

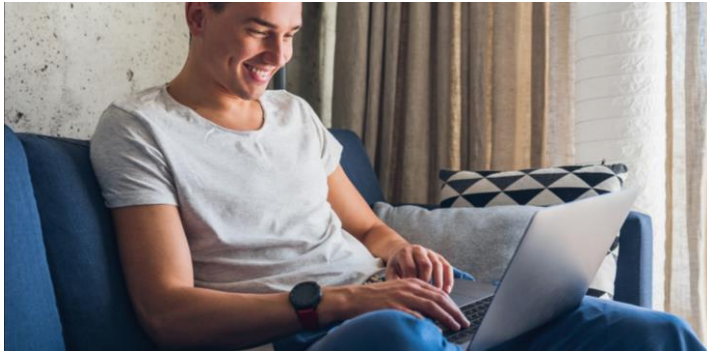


Cisco Webex Competitive Assessment

Comparing Cisco Webex to Zoom Meetings and Microsoft Teams

Brent Kelly, Principal Analyst, KelCor, Inc.
bkelly@kelcor.com, 435-563-2532

Why evaluate collaboration solutions related to the future of work?



Companies need a strategy for effective employee collaboration from home, the office, and while mobile



Organizations want to deploy a solution that best enables collaboration for all workers and aligns with corporate IT initiatives



Employees need tools that will integrate with the applications that empower them to work effectively the way they want

Who Did the Assessment?

Dr. Brent Kelly

Principal KelCor Analyst

21 years covering the communications industry

Has real world engineering, management and consulting experience in a number of industries:



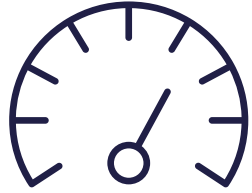
Authored hundreds of articles on unified communications and writes regularly for [NoJitter.com](https://www.nojitter.com)

Prepares a competitive analysis session at [Enterprise Connect](https://www.enterpriseconnect.com) every year

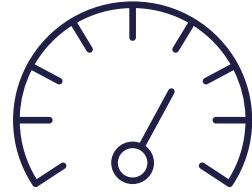
[www.KelCor.com](https://www.kelcor.com)



An Unbiased, Independent Assessment



Cisco Webex



Zoom



Microsoft

Was it really done
independently?

Yes!

Although sponsored by Cisco, the results are based on independent testing done in KelCor's lab

No one knew the outcomes in advance

How Were the Competing Services Sourced?

KelCor paid full commercial price for all services

Microsoft 365 Services

Purchased E5 licenses through a Microsoft partner

Purchased Business Voice (PSTN) and Teams Room System licenses from the Microsoft partner

Obtained “resource” email addresses for other services through Microsoft Office 365

Teams Phones and Teams Room System devices were sourced from third-party Yealink, Poly, and Logitech partners

Zoom Meeting Services

Purchased Zoom Business licenses direct from the Zoom website

Purchased Zoom Phone (with PSTN), Room, Audio Conferencing, and H.323/SIP Room Connector licenses

Account email addresses came from Office 365

Zoom Room and Zoom Phone endpoints were sourced from Neat.no and third-party Yealink and Poly partners

Cisco Webex Services

Purchased Webex Meeting and Calling licenses from a Cisco SP partner

Service provider partner provided PSTN connectivity

Account email addresses came from Office 365

Cisco phones and Webex Room Kit Mini were leased from the SP; Cisco provided a DX80

Real-life Standard Procurement Process

Who Determined What Was Tested?

Cisco offered two real RFPs; KelCor created 10 “employee personas”.
These were combined to create the functionality for the test plan.

2 RFPs



10 Personas



Test Plan



Characteristics & Capabilities that companies specify

(Cisco won one RFP and lost the other one)



- Foundational Knowledge Worker
- Mobile Field Worker
- Frontline Worker
- Production Worker
- Contact Center Worker
- Business Operations Worker
- Manager and Admin Worker
- Educators and Constituents
- IT Admin Worker



