



Accelerate your  
business with  
the right online  
meeting solution



Today's workplace is going through a significant transformation. To accommodate a more mobile, agile way of doing business, traditional offices are being replaced with anytime, anywhere work environments.<sup>1</sup> To compete in this mobile world, companies are enabling teamwork through real-time collaboration technologies that help employees communicate effectively from anywhere, on any device, not only with colleagues, but with customers and partners.<sup>2</sup> As more companies discover the business value of web and video conferencing to accelerate business processes, innovation, and relationship building, it is important to choose the right collaboration tools. It's no surprise that MarketsandMarkets expects the global, mobile unified communication and collaboration market to grow from \$5.15 billion in 2014 to \$17.38 billion by 2019.<sup>3</sup>

2014

2019

<sup>1</sup> Studies show that within Fortune 1000 companies, employees are away from their desks 50–60% of the time.

<http://globalworkplaceanalytics.com/telecommuting-statistics>

<sup>2</sup> According to a 2016 Wainhouse Research white paper, 40% of video calls in companies with fewer than 10,000 employees include external participants.

<http://cp.wainhouse.com/content/key-considerations-when-planning-your-video-conferencing-environment-cloud-quality-scale>

<sup>3</sup> <http://www.marketsandmarkets.com/wireless-communication-market-research-114.html>

Choosing the right web and video conferencing solution will help your organization stay ahead in a digital world. To get started, this infographic offers a brief comparative analysis of market-leading web and video conferencing solutions.



## Skype for Business

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Skype for Business offers enterprise-ready IM, meeting, and voice solutions from within the Microsoft Office apps that employees use every day. Employees gain a seamless collaborative experience and IT administration is simplified with one platform for meetings and voice.

This solution offers cloud, hybrid, or on-premises deployment options with data security and compliance features that meet global enterprise requirements.

## Cisco WebEx

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WebEx offers video conferencing and screen sharing for online meetings.

It is part of an interoperable ecosystem of products that offer other capabilities for video conferencing at additional costs. WebEx solutions are not integral to an overall business productivity platform.

WebEx is available in the cloud or on-premises.

## Citrix GoToMeeting

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GoToMeeting is a web-hosted service that offers online meeting, desktop sharing, and video conferencing. It is part of a larger line of GoTo products including GoToWebinar and GoToTraining.

GoToMeeting does not interoperate with employees' business productivity apps.

## Google Hangouts

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Hangouts is a cloud-based communication platform that includes instant messaging, video chat, and VOIP features. Google Hangouts interoperates with other elements of Google G Suite and is familiar to consumers of Gmail.

# Creating the meeting

## Attendee meeting invitation



### Skype for Business

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Scheduling and accepting meetings is quick and easy with one-click meeting requests from within Microsoft Outlook. Files attached to a Skype Meeting request in Outlook automatically load into the Skype Meeting document bin when participants join. Attaching files to a Skype meeting request is available in Outlook 2016 or on the web.

### Cisco WebEx

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The meeting organizer must keep track of links and conference codes and manually copy/paste them into email invitations.

For Microsoft Outlook, a third-party plug-in is required for scheduling functionality.

With the "Call Me" feature (available in premium plans), when it's time to meet, WebEx Meetings calls attendees.

### Citrix GoToMeeting

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GoToMeeting requires a Microsoft Outlook plug-in to add an event to an Outlook calendar. A plug-in is also required for Google Calendar. Without the plug-in, users must copy and paste meeting information into emails or IMs.

### Google Hangouts

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Users can invite attendees to a meeting from within Gmail.

G Suite users can schedule Hangouts video calls with Outlook users via the Hangouts plug-in for Microsoft Outlook.

# Creating the meeting

## Meeting room systems



### Skype for Business

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With solutions developed by Microsoft and its partners, Skype for Business supports every kind of meeting space with certified hardware solutions. Surface Hub is a powerful team collaboration device that supports smaller conference rooms and huddle areas.

Skype Room Systems offer dedicated meeting room solutions for any conference room configuration with plug-and-play, non-proprietary devices.

Organizations can take advantage of legacy equipment thanks to interoperability with select legacy Cisco Tandberg systems.

### Cisco WebEx

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WebEx meeting room systems require proprietary hardware at a significant price point. Cisco WebEx Telepresence meeting room systems support a range of hardware endpoints designed to work in different environments and meeting rooms.

### Citrix GoToMeeting

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GoToMeeting does not support conferencing with in-room systems or bridges to its meetings. Organizations with traditional video conferencing infrastructure must instead connect via a mobile device, tablet, PC, or laptop with a webcam.

### Google Hangouts

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No plug-and-play room systems are available. However, Google offers its own conference system called Chromebox for Meetings.

