

Brand Perception Ratings Overview - Video Meeting Solutions

Quantifying End-User Perceptions of Enterprise Video Offerings

This research note highlights top-level WR survey results designed to quantify and compare end-user perceptions across 17 different enterprise video meeting solutions. This analysis leverages a “Net Promoter Score” (NPS) methodology to measure the likelihood a user will recommend a company’s product or services to others. As applied in this report, NPS results are used to gauge overall perceptions of a product and brand loyalty.

Data used in this analysis was collected in a Wainhouse Research online survey of 2,002 individuals in November 2018 designed to gauge usage, deployment, and perceptions of technology platforms and services used for enterprise video meetings, streaming, and webcasting. This survey is designed to quantify trends in enterprise video adoption and has been fielded on an annual basis over the last 6 years.

In this end-user survey, respondents who reported having access to specified video meeting services were asked to respond to the following question: “On a scale of 0 to 10, how likely is it that you would recommend this video service option to a friend or colleague?” The NPS scoring methodology was then applied to create a numerical representation of overall end-user sentiment towards the referenced applications.

Each of the video meeting applications evaluated in this report were graded by at least 50 survey respondents who had been given access to the service via licenses supplied by their employer or had been invited to use the application in a meeting initiated by an outside group.

Results are presented for video meeting applications from the following vendors: Arkadin, Avaya, BlueJeans Network, Cisco (Jabber and WebEx/CMS/Teams), Google (Hangouts), LogMeIn (GoToMeeting/Join.me), Microsoft (Skype for Business and Teams), Mitel, Pexip, PGI GlobalMeet, Starleaf, Videxio, Vidyo, YorkTel and Zoom.

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Executive Summary

Net Promoter Scores (NPS) provide a standardized tool for measuring and comparing customer perceptions of vendors competing in the same market category. In this report, Wainhouse Research summarizes top-level results collected from a survey of 2,002 executives conducted in the fourth quarter of 2018 and employed NPS-style methodologies to quantify end-user perceptions of specific video meeting solutions.

In this end-user survey, respondents were asked the following question as it relates to the specific video meeting services available in their workplace: “On a scale of 0 to 10, how likely is it that you would recommend this video service option to a friend or colleague?” These results were then aggregated via a calculation designed to provide a single numerical representation of overall end-user brand perceptions of the referenced applications.

Respondents giving a vendor a grade of “9” or “10” are considered “promoters” of the service they are evaluating. Those giving scores of “7” or “8” are described as “passive.” Scores of “6” or less are considered to be “detractors” of the specified service.

The results are used to generate an index of end-user impression scores that can be compared across a range of vendor applications. As is the case with NPS scores, these brand perception ratings are calculated by subtracting the percentage of respondents providing a “detractor” grade from the percentage of respondents classified as “promoters.” Final scores can range anywhere from 100 (all respondents classified as “promoters”) to -100 (all respondents classified as “detractors.”)

Each of the video meeting applications evaluated in this report were graded by at least 50 survey respondents. Each respondent has either participated in video meetings initiated by others using the specified application or have had access to the application provided by their employer. Those identified as eligible to provide branding evaluation input for a specific vendor had to site having access to an application in at least one of the following questions: “Which of the following applications/venues does your organization make available for you to use for work-related video meetings?” or “During the past year, when invited to attend a video meeting by someone outside of your organization, which video meeting applications have you used?”

Brand perception ratings based on this NPS methodology were generated for the following 17 video meeting applications / vendors: Arkadin, Avaya, BlueJeans Network, Cisco Jabber, Cisco WebEx / CMS / Teams, Google Hangouts, GoToMeeting / Join.me, Microsoft Skype for Business, Microsoft Teams, Mitel, Pexip, PGI GlobalMeet, Starleaf, Videxio, Vidy, YorkTel and Zoom.

In the review of this data, readers should note differences in the size of the population evaluating each application. Overall, for instance, 747 survey respondents had access Microsoft Skype for Business and were qualified to grade the application. Meanwhile, several applications measured in the survey were graded by fewer than 100 respondents. YorkTel had the smallest set of reviewers, with 56 respondents evaluating its application. While WR believes that each set of vendor evaluations is large enough to support viable comparisons between applications, results drawn from smaller survey segments may fluctuate more extensively than those generated from larger response groups. A summary of the size of the populations evaluating each individual application is presented in the appendix of this report.

Beyond the reporting of branding ratings generated from the overall survey audience, this report also will provide segmented data taken from specific sub-groups of survey respondents. Among the segmentations highlighted in this report are Brand Perception Ratings reported by company size, respondent age and an individual’s frequency of participation in video meetings at work. As is the case with all metrics highlighted in this report, the Brand Perception Ratings will employ “Net

Promoter Score” methodologies to calculate results that can be compared across vendors represented in the survey.

Among all survey respondents, Pexip posted the highest Brand Perception Rating with an NPS score of 46. It was followed by Starleaf (NPS of 42), Arkadin and Microsoft Teams (both with NPS of 41.) BlueJeans Network reported the lowest score with an NPS of 17, slightly less than Avaya (NPS of 21).

It is important to recognize that the results presented in this report apply only to each application’s role in enterprise video communications. Because the survey results were collected in a survey focusing primarily on video technologies in the workplace, data presented in this report should be viewed within the context of their perceived value in enabling video-enriched communications and should not be extrapolated to infer customer perceptions of other features enabled within the enterprise communications technology stack such as messaging or collaboration. WR anticipates publishing additional branding and NPS-style studies using data from surveys focusing on other enterprise communications technology categories throughout 2019.

Overall Brand Perception Ratings

Net Promoter Scores generate an index of results employing a formula that enables “apples to apples” comparison of customer perceptions of vendors independent of company size or market share. The Net Promoter Score for each vendor measures the percentage of end users who rate an application highly (a group categorized as promoters) less the percentage of the end user group rating a vendor as relatively poor (a group known as “detractors.”). In this calculation, respondents grading a vendor neither highly or poorly are known as “passives” and have no impact on the calculation of the NPS results.

At its core, then, the NPS results demonstrate the extent to which the proportion of those with positive regard for a specific service exceeds those with a negative outlook. In this report, WR employs NPS methodology to gauge brand perceptions of specific applications among those who have access to the applications. Only respondents provided access to meeting services via licenses supplied by their employer or those invited to use a video application in a meeting initiated by an outsider were asked to rate specific video meeting applications in this survey.

At least 50 survey respondents were qualified to provide ratings for each application included in this report. In some cases, the end-user rating group was much larger due to the extensive deployment of certain solutions. Microsoft Skype for Business, Microsoft Teams, Cisco WebEx, Google Hangouts and LogMeIn’s GoToMeeting/Join.me services each were rated by more than 300 survey respondents.

Aggregate Brand Perception Ratings – Overall

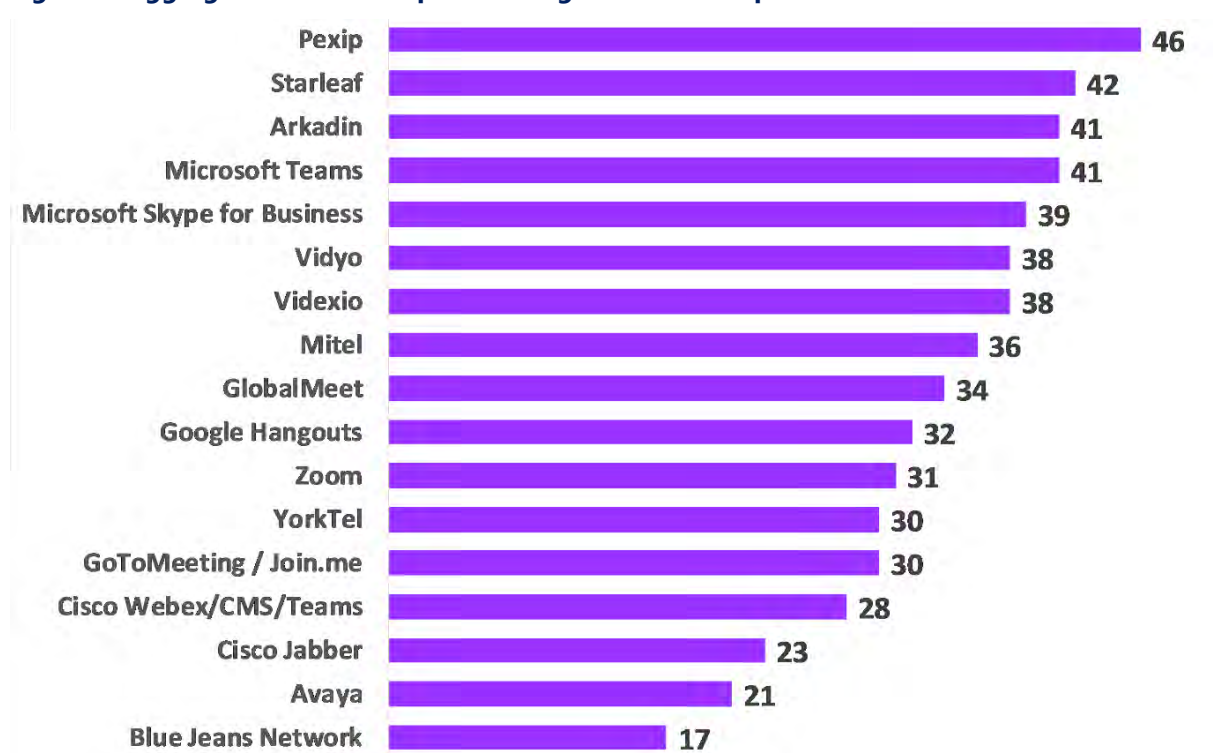
Aggregate Brand Perception Ratings for video meeting solutions are presented in Figure 1. These aggregate results are single scores that are the product of NPS calculations based on the question “On a scale of 0 to 10, how likely is it that you would recommend this video service option to a friend or colleague?” On an overall basis, Pexip logs the highest NPS result with a score of 46. It is followed by Arkadin (42) with Microsoft Teams and Arkadin right behind that with an NPS result of 41.

BlueJeans Network registered the lowest score with an NPS of 17. Only three other applications (Avaya, Cisco Jabber and Cisco WebEx/CMS/Teams) posted an NPS under 30.

Importantly, the scores resulting from the WR survey did not appear to cluster in an overwhelmingly positive or negative fashion due to company size or market share. Vendors ranking in the bottom half of market reach (such as Pexip, Mitel and Avaya) appeared at the top, in the middle and near the bottom of the NPS rankings. Likewise, applications with large footprints in the enterprise (Microsoft Teams and Cisco WebEx/CMS/Teams) appear both near the top and the bottom of the rankings.