Characteristics & Capabilities that working people need

Over 200 Features & Capabilities Tested

Scoring the Test Results

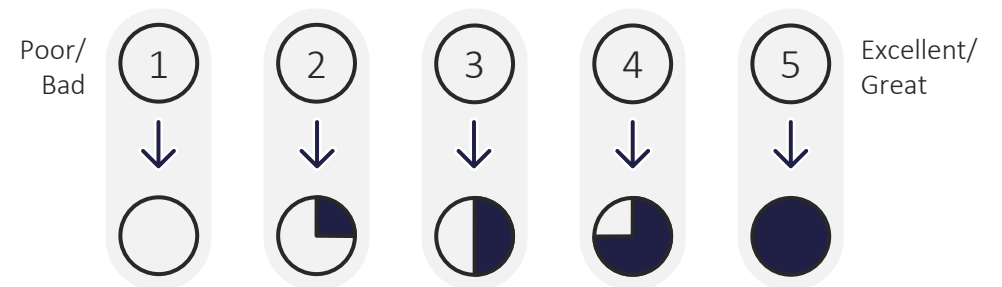
Scoring

- a Each test item received a score between 1 and 5
- b 1 is poor, 5 is excellent
- c KelCor provided operational notes or insights on many functional areas (308 informational notes created)

Consuming the Results

	Cisco	Zoom	Microsoft
One-on-One Chat	5	5	5
Persistent Chat	5	5	5
Message Read Receipt	5	1	4
Chat/Workspace Pop Out	4	1	5
Screen Capture & Post in Chat	5	5	1

A Sample of the Functionality Scoring



CATEGORY SCORES ARE REPRESENTED AS HARVEY BALLS

Tallying the Final Overall Category and Persona Scores

- 1 The 200+ capabilities tested were divided up into 11 “categories”.
- 2 Each capability was given a score between 1 and 5.
- 3 No “weighting” was applied to any capability.
- 4 The score from each capability in each category was summed and then divided by the number of items in that category. This gave a final “category” score.
- 5 Persona scores were created by summing up the individual scores from all capabilities in all functional categories used by a particular persona. This sum was then divided by the number of individual capabilities used by the given persona.

A Note on Scoring

These scores are a snapshot in time.

Each provider constantly adds functionality that will change the scoring over time.

	A	B	C	D	E	F
1				Cisco	Zoom	Microsoft
80			Breakout Rooms Supported	5	5	1
81			CoHost Role	5	4	4
82			Integration with MS Teams	5	4	5
83			Third-Party App Integration	5	5	5
84			Meeting Assistant			
85			Compare Capabilities	3	1	3
86			Guest Experience			
87			Full collaboration federation for external parties	5	5	3
88			Guest – no authentication required	5	5	5
89			Guest join using Web browser	5	5	5
90			Guest can screen share from a downloadable client	5	5	5
91			Guest can screen share from Web clients	5	5	5
92			Guest participation in Team Workspace	5	1	3
93			Limitations in Guest Experience	5	5	2
94			Recording and Transcription			
95			List/Playback Meetings	5	5	5
96			Edit Recording Titles	3	1	5
97			Download Recordings	5	5	5
98			Share Recordings	5	5	5
99			Auto-Share Recordings	5	2	5
100			Restore Deleted Recordings	5	5	5
101			Admin Can Manage User Recordings	5	5	5
102			Recording Indicator Displayed	5	5	5
103			Create Text Transcript	5	5	5
104			Can See “Grid View” in Video Recording	5	5	1
105			Download Audio Only	1	5	1
106			Download Transcript Only	3	3	4
107			Playback Disclaimers	2	1	1
108			Reprocess Audio to Create Post Meeting Transcript	1	1	5
109			Add transcript to Audio/Video Recording	1	1	5
110			Search Recordings by Date or Keyword	4	5	5
111			Streamlined Meeting Start/Joins			
112			No/Low Touch Joins in Conference Rooms	5	4	3
113			One-Button Joins	5	5	5

Assessment Result:

by Functional Category

	Cisco Webex	Zoom	Microsoft
Procurement and Installation			
Service Costs			
Presence and Status Controls			
Messaging			
Scheduling and Calendar Integration			
Calling and Telephony			
Meetings			
Recording & Transcription			
Events			
Overall			

HIGHLIGHTED CELL REPRESENTS THE FUNCTIONAL CATEGORY HIGHEST SCORER

Assessment Result:

by Employee Personas

	Cisco Webex	Zoom	Microsoft
Foundational			
Knowledge Worker			
Mobile Field Worker			
Contact Center Worker			
Frontline Worker			
Business Operations Worker			
Production Worker			
Manager and Admin Worker			
Educators and Their Constituents			
IT Admin Worker			

HIGHLIGHTED CELL REPRESENTS THE PERSONA HIGHEST SCORER

Only Webex Has a Full Collaboration Stack

The other solutions are missing key components



Messaging

Webex's Messaging capability scored highest.



Devices

Provisioning and managing Cisco Webex devices is easier than those of competitive solutions that must rely on third-parties.



Meetings

Webex's Meeting functionality scored highest.



Calling

Voice is critical for many communications situations.



