Lifesize® Cloud vs. Traditional On-Premises Infrastructure

Competitive Analysis Series

Ask Yourself

- Do you want a low-risk investment with subscription pricing?
- Do you want to equip rooms with integrated video systems that are preconfigured for the service, automatically provisioned and updated with directories, presence and firewall traversal built in?
- Do you want a solution that supports all your day-to-day collaboration needs, including voice, single video calls and automatically escalated group video meetings—all in one solution?
- Do you want a frustration-free solution that can be used across mobile, laptop and room video systems?
- Do you want a consistent, intuitive user experience that is simple to support?

Reasons Why Cisco®, Polycom® and Others Are Simply Unproductive

Cisco and Polycom are expensive, on-premises solutions that take weeks to deploy. They require large, ongoing investments to manage them and do not offer a cloud service.

How much time and how many resources do you have to spend training and supporting users to work with your Cisco or Polycom solution? Don't be fooled by packaging. Their solutions are still complex, on-premises hardware that require a team of IT specialists to support and lack the flexibility for you to grow at your own pace.

For a price similar to that of your infrastructure software maintenance, you can use Lifesize Cloud and skip the high cost and complexity of Cisco's or Polycom's on-premises infrastructure.

Consider This

Cisco and Polycom models are complicated, putting pressure on IT and support.

IT departments must shoulder the burden of training users and managing the disparate infrastructure pieces. A full Polycom or Cisco deployment has up to eight different products, each with its own administrative interface and login!

Neither has tightly integrated meeting rooms, mobile apps or infrastructure.

Cisco and Polycom lack an integrated, feature-rich user experience that's simple to deploy and manage.

The IT team shouldn't be the bottleneck.

Only Lifesize Cloud empowers you to create group meetings instantly, add users, merge calls and create and schedule meeting rooms.

If you want on-premises infrastructure ...

On-premises has benefits such as control, customization and integration. The Lifesize® UVC Platform™ is flexible, scalable and easier to deploy and manage than Cisco's or Polycom's solution.

Why Lifesize Cloud Is the ONLY Solution You Need

Polycom and Cisco offer expensive and complex on-premises solutions that burden IT staff with management and support and require end user training and support due to the complicated user experience. IT teams should not be saddled with this burden, and users deserve a simpler, more intuitive experience that works wherever they work.

Cloud

Lifesize Cloud is a video service that lets everyone simply and instantly have real-life meetings. It is simpler to buy, deploy and manage than traditional on-premises solutions.

Award-Winning Video Systems

Equip your meeting rooms with Lifesize® Icon™ room video systems. They're preloaded with Lifesize Cloud software, and they're always up to date! With Lifesize Icon you get an intuitive, frustration-free experience.

Minimize IT Involvement

Only Lifesize Cloud is unrivaled in simplicity, from room video systems that automatically configure themselves to user-friendly mobile and laptop apps—all of which are easy to support.

Mobility

Lifesize Cloud supports Mac®, PC and the latest iOS and Android™ mobile devices. Lifesize Cloud comes with integrated firewall traversal, direct dial and meet-me calling.

Customer Support

Lifesize Cloud customers have access to many tools on our website, like our resourceful knowledge base and helpful how-to videos. We also offer a simple web-based ticketing system and phone support backed by our promise to respond to customers quickly, at no additional charge.

Bridging

With Cisco and Polycom, group calls are complex and expensive. Lifesize Cloud lets you easily create your own meeting rooms from their apps as well as upgrade to 25-way group calls simply.

Security

Lifesize automatically traverses firewalls so you don't have to. A secure, AES 128-bit encrypted cloud experience lets you conduct your meetings with confidence.

	LIFESIZE CLOUD	POLYCOM	CISCO
Interoperable Cloud	√	X	X
Low-Risk Subscription Model	√	X	X
Intuitive for Users, Simple to Support	√	X	X
Easily, Flexibly Scaled Environment	√	X	X
Seamlessly Integrated Room Video Systems; Mac, PC and Mobile Apps with Automatic Provisioning, Directories and Software Updates	√	X	X
Group Calls—Add Users, Merge Calls, Automatic Escalation	√	X	X
User Self-Service Meeting Rooms	√	X	X
Ring All Devices (Mac, PC, iOS, Android, Room Video System)	√	X	X

All information on the competition is based on publicly available information.

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
Toll Free Europe +00 8000 999 09 799

APAC REGIONAL OFFICE
Singapore
+65 6303 8370

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

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