

The Buyer's Guide to Web Conferencing Software

2019 edition

 TrustRadius

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Why Read This Guide?

With so many options on the market, buying web conferencing software can be a stress-inducing process. It can be tough to find information regarding which tool is the best for on-the-go use, sharing multiple screens at a time, or even letting you record your online meetings. Some of the most difficult parts can be figuring out which tools fit within your budget and meet the needs of every team in your organization, making sure everyone is on the same page internally, and scheduling time for multiple product evaluations.

This guide seeks to provide web conferencing software buyers with a free resource to help them make better informed purchasing decisions based on buying insights from end-users. We hope to help you differentiate between 7 leading web conferencing products. Our web conferencing category is comprised of 79 product listings, with 11,756 ratings and reviews of these products. Each review and rating has been individually vetted by a TrustRadius researcher to ensure we're providing authentic feedback from real users of the software. Along with detailed reviewer feedback and survey responses, this guide is informed by interviews with vendors.

**86% of reviewers
said that web
conferencing
Software is
essential to their
day-to-day workflow.**

In the guide, readers will find:

- > An overview of web conferencing software.
- > Feedback from web conferencing software users about which features they're utilizing the most and some of their current struggles.
- > At-a-glance summaries of 7 web conferencing products highlighting reviewer demographics, most common pros and cons, and user quotes.

**205,000 reviews
from 100%
verified users**

About TrustRadius

TrustRadius is the most-trusted review site for business technology, bringing transparency to the \$3.7 trillion B2B market. We help buyers make confident decisions with in-depth reviews and ratings from real software users. Every reviewer on TrustRadius is authenticated and every review vetted by our Research Team before publication. We also help vendors engage and convert buyers by putting their customer's voice to work, authentically and at scale. Headquartered in Austin, TX, TrustRadius was founded by successful entrepreneurs and is backed by the Mayfield Fund and LiveOak Venture Partners.

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Factors to Consider When Choosing Web Conferencing Software

Web conferencing software has become a ubiquitous component of running a successful business. On the surface, individual products can appear to be nearly identical, but there are numerous factors and nuances to be mindful of when choosing which product is best for your organization. We have talked to both buyers and vendors to write this primer to help you figure it all out.

For 58% of web conferencing software users, audio & video quality is in their top 3 most important features.

Web conferencing software is an essential communications tool from which organizations of all sizes can benefit. It helps users meet with clients, customers, and remote employees via the internet using computers, as well as mobile devices like phones and tablets.

The highest quality conferencing software will support one-on-one meetings, as well as groups of more than three participants. Because web-based meetings are often collaborative, screen sharing, whiteboarding, call controls, and other collaboration tools are also vital. Web conferencing software should feature simple meeting setup and an intuitive user interface.

Key Features of Web Conferencing Software

High-Quality Audio & Video

Audio and video quality is of the utmost importance to web conferencing software. Users want to feel like they're having authentic face-to-face conversations with other participants, and quality video is a major component of that. A lag in video conferencing as well as blurry images and crackly audio is a sure-fire way to make any online meeting go south. Beyond the quality of your webcam or microphone, the software itself can feature tools that enhance the overall quality of your experience such as noise cancellation, auto-mute for non-speaking participants, and settings adjustments for users with low bandwidth.

Screen Sharing

Screen sharing allows users to display their screen with other meeting participants. As online meetings become more collaborative, this is a must-have feature for most buyers. Screen sharing must not only be high quality, but easy to toggle on and off as well. The option of having multiple participants sharing their screen at once is also gaining steam, but not every tool on the market offers this feature. If this is important to your team, be sure to confirm that your preferred tool has this feature before subscribing.

Multi-Device Support

People lead busy lives, so web conferencing software has evolved to keep up with the ever-changing ways in which employees engage with their work. Users want to be able to quickly and easily dial-in to meetings not only from their desktop computers, but from laptops, mobile phones, and tablets. Having web conference software with sophisticated mobile application features are a must for many companies. Additionally, for ease-of-use, mobile versions of web conferencing software should compliment the desktop versions and be as congruent as possible to ease implementation and access to meetings for guest users.

67% of users consider screen sharing to be one of the most important features their web conferencing software supports.

Easy-to-Use Interface

Ease of use is essential for online meetings to run without a hitch. Participants need to be able to easily—and quickly—join meetings whether they're in an office or on the go. Not only that, but for hosts, setting up meetings and managing them must be a simple process as well. A well-designed user interface is key because it facilitates collaboration between participants and ensures that they are engaged. No one wants to spend several minutes figuring out where the “mute” button is or awkwardly fumbling to hang up a call.

56% of web conferencing users reported that ease-of-use for their solution is one of the most important attributes to their organization.

Chat

Chat is now ubiquitous, from text messaging to private messages across social media platforms. Web conference participants also want to be able to communicate via text during online meetings. In-meeting chat features are designed not only for note-taking, but for quietly conveying information to the host and other participants without interrupting the flow of the meeting, especially during Q&A sessions. Chat features also allow participants to communicate before and after the meeting, and act as an additional means of collaboration.

Meeting Recording

The reality of online meetings is that not everyone can always participate. This is where meeting recordings come in handy. Recordings are not only useful for folks who couldn't attend, but for attendees to use as a reference after the meeting. Ideally, users would have access to unlimited recording, but many web conferencing tools limit the amount of meetings that can be recorded and stored based on file size. Some vendors may limit the number of minutes in a meeting that can be recorded, or limit the available editing features. When searching for web conferencing software, buyers should be mindful of just how often they'd like to record meetings, and if they will need to make extensive edits.