WR intends to conduct similar NPS-style evaluations in future enterprise end-user video surveys. While WR believes that current sample size is sufficient for viable vendor vs. vendor comparisons, future survey results will be studied closely to determine if small sample size contributes to significant variance in year-over-year NPS results.

Figure 1: Aggregate Brand Perception Ratings – Overall Respondents



Notes: n = 2002 for overall survey. Respondents evaluating each application vary from n= 56 to n= 747; see Appendix Chart A8 for details.

Source: Wainhouse Research Enterprise End-User Video Survey, Fourth Quarter 2018

Brand Perception Ratings Breakdown – Overall Respondents

Figure 2 reports the distinct response patterns that are used to calculate the aggregate response results on a vendor-by-vendor basis.

The breakdown chart can be used to identify the vendors with a higher-than-average proportion of “promoters” (giving the vendor a grade of “9 or 10” on a 10-point scale) or detractors (those rating a vendor as a “6” or lower on the scale.) This information can help vendors understand the components playing the largest role in influencing the NPS calculation.

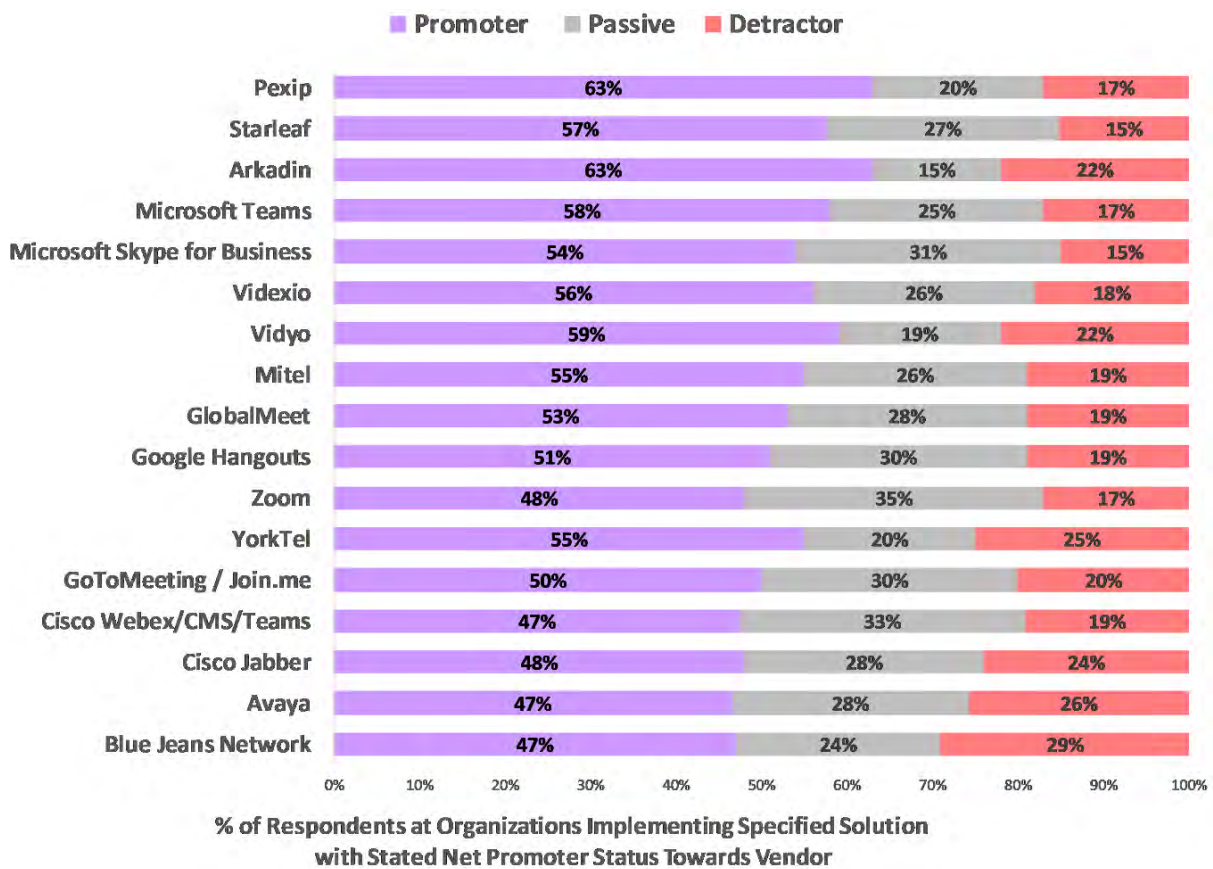
For instance, both Pexip and Arkadin earned “promoter” grades from 63% of their end-user base. However, Arkadin generated slightly higher levels of “detractor” grades (22% for Arkadin versus 17% for Pexip.) That difference in “detractor” results was enough to propel Pexip to the top spot in the aggregate NPS results while Arkadin settled into the third spot.

At the other end of the scale, vendors ranking low on the NPS results lists tended to have a relatively high proportion of survey respondents positioned as “detractors” of a service. BlueJeans Network, for example, had 29% of its qualified respondents as detractors while Avaya saw 26% of its group grading it at the low end of the NPS scale.

Widely deployed, high-profile video meeting services tended to attract a relatively high proportion of neutral grades. Thirty percent or more of respondents are classified as passive (a grade of “7” or “8” on the 10-point scale) for Zoom (35% passive), Cisco WebEx/CMS/Teams (33%), Microsoft Skype for Business (31%), LogMeIn’s GoToMeeting/Join.me (30%) and Google Hangouts (30%). These applications represent five of the six services with the widest reach, as reported by survey

respondents. Among the six most widely implemented solutions, respondents were “least neutral” about Microsoft Teams, which drew a “passive” response of 25%.

Figure 2: Breakdown of Brand Perception Ratings – Overall Respondents



Notes: n = 2002 for overall survey. Respondents evaluating each application vary from n = 56 to n = 747; see Appendix Chart A8 for details.

Source: Wainhouse Research Enterprise End-User Video Survey, Fourth Quarter 2018

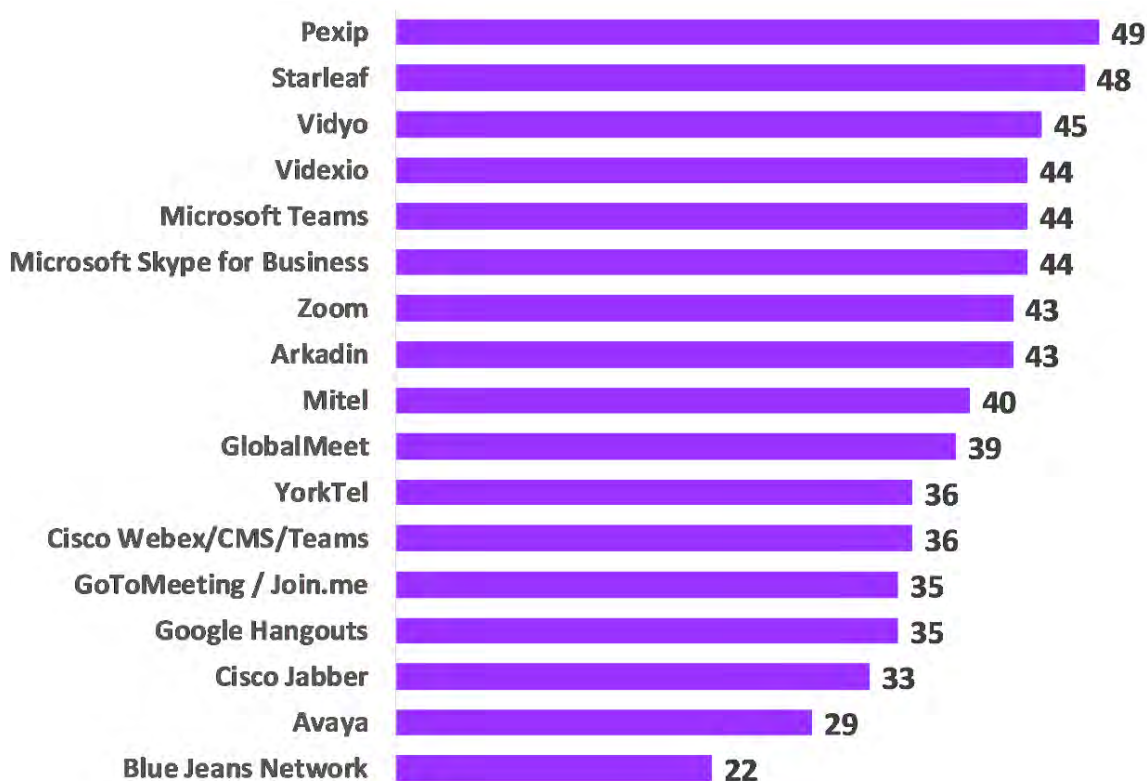
Brand Perception Rating - Segmented by Frequency of Video Conferencing Usage

In this section, WR reports branding results from groups identified by the frequency of their participation in live video meetings. By definition, the number of respondents in these sub-segments who qualify to evaluate specific vendors is smaller than it is for the overall respondent group. While smaller sample size can contribute to increased variability in the calculated results, WR believes that this segmented data still offers useful insight on end-user perceptions of vendors in the marketplace.

Aggregate Brand Perception Rating Respondents Using Live Video Meetings Weekly

As would be expected, individuals who use video conferencing on a frequent basis are more likely to have a positive perception of applications than those using these technologies on an intermittent basis. Every application represented in the WR survey recorded a higher rating from those participating in live video meetings at least weekly than from those in the overall respondent group. Some vendors, however, did gain more ground than others to vault higher on the ranking chart of NPS results collected from respondents using video conferencing on a weekly basis. Vidyo, Videxio and Zoom all rose several spots in the brand rankings from the frequent user group. And while both Arkadin and Google Hangouts saw their absolute score rise among these frequent users, they both saw drops in their ranking compared with other vendors.

Figure 3: Aggregate Brand Perception Ratings – Respondents Participating in Video Meetings Weekly



Notes: n = 2002 for overall survey. Respondents evaluating each application vary from n=56 to n=747; see Appendix Chart A8 for details.

