

The following documents are included:

Part 1

Key factors for selecting a video conferencing solution

Part 2

Video conferencing solution comparison test 2020

Part 3

Hardware comparison for each manufacturer (individual comparison)



COMPARISON TEST VIDEO CONFERENCING SOLUTIONS 2020 CLOUD-PROVIDERS

THE CARDS HAVE BEEN RESHUFFLED FOR 2020

Drawing up a “Video conferencing 2020” comparison test is a big challenge. It’s not just that the equipment develops year on year and the systems from our last test report in 2015 had to be replaced almost completely, the technology itself has also changed.

The cloud, in particular, means that the full complexity and variety of functions of the modern unified conferencing world can be used with your first system from day one. What was previously the preserve of large companies that could commit large numbers of personnel to this area is now available to any user thanks to the cloud. So there are no more “introductory” systems that you can simply place alongside one another and compare, the entire platform is part of the package from now on. On the one hand, this means a wide variety of functions, scaling options and falling prices. On the other, however, it means that the selection process has become increasingly difficult. Even if we are able to rule out a large part of what is on offer, as we have already seen in part 1.

In part 2, we want to take you deeper into the details and give you the opportunity to become an expert yourself, so that you can make the right decision. We will take you on a journey through the most attractive collaboration objectives and the best upgrades for your workstations. We will pick you up from your front door, take you quickly through the solutions and requirements, then drop you off at your manufacturer of choice. But don’t worry, just give us a call and we can turn your customised journey into a package deal.

WHAT HAS CHANGED IN PRACTICE?

What has happened?

A few years ago, only stand-alone systems were generally available which, once connected to the IP network, usually allowed point-to-point video conferencing of professional quality. Only with increasing numbers of end points did so-called "infrastructure" become necessary. Over the years, some manufacturers have made a name for themselves in the "non-visible" backend, rather than in the devices that the user ultimately uses. The infrastructure component grew very quickly, with the result that devices without an infrastructure could only achieve half of what was technically possible.

For customers, this meant weighing up whether it was necessary to invest in infrastructure even with only a small number of end points. We struggled to draw up a comparative list at that time because end devices without the backend simply could not develop their full potential. In recent years, a significant increase in the range of functions has been added to the complexity of the infrastructure.

It became impossible to compare individual devices; and each manufacturer had its proprietary special functions that were only available to end customers with a complex infrastructure. In 2018, things are no less complex, but they are increasingly compatible. Now that the range of device functions has evened out to the extent that a general category can be used as a point of comparison, we are finally able to draw up a meaningful list of comparisons. Under our motto "the cards have been reshuffled", this report will tell you everything you need to know about the new functions of the end devices and their effect on day-to-day corporate life. The most striking change in this context is that we are no longer comparing technical specifications alone, but putting the technology in question into a context.

TESTING THE ROOM SYSTEMS – HOW WE TEST

We take the data from the technical specifications and have the devices put through their paces by our interdisciplinary and international test crew. The team focuses on two things: it has little time and a specific task:



Tasks and questions:

- Is the client easy and intuitive to use?
- What percentage of the range of functions is really useful?
- What is my experience of successes and failures?
- Could I improve my work with this tool?
- Are my expectations of a state-of-the-art communications solution met?
- Do I understand all of the functions immediately?

Our unerring test team basically does exactly what any potential or actual customer does when choosing a solution. It may be a little contrived at first, but then in a very natural way a solution for day-to-day use is put in place and at the end of the test period, conclusions are drawn.

The result is a test report which, following a description of the solution, addresses the strengths and weaknesses of the solution as a whole. The testers place particular emphasis on the room solutions, as the largest differences and limits to the solutions are most evident here.

The following manufacturers have come onto the market:



| Cisco Webex Teams



| Avaya Equinox



| StarLeaf Conferencing Cloud
StarLeaf for Microsoft



| Polycom



| Lifesize Cloud



| Zoom

Complex on-premises solutions are not suitable for a quick comparison test, as the great strength of today's on-premises systems lies in their high level of adaptability and a standard installation reveals very little, if anything, about performance.