The biggest difference between webinar and web conferencing software is audience size.

What's the difference between web conferencing and webinar software?

It's important to be mindful of the difference between web conferencing software and other products related to video conferencing over the internet. For example, [webinar software](#) may appear similar to web conferencing, but unlike web conferencing, webinars have a much larger audience and more tools enabling hosts. Similarly, webcasting software is adept at sharing audiovisual content one-way to massive audiences, rather than a collaborative online meeting.

The biggest difference between webinar and web conferencing software is size. Webinar software is best for larger group meetings or online events with large audiences of hundreds or sometimes thousands of participants. Owing to this, webinars are typically much more structured and may require more extensive scheduling features than standard web conferencing solutions provide. Namely, competitive webinar software will provide tools for promoting and sharing the webinar details to a wider audience.

For example, if you'd like to host an online event promoting your product or service to prospective customers, investing in webinar software versus web conferencing software is your best bet. Alternatively, if one-on-one demos or pitches with clients is your use case, a web conferencing tool will be the best fit.

It is not uncommon for web conferencing software vendors to also provide upgrades that support webinars. In this case, users can take advantage of working with one vendor, and enjoy the flexibility and customization that comes with utilizing a webinar tool or a web conferencing tool within the same infrastructure.

Knowing whether you need one or the other is key in navigating this space. However, thinking about your intended use cases and mode of execution will help guide you to a decision. Webinars help facilitate large, online meetings for corporations, featuring custom branding and sophisticated presentation tools. Web conferencing platforms shine brightest when used for sharing ideas and making decisions between remote stakeholders.

It is not uncommon for web conferencing software vendors to also provide upgrades that support webinars.

Market Trends

Trend #1: Enhanced Collaboration

More and more web conferencing vendors are introducing features typically associated with collaboration tools into their product lines. While larger businesses will still utilize conference rooms complete with dedicated audio and video equipment, users want to be able to replicate the experience of being in the same room with other participants in meetings that are held completely online.

More web conferencing vendors are introducing features associated with collaboration tools like Slack into their product lines.

With investments in features like customizable backgrounds using a green screen, background blur, or virtual reality experiences that allow users to navigate a room in 3D while not being physically present, web conferencing vendors are beginning to offer tools that are transforming online collaboration as we know it.

For example, many web conference software platforms provide support for interactive whiteboards, polling, Q&A visualizations, and of course, screen sharing. Many tools also support integration with third-party software that allows users to incorporate other solutions they use for collaboration into their online meetings. This may include integration with learning management systems for the education industry, or file sharing, which was once commonly associated with online marketing and sales teams, but now used across business departments as more projects move online.

Despite an increase in features, users will still want to use tools with a simple interface. If internal web conferences are not very common at your organization, it may make sense to keep your web conferencing tool separate from your collaboration software such as Slack or Google Hangouts chat. However, if your teams are web conferencing on a regular basis, consolidating these tools into a unified solution can increase efficiency by having all your communications manageable through a single dashboard.

Users want to effortlessly turn their meetings into shareable presentations and media.

Trend #2: Content Generation

Since meeting recordings and chat are such important features for web conferencing tools to have, the next organic step in the process is to make this content easily digestible and readily available. Users not only want recordings of meetings, but text-based transcripts for exporting and sharing with others.

Companies may want to turn web conferences into tangible products and services for both internal and external use. Some web conferencing tools support features that have AI-powered note-taking that will analyze the most salient and important sections of a meeting. Others may also support crowd-sourced highlights that are submitted by the participants themselves to be generated into a report once the meeting is adjourned.

Additionally, some web conferencing platforms are introducing features which neatly transform meetings into exportable presentations and slides. This provides users the option of sharing the contents of their meetings with other users in ways that go beyond sending an audio or video file of a recording. If you have often struggled with transforming the contents of your online meetings into presentations or easily digestible snippets, you should look into web conferencing software with automated transcription and slide creation capabilities.

Trend #3: Plans to Consolidate

There are a lot of different products to choose from in the web conferencing software space and video is steadily becoming a primary form of communication in the business world. With such a large number of web conferencing solutions available, we will start to see many web conferencing software vendors expand capabilities to distinguish themselves, as well as a segment of buyers looking for solutions that bundle different modes of communication into one platform.

54% of web conferencing buyers are looking to consolidate, or have already consolidated, their communications and collaboration tools.

54% of web conferencing buyers state that within the next year their organization is looking to consolidate, or have already consolidated, their web conferencing software with their VoIP and collaboration or messaging tools. Users love simplicity, so many web conferencing vendors are preparing for a future in which having several different online communication solutions is less common.

However, users we surveyed at smaller businesses see the benefit of having separate web conferencing, collaboration, and VoIP tools as they have more in-person meetings and strictly use web conferencing for external conferences. Additionally, even among enterprises, individual teams may have preferences for a certain tool over another and may choose to invest in a solution specific to their needs that the broader organization isn't using.

Yet having a single platform is easier for IT teams to manage, especially in regards to servicing software integrations with web conferencing equipment for multiple offices. If your organization is focused on efficiency and external collaboration, unified tools may be the best choice.