Source: Wainhouse Research Enterprise End-User Video Survey, Fourth Quarter 2018

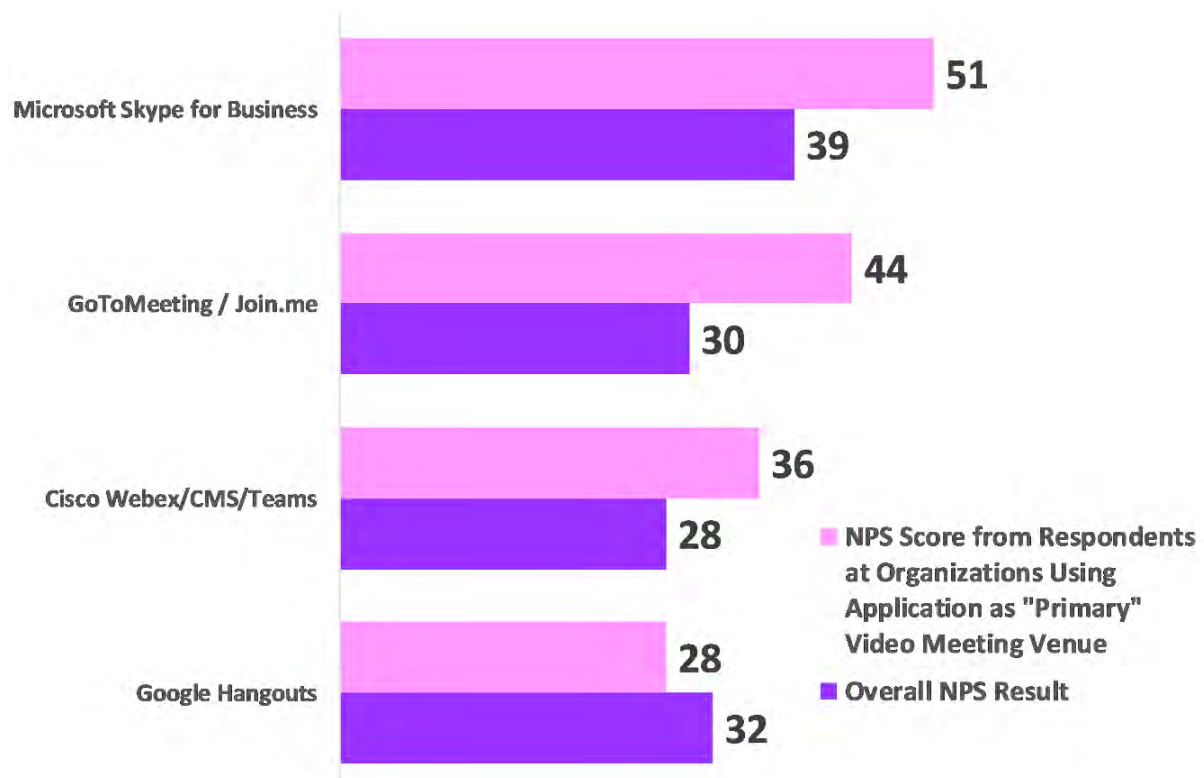
Aggregate Brand Perception Rating Comparison – “Primary Application Used”

Beyond identifying the organizations providing access to specified applications, the WR Survey also asked respondents to identify the application they consider to be the “primary” venue for video meetings within their organization. Figure 4 compares NPS results from all respondents for the four most widely implemented video applications with the scores logged by respondents who consider the specified application “primary” option for business video meetings. The four applications highlighted in this chart are the only four to be cited as “primary” video meeting solutions by at least 100 survey respondents.

The survey results suggest that familiarity can breed a level of contentment with video applications. This outcome should be expected. Workers are likely to receive more training and have more experience in using their organization’s “primary” video meeting solution – exposure that is likely to reduce end-user frustrations in dealing with a video application.

With the exception of Google, which saw a slight decrease in NPS results reported by its “primary” user respondents, video meeting applications generally appeared to garner significantly higher NPS results from those identifying the solution as their “primary” video application.

Figure 4: Aggregate Brand Perception Rating Comparison – Overall Respondents vs. Respondents Using Solution as “Primary” Application for Video Meetings



Notes: n = 2002 for overall survey. Cited as Primary Application: Microsoft Skype for Business n = 327, GoToMeeting/Join.me n = 214, Google Hangouts n = 136, Cisco Webex n = 133.

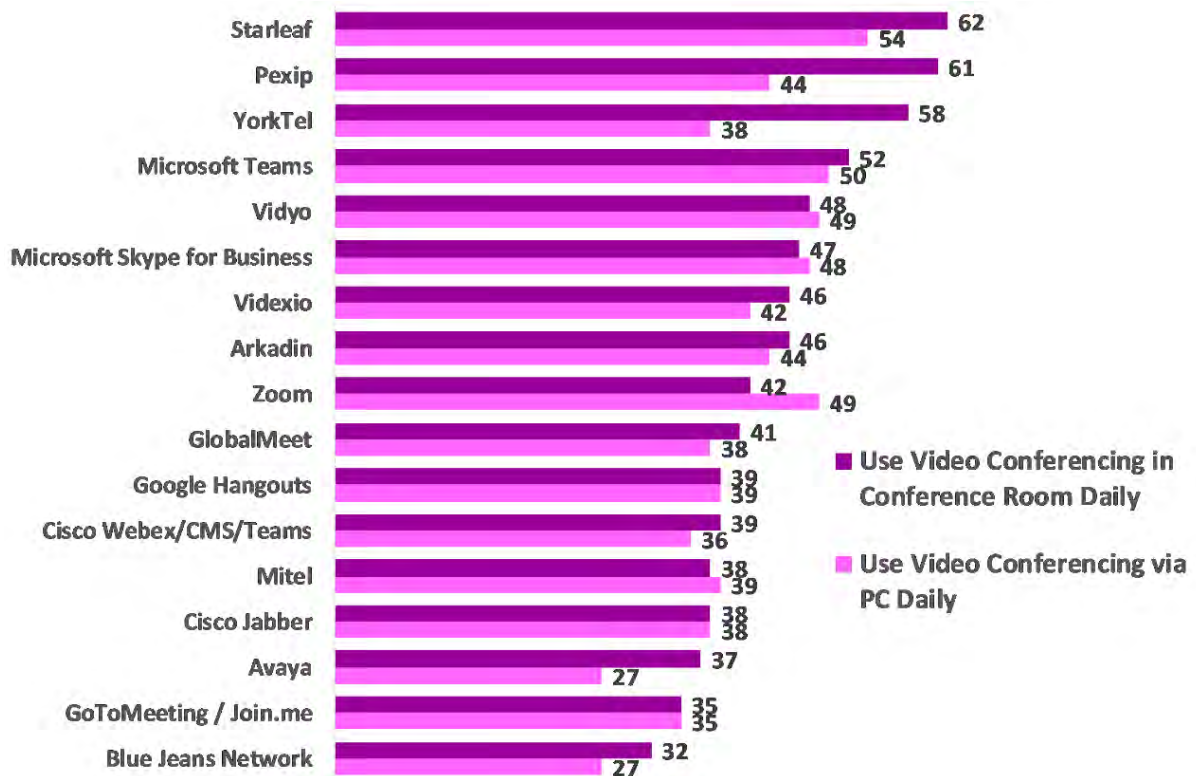
Source: Wainhouse Research Enterprise End-User Video Survey, Fourth Quarter 2018

Aggregate Brand Perception Rating Comparison – Video Meeting Venues Used

Figure 5 illustrates a comparison of results between those participating in video meetings in a conferencing room daily versus those doing so via their PC. Certainly, some overlap exists between these segments. Frequent users of in-room video conferencing also engage in video meetings via their computer, as well. That said, some differences do emerge when analysing the results based on this segmentation.

While many vendors see little difference in the scores given them by active room users and those using computer-based video meetings daily, some distinctions are readily apparent. Vendors Starleaf, Pexip, YorkTel, Avaya and BlueJeans Network all tend to draw substantially better reviews from those using video in a conferencing room daily. Only one vendor – Zoom – flipped the script to log substantially stronger results from survey respondents using computer-based video conferencing daily.

Figure 5: Aggregate Brand Perception Rating Comparison – Video Meeting Venues Used Daily



Notes: n = 2002 for overall survey. Respondents evaluating each application vary from n = 56 to n = 747; see Appendix Chart A8 for details.

Source: Wainhouse Research Enterprise End-User Video Survey, Fourth Quarter 2018

Brand Perception Ratings – Segmented by Personal Characteristics

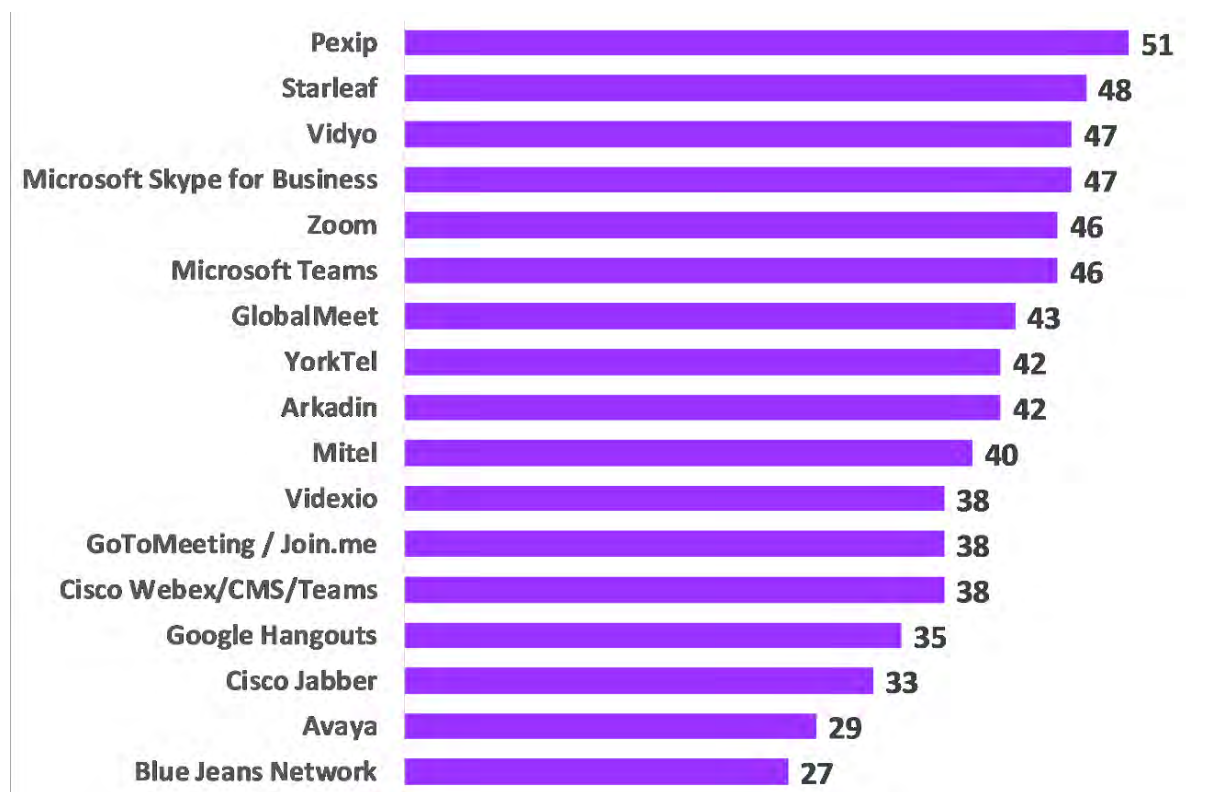
Customer perceptions can vary from group-to-group in tandem with characteristics associated with individual respondents. In this section, we examine how scores for vendors measured in this study can shift based on an individual's role within an organization or their age.