We ask customers and potential customers who are looking for special solutions or complex networking between IT systems to consult our sales team for advice. Not included in this comparison test, but probably also relevant are: Pexip, Microsoft Skype for Business, Cisco Unified Communication on premises and Avaya Aura Platform.

COMPARISON OF COMMUNICATION SOLUTIONS

Unified communication, unified conferencing or unified collaboration – these terms are used time and again for a wide variety of things, but what exactly is the difference between them? What does my company need? Is a web conferencing solution adequate? Or can I promote interaction, trust and decision-making with professional video conferencing? Or should our project teams be collaborating and brainstorming on multi-touch displays? We summarise all the key points for you and give you an overview based on continuous testing of current solutions.

*UNIFIED COMMUNICATION

Unified communication refers to the integration of several communication channels in a single working environment. Chat, voice and rudimentary video are generally the basic components for such a workplace application. Availability, ad-hoc communication, call escalation (from sound to picture) and “traditional” telephone functionality are the key quality features.

**UNIFIED CONFERENCING

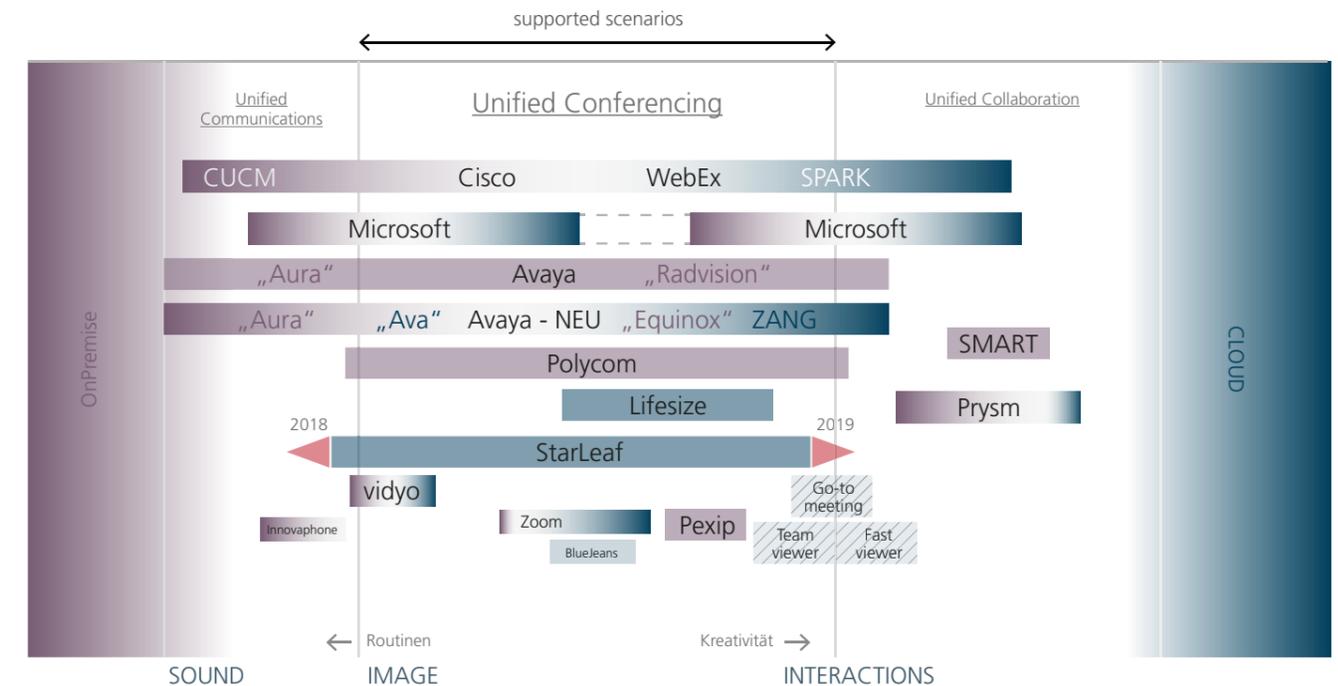
Unified conferencing refers to a more comprehensive communication system that aims to support and facilitate bilateral exchanges in and between conference rooms. At its heart are groups of several people who participate in presentations, consultations, discussions etc. in a collaborative working environment. The focus here is on breaking down barriers that may hinder communication: connections, media discontinuities, audio quality, availability, scheduling, set-up costs etc.

