A Report by

METACONNECT CONSULTING

The Best 10 Video Conferencing Software Solutions

Contents

Introduction to Video Conferencing Software

Video conferencing software enables online communication for audio meetings, video meetings, and seminars, with built-in features such as chat, screen sharing, and recording. These applications are implemented to enable long-distance or international communication, enhance collaboration, and reduce travel costs. Employees at every level within an organization can use video conferencing tools to host or attend virtual meetings with fellow employees, company partners, or customers, no matter where the attendees are physically located.

Video conferencing solutions eliminate the need for in-person attendance in both quick scrums and important meetings, adding convenience to daily schedules for all involved, improving client relationships, and ensuring open and consistent communication between teams. Some video conferencing systems offer integrations with marketing automation and CRM software to sync critical business data into relevant conferences and allow for streamlined follow-up communications and updates to contact accounts.

To qualify for inclusion in the Video Conferencing category, a product must:

- Provide online video and audio communication between two or more parties
- Allow video conference hosts to modify specifications and invite guests to meetings
- Offer features like screen sharing and chat within individual conferences
- Offer recording capabilities for future references or presentations

Why Use Video Conferencing Software?

Video conferencing software offers all the benefits that come with face-to-face communication, without the cost of commuting or traveling. For businesses, this means no hiccups in communication for remote employees, potential prospects, or outside stakeholders, regardless of travel capability. This can be especially useful for small businesses looking to grow without exorbitant travel costs.

Some video conferencing software has overlap with webinar software functionality. Free webinar software offerings can be more difficult to come by, so some turn to traditional video conferencing tools to meet their needs without having to spend more on an expensive webinar tool.

Who Uses Video Conferencing Software?

Businesses of all types and sizes find multiple uses for video conferencing software. It proves to be a powerful check-in tool for companies with multiple branches or upper management in separate locations. It's also used by growing businesses to expand their prospects and check in with employees without the need for travel. Even mid-market and enterprise-level businesses use video conferencing in their daily operations to connect with stakeholders and prospects.

Many free video conferencing options are available as well, making them an appealing tool to freelancers or other self-employed individuals. Free versions of video conferencing offerings are usually an option, which provide less extensive functionality more suitable for single users.

Video conferencing tools are sometimes built into online learning platforms or learning management systems as a medium to connect teachers with their students. These offerings are more specialized to the online learning environment, often providing additional file sharing, polling, and whiteboarding capability to effectively simulate a physical learning space.

Common Video Conferencing Software Features

- **Video calling** – High-quality video for one-to-one or conference calls is the backbone of video conferencing software.
- **Audio calling** — Many video conferencing tools will offer the option for calls hosting only audio, akin to a phone call. Similarly, most products will allow participants to join conference calls with just audio, or video and audio.
- **Recording** – Products with this feature will allow users to record a video or audio conference call so it can be reviewed later. Some products will even host the recorded video within the platform with the option to download it, as well, for sharing.
- **Screen share** — T – This feature allows participants to share their screens alongside, or instead of, a webcam feed.
- **Text chat** — Some video conferencing tools provide a live text chat for participants to use alongside or instead of audio. These text chats can be recorded and referred to later. Some video conferencing products will allow for peer-to-peer or peer-to-group text chatting outside of video meetings, as well.

- **Document sharing** – Document sharing features will occasionally be built inside of a text chat function, but this is not a hard-and-fast rule. Some video conferencing software will offer straightforward document sharing without a text chat.
- **Scheduling** — The ability to schedule meetings in-app comes with some video conferencing tools. Others will integrate with outside scheduling or calendar software, too.
- **Presentations** — While some video conferencing tools will allow for presentation hosting via integration with outside presentation software, others will allow users to build and present slideshows within the application.

Benefits and Potential Issues

Some of the benefits of video conferencing software include:

- **Improved collaboration**: Video conferencing allows for more effective collaboration than email and phone calls alone. Companies find great value in having face-to-face meetings, even when they're done virtually via a video conferencing solution.
- **Cost savings:** Video conferences can be used to save time and travel costs of going to remote locations for meetings. Additionally, some platforms can be used to produce and stream webcasts whenever the content needs to be rebroadcast (for example, as part of an employee onboarding process).
- **Smaller carbon footprint**: Reducing the number of flights employees take to travel for meetings can greatly reduce a company's carbon footprint. According to the New York Times, a single round-trip flight between New York and California accounts for about 1/5th of the carbon emitted by a car over an entire year.

Some potential issues to be aware of:

- **Network bandwidth**: The bandwidth needed for video conferencing can be significant. This can add to a company's ISP expenses and, in some cases, can necessitate upgrades to a company's internal networking hardware.
- **IT security**: Video conferencing platforms can introduce complexities from an IT security standpoint. For example, companies that rely on VPN services for securing remote access, may find they need to investigate other solutions if their VPN provider is incompatible with their conferencing solution.

