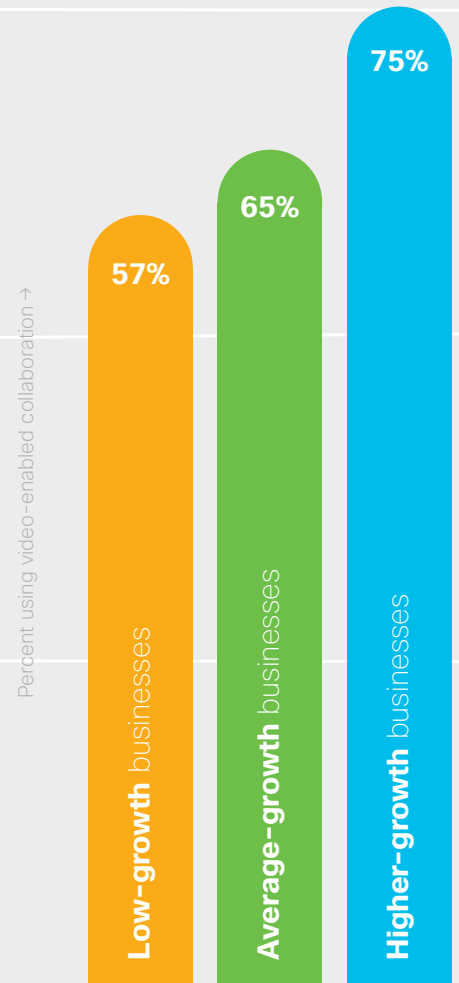
The way a business presents itself—in person, over the phone, online, or via video conference—conveys a lot about who they are. A poor experience can impact customer satisfaction and loyalty, as well as a company's perception in the marketplace. So, while lower-end conferencing services can be appealing, it's important to consider the business risks.

Solution quality and reliability are quickly becoming business critical, and every video-conferencing experience needs a strong infrastructure. Only Cisco offers a global architecture. Some providers only support a specific country or region, which affects the video and meeting quality for remote team members. Others only support certain video devices, restricting who can join or how they can participate.

Cisco WebEx offers industry-leading, high-definition, reliable video with:

- **Highest-quality video experience:** Get seamless, crisp video experiences for up to 1025 concurrent participants.
- **Global meeting network:** WebEx has a global architecture and network, purpose built for meetings, to ensure speed and performance. With data centers located throughout the world, team members join using the WebEx data center closest to them. The benefit? High-quality video meetings without delays—no matter where participants are located.
- **Video conferencing included:** WebEx video conferencing is included with Cisco WebEx at no additional cost. It connects your video devices to WebEx meetings for an exceptional meeting experience.
- **Easy integration and usage:** WebEx plays nice with others. Everyone's welcome to join from a browser or their own mobile or video device, at no extra cost. This includes award-winning Cisco video desk and room devices, third-party video devices, and even Microsoft Skype for Business.
- **Dynamic features:** Cisco brings together the best of our video desk and room devices with the application software to optimize and simplify the experience for every participant. Capabilities such as speaker tracking and auto-framing provide intelligent zoom-in and frame the speaker to provide exceptional quality in video meetings—as if you were all in the same room.

75% of high-growth businesses are using video-enabled collaboration solutions.³



4 Get flexible options that scale and expand as conferencing needs evolve.

If you're like most organizations, you've probably felt the frustration of managing multiple vendors for various conferencing needs.

WebEx integrates with your existing tools and devices to accommodate all meeting types and sizes, including:

- **Meetings for up to 1025 attendees:** Cisco WebEx Meeting Center lets you host meetings with anyone, on any device, with integrated audio, video, and content sharing. At no additional charge, you can use Cisco Spark™ as a secure virtual space to create, share, and get work done all in one easy-to-use app. It combines meetings with messaging, calling, file sharing, and whiteboarding to help teams keep the momentum going before, during, and after the meeting.
- **Online events for as many as 3000 attendees:** Cisco WebEx Event Center helps you plan and host events with customers, partners, or employees. Engage and poll the audience, follow up, and measure event success so you can more effectively host future meetings, or better market products and services to a broader audience.
- **Webcasts to over 40,000 participants:** Cisco WebEx Webcasting offers similar benefits to Cisco WebEx Event Center, but as a scalable video-streaming solution designed for very large audiences. This service includes white-glove Assist Services production to ensure that your event is risk free and delivers a flawless experience.
- **Training sessions with up to seven breakout sessions:** Cisco WebEx Training Center broadens the reach and effectiveness of your corporate and online education. Easily deliver live instruction to anyone, anywhere, in an interactive learning environment that lets you better manage audience participation and extend your e-learning programs without adding staff or budget.
- **Real-time remote support for staff and customers:** Cisco WebEx Support Center enables support representatives to address questions, perform fast fixes, access remote computers, upgrade software, and provide service to internal and external clients anytime.