***UNIFIED COLLABORATION

Unified collaboration is a term used at the collaborative level: creative, intellectually challenging or politically sensitive tasks and projects already pose great challenges for those working on them and can become even more challenging where communication is technically complicated and unnatural. Unified collaboration is about overcoming these particular challenges to facilitate intuitive, sophisticated interaction for teams collaborating on tasks or projects, using the relevant technologies, tools and methods.



The range of possible solutions starts with the minimum equipment consisting of codec, camera, microphone and commercial TV, and ends with a multi-purpose conference room with large LED walls, wireless data feed, touchscreen controls including soft lighting, echo-reducing ceiling and chairs designed for long periods sitting down. However, the configuration level and quality required can be difficult to gauge by making comparisons and depends on areas of use, scenarios in the space, and of course, budget, all factors that must be discussed on an individual basis. In what follows, we will therefore limit ourselves to “stripped back” video conferencing systems.



The main criteria for classifying systems are video quality, audio quality, operation and price. Bandwidth efficiency is also particularly important for locations with limited network quality or reduced bandwidth.

Where the bandwidth is wide, the video quality of all the manufacturers’ solutions is almost the same, so only professionals can really tell the difference based on colour temperature or similar factors. Only the pure cloud provider StarLeaf is limited to a maximum resolution of 720p, in comparison to 1080p on other manufacturers’ devices, but this is still sufficient in our opinion. For fluctuating bandwidths or difficult bandwidth situations, things look a little different: of all the manufacturers, Avaya and Cisco require the widest bandwidth for good quality.

Lifesize offers the possibility of responding to even the smallest of fluctuations with a number of different solutions, by imperceptibly adjusting the resolution of a continuously flowing image.

StarLeaf and Vidyo work with an SVC version which can compensate for fluctuations well - but at the cost of a somewhat higher bandwidth requirement. In theory, Avaya has the solution with the highest performance, with a combination of SVC and High Profile, although in practice it didn’t quite deliver the results we had expected. However, Polycom currently has the best solution with SVC or High Profile - depending on the situation.

CISCO WEBEX TEAMS

Webex Teams is a solution for ongoing teamwork with video meetings, group messaging, file sharing and whiteboarding. If you use Webex Teams, you can start a meeting at the push of a button. Connect from anywhere and switch seamlessly between devices. Keep the conversation going after the meeting. With some of the most advanced security functions in the collaboration sector, you can be sure that your data, discussions and files are always protected.

Function and description

Teamwork in video conferencing

Everyone is a host: no more waiting for the host to start the meeting. Anyone can start a meeting, enable their screen, start whiteboarding, set others to mute and begin a video recording with a single tap of the finger. Always keep an eye on team members, whether they are present or not.

Pair and share: automatic pairing with a Cisco video device to manage meetings and enable screens. And you can simply switch between devices so that you can continue your meetings while you are on the move.

Easy planning: simple scheduling from the team app or your business calendar - including on your mobile device.

Group messaging

Immediate feedback: group messaging makes it easy to get answers to your questions and make decisions quickly and on a sound basis so that your projects continue to progress. Obtaining the right information at the right time might even save on a few meetings.

Nothing gets lost: with the always-on function, you never miss an important message. Are you unable to make it to a meeting? All information meetings, messages, files and minutes are recorded in the room.

Make the noise stop: set your notifications so that you only receive those that are important to you. Minimise the distractions without missing out on important updates.

File enabling

Everything is organised: your files are stored at the location where you and your team work. Project history and project progress are documented and available to everyone in the virtual team room.

Powerful searches: are you looking for a file, a person or a team? The secure search function makes it easy for you to find what you are looking for quickly.