Trends Related to Video Conferencing

While some video conferencing tools rely on proprietary hardware, many are cloud- or application-based offerings that will work on supported hardware devices. However, a few video conferencing products have built-out software that turns entire rooms into digital conference spaces without any proprietary hardware. This powerful functionality ensures that even those without a device can take part in conference calls, as long as they are in the room. This technology has become incredibly popular and may in fact be setting a new standard for other video conferencing products to match.
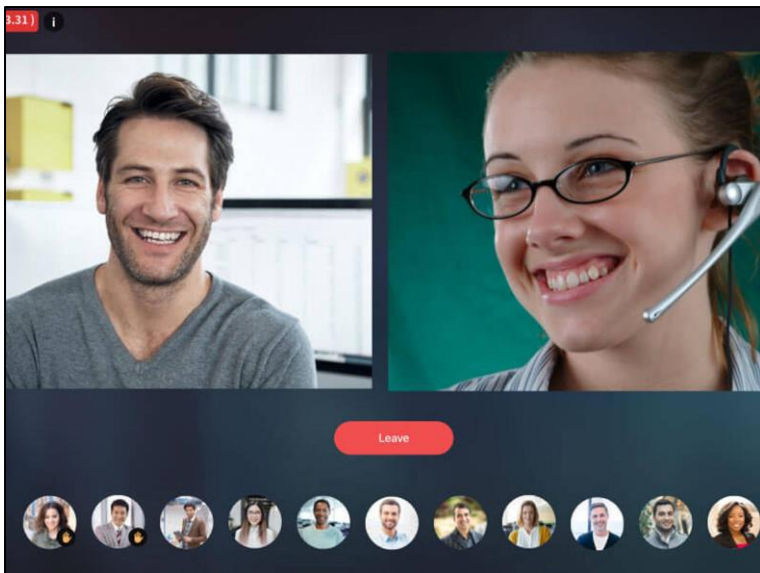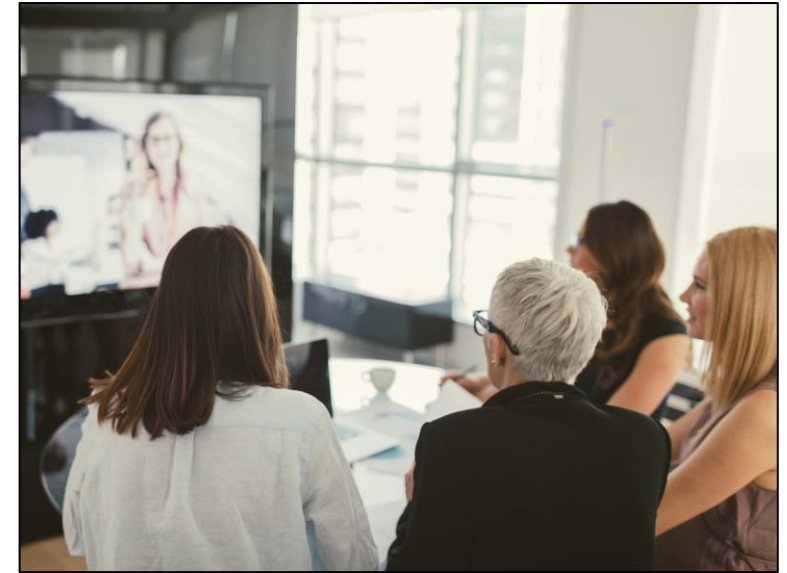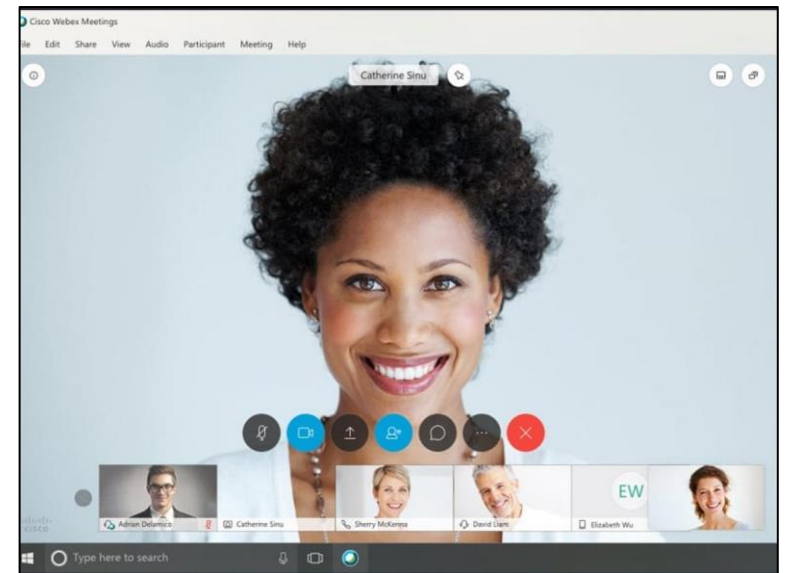
Top 10 Video Conferencing Software

