



**INDUSTRY LEADING WEB CONFERENCE TOOLS: WHICH ONE IS RIGHT FOR YOU?**

**DIAL 888-650-1507**  
START TIME: 5 MINUTES AFTER THE HOUR  
WE'LL GO FOR 20 MINUTES UNTIL 25 PAST

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**AGENDA**

- Intro's
- Challenges / Goals
- Tools Review
  - IBM
  - Adobe Connect
  - MS Live Meeting
  - MS Lync
  - Webex
  - Visimeet
  - On24
  - Go2Meeting
- Take-aways

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## INTRODUCTIONS

- President, Adigo
- Experience at Public and Private companies
- Regularly 4-5 web tools

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## WEB CONFERENCES!

- Chat name of tool you are most interested in learning about today
- Chat savvy or newbie
- Chat 'issues' if you want to discuss a specific issue
- Reality
  - I can't see the screen / I can't get in
  - Wrong link
  - Plug-in won't install
- What does this Mean? >>
  - Simplicity rules (still!)

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 **ADIGO™**

TYPICAL ACTUAL SCENARIO

- New requirements
- Not tech savvy
- Tools update
- New users
- Late comers
- Training
- Rescheduled
- Branding / marketing needs




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 **ADIGO™**

PROBLEM: DELAYS

- Trouble getting into conference
- Waiting, waiting, .....
- Distractions because of tools
- Audio quality issues
- **Tools change over time**
- **Staff needs change**
- >>> **Reassess annually**



What is your horror story?

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## RESULT:

- Wasted time
- Frustration
- Meeting performance impact?
- Productivity hit
- Poor follow-up
- Lack of professionalism
- Credibility, distrust


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## #1: USE CASES DRIVES NEEDS

- **Type:**
  - 1:1, IT support: 'control' mechanism
  - Training, marketing webinars: # of presenters
  - Sales/demos, company wide: browser based
- **Participants:**
  - Quantity
  - Internal (plug-in OK?), or external (browser based)
  - sign-ups: reservations


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#1: USE CASES DRIVES NEEDS

- **Video:**
  - quantity
  - drawings, movement: resolution
- **Sharing:**
  - pdf's, publishing vs collaborating
- **Invites:**
  - lead generation: reservations

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#1: USE CASES DRIVES NEEDS

- **Content:**
  - self training: archive
- **Interface:**
  - branding, special needs
- **Hosts:**
  - Sporadic: simple
  - Savvy: feature rich

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## BASICS

- All include:
  - Application sharing
  - Give control
  - Question and Answer
  - Polling
  - Video via webcam


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## TOOLS OVERVIEW

- IBM: clean, intuitive interface, most economical
- Adobe Connect: excellent platform
- Microsoft Live Meeting: nice for larger webinars
- Microsoft Lync: enterprise, unified communications
- Webex: most expensive, full featured, intimidating
- Visimeet: most video options
- On24: produced high end events
- Go2Meeting: SOHO market


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### WEB COMPARISON

ITEM	IBM	MS	AC	WebEx
1. Fixed ID, scheduling NOT req'd	Yes		Yes	
2. Simplicity, no download	Yes		Yes	
3. Capacity	200	1000	100	25/200
4. Mobile compatible	Yes		Yes	Yes
5. Video feeds (webcam)	1	2	100	6+

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### WEB COMPARISON

ITEM	IBM	MS	AC	WebEx
6. Recording	Yes	Yes	Yes	Yes
7. VOIP	Out	Lync	duplex	duplex
8. Branding, templates			Yes	
9. Price: per named user (room), per month, unlimited use	\$10	\$45	\$42	\$60

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## OTHERS

- Visimeet: excellent and flexible video options.  
But each endpoint needs an install and license.
- On24: best for large event type webinars, that need to be fully produced
- Go2Meeting: has integration but can be clunky, sometimes audio issues

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## PRICING MODELS

- PPM: pay per minute (metered). Rarely is economical.
- Named Host: only for that individual. Good for heavy users.
- License: anyone can use it
- Concurrent licenses: unlimited accounts, license based on simultaneous sessions, best for larger organizations

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AC SCREEN SHOT





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## Take-aways

1. Simplicity = Fixed link, browser based
2. Decouple audio and web for flexibility
3. Different tools / Different users
4. IBM very economical, AC excellent platform



## QUESTIONS?

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How helpful was this? 1 (not much) – 5 (super)

For links, details and references, see our Thursday  
blog post: <http://blog.adigo.com/>

**GET YOUR FREE 14 POWER FEATURE GUIDE TODAY!**

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