Always ready: be better prepared in meetings - provide access to files and review them to make your meetings even more productive.

Whiteboarding: show, don't just tell.

Sharing a whiteboard: build ideas on one another. The annotation function makes it possible for every team member to work on a whiteboard simultaneously. Save what you come up with immediately and in a format that is accessible to everyone - you don't need to take a photo and send it in another app.

Draw on an endless piece of paper: clarify your feedback by drawing or writing changes directly onto existing documents. Your team can add to and edit the drawing at any time.

Interaction in real time: use the Cisco Webex Board or Cisco DX80. Make a contribution from any device. Remote participants are not only restricted to speaking - they can interact with the rest of the team.



Security

End-to-end encryption: your messages, documents and whiteboard drawings are encrypted by your device when they are sent to another and transmission is secure. We protect your data against the consequences of a security breach, against monitoring and against unauthorised access.

Secure searches: we have developed a secure search function that protects you, while allowing you to find the information you are looking for. The search is encrypted, so that search terms and results are saved and protected against hackers, governments and even Cisco itself.

Locking and moderation control: keep your teamwork private by locking rooms. Only moderators are able to add people to a room. Rooms with members from outside your company are marked as such.

The strengths & weaknesses

Cisco Webex Team is a complex-to-text solution which, in direct comparison to SLACK, offers an extremely high-quality meeting service, storage location for documents and, unlike Zoom and similar options, high-quality conference room solutions. In contrast to the Microsoft solution, CISCO Webex Teams focuses more on collaboration between remote teams, irrespective of what they are working on. Fast accessibility of people and information is the priority; fewer tables and text documents. With Mac OS, Windows, iOS and Android, the device support is extremely broad.

The video quality of Webex Teams is extremely high - with moderate consumption of bandwidth. Integration into professional room systems, in particular, provides one of the best sound and image qualities with extremely low latencies. On-premises systems such as call managers or calendar proxies can extend the system into a complete UCC solution. The double encryption process is particularly worthy of mention. The encryptions are distributed in such a way that the service, despite its worldwide availability, also allows storage of data in compliance with data protection regulations in the USA and Europe.

As with Slack, Cisco is building on the development efforts of its customers and service providers. Several hundred apps and plugins have been created in recent years which integrate Cisco Webex Teams more closely into internal IT systems and thus increasingly meet the requirements of a central communications platform.

As with all complex-to-text solutions, Webex Teams also "suffers" as a result of the complexity of the system as a whole. Those who are looking for a more straightforward unified conferencing solution or cannot or do not want to use the full range of functions will find other solutions with a more appropriate price point.

Comparable with: Microsoft Teams, StarLeaf, Slack

Who needs it: Companies with remote teams which appreciate the broad hardware support and telephony options. Cisco Webex Teams is a strategic decision and not a quick win.

This is what our testers say:

«I didn't find the store for the plugins until almost the end of the test. Just when I thought I could use everything, I discovered the real potential of the software»

«I was particularly impressed by the image quality in the conference room. Even in less than ideal lighting conditions, we always got a crisp, clear image»

«I prefer fast point-to-point calls. With other solutions, it always took a couple of clicks fewer. Compatibility with other systems was not that good»

STARLEAF

The upgrade for the workplace

With business processes that are becoming ever more global - involving international customers, field sales staff and external service providers - it is more important than ever to get hold of the right tools to communicate and collaborate effectively. This is the approach of the British company StarLeaf.

StarLeaf offers desktop and mobile solutions with secure messaging processes and high-quality video calls. Conference rooms can be equipped with video conference systems that are easy to use and, thanks to the one-button-to-push solution and complete interoperability with all standard video conferencing solutions, achieve a high degree of success.

The StarLeaf app is easy to use, secure and reliable - for messaging, meetings and calls and follows the same operating logic as the end devices. Each client-user can therefore use a room system quickly, and vice-versa.

Chat - Fast, effective communication: The messaging function makes it possible to discuss, clarify questions and follow updates in teams or private projects. With both individual and group chats and the option to convert each chat into a video call, everything focuses on effective communication.