METACONNECT
CONSULTING
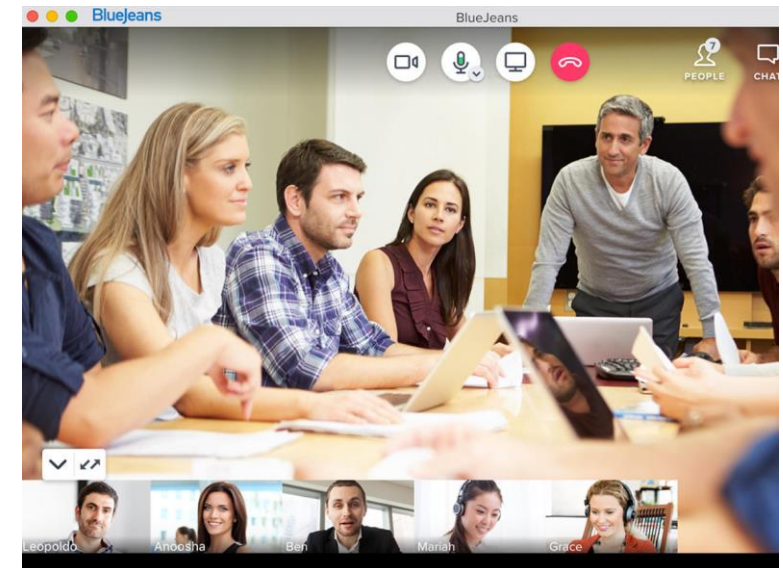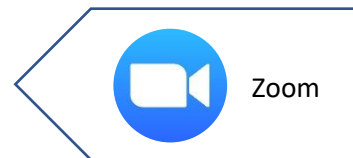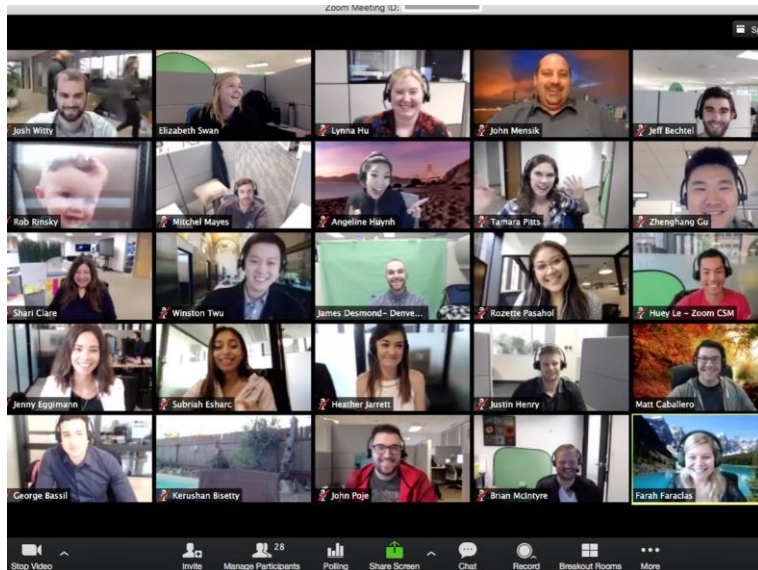
Microsoft Teams

GoToMeeting

Zoho Meeting

Cisco WebEx

Join.Me

Google Meet

Skype for Business

Slack
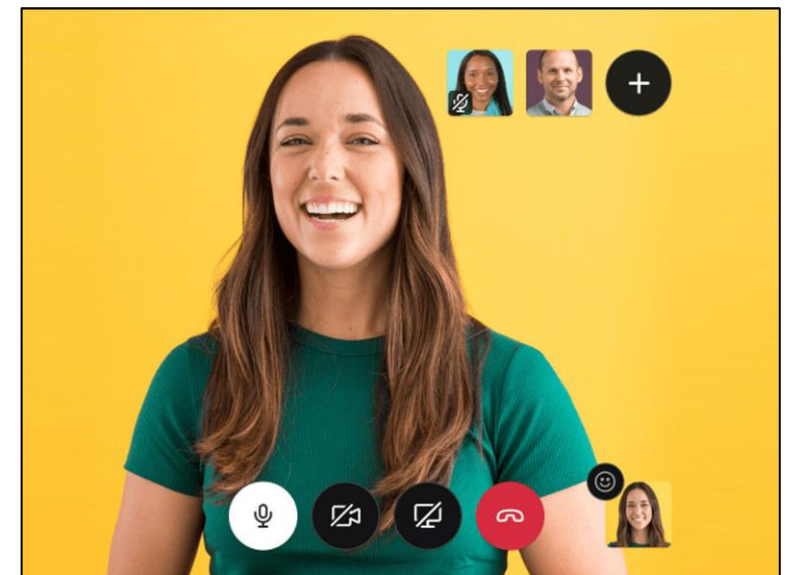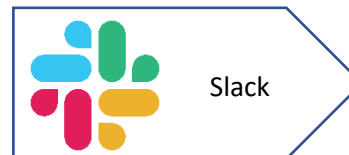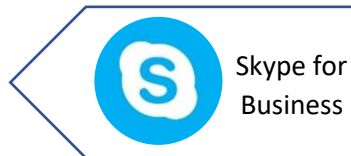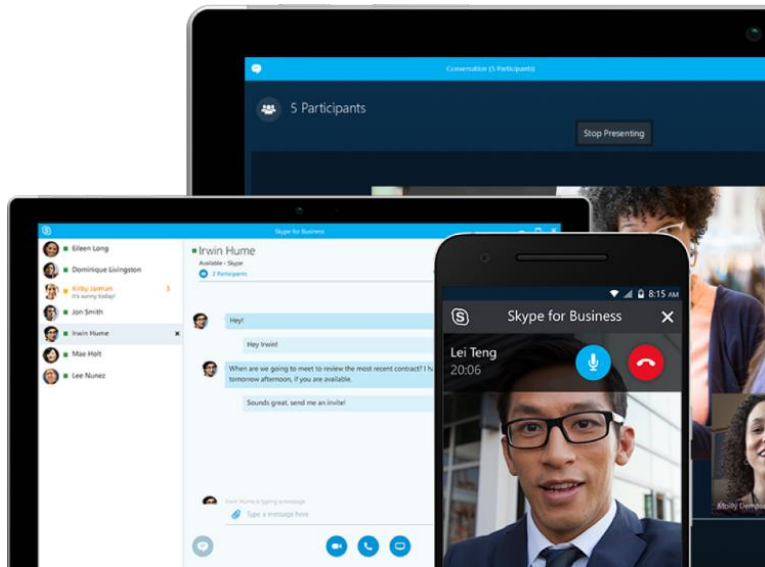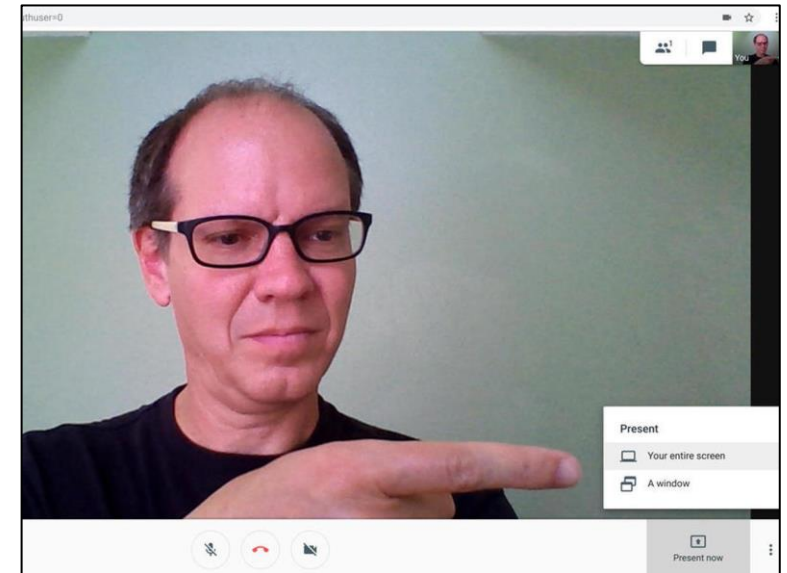
Market Presence Vs Satisfaction Grid for Video Conferencing Software