5 Secure communication is critical, and no one knows security better than Cisco.

For today's organizations and their users, security is a top priority. Conferencing services must provide multiple layers of security—from scheduling, to participant authentication, to content sharing. As a leader in both collaboration services and network security, we don't take this lightly.

The Cisco Collaboration Cloud is a global, enterprise-scale network designed specifically for highly secure delivery of on-demand applications. It offers a scalable architecture, consistent availability, and multilayer tenant security validated by rigorous independent audits.

1. *IDC MarketScape: Worldwide Enterprise Videoconferencing Equipment 2016 Vendor Assessment*, IDC, June 2016.
2. *The Cisco WebEx Node for the Cisco ASR 1000 Series Delivers the Best Aspects of On-Premises and On-Demand Web Conferencing*, Cisco, Sept. 28, 2015.
3. *Video-Enabled Collaboration and Business Growth: The Winning Combination*, Techaisle, Jan. 2017.



Meet Cisco Spark, now included with WebEx for free.

As part of a comprehensive collaboration suite, you can also take advantage of Cisco Spark—an app-centric, cloud-based service that lets teams continue the conversation before, during, and after the meeting.

- Meet
- Message
- Call
- Whiteboard
- Share content

Teams can work together seamlessly, simply, and—most importantly—securely.



Cisco offers today's industry-leading technology while continuing to innovate for the future.

See how Cisco WebEx stacks up.

OVERALL SERVICE CAPABILITIES	WebEx	Other Vendors
Offers all meeting types including online meetings, training, events, webcasting, and support	✓ Yes	✗ No
Global availability with support for multiple languages	✓ Yes - Available in 17 languages	✓ Limited
Meeting capacity	✓ Yes - Up to 1,025 concurrent users in a single meeting, 3,000 for events, and more than 40,000 for webcasts	✓ Varies
Free-trial option	✓ Yes - Without time limitations and for up to three participants	✓ Yes - Some impose time limitations for meetings with more than two participants.
MPEG 4 recording	✓ Yes	✓ Yes - Most require recordings to be saved on host's computer and don't offer streaming options.
Content store integrations	✓ Yes - Box, Dropbox, IBM Connections, Google, OneDrive	✓ Varies
Video-conferencing capabilities and the ability to join via video room devices for all meetings	✓ Yes - WebEx video conferencing is included with Cisco WebEx at no extra charge.	✗ Other vendors either charge extra or do not offer this capability.
Personal rooms with advanced features	✓ Yes - Auto-lock and auto-unlock with waiting room and per-user admittance.	✓ Most don't offer the feature or deliver it as securely as WebEx.
Cloud, hybrid, and on-premises deployment options	✓ Yes	✗ No other vendor offers all three options.
Ability to buy the service online	✓ Yes	✓ Yes
INDUSTRY-LEADING SECURITY	WebEx	Other Vendors
Secure	✓ Yes - Multilayer security built with Cisco's industry-leading security expertise	✓ Limited
Simple security to prevent unauthorized attendees from joining the meeting	✓ Yes - The user simply locks their personal room so they can admit attendees when they're ready.	✗ No - Others offer passwords, which can be difficult to remember and use and risk personal room security.
Personal room auto-lock	✓ Yes - Users can set their personal room to be locked in advance.	✗ No - Users must remember to lock their room after attendees have joined the meeting.
Securing persistent content	✓ Yes	✓ Limited - Some vendors' content stays on the server even after the meeting has ended.
FedRAMP authorized	✓ Yes - Cisco WebEx meets the stringent requirements set forth by the U.S. federal government.	✓ Most do not meet this requirement.
EASY TO SCHEDULE	WebEx	Other Vendors
Fast schedule via productivity tools on Outlook, Google, and Lotus Notes	✓ Yes	✓ Yes
Simple scheduling without productivity tools	✓ Yes - If Hybrid Calendar Service is enabled, users simply type @webex into meeting location field, and access details auto populate, even on mobile devices.	✗ No
Easy-to-remember secure personal room address	✓ Yes - Customizable vanity address	✓ Some offer random 10-digit codes.
EASY TO JOIN	WebEx	Other Vendors
One touch to start or join from any device	✓ Yes	✓ Yes
One button to push from mobile, desktop, phone, or video devices	✓ Yes	✓ Depends on the vendor
Pair your mobile device with a room system to simplify joining a meeting	✓ Yes - Cisco Intelligent Proximity is integrated into WebEx.	✓ Depends on the vendor
Touch ID sign-in from Apple iOS devices	✓ Yes	✓ Depends on the vendor
Join from any standards-based device, even Microsoft Skype for Business, at no additional cost	✓ Yes	✗ No - Others charge extra or do not offer this feature.