Contact Center

The competitive solutions do not have a contact center, but instead must rely on third parties. Cisco's contact center is managed from the same Control Hub as collaboration.

Cisco Leadership

Although not specifically tested, Cisco leads the market...



Cisco has 50%+ market share in telephony for both cloud and on-premises deployments

Competitive offerings are cloud only – no hybrid, no on-premises, no migration options. With Cisco Flex Plan pricing, organizations can migrate from on-prem to hybrid to cloud at their own pace



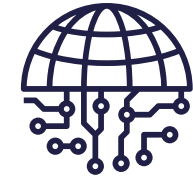
Cisco leads in applied AI for meeting assistant, people insights, noise reduction, and contact center

The competitors in this assessment do not have a meeting assistant, a contact center, or AI-based noise reduction



Cisco has adjacent offerings in cloud security, networking, and edge media

Security and networking is built into all of Cisco's offerings from the outset – it is not an afterthought



Cisco owns its own media network for real-time communications

Voice and video traffic traverse the Cisco Webex purpose-built, secure media network to ensure QoS

Two Important Next Steps

1 Define Your Own User Personas

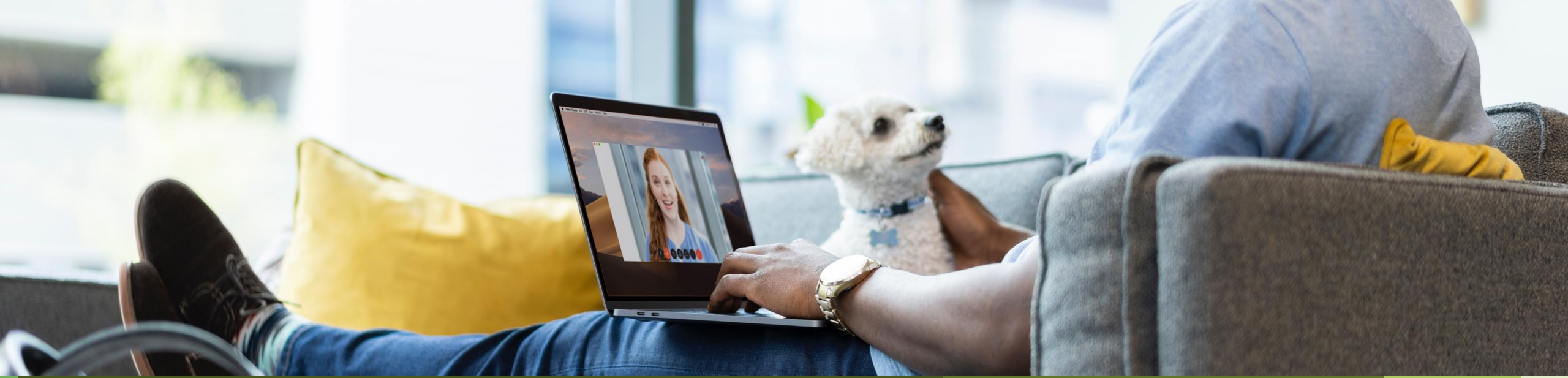


- ➔ Examine the different kinds of workers in your organization
- ➔ Identify their communications and collaboration workflows
- ➔ Choose a collaboration solution that meets the needs of the most people
- ➔ Integrate collaboration into other workflow tools

2 Consider Platform Consolidation



- ➔ Saves licensing dollars
- ➔ Simplifies operations
- ➔ Eliminates shadow IT
- ➔ Reduces training costs
- ➔ Removes workflow friction
- ➔ Enables broader integration



Persona Profile Assessment Highlights

The Foundational Profile

Cisco Webex

Zoom

Microsoft

The Foundational Profile looks at communications needs that are shared across the organization.



Where Cisco especially excelled

Full communications stack, including contact center

Advanced, intelligent meeting room devices

End-to-End Encryption on all endpoints, including telephones

Easier device management

Webex Events for large meetings is far more capable than competitive offerings



The Knowledge Worker Profile

Cisco Webex

Zoom

Microsoft

The Knowledge Worker Profile is for workers that create new products, services, and concepts. They typically do not follow a defined process other than using best practices.



Where Cisco especially excelled

Excellent collaboration capabilities across all mobile device types

Broad and seamless interaction when working with external parties

Leading security infrastructure with optional self-management for encryption keys



The Mobile Field Worker Profile

Cisco Webex

Zoom

Microsoft

Mobile Field Workers do their work outside of an organization's physical location. They interact with customers, clients, or citizens doing design, professional services, sales, installation, and support.