3

Lessons from Web Conferencing Software Buyers

In order to understand buying trends in web conferencing software, we talked to several vendors, analyzed review content, conducted research, and surveyed web conferencing software buyers. This section highlights the major features that buyers want to see in their web conferencing tools and provides insight into users' pain points with online meetings.

91% of users report that their web conferencing platform delivers good value for its price.

In a recent survey, 54% of professionals said that web conferencing software was “very essential” to their day-to-day activities with another 31% saying it was “somewhat essential”. Additionally, 91% said that their web conferencing platform delivers good value for its price.

Web conferencing software is an essential component of most professionals’ daily workflows that transcends industry. From finance to manufacturing, web conferencing platforms help people effectively communicate with each other across geographic boundaries and work together online.

While the majority of users are happy with their web conferencing software, they provided us with some great feedback for areas of improvement, and new feature ideas. Below we provide some insight into the three main areas where experienced web conferencing users want to see improvements and innovation.

Recordings

When asked which tasks users wish their web conferencing tool could handle that it currently doesn’t, 25% mentioned meeting recordings. As previously mentioned, meeting records are a vital part of managing communications between team members and across organizations. When web conferencing platforms do not provide support for meeting recordings, users have to utilize third-party software specifically for recordings. This not only can cost more, but means that users have to rely on another third-party software for their communication needs.

25% of web conferencing software users would like to see improvements in meeting recordings.

Many users also expressed a desire for cloud-based storage of meeting recordings, as well as more flexibility regarding how they are able to edit and export their recordings.

Perhaps the only task I could wish for is to not have to wait 24 hours for my recordings.

It would be nice if there was a built-in full editing feature for the on-demand recordings.

Meeting recordings would be a great option to consider. There have been times that I’ve missed a meeting, or was late signing in due to other work related obligations. It would be great to be able to play back the meetings.

Meeting Analytics

11% of survey respondents wish their web conferencing tool had improved meeting analytics features. Meeting analytics are important for all departments in a business—for example, they can assist HR teams with measuring employee engagement and sales teams with identifying and following up with leads.

Meeting analytics tools help users to analyze and export reports of attendees, Q&A sessions, and general participation in chat and/or polls. Metrics can be as specific as tracking new versus returning users, what devices participants are using, who actually has the software installed on their devices, and when users join or leave a meeting. Additionally, some web conferencing tools provide users with interactive dashboards which they can use to track important highlights from meetings, assign action items, and replay the meetings themselves.

Other meeting analytics features some users are craving are real-time meeting analytics. These reporting features can include details not only into the participants and their behavior, but hardware reporting pertaining to CPU usage and connection quality (latency, frames per second, etc.).

87% of web conferencing software users had ideas for additional features they'd like to see in their web conferencing platform.

Knowing how often I use my web conferencing tool and how much time I spend on the application would be helpful.

Meeting analytics could definitely be improved. I would welcome more open data tracking for end users.

Meeting analytics would be great to have. We have to use and purchase other software to obtain this.

11% of web conferencing software users wish their current tool had better mobile support.

Mobile Support

Conference and meeting rooms are still a mainstay for many businesses. Owing to this, major web conferencing platforms have entire suites of hardware to support the modern workplace in hosting high-quality web conferences on site. These suites include scheduling displays and digital signage, sound bars and speakers, video bars and webcams, as well as HD TVs to support communication between teams in physical workspaces with those connecting via web.

However, users want to be able to experience the same high quality meetings while on the go. Many users point out that mobile versions of web conferencing solutions do not support all the same features as desktop versions. The demand for increased quality in mobile support is rising, and buyers are looking for web conferencing platforms to allow them to host and join web conferences from any device.

Competitive web conferencing solutions will allow users to dial-in directly from their mobile phones, as well as share their very own mobile screen with other participants and collaborate during a meeting through chat, poll questions, and other real-time events. They will also allow users to integrate their web conferencing software with other applications on their mobile devices, including calendar apps and other collaboration tools like Slack and Discord.

Mobile support (for my current product) is terrible. I have to have team members at their desk to connect.

Would love to be able to connect to meetings from my cell phone while I'm traveling. Currently I have to make sure I use my laptop.

4

Spotlight on 7 Leading Web Conferencing Software Products

With so many web conferencing solutions to choose from, potential buyers may grow overwhelmed with options. It is important to be mindful of your organization's budget and specific use cases when choosing a particular product. The section of the guide aims to give you an overview of 7 of the most reviewed web conferencing products on TrustRadius. An exhaustive list of products can be found on the [web conferencing](#) software category on our website.

The product profiles in this report showcase aggregate data from reviews collected on TrustRadius, including the most commonly listed pros and cons in the most recent 50 reviews, feedback from reviewers, and customer demographic information.

We also present the results of a recent user satisfaction survey that asked reviewers questions like “Do you think the product is good value for the price?”, “Are you happy with the product’s feature set?”, and “Would you buy the product again?”.

In order to be included in this guide, products must have met the following requirements:

- > The product must be in our web conferencing software category.
- > The product must have at least 30 reviews.
- > The product must be ‘customer verified’—indicating there have been at least 10 new or updated reviews within the past year.

The web conferencing market is a crowded space, with multiple products for buyers to choose from. The web conferencing solutions we chose to feature in this guide were some of the most reviewed products on TrustRadius, and are also all examples of fully-featured web conferencing platforms.