Meetings - Teamwork without the frustrations: StarLeaf offers customers the largest possible range - with audio, video and screen sharing. This means that the number of end devices supported is large, compatibility with other cloud or on-premises systems has been given particular consideration and even the media discontinuity between audio, video and data is reduced.

Audio and video communication with conference room quality: StarLeaf's ambition is to eliminate communication barriers and offer video conferences that anyone can join - from anywhere, using any device. StarLeaf's cloud-based technology offers incomparable interoperability with all video call services and thus gives users the largest possible communication range - whether by telephone, in a room system, an app or on a website.

Compatibility and interoperability: Communicating better and making decisions faster - with cloud-based video calls that are as easy as a face-to-face conversation. Wherever you are and whatever device you are using, StarLeaf makes it possible for you to call anyone, anywhere and on any device.

**Strengths and weaknesses:**

StarLeaf is one of the first cloud-based video conferencing and unified conferencing providers with strong chat and well developed telephony functions. StarLeaf concentrates on maximum compatibility with other systems and solutions and basically offers two approaches: the first uses traditional video conferencing with H323 and SIP, long dominated by Cisco and Polycom, in which Microsoft compatibility is provided via the cloud. In the second, Microsoft-compatible room systems have native connections and compatibility with the traditional world is again provided via the cloud. Customers can therefore select which approach fits their own strategy better, without having to consider suppliers and partners.

The independence of the system from providers such as Amazon, Google and MS Azure should also be noted. The company's own computer centre capacity means that customers only have to entrust their data to one partner, which also has its roots in Europe. Equally unique is the ease of connection of telephone systems via so-called SIP trunks and the features that tend to be associated with telephone systems such as hunting groups, video mailboxes, forwarding, etc. The option to store data in the European cloud extends the opportunities for mobile collaboration. Website developers will certainly be interested in the easy connection of the solution to their own website (WebRTC) as a click-2-call solution, while sales staff like the exclusive communication channel that fits with email signature.

One criticism is that the dual end device strategy means that the choice of the correct end device is not easy. The much-cited "success guarantee" for conferences also means that customers often lose sight of the fact that the StarLeaf solution, of course, only interacts with professional solutions - to put it another way, support queries show that customers are quickly spoilt.

Comparable with:

Lifesize, Zoom, Skype for Business

Who needs it:

StarLeaf is also often referred to as the bridge to the large solutions from Microsoft and Cisco. It is therefore more suitable for companies which have their fingers in several pies through their customers and suppliers, and for organisations that are looking for a high-quality, secure unified conferencing partner with worldwide availability as quickly as possible. Like Cisco and Avaya, StarLeaf shines with its range and its specialised conference room systems which significantly enhance the quality of video calls compared to client-only solutions. Companies that are looking for an upgrade for their workplace and conference room without tying themselves down for years tend to opt for StarLeaf.

This is what our testers say:

»It's great that the user interface is always the same, I was able to practise on my client secretly and didn't give anything away in the conference room.«

»The room system won me over. With the ease of one-button-to-push, you really have to try hard to do anything wrong.«

»Once IT had fiddled around with it (editor's note: set up an SIP trunk), it was possible to reach me by phone as usual and I could make calls too. And even though I hadn't opened the software on my iPhone, the calls came through reliably.«

LIFESIZE CLOUD

Elevate meeting productivity

Lifesize offers cloud-supported video conferencing and conference room solutions for the modern workplace and is regarded as one of the pioneers in this area. The international headquarters of Lifesize are in Austin, Texas. Its Europe, Near East and Africa regional office is in Munich.

Lifesize is known for a series of "premieres", including the first HD video system for under USD 5,000 and USD 2,500, the first integrated HD streaming and recording solution, the first integrated virtualised video infrastructure platform and the first touchscreen conference room telephone optimised for video. In order to meet expectations on the rapidly growing market for cloud communications, the current Lifesize cloud is updated every three weeks to integrate new functions and features.