Where Cisco especially excelled

Webex has outstanding messaging and shared workspace functionality

Instant "See-What-I-See" connections via mobile headset camera with Webex Expert on Demand

Fully functional mobile device collaboration found in Webex is vital because these workers have no desk



The Manager and Admin Worker Profile

Cisco Webex

Zoom

Microsoft

Managers and Their Administrative Assistants set strategy, priorities, and organizational goals. They monitor, oversee, and adjust the activities and structure of an organization.



Where Cisco especially excelled

Market leading messaging functionality across all devices keeps managers and admins in touch with distributed teams

Starting meetings becomes simple via low touch/no touch joins

Smart devices count room occupancy for compliance with COVID physical distancing guidelines

For all-hands meetings and broadcasts, Webex Events has the most functional offering by far among these competitors



The Contact Center Worker Profile

Cisco Webex

Zoom

Microsoft

These are typically agents and supervisors working in an office or at home. They handle multichannel customer interactions via applications integrated into an organization's CRM, ERP, and CC software.



Where Cisco especially excelled

Cisco is the only vendor tested that offers its own contact center solution

Cisco Webex's calling capabilities are controlled from the same interface as the contact center, making operations simpler

Contact center workers still need to participate in meetings, and Webex meetings was ranked higher than competitive offerings



The Frontline Worker Profile

Cisco Webex

Zoom

Microsoft

These workers engage face-to-face with customers, shoppers, diners, and citizens typically in a retail or transactional-type environment.



Where Cisco especially excelled

Market leading messaging functionality across all devices keeps frontline workers in touch with team members and supervisors

Webex's calendar integration enables easy scheduling for training and other employee meetings

The Webex spaces functionality allows content and messaging to be updated and easily located, keeping workers informed

Webex Meetings and Events allows workers to be trained live or on demand as their work schedules permit



The Business Operations Worker Profile

Cisco Webex

Zoom

Microsoft

These workers are in an operational role processing transactions inside the business working with ERP, medical records, payroll, enrollment, logistics, purchasing, and other systems.



Where Cisco especially excelled

Webex has excellent business messaging across all device types

Shared Webex workspaces allows these workers to be kept up to date with content and to respond to co-workers' needs

The ability to have instant face-to-face meetings using Webex allows rapid resolution for situations outside of normal processes



The Production Worker Profile

Cisco Webex

Zoom

Microsoft

These workers provide an organization's products or services and are engaged in manufacturing, food preparation, housekeeping, inventory, healthcare, lab testing, etc.



Where Cisco especially excelled

Market leading messaging functionality across all devices keeps production workers in contact with team members and supervisors

Webex calling with its auto attendant, IVR, and call queues helps these workers report results, resolve problems, and arrange product or service transfers



The Educators and Their Constituents Profile

Cisco Webex

Zoom

Microsoft

Teachers interact and convey information to students of all ages. External communication is critical for those with K-12 students for remote teaching and for engaging with parents or guardians.



Where Cisco especially excelled

Webex meetings makes it secure and easy for teachers to engage interactively with students

For lecture broadcast and informational parent meetings, Webex Events is the most functional offering among these competitors

Webex's mobile sharing capabilities allows students to use any device to participate in classes and to get help with homework



The IT Admin Worker Profile

Cisco Webex

Zoom

Microsoft

IT administrators design, implement, maintain, and monitor communications systems. They also interface with CxOs and user stakeholders about how these systems add value to the organization.



Where Cisco especially excelled

Cisco Webex provides one interface for managing calling, meetings, spaces, and contact center

Control Hub has tools for real-time audio and video troubleshooting and problem resolution

Telephone and video device firmware receives automatic updates once they are registered in Webex Control Hub

Webex devices enable COVID-19 room occupancy count compliance reporting along with zero-touch meeting joins