METACONNECT CONSULTING
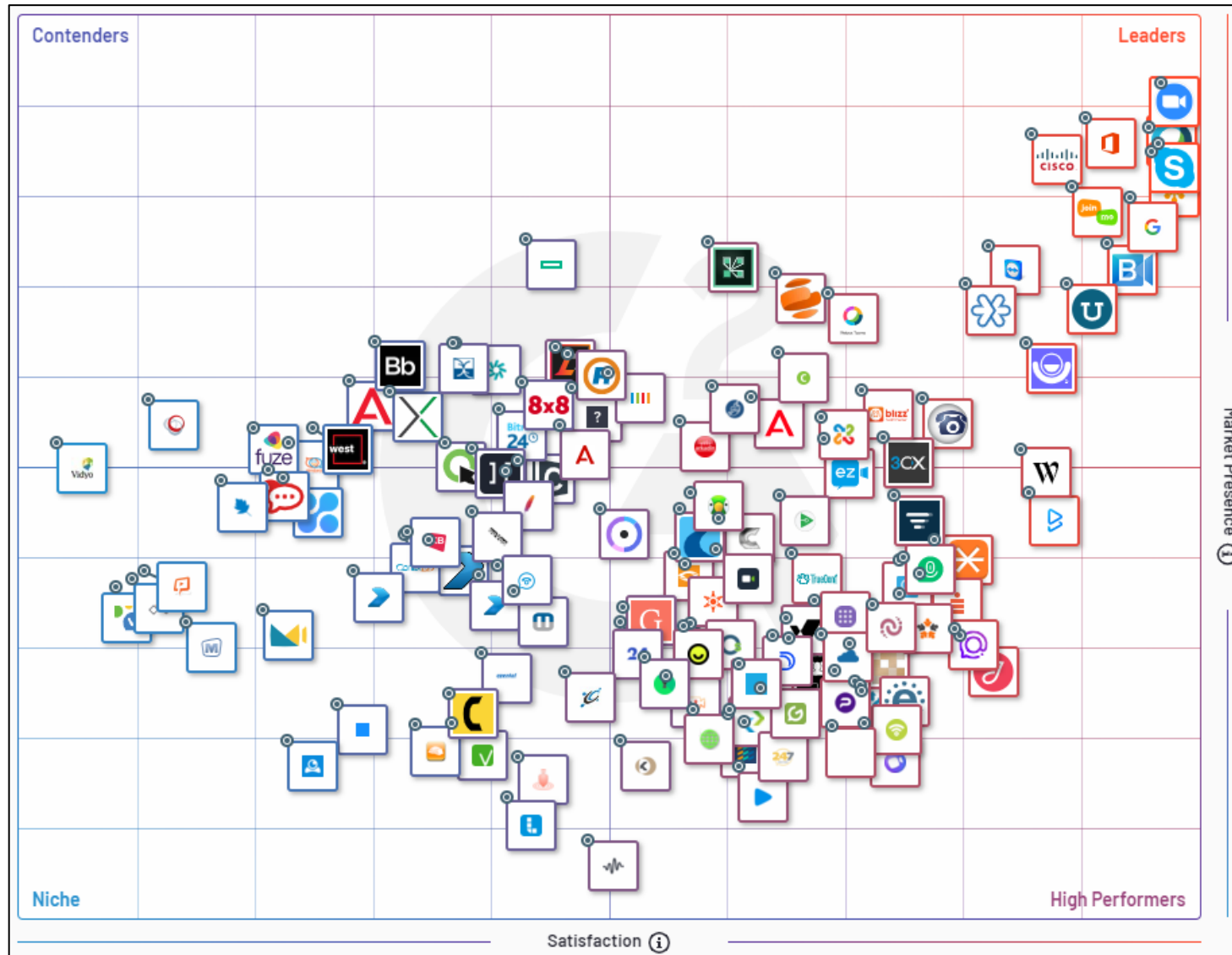
Comparison of Top 10 Video Conferencing Software

Overview:

		Zoom	BlueJeans	Teams	GoTo	ClickMeeting		Join.me	Meet	Skype	Slack
Overview	**Platforms supported**										
	Web-based	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	iPhone app	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Android app	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Windows Phone app	✗	✗	✗	✗	✗	✗	✗	✓	✓	✗
	Typical customers										
	Freelancers	✓	✗	✗	✓	✓	✓	✓	✓	✓	✓
	Small businesses	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Mid-size businesses	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Large enterprises	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓
	Customer support										
	Phone	✓	✓	✗	✓	✗	✗	✓	✗	✗	✗
	Online	✓	✓	✓	✓	✓	✓	✗	✓	✓	✓
	Knowledge base	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Video tutorials	✓	✓	✗	✓	✗	✓	✗	✓	✓	✓