The 7 products featured in this guide are organized by their number of reviews on TrustRadius. While some solutions solely focus on offering web conferencing tools, others offer suites of features that compliment standard web conferencing software such as webinar support, collaboration tools, and VoIP capabilities. When tools may be better suited for certain types of business, e.g., those that have large conference rooms vs. those with a mostly remote workforce, this will be highlighted on the product profiles.

**98% of buyers
evaluating web
conferencing Software
on TrustRadius are
looking at these
7 products.**

Product Comparison Tables

| | Overall Satisfaction Rating | Product Metrics | | Reviewer Company Size | | | Comparison Information |
|-----------------------------|-----------------------------|-----------------|------------------|-----------------------|---------|------------|---|
| | trScore | # of Reviews | Share of Traffic | Small | Midsize | Enterprise | Most Compared To |
| Zoom | 8.9 | 558 | 44% | 33% | 36% | 31% | Skype Teamviewer Skype for Business |
| BlueJeans | 8.7 | 297 | 4% | 36% | 32% | 31% | Skype for Business Zoom Adobe Connect |
| Lifesize Video Conferencing | 7.7 | 151 | 20% | 19% | 60% | 20% | Zoom Skype for Business Webex Meetings |
| Webex Meetings | 7.9 | 126 | 10% | 19% | 39% | 42% | Webex Teams Zoom Google Hangouts |
| GoToMeeting | 7.8 | 109 | 5% | 35% | 38% | 27% | Microsoft Teams Zoom Skype for Business |
| Microsoft Teams | 8.3 | 76 | 5% | 14% | 36% | 50% | GoToMeeting Zoom Teamviewer |
| Adobe Connect | 7.7 | 62 | 3% | 25% | 34% | 40% | Zoom Skype for Business Bluejeans |

| | Overall Satisfaction Rating | Feature Rating | | | | |
|-----------------------------|-----------------------------|-----------------------------------|----------------|-----------------------------|---------------------|-----------------------|
| | trScore | Performance & Audio/Video Quality | Screen Sharing | Integrations & Meeting Mgmt | Collaboration Tools | Security & Encryption |
| Zoom | 8.9 | 8.3 | 8.9 | 8.6 | 8.5 | 8.7 |
| BlueJeans | 8.7 | 8.3 | 8.2 | 8.3 | 8.2 | 8.3 |
| Lifesize Video Conferencing | 7.7 | 7.7 | 7.9 | 7.8 | 7.4 | 7.4 |
| Webex Meetings | 7.9 | 8.0 | 8.4 | 8.2 | 8.1 | 8.1 |
| GoToMeeting | 7.8 | 8.0 | 8.4 | 8.3 | 8.2 | 8.5 |
| Microsoft Teams | 8.3 | 8.2 | 8.4 | 8.2 | 8.1 | 8.0 |
| Adobe Connect | 7.7 | 7.3 | 8.6 | 7.9 | 8.9 | 8.4 |

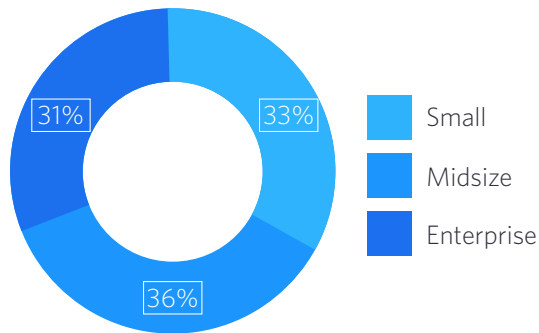
Zoom



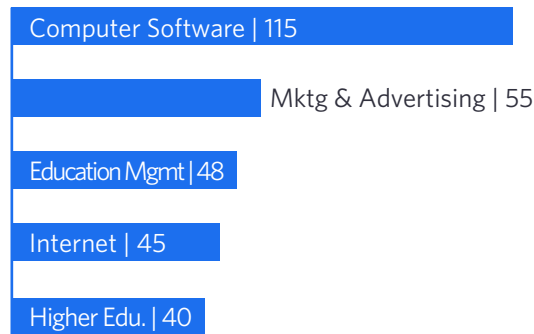
TR Score 8.9 out of 10

Zoom is a video communications platform specializing in web conferencing, webinars, and cloud-based telephony. Zoom also specializes in conference room management and equipment. Recently, Zoom has cemented itself as an entrant into the Unified-Communications-as-a-Service market with updates to their Zoom Phone, Zoom Rooms, and Zoom Meetings offerings to optimize online collaboration features. Potential buyers have the option of using only Zoom Meetings for conducting web conferences, or adding on Zoom Rooms, Zoom Phone, and Zoom Video Webinar.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Organizations of all sizes looking for flexibility in how they conduct online meetings, webinars, and conference calls. Zoom is a great fit for organizations looking to consolidate their web conferencing tool with their VoIP and/or team chat software.

PROS

+ Audio/Video Quality
(mentioned in 23 reviews)

The automatic quality adjustment algorithm is brilliant. It allows seamless calls and video without any drop in the actual quality of communication.

[Verified User](#) | Professional in Research & Dev.
Defense & Space

+ Easy Meeting Setup
(mentioned in 23 reviews)

Ease of use - You can quickly start a new meeting and invite participants via email or with a URL link. You can also easily share your screen, annotate, record, create breakout rooms and more. The app and interface are laid out perfectly and is simple to use, can be mastered very quickly.