Aggregate Brand Perception Ratings – Respondents with Purchase Decision Authority

Figure 6 reports the aggregate Brand Perception Rating among survey respondents who report that they hold purchase decision authority for enterprise communications technologies. As was the case among respondents overall, Pexip and Starleaf are the two top-ranked solutions (based on NPS results) among those hold the purse strings for spending on communications service.

While overall regard for most solutions tended to rise among purchase decision makers (when compared with overall respondents), the relative rankings did change for some vendors. Vidyio and Zoom, for instance, rank more highly with purchase decision makers than is the case among overall survey respondents. Arkadin and Google Hangouts appeared to decline in the comparative rankings among purchase decision makers even though their core scores either maintained or increased from levels reported by survey respondents overall.

Figure 6: Aggregate Brand Perception Ratings – Respondents with Enterprise Communications Technology Purchase Decision Authority



Notes: n = 2002 for overall survey. Respondents evaluating each application vary from n = 56 to n = 747; see Appendix Chart A8 for details.

Source: Wainhouse Research Enterprise End-User Video Survey, Fourth Quarter 2018

Aggregate Brand Perception Ratings – Segmented by Functional Role

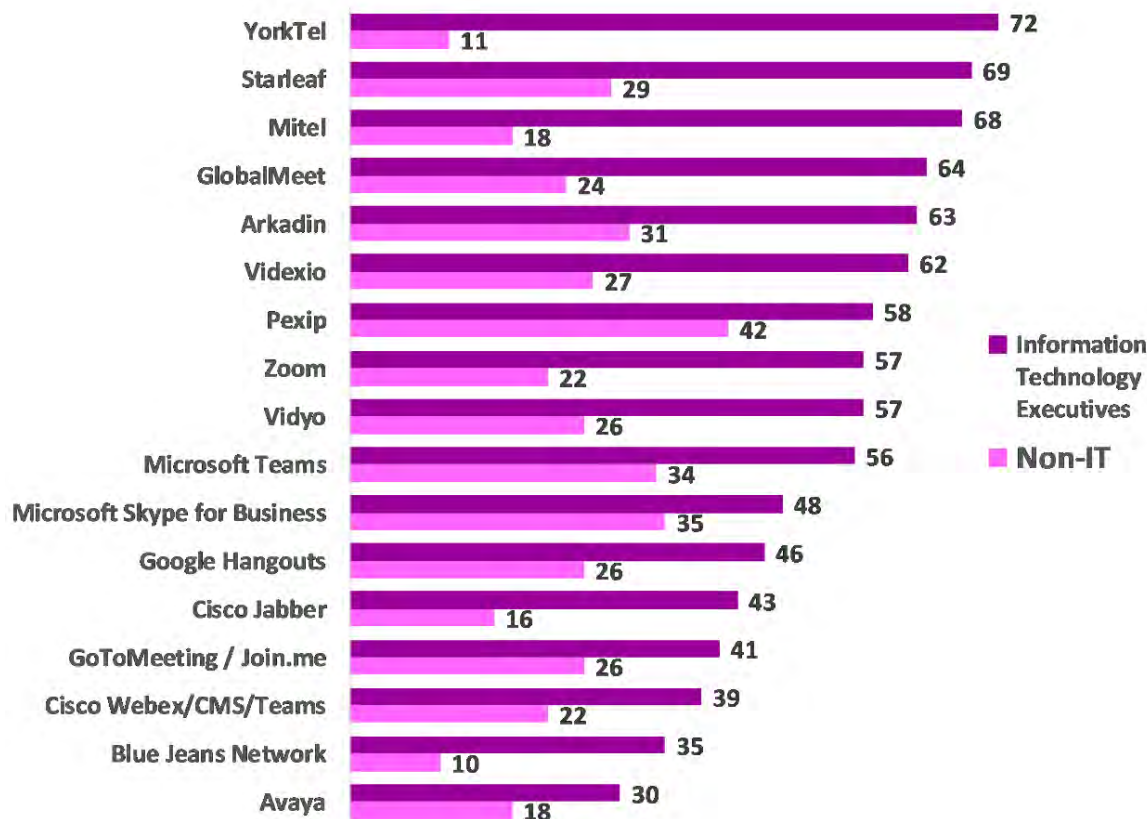
Survey respondents working in information technology roles within an organization are far more likely to be satisfied with video meeting services than are their counterparts in non-IT roles. Results reported in Figure 7 illustrate that every vendor measured in this survey draws higher NPS results from IT executives than they do from those in non-IT roles.

In this survey, 357 respondents described themselves as holding IT roles within their organization, compared with 1,645 in non-IT roles. As a result, the smaller sample size could contribute more substantial peaks in NPS grades reported from the IT group. That said, the differences between the results from the IT and non-IT respondent groups are large enough to merit consideration – as they relate to overall market perceptions of video meeting service vendors.

The segmentations certainly did shake up the leader board, compared to results reported in prior figures presented in this report. Among IT executives, Yorktel, Starleaf and Mitel generated the highest NPS evaluations. Notably, all of the communications platform solutions with the widest deployment (i.e. solutions from Microsoft, Cisco and Google) all ranked in the bottom half of the results reported from information technology executives.

On the non-IT side, Pexip, Microsoft Skype for Business and Microsoft Teams generated the highest scores. And while Yorktel was highly rated by information technology executives, it ranked near the bottom in NPS results (along with BlueJeans Network) among non-IT respondents.

Figure 7: Aggregate Brand Perception Rating Comparison – Segmented by Functional Role

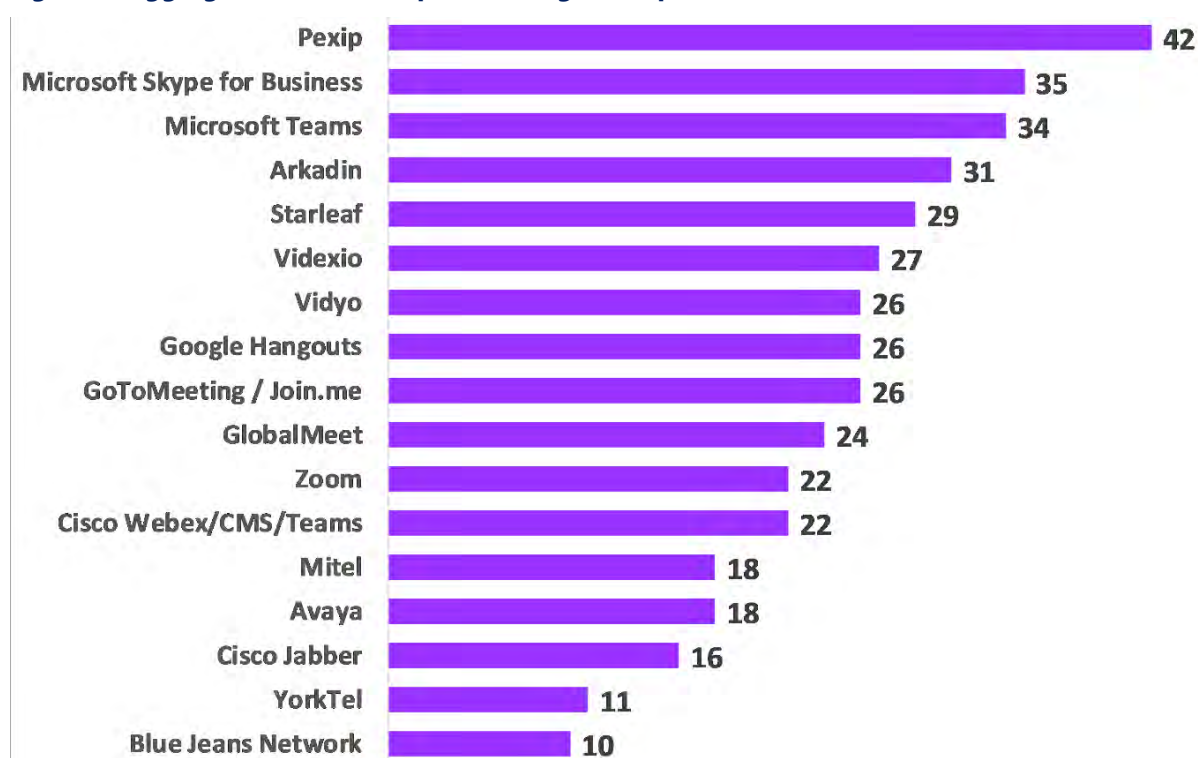


Notes: n = 2002 for overall survey. Respondents evaluating each application vary from n = 56 to n = 747; see Appendix Chart A8 for details.

Source: Wainhouse Research Enterprise End-User Video Survey, Fourth Quarter 2018

Figure 8 repackages data presented in Figure 7 to shine a spotlight on applications that are rated highly by Non-IT respondents. While Figure 7 arranges data – from top to bottom – based on the evaluation scores from respondents working in information technology, Figure 8 ranks each vendor based on the scores provided by those not working in information technology.

Figure 8: Aggregate Brand Perception Ratings – Respondents in Non-IT Roles



Notes: n = 2002 for overall survey. Respondents evaluating each application vary from n = 56 to n = 747; see Appendix Chart A8 for details.