Pricing:

Pricing		$14.99	$12.49	$6	$12	$10	$14.95	$10	$6	$2	$8
	Starting from (/month)	$14.99	$12.49	$6	$12	$10	$14.95	$10	$6	$2	$8
	Free trial available	✓	✓	✗	✓	✓	✓	✓	✗	✗	✓
	No credit card required	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
	Free account	✓	✗	✓	✗	✓	✓	✓	✓	✗	✓
	Subscription based	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

User Reviews:

★ 4.6
(5,177)

5	▬▬▬▬▬	3,538
4	▬▬	1,389
3	▪	221
2		22
1		7

Value for money ★★★★☆

Ease of use ★★★★☆

Features ★★★★☆

Customer support ★★★★☆

Zoom

98% would recommend this app

	Pros	Cons
1	We have had great success and increase mobility by using this product. Extremely intuitive so video conference meetings are now becoming more popular than the face-to-face.	It might be people's internet connection that causes these problems, but sometimes the video lags and is unclear. People's audio sometimes cuts out too.
2	This is a great platform to have a video conversation. It is easy to use and for the most part the video quality is good.	The recent discovery of the forced video/automatic video without your warning due to the install on your machine is very concerning, and I avoid this software now because of this.
3	I love the ability to record video chats and look at them at a later date and I love the chat feature that is integrated in the software.	Meeting setup can be a bit confusing - this is a pretty common problem among most platforms, but generating conference ID can get a little confusing depending on who is navigating the meeting.

METACONNECT CONSULTING

BlueJeans Meeting

⭐ **4.1** (18)

5	6
4	9
3	2
2	1
1	0

Value for money ★★★★½
Ease of use ★★★★☆
Features ★★★★☆
Customer support ★★★★☆

80% would recommend this app

	Pros	Cons
1	It's got all the bells and whistles; I love the ability to record meetings easily and have access to them later. It also has a great user interface that looks beauty.	The only problems we have had is when there is a new update because if everyone in the video conference has the latest version, it tends to fail.
2	Overall BlueJeans is a good alternative to the other popular Video Conference brands. Price is decent and the Sales are extremely helpful to assist setup.	Using it in the browser was frustrating as it took long to connect video and audio, which may have been down to my connection even though there were no reported network problems.
3	It is easy to configure and integrate. It's audio and video quality is splendid and we're happy that we opted this solution.	If someone has a faulty camera, the video freezes or the sound might cut out. While they can dial in via phone, it is a problem because then the user has to mute their computer line.

Microsoft Teams

⭐ **4.4** (2,140)

5	1,110
4	781
3	205
2	32
1	12

Value for money ★★★★½
Ease of use ★★★★☆
Features ★★★★½
Customer support ★★★★☆

95% would recommend this app

	Pros	Cons
1	I have loved it from the moment my work started using it and all the staff I work with love it. It's so easy to work with and wonderful.	Seldom have I got confused while being on call because the voice/audio just on the other end just slows down & create confusion in the meeting leading to poor audible experience.
2	Love that I have all the office programs I'm used to plus more and they are always up to date. Outlook especially is my favourite as it is such a clean easy to use mail system.	Unable to pin important posts for the whole team to reference, ugly emojis, and poor gif selection. Also, unable to remove old chats from the "recent" section of the private message interface.
3	I like that it is easy to share documents and folders with co-workers or links to a document with anyone. It is nice that the subscription covers a few devices & users.	There is nothing I dislike about the software. My problem is customer service when I have a simple question, I can barely understand the representatives.

METACONNECT
CONSULTING

GoToMeeting

★ 4.5
(7,127)

5	4,055
4	2,453
3	548
2	52
1	19

Value for money ★★★★½
Ease of use ★★★★½
Features ★★★★½
Customer support ★★★★½

97% would recommend this app

	Pros	Cons
1	With how easily it is to set up an event for the presenter, the attendee "ease of use" is also excellent and makes it more appealing to joining the meeting.	I have had colleagues that were unable to attend class due to illness and this made it possible for them to call into class, listen to the lecture/discussion, and chime in.
2	I do love this platform for ease of use. I especially love that I can setup a meeting quickly to provide tech support or host an impromptu meeting.	I found it difficult to enter a meeting multiple times because of links not working. The leader of the call may have been at fault in that but it was hard to tell because it happened so often.
3	I love the drawing feature that allows highlighting important thoughts on screen. I also think the screen sharing option is a great way to share visual information with people in the meeting.	However, by far the worst thing about Goto is that once in a while the sound goes dead. Then magically after a few minutes comes back on.

Zoho Meeting

★ 4.6
(328)

5	203
4	107
3	14
2	3
1	1

Value for money ★★★★½
Ease of use ★★★★½
Features ★★★★½
Customer support ★★★★½

99% would recommend this app

	Pros	Cons
1	My experience with ZoHo has been good in all areas so far. Seems like we will really like the meeting function as well.	Unlike google Meet or other web-based software, you have to install a .exe on your computer to make it work. On MACs computers it's even worse.
2	Great easy to use software with lovely features to get your audience interacting.	Poor screen-sharing experience, even after downloading the extension.
3	Daily dev sprint meetings, external consultant management/meetings. Great sound quality and ease of use.	Some participants had trouble giving permission to their audio and video so could not see or be heard. Using video of more than 2 participants made video fragment.