[Verified User](#) | Engineer in IT
Food & Beverages

CONS

- User Interface Design
(mentioned in 21 reviews)

Using the multiple windows in Zoom is not as intuitive as I would like them to be. For example, I can never find the Chat button or how to mute the computer vs. the Zoom audio to eliminate feedback. I click around but it could be easier to find the tools for the presenters vs. tools for the participants.

[Anissa H.](#) | Senior Contributing Faculty
Education Management

- Issues Starting Up
(mentioned in 9 reviews)

Sometimes the app needs to be restarted if you have it set to start app when the computer starts up...

[Verified User](#) | Manager in Customer Service
Computer Software



79% agree that Zoom delivers good value for the price (20% did not know the price).



100% are happy with Zoom's feature set.



68% agree that Zoom lives up to sales and marketing promises (31% were not involved).



100% thought that it was easy to get up and running.



100% say they would purchase Zoom again.

Based on a survey of 29 Zoom users.

Interested in learning more about Zoom? [Read reviews on TrustRadius.](#)

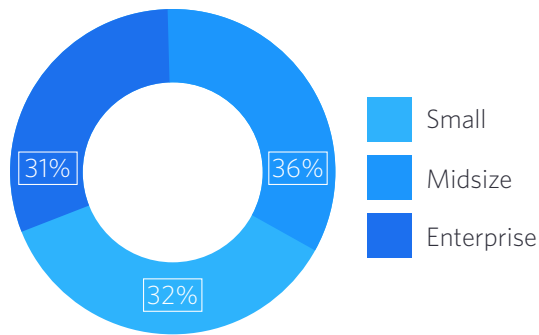
BlueJeans



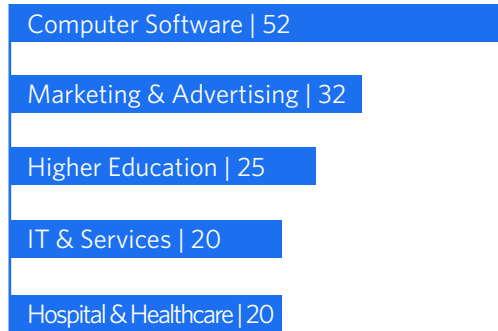
TR Score 8.7 out of 10

BlueJeans is a webinar and web conferencing platform focused on bringing together high quality video, audio, and web-based conferences with collaboration tools. BlueJeans is focused on providing users with tools to collaborate most efficiently online. Its cloud-based service can connect desktops, mobile devices, and room systems into single video meetings and webinars. Their strategic partnership with Dolby provides users with HD audio capabilities and hardware solutions that support features such as spatial audio and noise cancellation.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Enterprises with a blend of larger conference rooms, smaller meeting rooms, and with teams that need to be able to join meetings from their desk. BlueJeans is also great for facilitating collaboration when not all team members can attend an online meeting, and for disseminating that information to non-participants.

PROS

+ Audio/Video Quality (mentioned in 37 reviews)

The voice and video quality of our meetings with BlueJeans have been trouble free in comparison with the other AV solutions. Consistency in communications quality is essential for our organization to collaborate effectively.

[Verified User](#) | Manager in IT
Nonprofit Organization

+ Easy to use (mentioned in 26 reviews)

The GUI app is very friendly and you only have just the right amount of options you need to make the conference work: share screen, chat, control over your camera and mic. For the users, this is great since you don't have to spend a lot of time teaching them how to use BlueJeans.

[Oscar Eduardo Velasquez E.](#) | AV Specialist
Education Management

CONS

- User Interface Design (mentioned in 15 reviews)

I think the design and forward-facing parts of BlueJeans could be spiffed up and made to look a little more modern.

[Sarah B.](#) | Executive Director
Information Services

- Mobile Compatibility (mentioned in 14 reviews)

Improving the mobile phone app for Apple users—adding more functionality.

[Ashley C.](#) | IT Administrator
Internet



58% agree that BlueJeans delivers good value for the price (35% did not know the price).



94% are happy with BlueJeans's feature set.



41% agree that BlueJeans lives up to sales and marketing promises (52% were not involved).



100% thought that it was easy to get up and running.



88% say they would purchase BlueJeans again.

Based on a survey of 17 BlueJeans users.

Interested in learning more about BlueJeans? [Read reviews on TrustRadius.](#)

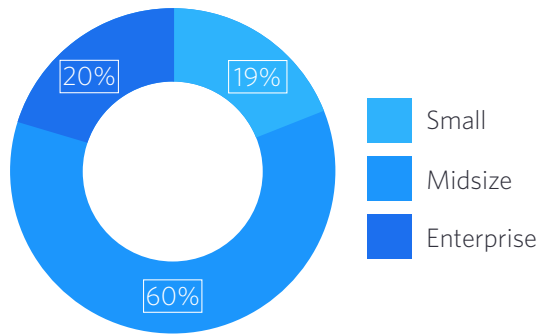
Lifeseize Video Conferencing



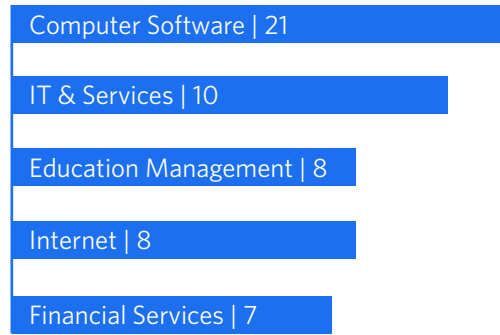
TR Score 7.7 out of 10

Lifeseize Video Conferencing is a web conferencing and meetings platform optimized to support global enterprises. Key features of Lifeseize include its capability to be used strictly in-browser, interoperability with third-party equipment, and support for unlimited conference rooms. Recently, Lifeseize introduced a new offering called Lifeseize Share which allows users to share their screen using wireless devices. It is designed to help teams be even more productive and bridge the gap between interactive whiteboards and digital signage.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Multinational corporations with a large amount of conference rooms that need to be managed by centralized IT teams. Lifeseize provides its own line of 4K conference room systems, but its web conferencing software is designed to work with any type of hardware.