# Creating the meeting

## Security and compliance



### Skype for Business

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Skype for Business offers enterprise-grade security that includes:

- IM and media encryption
- TLS protocol
- Log on trace files

Like all Microsoft Office 365 apps, Skype for Business complies with global industry standard regulations and compliance requirements. Skype for Business is certified HIPAA and FERPA compliant.

Dynamic conference IDs provide a unique identifier for each Skype for Business meeting, offering enhanced security and smoother transitions between back-to-back meetings. If an organizer's meeting is running long, it will not be interrupted by a guest of the next scheduled meeting.

### Cisco WebEx

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WebEx uses Transport Layer Security (TLS) encryption. The Cisco WebEx Cloud offers a scalable architecture, consistent availability, and multilayer tenant security.

WebEx hosts can create a dynamic password for each meeting which is then included in the meeting invitation.

### Citrix GoToMeeting

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GoToMeeting uses Secure Sockets Layer protocol and 128-bit Advanced Encryption Standard protocols. GoToMeeting is not HIPAA compliant, which makes it unsuitable for use by HIPAA-covered entities.

Organizers can choose to password protect their meetings, however, this option is not available for the Android mobile app.

### Google Hangouts

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Google Hangouts uses TLS 1.2 encryption over an HTTPS connection with 128-bit encryption.

Hangouts doesn't support end-to-end encryption, meaning the company itself can tap into sessions when it receives a government court order requiring it to do so. This makes it an unsuitable choice for businesses that deal with highly confidential data.

G Suite is HIPAA compliant. G Suite customers who are subject to HIPAA and wish to use G Suite with Personal Health Information (PHI) must sign a Business Associate Agreement with Google.

**During  
the meeting**



# Number of attendees

## Skype for Business

As part of your Skype for Business license, you can host a meeting with up to 250 participants. To reach a larger audience, Skype Meeting Broadcast accommodates up to 10,000 attendees with no additional fees.

## Cisco WebEx

Tiered pricing requires additional costs based on number of attendees.

Meeting Center: up to 250 participants  
Training Center: up to 1,000 participants  
Event Center: up to 3,000 participants. Cisco customers pay \$479 per organizer per month for any meeting with up to 3,000 attendees.

## Citrix GoToMeeting

Tiered pricing requires additional costs based on number of attendees, from 5 to a maximum of 100 participants.

## Google Hangouts

Hangouts has a maximum limit of 25 participants.

# Presenter controls

## Skype for Business

Presenters can:

- Mute or unmute all attendees or individuals
- Record the meeting
- Block attendees from starting video
- Change permissions so all participants are attendees instead of presenters
- Send email invitations to additional people

## Cisco WebEx

Presenters can:

- Admit attendees
- Mute all and individual attendees
- Make attendees presenters
- Record the meeting

## Citrix GoToMeeting

Presenters can:

- Admit attendees
- Mute attendees
- Make attendees presenters

GoToMeeting does not have advanced features such as polls, Q&As, surveys, or the ability to record the meeting.

Session recording and Mac whiteboard sharing are not enabled in the GoToMeeting Starter SKU.

## Google Hangouts

Presenters can:

- Give permission for attendees to see their computer screen

# Desktop sharing

## Skype for Business

Users can present their desktops or Office files with co-authoring enabled directly within the meeting.

## Cisco WebEx

Users can present their desktop or select programs to share.

## Citrix GoToMeeting

Users can present their desktop or select programs to share with attendees.

## Google Hangouts

Users can share their desktop or browser window.

Screen sharing is currently only available from a desktop or PC (not a mobile device).

# Video conferencing

## Skype for Business

In video conferences that have more than two people, users can see videos of participants in the conference. For conferences with more than five participants, video of only the most active participants appears in the top row, and a picture appears for the other participants.

## Cisco WebEx

Attendees are limited to seven video feeds from participants at a time, while sharing and annotating documents.

## Citrix GoToMeeting

GoToMeeting offers video conferencing with its HDFaces feature for up to six simultaneous webcam streams.

## Google Hangouts

Organizers can add up to nine people in a Hangouts video call.

# Present PowerPoint natively

## Skype for Business

Users can schedule a Skype for Business meeting from within Microsoft PowerPoint.

Feature supports animations, slide transitions, and embedded video. Mobile device users can view and share PowerPoint presentations via Skype for Business.

Presenters can control shared PowerPoint content and users' navigation of shared PowerPoint content.

## Cisco WebEx

WebEx provides no support for streaming PowerPoint slides in their native format. To share PowerPoint presentations and videos with other connected meeting attendees, users must first convert them to a format compatible with WebEx.

## Citrix GoToMeeting

Users cannot share PowerPoint presentations natively. To share a PowerPoint presentation while using the Web App, users must first install the GoToMeeting Pro screen sharing browser extension.

## Google Hangouts

Users cannot start a Google Hangouts meeting from within a PowerPoint presentation.