METACONNECT CONSULTING

Cisco WebEx

★ 4.4

(4,003)

5	2,093
4	1,504
3	342
2	55
1	9

Value for money ★★★★☆
Ease of use ★★★★☆
Features ★★★★½
Customer support ★★★★☆

96% would recommend this app

	Pros	Cons
1	It's easy to share screens, easy to see, sound quality is good. I also like the options to 'Call me' so I don't have to fumble with codes.	The only con I can think of is that the recordings of meetings will be available only for 5 days. If we fail to download it by that time, we would have lost the recording forever.
2	My organization likes the ease of use to both create and join meetings. Calendar integration with Microsoft Outlook, and integration with Cisco's other products is perfect.	There was not anything that I disliked about the program. The program lagged some when in session with others, but who is to say that it was the software's fault.
3	It is very easy to use and invite the people to collaborate in the meeting. Good quality of audio and video conference is the positive side of this software.	Sometime auto login does not work, only a host can do a recording, which I feel a restriction. After update of WebEx, sometime it creates problem it reconnecting.

Join.Me

★ 4.3

(1,204)

5	615
4	422
3	132
2	27
1	8

Value for money ★★★★½
Ease of use ★★★★½
Features ★★★★☆
Customer support ★★★★½

95% would recommend this app

	Pros	Cons
1	So easy to use; works great every time. It's great to have a program where you can share your screen.	Unfortunately, this is not the developer's fault, but the software is rarely adopted in our sector to where it is obsolete and wasting space in the hard drive.
2	I love how fast the connections are and the quality of video and audio is excellent. The system really adopts the KISS method (Keep it simple stupid) which has its advantages.	Meeting quality is often terrible with lag & drop-offs. The desktop app & plugin fails miserably on windows and needs to be reinstalled at almost every meeting.
3	It is a very good app with a really great idea where you can join a meeting on the Street, and invite people to join from there browser by sending a link.	It can be a little hard to explain to the other user who has never used it before when you are trying to get them to install.

METACONNECT CONSULTING

Google Meet

⭐ **4.5**
(8,518)

5	4,965
4	2,653
3	765
2	104
1	31

Value for money ⭐⭐⭐⭐½

Ease of use ⭐⭐⭐⭐½

Features ⭐⭐⭐⭐½

Customer support ⭐⭐⭐⭐½

96% would recommend this app

	Pros	Cons
1	It's a good tool for what it does - but there are other tools that do it better; but those cost.	It'll switch off audio or drop someone at random during larger group chats. It also doesn't add back group members, nor does it have any feature that tells you if your microphone setting is wrong.
2	Google Hangouts is a popular tool for video-chatting your friends, clients, family members and the sort. The platform is daily gaining popularity since its establishment in 2013.	It is a downside that you need a gmail account to use this. Some people have email accounts specific to their internet provider or they have yahoo.
3	It's pretty amazing how easy is to use. Just start a new call and that's it! the video and audio quality are off the charts.	The hardest part is actually finding it on the email interface - I have a google phone number too and that takes priority in the side bar which can be confusing.

Skype for Business

⭐ **4.3**
(10,110)

5	5,186
4	3,560
3	1,055
2	219
1	90
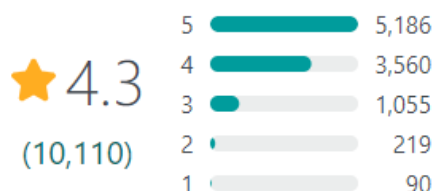
Value for money ⭐⭐⭐⭐½

Ease of use ⭐⭐⭐⭐½

Features ⭐⭐⭐⭐☆

Customer support ⭐⭐⭐⭐☆

94% would recommend this app

	Pros	Cons
1	I love the ease of use anything that enables quick functioning control is already a winner in my book. I love that is has clear imaging and clear audio capabilities.	I have to blame the poor internet connection, which makes it worse when working with the video in Skype. I feel, it there is a notification to an email, when Skype gets notification would be a plus.
2	I like that is it easy to use, looks nice and professional. I love how I can chat with my co-workers quickly and not have to write out a complete email.	Most of the time it is riddled with echoes, dropped calls, and ultimately frustration. Even when the call works, it will give error codes saying something is not working.
3	I use this with some of my clients who do not want to use the free options for "security" reasons. I do like the abilities to share files and screens with each other that are usually pretty seamless.	The connection several times has problems with the image or videoconference when the Internet or connections are low, so the communication can be interrupted and the message cannot be received.
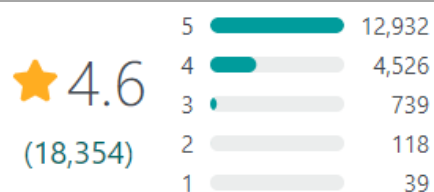
METACONNECT CONSULTING

	Pros	Cons
1	The tool is super easy to use, it opens up the lines of communications across teams and the org, and you can have so much fun while doing. It's great for boosting team moral and spirit.	As of today, the only downside that I've been experiencing is missing notifications. Even though I've updated the notification settings I've found that I missed some of the messages.
2	Love it, is super easy to use, they always bringing updates, I will definitely recommend it.	It feels disorganized, repetitive, and obsolete. I do not think that this is going to be something we use in the long-term.
3	I love that Slack is continuously updating and rolling out new features and functionality. The recent integration with Outlook, so it can update your status based on meeting invites is amazing.	Slack is a tool, and if a company fails to identify the ground rules, it can be useless. The organizations that dislike using slack often have not defined rules around using it.