APP: High-quality video and audio conferences on all devices

The Lifesize app for desktop, smartphones and browsers delivers high-quality video and audio connections that you can rely on in critical business meetings. With reliability that is unequalled in the sector and user-friendliness derived from experience, Lifesize offers solutions that can be adapted very quickly by users and prove successful in the long term.

Conference room systems:

The professional series of audio and video conference devices has been developed to offer users a varied meeting experience. The set-up is plug and play, control is intuitive and user friendliness is unrivalled. From all-hand rooms and boardrooms to small meeting rooms, the cloud-based conference room solutions offer video conferences and wireless presentations for all your conference rooms.

Scaling of the solution through interoperability:

The Lifesize end-to-end conference solutions offer an unrivalled, consistent experience for all devices and meeting rooms. In addition, you can integrate Skype for Business, Outlook, Slack, Hipchat, Cisco, Polycom and other solutions into your workflow.

**Strengths and weaknesses:**

"Go for stellar video and audio conferencing" – the maximum conference quality possible in any network situation is the declared aim of Lifesize. Lifesize has also been known for its "first seen at Lifesize" strategy for a number of years. The expectations of the solution are correspondingly high: juddering is unacceptable, no artefacts are tolerated and if people talk over one another, the technology is not to blame. In short: the testers were not disappointed.

Lifesize has many years of experience in the development and operation of video conferencing systems and the associated infrastructure. A few years ago, Lifesize realised that customers no longer wanted complicated on-premises installations for complex communication solutions. In the light of this experience, the decision was taken to opt for a "more complex, less complicated" cloud strategy. This controversial step is now the basic pillar of the company's success and, since complete modernisation of the cloud platform, Lifesize has been operating one of the fastest growing and largest unified conferencing platforms in the world. What used to take months of project time is now achievable in just a few minutes. Based on the experience of a large number of on-premises systems it has installed, Lifesize has also become familiar with numerous customer networks and various firewall systems, which is now reflected in the simplicity of commissioning.

The focus on the image of the other party and the low duplex time are large plus points, but a criticism may be that, although "traditional" media such as telephony and chat are available, they do not offer as many functions as other providers.

Comparable with:

Polycom, Zoom, Avaya, Cisco

Who needs it:

Customers who want to equip conference rooms with reliable, cost-effective communication equipment with plenty of functions, who want video-based communication across remote locations, or who are looking for a complete, contemporary unified communication solution without a complex-to-text approach will opt for Lifesize cloud.

This is what our testers say:

»It works.«

»Others may regard it as a disadvantage, but I liked the fact that you don't always have half a dozen devices ringing when you get a video call. The help videos in the app are useful.«

»Wireless presentation works and easy recording now makes it harder for colleagues to claim that they didn't know what has been discussed - as far as the client is concerned, it couldn't be easier to use.«

POLYCOM

Polycom is an end device manufacturer for communication and collaboration solutions in and around the conference room. "There is no problem for which Polycom does not have a device": The product range covers everything from VoIP desktop devices, through the famous Polycom conference spider and video conferencing room systems, to wireless presentation systems with multitouch displays. Polycom devices can be found in many conference rooms in the world, with the result that Polycom itself refers to the "gold standard of collaboration". Since 2018, Polycom has been part of Plantronics, a company from the USA known for its headsets.

Flexible working no longer means just working partly in the office and partly at home, it means the capacity to work wherever you are. "Anywhere working" is the idea. The right technology, in particular video collaboration technology, is a crucial factor in allowing employees to work wherever they are. An advantage of anywhere working is the opportunity to adapt to individuals and their specific needs. Even though this flexibility makes a significant contribution to the effectiveness and appeal of this form of work, a certain amount of core technology must be available to turn the vision of today into reality in the long term.

Make every meeting count again: Help your team to work together wherever they are. Polycom's video conferencing devices help you to capture every nuance and achieve more.