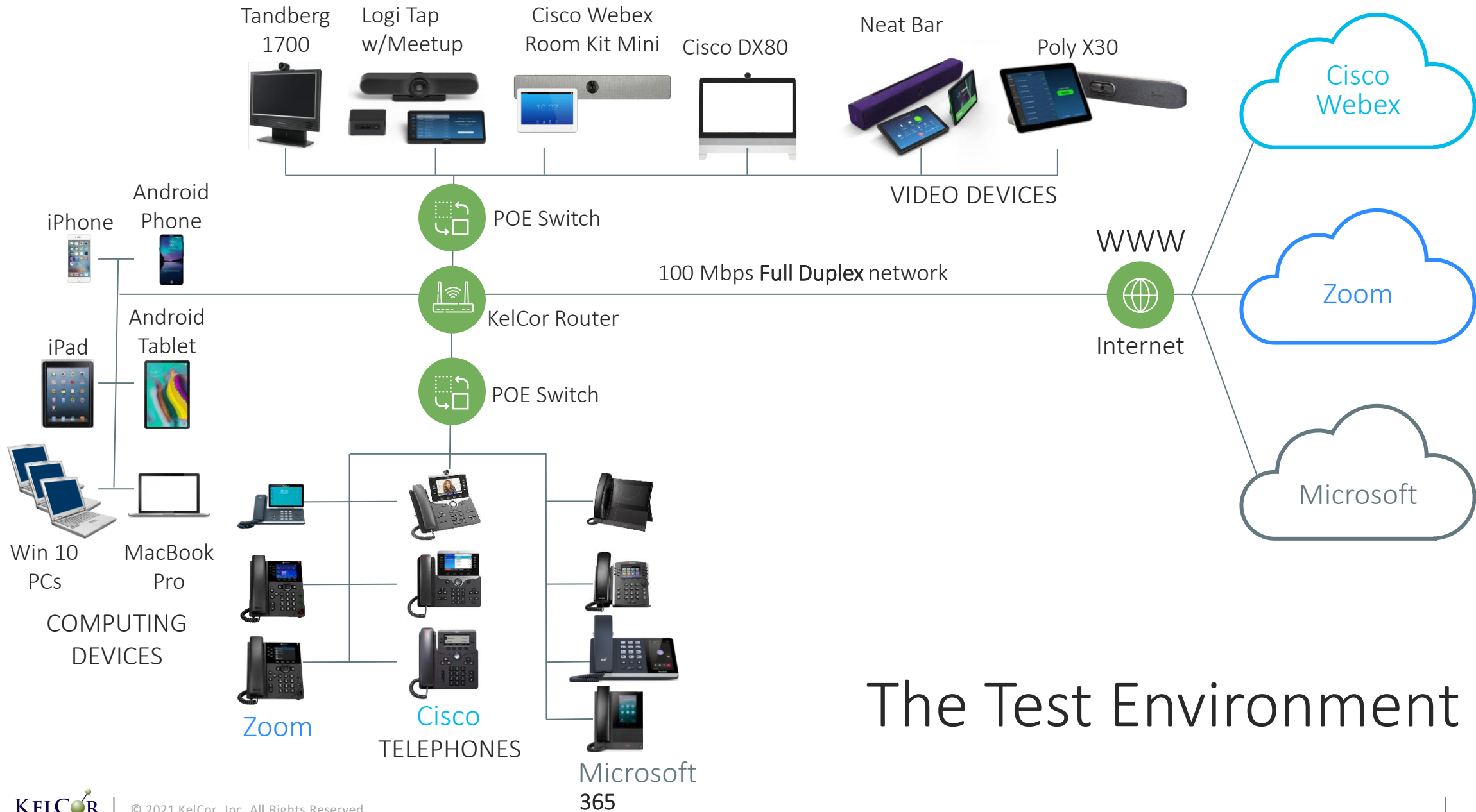
Webex's market leading meeting, messaging, and shared space capabilities allow communicating with stakeholders across the organization





Appendix

The Test Environment



The Test Environment

Assessment Result: (Numerical Scores)

by Functional Category

	Cisco Webex	Zoom	Microsoft
Procurement and Installation	3.3	4.0	3.3
Service Costs	5.0	4.0	3.0
Presence and Status Controls	3.5	4.0	4.5
Messaging	4.2	3.0	4.1
Scheduling and Calendar Integration	4.0	2.8	4.3
Calling and Telephony	4.1	4.2	4.0
Meetings	4.3	4.0	3.9
Recording & Transcription	5.0	5.0	5.0
Events	5.0	4.6	3.5
Overall	4.3	4.0	4.0

HIGHLIGHTED CELL REPRESENTS THE FUNCTIONAL CATEGORY HIGHEST SCORER

Assessment Result: (Numerical Scores)

by Employee Personas

	Cisco Webex	Zoom	Microsoft
Foundational	4.4	3.7	4.0
Knowledge Worker	4.5	3.7	4.1
Mobile Field Worker	4.6	3.9	4.1
Contact Center Worker	4.2	4.0	4.3
Frontline Worker	4.2	3.0	4.4
Business Operations Worker	4.2	3.0	4.4
Production Worker	3.9	3.7	4.2
Manager and Admin Worker	4.5	3.9	3.8
Educators and Their Constituents	4.5	4.1	4.0
IT Admin Worker	4.5	3.2	4.1

HIGHLIGHTED CELL REPRESENTS THE PERSONA HIGHEST SCORER