★ 4.6
(18,354)

5	12,932
4	4,526
3	739
2	118
1	39

Value for money ★★★★½
Ease of use ★★★★½
Features ★★★★½
Customer support ★★★★½

98% would recommend this app

Slack

Source: https://www.g2.com

Key Features:

	Zoom	B	Teams				join me		Skype	Slack
API	✔	✔	✔	✔	✔	✘	✔	✔	✔	✔
Access Control	✔	✘	✔	✘	✔	✔	✘	✘	✘	✘
Active Directory Integration	✘	✘	✔	✔	✘	✔	✘	✘	✘	✘
Activity Dashboard	✔	✔	✔	✘	✘	✘	✘	✘	✘	✘
Application Sharing	✘	✘	✘	✘	✔	✔	✘	✘	✘	✘
Automatic Notifications	✔	✘	✔	✘	✘	✔	✘	✘	✘	✔
Availability Indicator	✘	✘	✔	✘	✔	✔	✘	✘	✘	✔
CRM Integration	✔	✘	✔	✘	✔	✘	✘	✘	✘	✘

METACONNECT CONSULTING

Feature	Zoom	BlueJeans	MS Teams	GoToMeeting	Webex	Lifesize	join.me	Google Meet	Skype	Slack
Chat	✓	✓	✓	✓	✗	✓	✓	✓	✓	✓
Collaboration Tools	✓	✗	✓	✓	✓	✓	✗	✓	✗	✓
Collaborative Workspace	✓	✗	✓	✗	✗	✓	✗	✗	✓	✓
Commenting	✓	✗	✓	✗	✗	✗	✗	✗	✗	✓
Communication Management	✓	✗	✓	✗	✗	✗	✗	✗	✗	✓
Conferencing	✓	✗	✓	✓	✓	✓	✓	✓	✗	✗
Document Management	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗
Document Storage	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗
Email Integration	✓	✗	✓	✓	✗	✗	✗	✗	✗	✗
Email Invitations & Reminders	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗
File Management	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗
File Transfer	✓	✗	✓	✗	✗	✓	✗	✗	✗	✓
Instant Messaging	✓	✓	✓	✗	✓	✓	✗	✗	✓	✓
Meeting Management	✓	✗	✓	✓	✗	✓	✓	✓	✗	✗
Microsoft Outlook Integration	✗	✓	✓	✗	✗	✓	✗	✗	✗	✗
Multimedia Support	✗	✗	✗	✗	✗	✓	✗	✗	✗	✗
Permission Management	✓	✗	✓	✗	✗	✗	✗	✗	✗	✗
Reporting & Statistics	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗
Role-Based Permissions	✓	✗	✓	✗	✗	✗	✓	✗	✗	✗
SSL Security	✓	✗	✓	✗	✓	✓	✗	✗	✗	✓
Search Functionality	✓	✗	✓	✗	✗	✗	✗	✗	✗	✓
Third Party Integration	✓	✗	✓	✗	✗	✗	✗	✓	✗	✓
Two-Way Audio & Video	✓	✗	✗	✓	✓	✓	✓	✓	✓	✗
User Management	✓	✓	✓	✗	✗	✗	✗	✗	✗	✗
Video Call Recording	✓	✗	✗	✓	✗	✓	✗	✓	✗	✗
Video Conferencing	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Integrations:

	Zoom	B	Teams	GoToMeeting	Cisco Webex	join.me	Google Meet	Skype	Slack
Dropbox	✔	✘	✘	✘	✘	✔	✘	✘	✘	✔
Facebook	✔	✘	✘	✘	✘	✘	✘	✘	✘	✘
G Suite	✔	✘	✘	✘	✔	✘	✔	✔	✘	✘
Gmail	✔	✘	✘	✘	✘	✘	✘	✘	✘	✔
Google Analytics	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘
Google Calendar	✔	✘	✘	✔	✔	✘	✔	✘	✘	✘
Google Drive	✔	✘	✘	✘	✘	✘	✘	✘	✘	✔
HubSpot CRM	✔	✘	✘	✘	✘	✘	✘	✘	✘	✘
HubSpot Marketing	✔	✘	✘	✘	✘	✘	✘	✘	✘	✘
Mailchimp	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘
Microsoft Dynamics CRM	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘
Microsoft Outlook	✔	✔	✘	✘	✘	✔	✔	✘	✘	✘
Office 365	✔	✘	✔	✔	✘	✘	✔	✘	✔	✘
Pipedrive	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘
Salesforce Sales Cloud	✔	✘	✘	✔	✘	✘	✔	✘	✘	✔
Slack	✔	✔	✘	✔	✘	✔	✔	✘	✔	✘
Wordpress	✘	✘	✘	✘	✘	✘	✘	✘	✘	✘
Zapier	✔	✘	✘	✔	✘	✔	✔	✘	✘	✔
Zendesk	✔	✘	✔	✘	✘	✔	✘	✘	✘	✔
Zoho CRM	✘	✘	✘	✘	✔	✘	✘	✘	✘	✘

METACONNECT CONSULTING

A Brief Highlights

Unique Categories	Virtual Classroom & UCaaS		Video Conferencing		Video Conferencing & Business Instant Messaging		Video Conferencing		Webinar & Video Conferencing		Virtual Classroom		Screen Sharing & Video Conferencing		Video Conferencing & Screen Sharing		Video Conferencing		Business Instant Messaging	
Ratings:																				
Meets Requirements	9.1		8.9		8.8		8.9		8.9		8.9		8.7		8.9		8.8		9.1	
Ease of Use	9		8.9		8.6		8.7		9.1		8.6		8.8		9.1		8.9		9.1	
Ease of Setup	8.9		8.8		8.5		8.5		9.1		8.3		8.7		9.1		8.8		8.9	
Ease of Admin	8.9		8.8		8.3		8.6		9		8.4		8.7		8.9		8.6		8.8	
Quality of Support	8.7		8.4		8.3		8.4		8.6		8.4		8.2		8.4		8.1		8.7	
Ease of Doing Business With	9		8.9		8.4		8.7		8.9		8.6		8.6		8.7		8.7		9	
Product Direction (% positive)	8.3		7.9		7.8		7.3		8.4		7.7		7.3		7.7		7.2		8.5	