Polycom has realised that all forms of collaboration have one basic aim: bringing people together to work. The simplest form is a meeting in a working environment specially designed for people to exchange ideas – the conference room. Polycom's aim is to support this optimal on-premises form of human interaction with special hardware and software as effectively as possible. Increasing specialisation and globalisation make it more and more difficult to bring together precisely the people who are required. As a result, the second part of the company's portfolio deals specifically with connecting people from remote conference rooms, or even from the workplace or home office, in one meeting. It is not possible to do everything remotely that can be done in an on-site meeting - but with the help of Polycom, the gap is diminishing every day.

Polycom offers devices in two categories: for connection to Skype for Business or Office 365, or for connection to Polycom's own on-premises infrastructure. Operation of the devices varies according to the target platform; within the platform the operating logic is consistent from the mobile client to the room system.

**Strengths and weaknesses**

Polycom offers video collaboration for the browser, for Windows and Apple Mac computers, for iOS and Android devices. End devices for any conceivable size of conference room and immersive telepresence systems that turn a simple room into a video conferencing studio. The sheer breadth of the portfolio is a strength and a weakness at the same time. From the audio solution through to the company-wide UC solution, customers will find every conferencing wish catered for, but without a little expertise you can quickly lose your way.

Polycom's own infrastructure approach is primarily designed for on-premises operation. Through consistent use of virtualisation, the modular design of the system and the outstanding documentation, project times are comparatively short but cannot be compared to those of the cloud providers.

Comparable with:

Avaya, Cisco, Lifesize, StarLeaf (Microsoft)

Who needs it:

Companies who want to operate their own video communication solution - whether it's on the basis of more extensive integration into existing systems or in the interests of security - will find a fully developed, high-quality solution from Polycom, without having to replace and operate a telephone system at the same time. Microsoft customers value Polycom as one of the few providers of high-quality end devices for Skype for Business. Potential customers who might not yet have decided which direction they are moving in have the unique opportunity to purchase one of Polycom's tri-stack systems, which are suitable for SIP, H323 and Skype for Business in parallel.

This is what our testers say:

»The voice and video tracking of the camera systems in the large conference room (editor's note: Polycom EagleEye Director) is almost frighteningly good – I didn't even miss the good old remote control, the camera always recognised the best angle.«

»I was most impressed at how reliably the system managed to filter out audio interference – even when the window overlooking the street is open, the person you are talking to cannot hear anything (editor's note: Polycom Acoustic Fence technology).«

ZOOM

The Californian provider Zoom develops Cloud-based videoconferencing solutions that are designed to compensate for all frictional losses in video communication through their interoperability. Users can use virtually any hardware they want, from legacy systems to simple cameras and computers.

Zoom Rooms are easy to install, manage and schedule. For optimal planning of your room occupancy, customers can equip their entire organisation with appointment displays. Record your meetings to be able to play them back, or just search for the automatically generated Cloud transcripts.

Zoom Rooms and Workspaces ist das softwaredefinierte Videokonferenzsystem für Konferenzräume in allen Größen. This software combines videoconferencing, wireless content sharing and audio in one platform. On Macs and iPads, you can start meetings at the touch of a button, while Zoom Rooms and workspaces integrate with your existing audio system. Deliver content to the meeting from any of your mobile devices, whether you're on-site or on the road. Zoom Rooms and workspaces now run natively on Crestron TSW touch panels. Thus, you can completely control your videoconferences using the touchpanels on the media or room control unit.



Strengths and weaknesses

Zoom offers official hardware with Cloud-based Zoom Rooms software for a fraction of the cost. It is particularly suitable for videoconferencing beginners because it is easy to use for seamless integration and meeting planning. High-quality video and audio conferences are possible with up to 200 interactive video participants or 3,000 webinar viewers. Its flexibility allows it to work with all devices, and it supports BYOD environments. Participants can join the conference via desktop, laptop, mobile devices, phones, traditional H.323 room systems and Zoom Rooms. High-definition content can be shared via Wi-Fi, AirPlay Mirroring or direct HDMI connection. It works with any legacy endpoints, including Polycom, Cisco, Lifesize and others. Options are available for remote or on-site provisioning services.