PROS

+ Software Video Quality (mentioned in 27 reviews)

Good quality video without compromising network resources. Each LifeSize call is capped at 2MB per call.

[Verified User](#) | C-Level Executive in IT
Financial Services

+ Hardware Audio Quality (mentioned in 23 reviews)

Audio quality is excellent with the system's utilization of a room microphone for our conference room table. Other mics with greater mic radius are available, but I appreciate that the default microphone works well for our 12 person conference room.

[Derek L.](#) | IT Specialist, Legal Videographer,
Marketing Specialist | Legal Services

CONS

- User Interface Issues (mentioned in 16 reviews)

I wish the feature for picture-in-picture (so we can see our room as well as the rooms that we are connected to) wasn't buried in the menu system. It would be nice to set it up to show it ahead of time too, so we're not fussing with settings when someone first joins in.

[Nola R.](#) | Communications Specialist
Non-Profit Organization Management

- Equipment Controls & Management (mentioned in 14 reviews)

I would like to see some of the point-to-point features such as far end camera control become available within meeting rooms as well.

[Trevor W.](#) | IT Specialist
Individual & Family Services

66% agree that Lifeseize Video Conferencing delivers good value for the price (11% did not know the price).

88% are happy with Lifeseize Video Conferencing's feature set.

77% agree that Lifeseize Video Conferencing lives up to sales and marketing promises (22% were not involved).

77% thought that it was easy to get up and running.

88% say they would purchase Lifeseize Video Conferencing again.

Based on a survey of 9 Lifeseize users.

Interested in learning more about Lifeseize? [Read reviews on TrustRadius.](#)

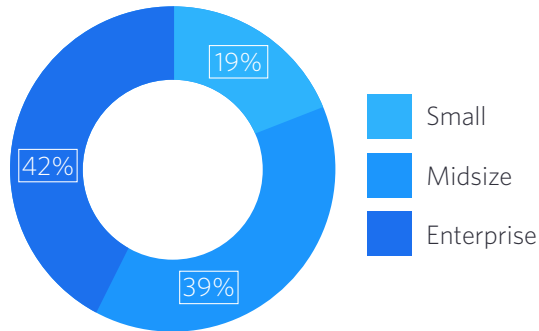
Webex Meetings



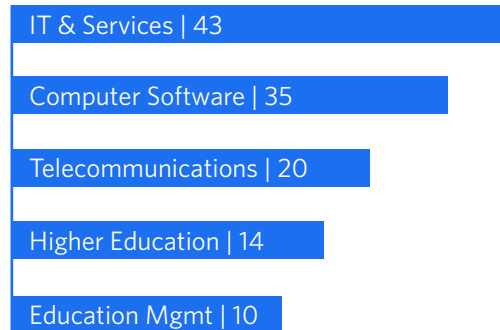
TR Score 7.9 out of 10

Webex Meetings is a video conferencing and online meetings solution. It is a part of the Cisco Webex family of tools alongside Webex Teams, Webex Events, Webex Training, Webex Support, and Webex Calling. Webex Meetings also pairs with the Webex Devices line of video conferencing and collaboration hardware. It is one of the most popular tools on the market, and well-known as a solution for global collaboration.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Organizations and large enterprises that host a large amount of external meetings. Given that Webex Meetings can be easily utilized alongside Cisco's other Webex communications solutions, Webex Meetings is another great choice for buyers looking to consolidate web conferencing, webinar, and cloud-based phone system tools.

PROS

- + **Easy Meeting Setup**
(mentioned in 33 reviews)

Very easy to set up and conduct meetings. I love the Exchange plugin that allows me to create a meeting and add a Webex conference call within the invite. Very easy.

[Richard C.](#) | Senior Business Analyst
Utilities

- + **Support for Multiple Device Types**
(mentioned in 23 reviews)

Works well for different devices, such as PC, mobile devices...different devices can join the same meeting without issues. For international users, they can dial in using their local numbers.

[Verified User](#) | Engineer in IT
Financial Services

CONS

- **Steep Learning Curve for Additional Features**
(mentioned in 16 reviews)

For new Webex host users, the learning curve can be steep since there are many features that the host needs to be sure to configure and know how to control. The user interface has changed quite a bit throughout the years. I feel in the last few years the colors and arrangements have made it more difficult to find things in the Webex Meeting's window and panels.

[Cordell Y.](#) | Senior Informatics Engineer
Pharmaceuticals

- **Occasional Lag**
(mentioned in 13 reviews)

Probably the only critical issue with Webex may be the lag after sharing your screen or after annotating (taking over) other users' screen for a long time period.