Source: Wainhouse Research Enterprise End-User Video Survey, Fourth Quarter 2018

Aggregate Brand Perception Rating Comparison – Segmented by Respondents’ Age

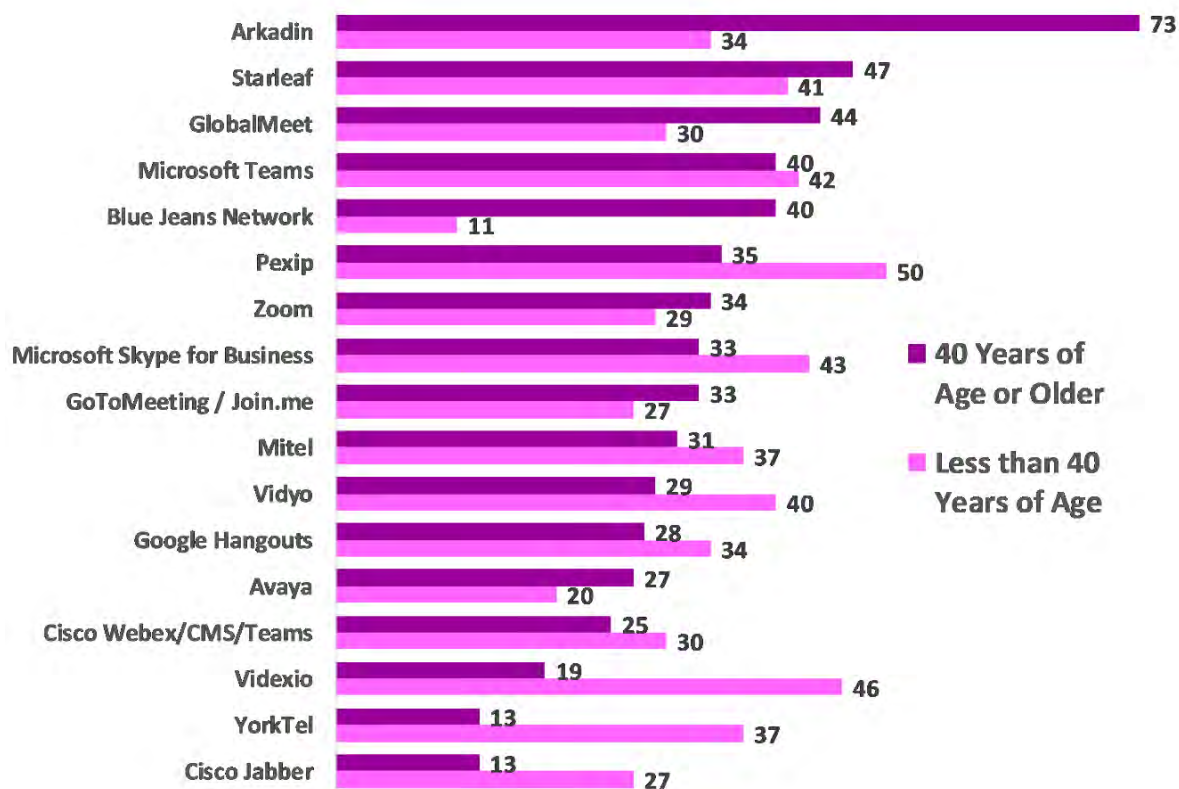
Branding scores also appear to shift significantly between different age groups. In this segmentation of results, the ranking hierarchy changes dramatically when comparing NPS evaluations given by respondents over 40 years of age versus those under 40.

By far and away, Arkadin posted the highest score among respondents 40 year of age or older. Its NPS tally of 73 was substantially ahead its nearest rivals Starleaf (47) and GlobalMeet (44) for those in the older age segment.

Comparing results between older and younger workers identified some clear lines of demarcation for a handful of vendors. BlueJeans Network, for instance, logged an NPS result of 40 from those 40 years of age and older but only a score of 11 from those under 40. Conversely, Videxio, YorkTel and Cisco Jabber all reported results that were twice as high among the under-40 cohort than was the case among those 40 years of age and older.

Pexip and Videxio (two companies that completed a merger in early 2019 after the fielding of this survey) posted the two highest scores among respondents under 40 years of age. In general, the more widely deployed solutions from large vendors (Microsoft, Cisco and Google) fared slightly better with the younger segment than they did with older respondents.

Figure 9: Aggregate Brand Perception Ratings – Segmented by Respondent Age



Notes: n = 2002 for overall survey. Respondents evaluating each application vary from n = 56 to n = 747; see Appendix Chart A8 for details.

Source: Wainhouse Research Enterprise End-User Video Survey, Fourth Quarter 2018

Brand Perception Ratings – Segmented by Corporate Characteristics

An individual's work setting also appears to influence perceptions of specific video meeting solutions. Those working at small companies, for instance, can tend to rate specific vendors differently than do those working at larger organizations. In this section, WR examines how brand ratings can fluctuate based on an organization's size and its operational segment.

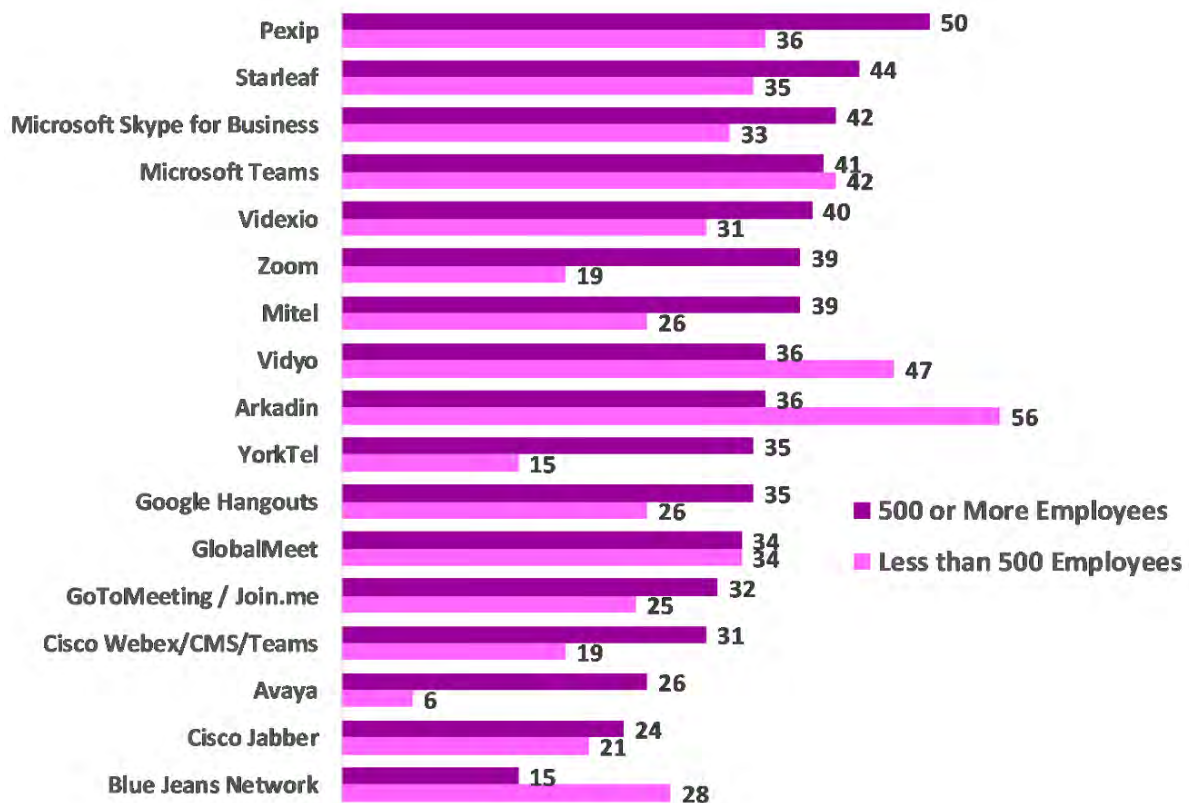
Aggregate Brand Perception Rating Comparison – Segmented by Company Size

The applications earning the highest NPS results from organizations with more than 500 employees are Pexip (NPS of 50), Starleaf (44), Microsoft Skype for Business (42) and Microsoft Teams (41).

In almost all instances, ratings from respondents at large companies are higher than those given by respondents with less than 500 employees. Only Arkadin, Vidyo, Microsoft Teams and BlueJeans Network earned higher NPS evaluations from the small organization segment when compared with respondents from larger organizations. Not coincidentally, Arkadin, Vidyo and Microsoft Teams also posted the highest three scores from respondents at organizations with less than 500 employees.

Selected applications appear to draw much better NPS results from large companies than they do from those at smaller organizations. Applications logging NPS results at least 10 points higher from large companies (when compared with smaller organizations) include Pexip, Zoom, Mitel, Yorktel, Cisco Webex/CMS/Teams and Avaya.

Figure 10: Aggregate Brand Perception Ratings – Segmented by Company Size



Notes: n = 2,002 respondents for overall survey; 789 respondents work in organizations with less than 500 employees; 1,213 respondents work in organizations with 500 or more employees. Respondents evaluating each application vary from n = 56 to n = 747. Please see Appendix Chart A8 for details.

Source: Wainhouse Research Enterprise End-User Video Survey, Fourth Quarter 2018

Breakdown of Brand Perception Ratings – Respondents Working in the Enterprise

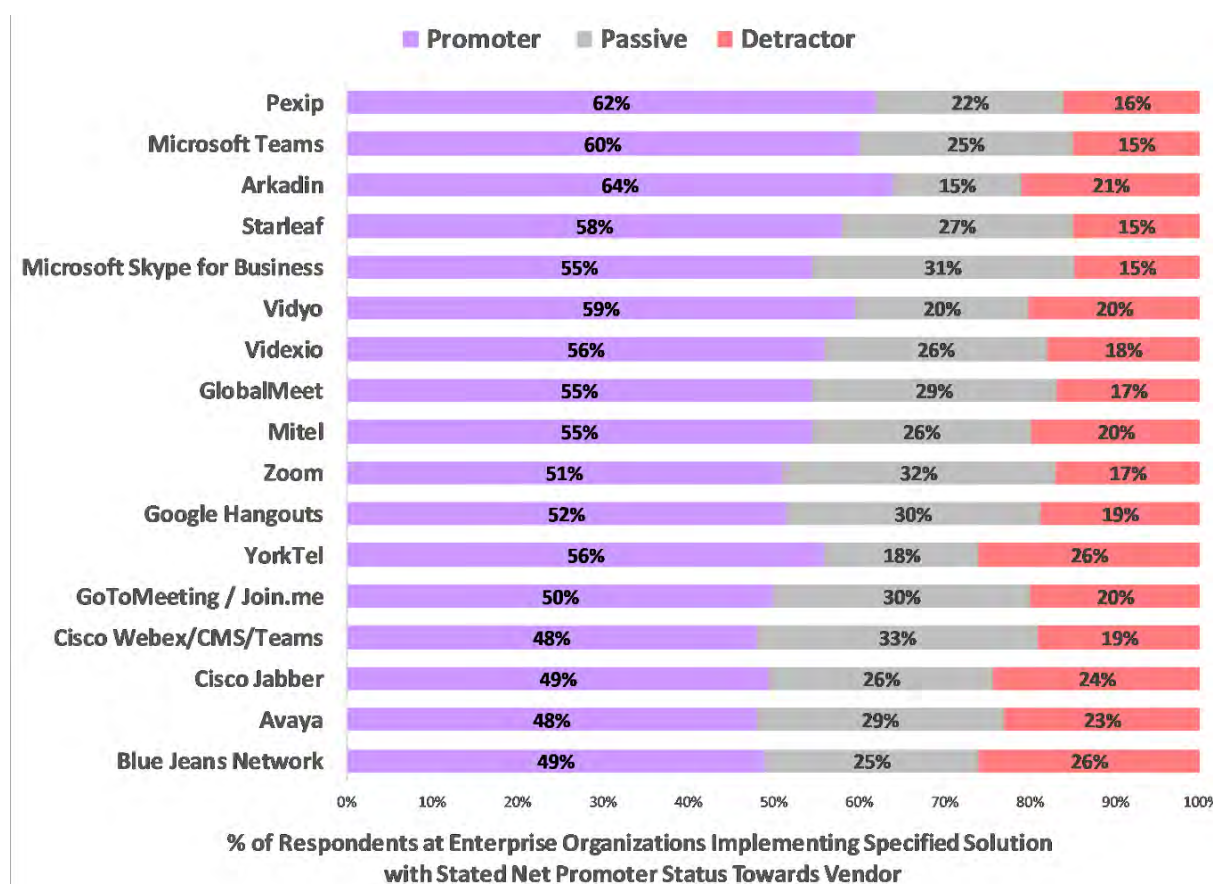
Figure 11 illustrates the distinct response patterns generated by survey respondents working in enterprise (i.e. non-government & non-education) settings. Vendors are ranked from top to bottom of this chart based on their aggregate net promoter score. As a reminder, the aggregate score is calculated for a specific vendor by subtracting the percentage of respondents characterized as detractors (the red bars in this chart) – from those cited as promoters (the light purple bars.)