# Dial-in capabilities

## Skype for Business

PSTN conferencing is enabled for Skype for Business. This means attendees can dial in with a regular PSTN service number. This makes it easier to join a Skype for Business meeting using a phone and a regular PSTN service number when attendees are without Internet access.

## Cisco WebEx

WebEx does not offer its own dial-in conferencing so attendees must join via the web. This limits access to video conferencing where Internet connections are not available, impacting mobility and productivity for employees on the go. Any dial-in capabilities require additional contracts, adding to management burdens. Dial-out conferencing for domestic calls is available at a cost of \$45/month.

## Citrix GoToMeeting

GoToMeeting includes dial-in conferencing, but organizers are not able to bring attendees into a meeting with dial-out capabilities.

## Google Hangouts

Currently, Android users must have both the Google Hangouts and Hangouts Dialer apps installed if they wish to call landline or mobile telephone numbers via PSTN. This adds extra steps to bringing attendees who do not have Internet access into a meeting.

# IM during meeting

## Skype for Business

Users can IM other meeting participants within the Skype for Business meeting experience, so attendees can ask questions, share relevant links or make comments without disturbing the presentation.

## Cisco WebEx

Users wishing to IM meeting attendees to share content or ask relevant questions must switch between WebEx and Jabber, which disrupts their meeting experience.

## Citrix GoToMeeting

GoToMeeting Web app does not offer the ability to integrate IM within the meeting experience. Users must transfer from one UI to another to conduct background conversations, disrupting the meeting.

Users can IM with other participants during a session using the GoToMeeting Desktop App only.

## Google Hangouts

Users on Android and iOS devices cannot participate directly in Google Hangout meeting chats.

In the Hangouts 7.0 update, users see a dialog box suggesting that they use Hangouts for SMS and switch to Android's standalone SMS client, "Messenger."

# Unified client

## Skype for Business

Users enjoy the same Skype for Business experience on their Windows PC or Mac; Windows, Android, or iOS mobile devices; and the Microsoft Surface Hub team collaboration device running on Windows 10. Skype Room Systems offer the same look and feel as other Skype for Business clients.

## Cisco WebEx

WebEx is compatible with Android, Blackberry, iOS, Mac, and Windows devices.

Session features vary depending on the operating system so meeting attendees may have unequal experiences. Users cannot share their screen or mute/unmute audio on Android or iOS devices, and 2-way video is only available on Windows Phone and BlackBerry devices.

## Citrix GoToMeeting

GoToMeeting has apps for iOS, Android, and Windows Phone devices.

Session features vary depending on the operating system so presenters cannot guarantee a consistent meeting experience attendees on mobile devices. Users cannot share videos or whiteboards on any mobile device.

## Google Hangouts

Mobile apps for Hangouts are available for Android and iOS devices, but not for Windows Phone.

# Meeting broadcast capabilities

## Skype for Business

Skype Meeting Broadcast allows up to 10,000 attendees to join professional, engaging global events via a browser on nearly any device. To host the meeting, producers need the Skype for Business Online Standalone Plan 2 (or 3) or Office 365 Enterprise E1, E3, or E5 plans.

Skype for Business includes real-time polling and sentiment tracking, plus Yammer, to enable dialogue during the broadcast.

Coming soon: near real-time transcription and translation services.

## Cisco WebEx

For WebEx Event Center, it costs \$479 per organizer per month to host up to 3,000 attendees.

If attendees have Microsoft Office 2013 installed, the following features are not supported when sharing PowerPoint 2013 files: animations, transitions and embedded video or audio files.

Attendees cannot play back a network-based recording on a mobile device.

## Citrix GoToMeeting

Users must purchase a GoToWebinar solution for large broadcasts of up to 1,000 attendees.

## Google Hangouts

Google Hangouts does not provide meeting broadcast capabilities.

Users must visit YouTube Live for live-streaming events.

# Summary



Skype for Business is an integral component of the Office 365 enterprise collaboration suite that includes document management, email, productivity apps, and identity management. With single-click access to IM, voice, web, and video conferencing throughout Microsoft Office 365 apps, Skype for Business makes collaboration seamless from within these familiar, everyday business productivity tools—while adhering to global security and compliance regulations. WebEx and GoToMeeting offer functional screen-sharing and video conferencing capabilities, but these standalone products require users to move out of their Office 365 apps to launch a meeting, interrupting their workflow. WebEx and GoToMeeting do not offer the data security and compliance capabilities required by many businesses. Google Hangouts is geared towards the consumer experience and is not a scalable solution for large enterprises.

Read more about the value of putting Skype for Business at the heart of business communications:

[products.office.com/en-us/skype-for-business/compare-plans](https://products.office.com/en-us/skype-for-business/compare-plans)

[products.office.com/en-us/skype-for-business/online-meetings](https://products.office.com/en-us/skype-for-business/online-meetings)