[Özgür E.](#) | Exhaust Systems Supervisor
Automotive

57% agree that Webex Meetings delivers good value for the price (26% did not know the price).

84% are happy with Webex Meetings's feature set.

68% agree that Webex Meetings lives up to sales and marketing promises (26% were not involved).

84% thought that it was easy to get up and running.

78% say they would purchase Webex Meetings again.

Based on a survey of 19 Webex Meetings users.

Interested in learning more about Webex Meetings? [Read reviews on TrustRadius.](#)

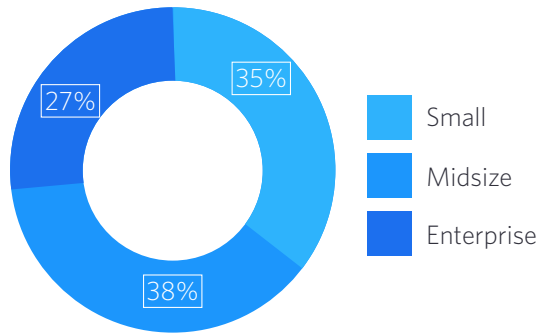
GoToMeeting



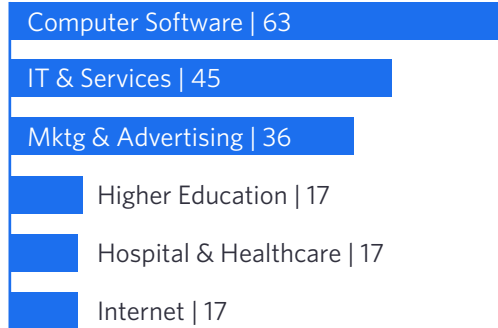
TR Score 7.8 out of 10

GoToMeeting is the online meeting, desktop sharing, and video conferencing software solution from LogMeIn. Its notable features are its slide capture (video-to-presentation) capabilities which support content creation, management of multiple meeting URLs, and dedication to providing encrypted online meetings and SSO login support. It is part of LogMeIn's unified communications and collaboration family of tools which supports online meetings, online trainings, VoIP, conference rooms, and webinars alongside GoToWebinar, GoToTraining, Grasshopper, and OpenVoice.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Mid-size businesses and enterprises, especially those in the finance, consulting, or education industries. GoToMeeting is designed for integration with Salesforce in regards to scheduling, setting up meetings, and sending out communications which is great for supporting for sales and marketing teams.

PROS

- + **Easy to use**
(mentioned in 28 reviews)

GoToMeeting is so easy to use, it doesn't require any additional training for our employees.

[Verified User](#) | Manager in Marketing
Hospitality

- + **Screen Sharing**
(mentioned in 22 reviews)

Screen sharing, multi-camera support, and document sharing make it easy to present the right info at the right time.

[Rusty A.](#) | Field Correspondent
Food & Beverages

CONS

- **User Interface Design**
(mentioned in 14 reviews)

GoToMeeting has a very outdated interface.

[Mitchell C.](#) | Product Manager & UX Designer
Financial Services

- **Occasional Lag**
(mentioned in 13 reviews)

The phone or talking portion has a big lag and slows things down. We generally use a cell phone and put it on speaker.

[Josh G.](#) | General Foreman
Construction



72% agree that GoToMeeting delivers good value for the price (27% did not know the price).



81% are happy with GoToMeeting's feature set.



54% agree that GoToMeeting lives up to sales and marketing promises (36% were not involved).



86% thought that it was easy to get up and running.



81% say they would purchase GoToMeeting again.

Based on a survey of 22 GoToMeeting users.

Interested in learning more about GoToMeeting? [Read reviews on TrustRadius.](#)

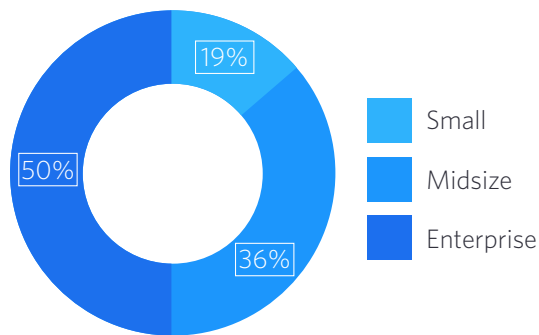
Microsoft Teams



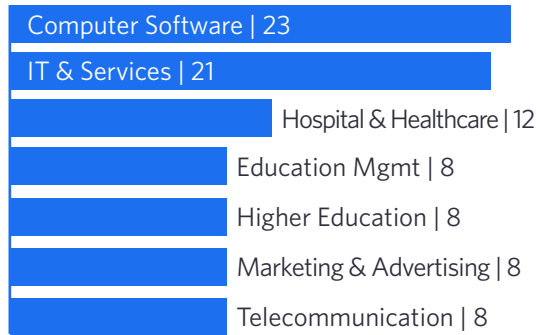
TR Score 8.3 out of 10

Microsoft Teams is a unified communications platform designed for online business collaboration that is a part of the broader Office 365 suite. It supports online group chats, calls, web conferencing, and online file storage and sharing. It is the eventual evolution of popular instant messaging and online calls solution, Skype for Business. In 2019, Microsoft announced that Skype for Business will retire on July 31, 2021. Buyers in the web conferencing software market that may have been considering Skype for Business are advised to evaluate Microsoft Teams instead.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Large enterprises with several offices around the globe. Microsoft Teams also has a free version with a generous feature set that can support up to 300 employees or users and is ideal for small businesses and non-profit organizations. Also ideal for organizations already invested in several other Microsoft products.