Pricing

	Col1		Col2		Col3		Col4		Col5		Col6		Col7		Col8		Col9		Col10	
	Basic	Free	Standard	$9.99 /Host /Month	-		Professional	$12 /Month	Free Edition	Free Forever	Webex Free	Free	LITE	$10/User /Month	Google Hangouts	Free	Unlimited North America	$7.99 /Month	Slack Free	$0
	Pro	$14.99 /Host /Month	Pro	$13.99 /Host /Month	-		Business	$16 /Month	MEETING EDITION	$10 /Host /Month	Starter	$13.50 /Host /Month	join.me FREE	Free	-		Unlimited World	$13.99 /Month	Standard	$6.67 /User /Month
	Business	$19.99 /Host /Month	Enterprise	Contact Us	-		Enterprise	Call 1800 514-1317	WEBINAR - 25	$19 /Host /Month	Plus	$17.95 /Host /Month	join.me PRO	$20/User /Month	-		Unlimited US & Canada	$2.99 /Month	Plus	$12.50 /User /Month
	Enterprise	$19.99 /Host /Month	-		-		-		WEBINAR - 50	$29 /Host /Month	Business	$26.95 /Host /Month	BUSINESS	$30/User /Month	-		-		Enterprise Grid	Contact Us
	-		-		-		-		WEBINAR - 100	$39 /Host /Month	Enterprise	Call us (Flexible plans)	-		-		-		-	
	-		-		-		-		WEBINAR - 250	$79 /Host /Month	-		-		-		-		-	
	Free Trial		Free Trial		Free Trial Unavailable		Free Trial		Free Trial		Free Trial		Free Trial		Free Trial Unavailable		Free Trial Unavailable		Free Trial	

Company Size

Company Size	Zoom	BlueJeans	Teams	GoToMeeting	Webex	Lifesize	join.me	Google Meet	Skype	Slack
Small-Business (50 or fewer emp.)	45%	15%	20%	38%	82%	15%	48%	44%	43%	45%
Mid-Market (51-1000 emp.)	34%	37%	38%	40%	13%	29%	34%	36%	29%	37%
Enterprise (> 1000 emp.)	21%	48%	43%	23%	5%	56%	18%	20%	28%	18%

Industry

	Zoom	BlueJeans	Teams	GoToMeeting	Webex	Lifesize	join.me	Google Meet	Skype	Slack
1	IT & Services 9.50%	IT & Services 10.50%	IT & Services 14.80%	IT & Services 10.20%	IT & Services 13.40%	IT & Services 16.20%	IT & Services 11.40%	IT & Services 10.40%	IT & Services 8.50%	Computer Software 13.70%
2	Computer Software 9.10%	Computer Software 9.80%	Computer Software 8.20%	Computer Software 9.90%	Education Management 7.80%	Computer Software 8.00%	Computer Software 9.70%	Computer Software 8.10%	Education Management 6.50%	IT & Services 10.50%
3	Education Management 7.20%	Marketing 5.20%	Education Management 5.20%	Marketing 5.90%	Marketing 6.90%	Financial Services 5.70%	Marketing 8.80%	Higher Education 3.00%	Computer Software 6.30%	Marketing 9.20%
4	Marketing 6.00%	Higher Education 4.90%	Marketing 4.40%	Health Care 4.40%	Computer Software 6.00%	Health Care 5.40%	Internet 5.40%	Other 63.90%	Marketing 4.50%	Internet 6.30%
5	Higher Education 4.60%	Education Management 4.80%	Health Care 3.40%	Financial Services 3.50%	Management Consulting 5.80%	Telecom 3.10%	Financial Services 4.60%		Retail 3.40%	Higher Education 4.10%
6	Other 63.70%	Other 64.80%	Other 64.00%	Other 66.00%	Other 60.10%	Other 61.60%	Other 59.90%		Other 70.90%	Other 56.20%

Source: https://www.g2.com

What to Look for When Evaluating Video Conferencing Solutions

What should you look for when putting video communication software to the test? If your company's cut back on business travel in a time of uncertainty, you're much more likely to expand your use of these tools, and what might once have been sufficient no longer gets the job done.

We narrowed down the list of contenders in this guide using the same criteria we recommend you take into account when you're in the market for one of these services. Think of our list as a starting point to help you organize your search: One or more of the products that didn't make our cut might well deserve to be on the shortlist for your business needs. Our most important criterion is reputation. Every product on this list has a solid track record in terms of performance and reliability. We were pleasantly surprised, in fact, to find some firms in this business that have been going strong for more than two decades.

In business terms, we know that our readers represent a broad swath of sizes, shapes, and cultures. So, we went out of our way to find a mix of products that work for cash-conscious small businesses (three of them are free, in fact, for organizations with three people or fewer). For slightly larger organizations, we've tried to highlight commercial plans that are reasonably priced if you can live with their limits, such as the number of meeting participants and the length of each meeting.

Others offer high-end options ideal for large companies that want control over livestreams and training sessions involving large audiences. The biggest differentiator here is the number of people you can have in the audience. That makes sense for organizations that do webcasts and presentations to large numbers of employees, customers, or members on a worldwide basis. Those plans are where you're much more likely to find support for advanced features like full recording options and the ability to generate a PDF from the slide deck that powered your online session.

If all you want is the ability to talk face to face, with the occasional bit of screen sharing and whiteboarding, you have plenty of choices. If you want to make those sessions available for replay online, you'll need to look carefully at the cloud file storage options associated with each plan.

Finally, we considered the sorts of features that reduce friction in using this type of product. That list includes integration with other software you currently use, such as seamlessly connecting an online meeting to your calendar and your organization's directory. And then there are ease-of-use features, including the ability to connect from a browser instead of being forced to download a client app or plug-in, and the ability to invite external participants to meetings.