INNOVATIVE FEATURES	WebEx	Other Vendors
Team collaboration with persistent messaging, file sharing, and whiteboarding with anyone on any device	✓ Yes - Cisco Spark is included for free.	✗ No
No downloads or plug-ins required to schedule	✓ Yes - Users simply type @webex into meeting location field, and access details auto populate, even on mobile devices.	✗ No
Easy-to-remember secure personal room address for attendees	✓ Yes - WebEx includes customizable vanity addresses for personal rooms.	✓ Some vendors offer personal rooms with random 10-digit numbers.
Join the meeting by having the conferencing service call you via video	✓ Yes - WebEx will dial the user's video device.	✗ No
Third-party headset mute integration to eliminate double muting	✓ Yes	✗ No
Background noise detection to reduce distractions during meetings	✓ Yes	✗ No
Simple meeting scheduling from mobile devices	✓ Yes - Add @webex to the meeting location field to automatically populate the join information.	✗ No - Others have a multistep process that requires hosts to schedule at their desks or manually copy and paste the meeting instructions.
No downloads or plug-ins required to join meetings	✓ Yes - WebEx offers a native, browser-based fast-join experience using WebRTC for audio and video. Supported on Chrome, Chromebook, and Firefox.	✗ No
Native sharing from mobile devices	✓ Yes - With iOS 11	✗ No - Requires a third-party app to share from mobile devices
Automatic dial-in and automatic call-back options for people using mobile devices	✓ Yes	✓ Most do not meet this requirement.
INDUSTRY-LEADING VIDEO	WebEx	Other Vendors
Global data centers to ensure high-quality video meetings wherever participants are located	✓ Yes - WebEx has a global architecture with data centers throughout the world, purpose-built for meetings. So users join via the closest data center, improving speed and performance.	✗ No - Others force users to connect using the host's local data center, regardless of proximity, which affects video quality and meeting experience.
Best-in-class video desk and room systems	✓ Yes - Cisco has the broadest video endpoint portfolio in the industry with award-winning design.	✗ No - Other solutions require a multiple vendor approach.
Codecs, software, and hardware working together	✓ Yes - The Cisco video experience combines award-winning design and ease of use to increase user adoption by optimizing video and providing detailed analytics.	✗ No - Others rely on use of third-party video devices and don't offer analytics.
Support users in a single meeting on web browsers, webcams, mobile devices, and standards-based SIP video endpoints, with up to 720p high definition in a single video conference	✓ Yes	✗ No - Only WebEx offers high-quality video across all devices in the same meeting.
Move meeting from your mobile device to a room system	✓ Yes - Cisco Intelligent Proximity is integrated into WebEx.	✓ Depends on the vendor
Move meeting from a room system to your mobile device so you can leave the conference room and continue the meeting	✓ Yes - Cisco Intelligent Proximity is integrated into WebEx.	✓ Depends on the vendor

Ready to transform your meeting experiences with Cisco WebEx?
 Start by identifying the unique needs of your organization—whether that's small internal meetings or large training sessions. Then let us know how Cisco can help.

Get started or renew today. [Learn more](#)