Of the 2,002 individuals surveyed, 1,639 work in enterprise settings. So, it should be little surprise that the comparable rankings reported from the overall survey group are highly similar to those reported here from “enterprise” respondents.

Overall, Arkadin had the highest proportion of respondents classified as “promoters” (64%) but ranked behind both Pexip and Microsoft Teams in the aggregate rankings because of a higher level of respondents identifying themselves as “detractors” of the Arkadin service.

YorkTel and BlueJeans Network tied for drawing the highest percentage (26%) of detractors from the enterprise respondent segment. Among the applications viewed with most ambivalence (with respondents defined as “passive”-neither a promoter or detractor) are Cisco Webex/CMS/Teams (with a passive rate of 33%), Zoom (32%) and Microsoft Skype for Business (31%)

Figure 11: Breakdown of Brand Perception Ratings – Respondents Working in the Enterprise



Source: n = 1,639 respondents working in enterprises. Please see Appendix Chart A8 for details on population distribution per application. **Source:** Wainhouse Research Enterprise End-User Video Survey, Fourth Quarter 2018

Breakdown of Brand Perception Ratings – Respondents Working in Education

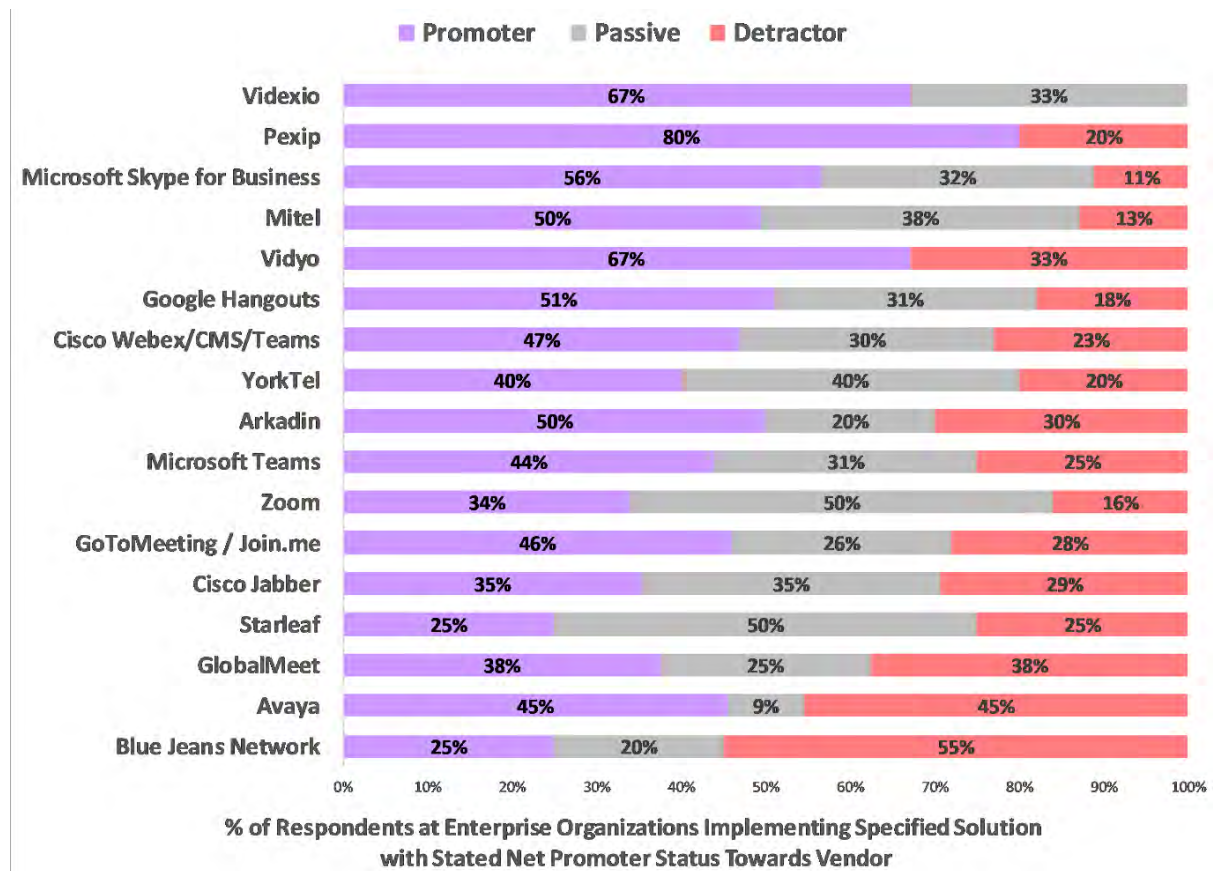
NPS results from 265 survey respondents working in the education segment are illustrated in Figure 12. Due to the smaller sample size, this breakdown of results from the education segment should be viewed as less definitive than other survey results presented in this report and more subject to change in future surveys. However, they are presented here to demonstrate differences from NPS results collected from the enterprise segment and may be used as one tool in helping identify video meeting services that score well in the education segment.

Vendors are listed from top to bottom in Figure 12 based on their aggregate net promoter score. Videxio and Pexip – two vendors completing their merger in early 2019 - topped the list for NPS ratings from education segment respondents. However, they reached the higher ranks travelling different paths. Videxio reported a solid promoter score of 67% but was aided in the aggregate ranking by having no respondents citing themselves as “detractors.” Pexip ranked second based mostly on the strength of the 80% of its education segment users describing themselves as “promoters” of the Pexip service.

The only other applications drawing “promoter” level grades from more than half of the education segment respondents were Vidyo (67%) and Microsoft Skype for Business (56%). At the other end of

the spectrum, the two applications drawing the highest level of “detractor” response from the education segment were Blue Jeans Network (55%) and Avaya (45%).

Figure 12: Breakdown of Brand Perception Ratings – Respondents Working in Education

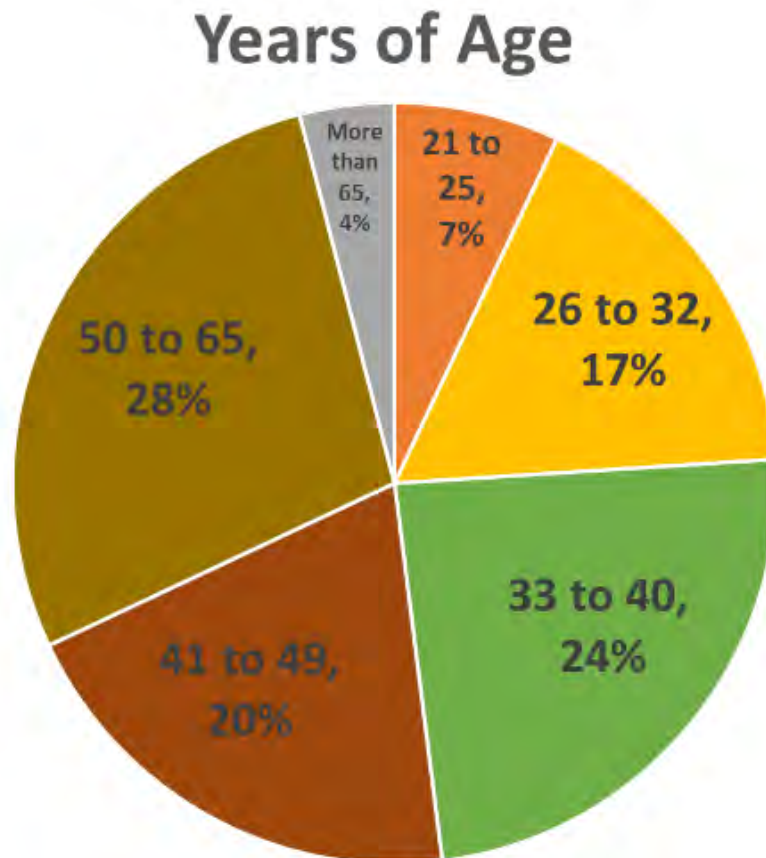


Notes: N=265 respondents working at education institutions. Please see Appendix Chart A8 for details on sample distribution per application.