PROS

+ Integrations

(mentioned in 26 reviews)

Right now, our company uses Teams for daily operations, meetings, and training...Each channel allows multiple tabs, in which we insert OneNote, Word, Excel, and web links to increase efficiency...

[Matthew S.](#) | Safety and Project Manager
Construction

+ Chat Features

(mentioned in 25 reviews)

Persistent chat is a big plus. As I mentioned, being able to review the history of the ongoing chat is quite useful, as well as having multiple people and adding others to the chat later.

[Verified User](#) | Engineer in IT
Food & Beverages

CONS

- User Interface Issues

(mentioned in 25 reviews)

I don't find the user interface very friendly. Text/font isn't great and colors are just not the best.

[Verified User](#) | Contributor in IT
Hospital & Healthcare

- Notifications & Alerts Management

(mentioned in 15 reviews)

One thing that Teams is not good at is the notifications. If you turn them on, it will always pop up in your screen, if you turn them off, it will never pop up on your screen. There is no middle ground.

[Verified User](#) | Analyst in IT
Mining & Metals



91% agree that Microsoft Teams delivers good value for the price (8% did not know the price).



95% are happy with Microsoft Teams's feature set.



75% agree that Microsoft Teams lives up to sales and marketing promises (25% were not involved).



91% thought that it was easy to get up and running.



95% say they would purchase Microsoft Teams again.

Based on a survey of 24 Microsoft Teams users.

Interested in learning more about Microsoft Teams? [Read reviews on TrustRadius.](#)

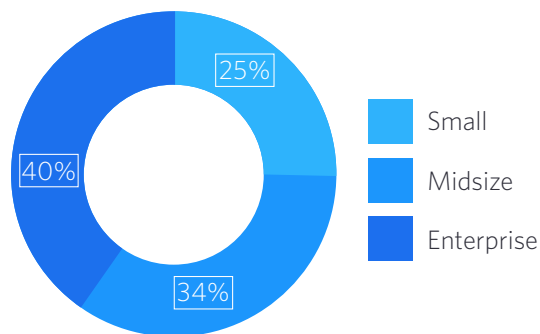
Adobe Connect



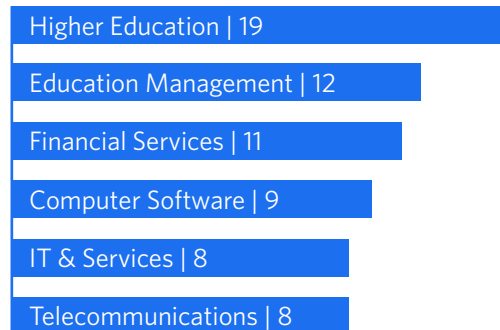
TR Score 7.7 out of 10

Adobe Connect is a web conferencing platform that provides standard features like video, audio, and screen-sharing, as well as the ability for users to create presentations, online training materials, and learning modules. The product is entirely Adobe Flash-based and has several add-ons for customizing its software to suit each users' unique needs. Users can create or style their own meeting room layouts which can be saved. Additionally, Adobe Connect allows for presenters and hosts to utilize a "virtual backstage" to chat and collaborate outside of the main meeting or conference. It also allows for users to go into a "preparation mode" to make adjustments right before or during a session.

Reviewer Company Size Distribution



Top 5 Reviewer Industries



Great Fit For: Facilitating learning and training across industries. Adobe Connect's collaboration features are well-suited for supporting teams' online brainstorming as well as training sessions by allowing hosts to create engaging presentations.

PROS

+ Interactive Features (mentioned in 43 reviews)

It supports live polling, too, so you can engage your participants in fun ways. The platform even has a whiteboard capability, so it easily converts to a collaborative environment. It has video conferencing and screen sharing too.

[Nathan R.](#) | Director, Management Information Systems | Public Policy

+ Customization & Flexibility (mentioned in 18 reviews)

[It] let's you create your own components that you can easily create and integrate. Whether these are high end simulations that mimic operational equipment, high definition videos you want to play... anything you can conceive, you can create and use as part of your Adobe Connect rooms.

[Verified User](#) | Account Manager in Sales Computer Software

CONS

- User Interface Design (mentioned in 21 reviews)

A smoother interface would be a nice enhancement. The backend CMS is easy enough to manage after you have worked in it for a while but there are a lot of root folders depending on your setup and it can be slightly clunky to navigate to where all your materials and content is.

[Verified User](#) | Project Management in QA Information Services Company

- Performance Issues (mentioned in 19 reviews)

Sometimes you get 'kicked out' of the meeting and need to restart the computer to get back in—this is frustrating because of the wasted downtime.

[Lynn D.](#) | Professional Counselor Hospital & Healthcare

44% agree that Adobe Connect delivers good value for the price (55% did not know the price).

90% are happy with Adobe Connect's feature set.

40% agree that Adobe Connect lives up to sales and marketing promises (60% were not involved).

100% thought that it was easy to get up and running.

90% say they would purchase Adobe Connect again.

Based on a survey of 10 Adobe Connect users.

Interested in learning more about Adobe Connect? [Read reviews on TrustRadius.](#)

We hope that you find this guide helpful for your software buying journey! If you have any questions about this Buyer's Guide or its contents, please contact us anytime.

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