Comparable with:

Avaya, Cisco Webex, Lifesize

Who needs it:

Companies looking for a simple, flexible and affordable videoconferencing solution. Zoom Rooms combine features such as videoconferencing, wireless content sharing and integrated audio and can be deployed and used in any conference room with minimal effort. It is fully interoperable, which makes it easy to integrate with existing videoconferencing systems.

This is what our testers say:

"When Zoom announced 'Zoom Rooms', it was such a Eureka moment for us. Zoom offers us the same simplicity in our conference rooms as on our desktops."

"Zoom worked right from the start. Elegant, simple – you click, and you're connected."

"We've already used the zoom and video system in several ways, and our expectations have been met exactly. The acoustics in Basel and Berlin are still a problem – the reverberation of the rooms is too strong. The colleagues there still have to do something about it. Otherwise, top notch."

Meet-on-the-Bridge concept vs. Ad Hoc conferences vs. direct calling

Zoom integrates different methods and combines the reliability of Meet-on-the-Bridge concepts with the flexibility and speed of Ad Hoc conferencing.

Innovative strength and integration into existing systems

Zoom offers the possibility to connect to a multitude of other applications and providers via defined interfaces (so-called WebHooks), and thus profit from the innovative power of networked customer solutions: Users can interact with more than 1,000 applications and transparently combine even complex issues through easy-to-use workflow editors.

Context of development

Videoconferencing, webmeetings and conference room technology are coming together for the first time: the all-IP strategy of AV manufacturers and the increasing migration from classic, star-distributed routers to IT-based "multicast streaming" enables services such as Zoom to integrate a large part of classic media technology without programming effort and costly implementations. In addition, even standard components are now generally so powerful that dedicated hardware is no longer required for many deployment scenarios – and the software platform is scalable from mobile devices and workstations, to medium-sized meeting rooms.

Simplify your meetings!

Zoom Rooms are easy to install and even easier to manage and schedule. For optimal planning of your room occupancy, customers can equip their entire organisation with digital signage for their meeting planning and for booking rooms. Record your meetings to be able to play them back, or just search for the automatically generated Cloud transcripts.

AVAYA EQUINOX

Meetings online

Meetings in the cloud for desktops, mobile devices and room systems

The communications company Avaya is one of the leading companies in the field of IP telephony (VoIP), unified communications and call centre solutions. Avaya Labs, which is part of the same company and came out of Bell Laboratories, focuses in its research and development work on the areas of communications technologies, machine learning and AI. Through the takeover of Radvision in 2012, Avaya secured core expertise in the areas of video communications, testing and video-over-IP development. Equinox Meetings Online is Avaya's official video & collaboration solution from the cloud. This premium solution provides the option to rent virtual conference rooms with 1080p streaming and recording in real time through WebRTC.

You can plan your conferences on the web and in the Outlook plugin and invite guests with Equinox Guest Client. You share your content and work together with the participants on it.

The German audio dial-in numbers are available and communication is via encrypted connections.

A user-based meeting room is made available. Several rooms can be booked. Each virtual meeting room can accommodate up to 50 participants at a time.

Comparable with:

Zoom, Lifesize, BlueJeans

Who needs it:

Customers who already use a functioning video environment and are looking for simple scaling options. Avaya customers benefit from the integration option. Anyone who is looking for a high-quality, secure and cost-effective meeting service similar to Zoom and does not want to forego the options provided by professional room systems will not go far wrong with Avaya.

This is what our testers say:

»One of the few room systems that meets the maximum configured bandwidth down to the last bit – it's clear that Avaya has plenty of experience of complex networks.«

»You realise that Equinox Meetings Online is just a small part of what the complete Avaya Equinox solution has to offer.«

»...stable, good quality, easy to dial in – what more do you need?!«



Summary

Call yourself an expert!

Do you have your eye on a manufacturer or a solution? We would be happy to go into more detail with you. The selection journey is far from over. Workstations and conference rooms have to be equipped and manufacturers have a wide range of solutions to choose from here. In part 3 of our comparison, you will discover which specific systems your favourites have to offer, how you can integrate them and which customers have already made successful use of which systems and where.