Source: Wainhouse Research Enterprise End-User Video Survey, Fourth Quarter 2018

Appendix-Survey Demographics

A1: Survey Respondent Age

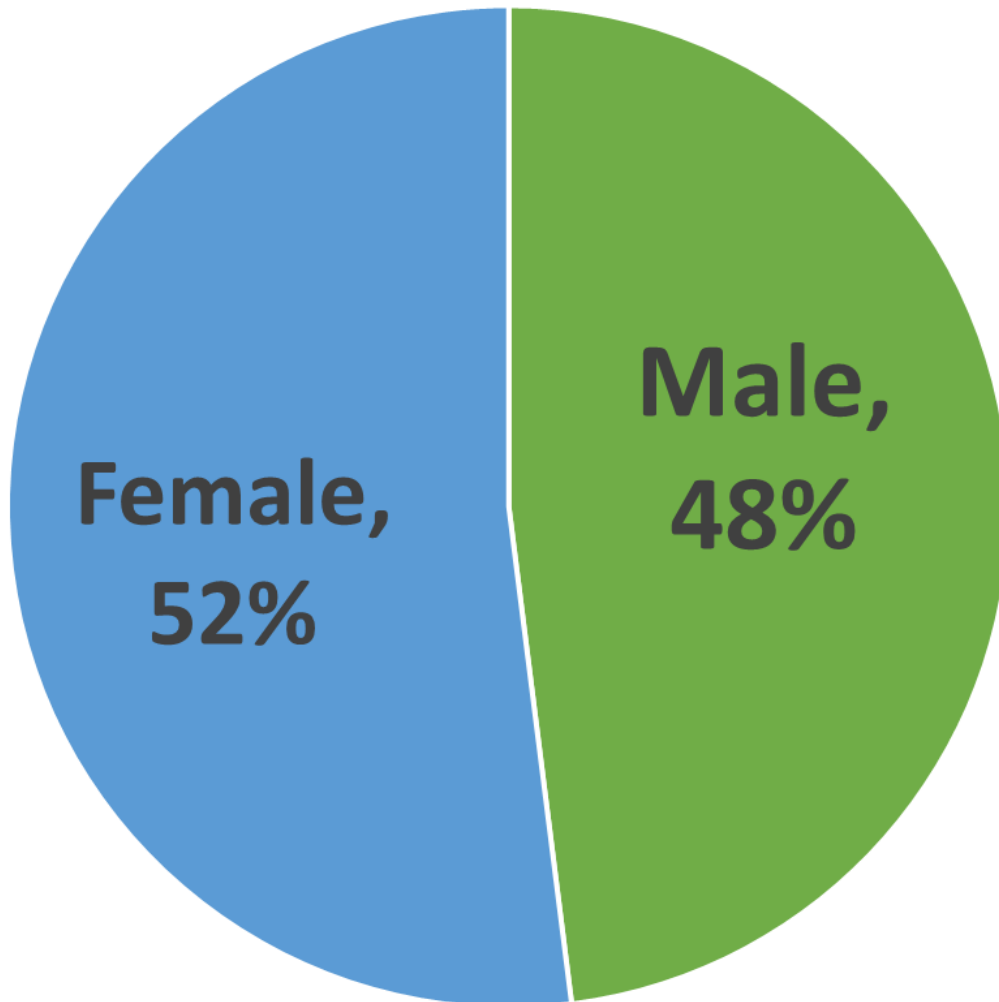


Notes: n=2,002

Source: Wainhouse Research Video End User Survey, Fourth Quarter 2018

A2: Respondents' Gender

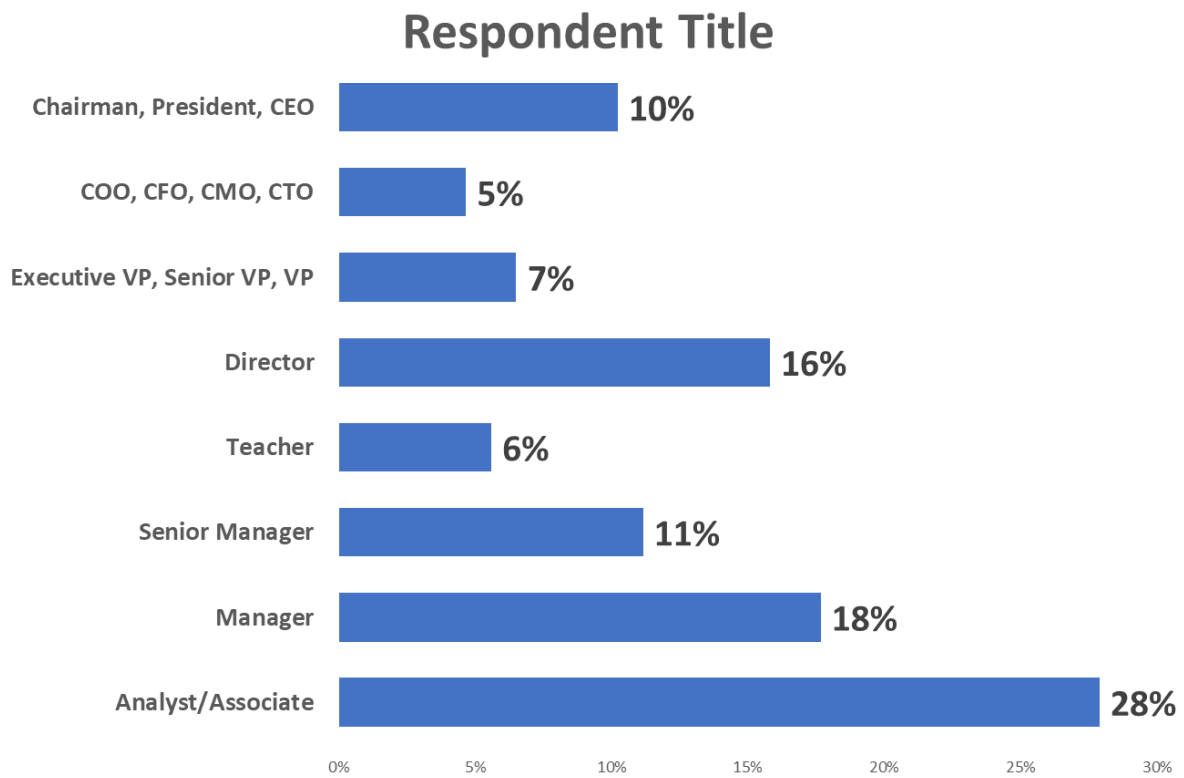
Gender



Notes: n=2,002

Source: Wainhouse Research Video End User Survey, Fourth Quarter 2018

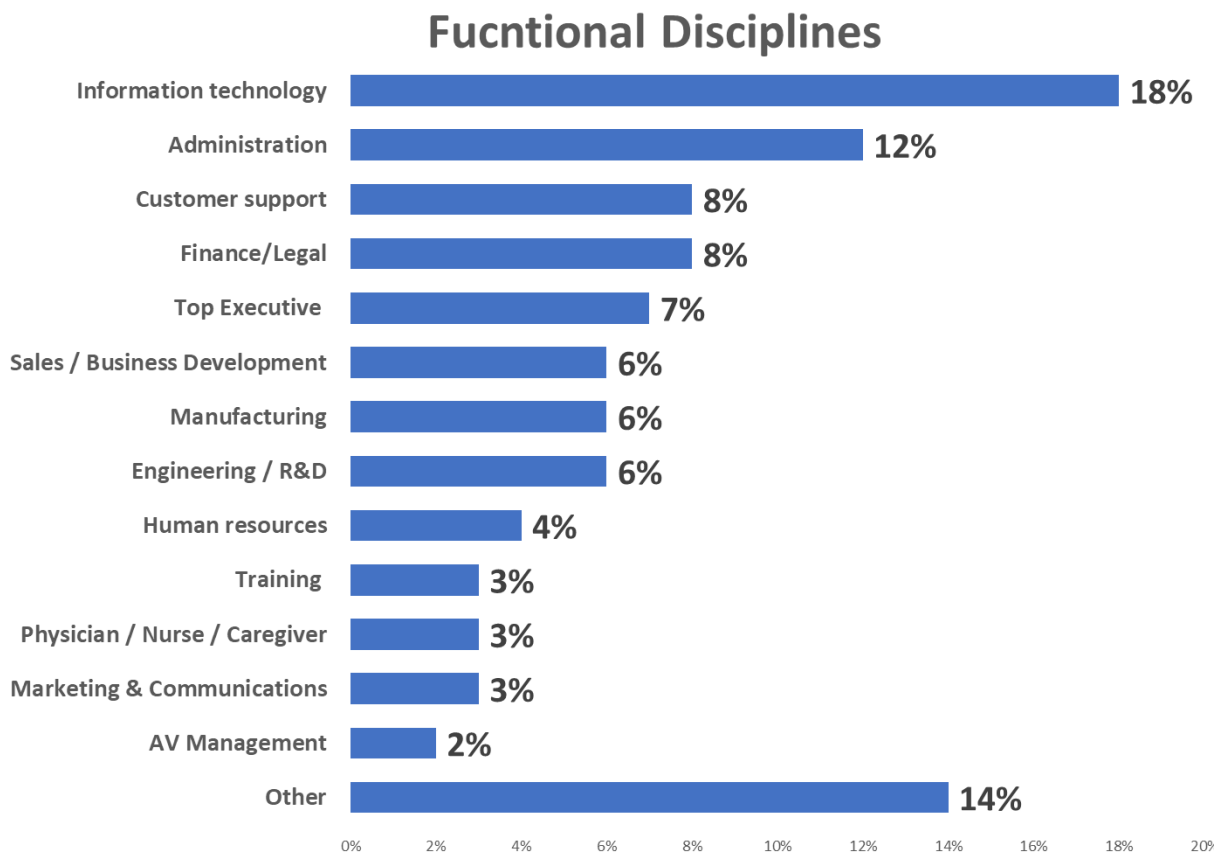
A3: Respondent Title



Notes: n=2,002

Source: Wainhouse Research Video End User Survey, Fourth Quarter 2018

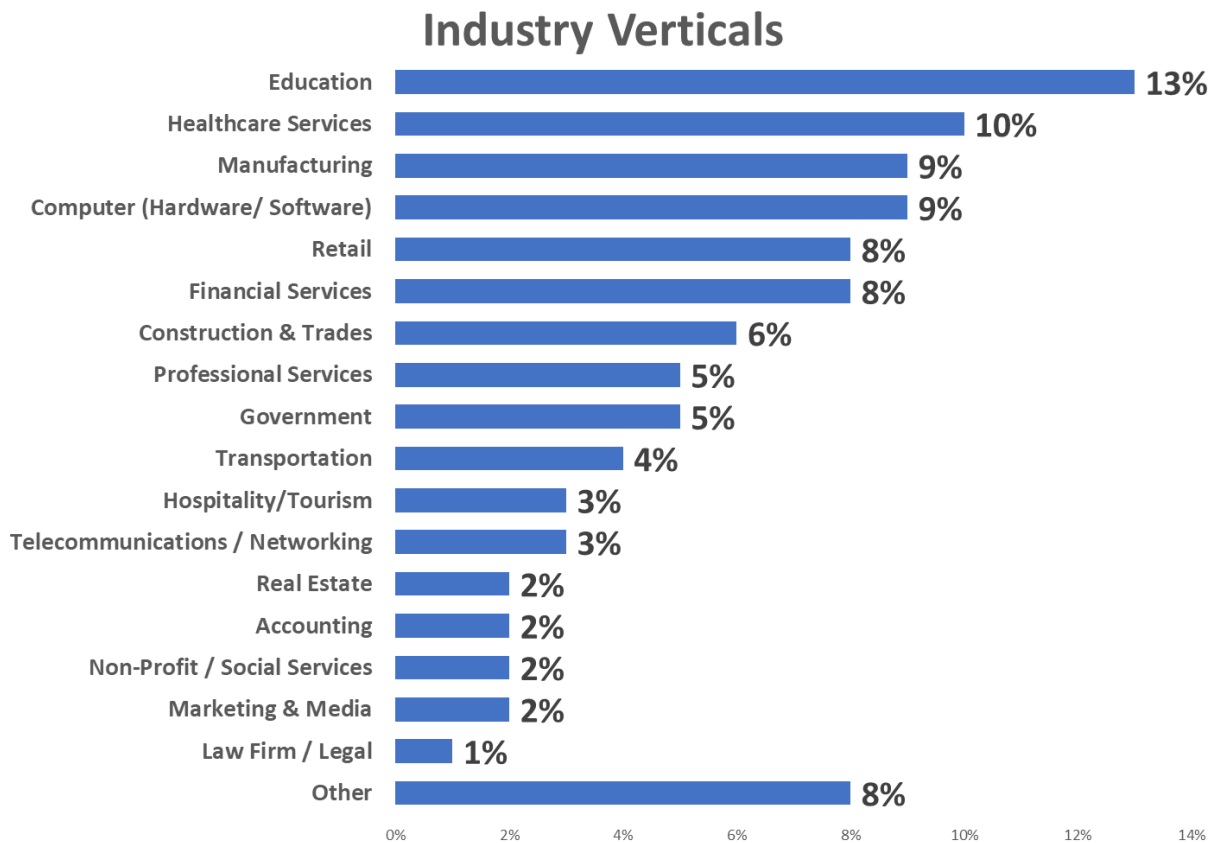
A4: Functional Discipline



Notes: n=2,002

Source: Wainhouse Research Video End User Survey, Fourth Quarter 2018

A5: Industry Vertical

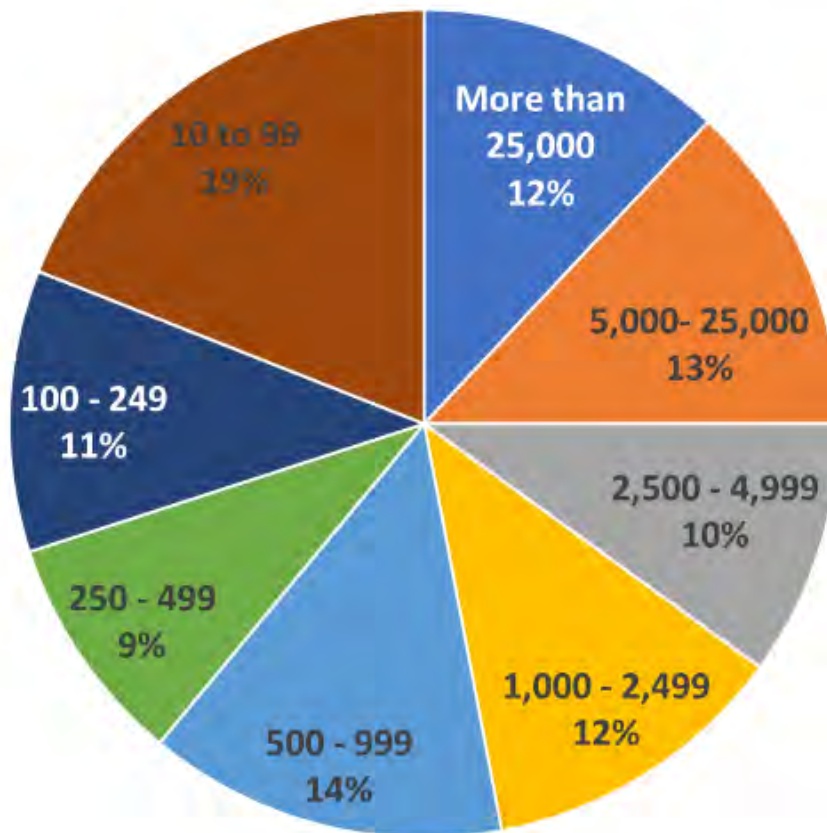


Notes: n=2,002

Source: Wainhouse Research Video End User Survey, Fourth Quarter 2018

A6: Company Size-Number of Employees

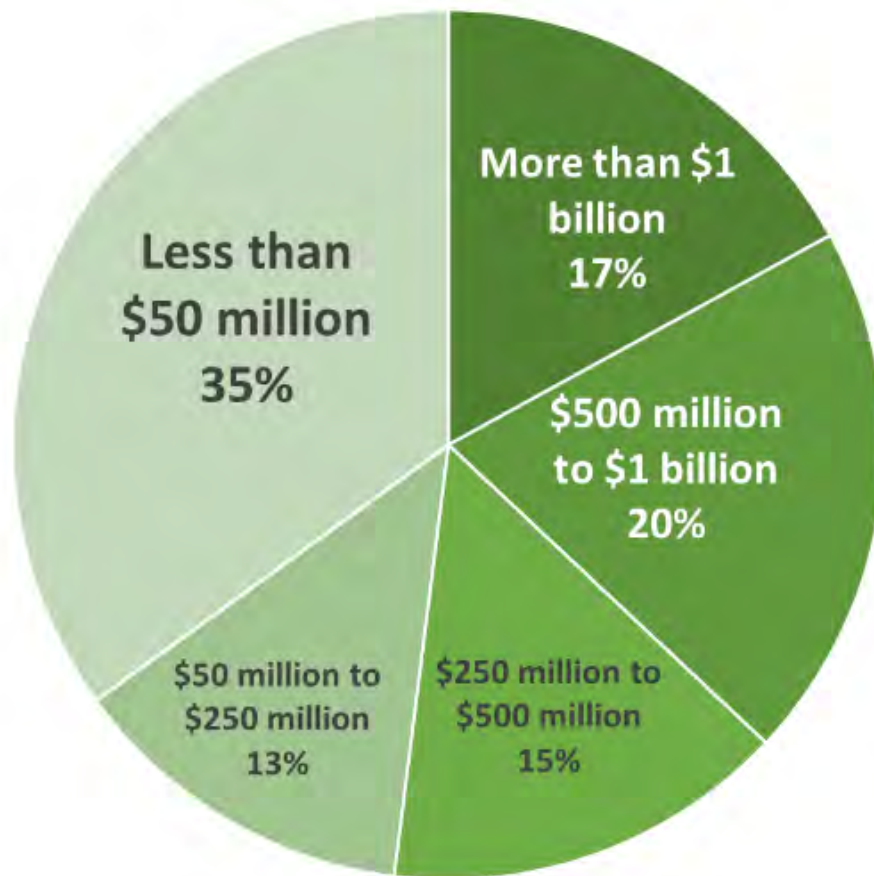
Company Size - Number of Employees



Notes: n=2,002

Source: Wainhouse Research Video End User Survey, Fourth Quarter 2018

Company Size- Annual Revenues

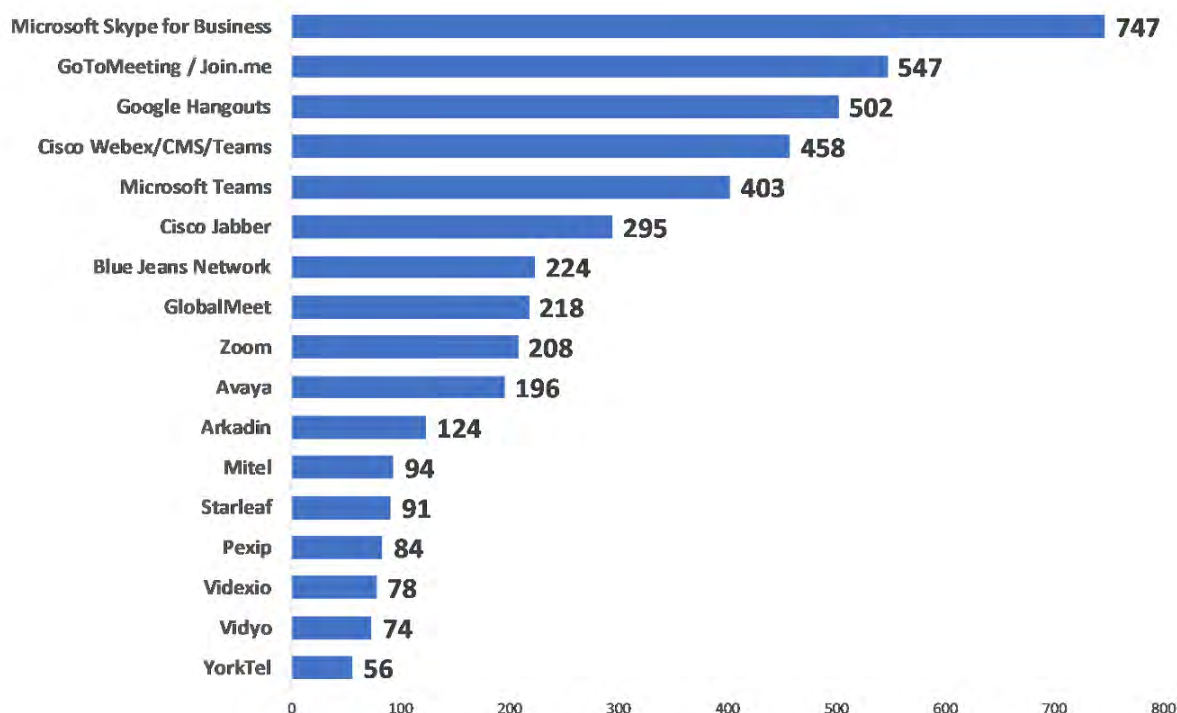


A7: Company Size-Annual Revenue

n=2,002

Source: Wainhouse Research Video End User Survey, Fourth Quarter 2018

A8: Number of Survey Respondents Qualified to Provide NPS Grade for Video Meeting Solutions



Number of Survey Respondents with Access to Specified Video Meeting Application

Notes: n=2,002

Source: Wainhouse Research Video End User Survey, Fourth Quarter 2018

About the Author: Steve Vonder Haar is a Senior Analyst with Wainhouse Research, focusing on enterprise streaming & webcasting. Steve has covered the technology industry for more than 20 years. He previously served as Research Director of Interactive Media Strategies and as Director of Media and Entertainment Strategies for the Yankee Group. He is a graduate of the University of Missouri Columbia with degrees in Journalism and Economics, and holds a Master’s degree in Business Administration from the University of Texas-Arlington. He can be reached at svonder@wainhouse.com

About Wainhouse Research: WR provides strategic guidance and insight on products and services for collaboration and conferencing applications within Unified Communications. Our global client base includes established and new technology suppliers and service providers, as well as enterprise users of voice, video, streaming, and web collaboration solutions. The company provides market research and consulting, produces conferences on technology trends and customer experiences, publishes a free newsletter, and speaks at client and industry events. [More about WR.](#)

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