

## Nominee: Lifesize

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### Nomination title: Lifesize - Cloud Company of the Year

Lifesize, which transitioned from Logitech into an independent operating entity in December 2015 with the support of \$17.5 million in venture capital, has undergone a significant transformation to address the growing need for enterprise-grade cloud video communication. Launched in 2014, its cloud-based video conferencing application has won more than 15 awards and recognitions, and many customer testimonials.

The cloud-based conferencing application, paired with Lifesize's industry-leading HD conference room camera and phone systems, radically simplifies the meeting experience by combining web, audio and video conferencing, as well as chat, call recording and sharing, into one intuitive, scalable and cost-effective platform. The service enables reliable video meetings, document sharing, audio calls and chat over any device at a much higher quality than any other solution on the market today. Lifesize connects teams with award-winning conferencing technology, enabling efficient, cost-effective and productive communications strategies company-wide.

Accessible from anywhere, employees and teams can collaborate in real-time, using a SaaS-based HD conferencing solution that delivers a true, connected experience. Simply put, it's the easiest, least complex, most affordable way for any organisation to connect, collaborate and increase productivity to get business done.

And the numbers are the proof in the pudding. In the last year, the number of Lifesize unique paying customer accounts have more than doubled. The platform now boasts more than 3,500 paid customer accounts, including Twilio™, Omnicom Group™ and SurveyMonkey™. Other highlights of Lifesize's cloud-based software momentum include:

- Adding more than 140 new paying customer accounts per month
- 340 per cent growth in registered individual users making calls year-over-year
- 200 per cent growth in weekly minutes per call year-over-year
- 190 per cent growth in weekly paid calls year-over-year

Updates over the past year include the introduction of Lifesize's web application (available on Google Chrome and Internet Explorer 11), integrated group chat functionality, and Lifesize Cloud Amplify, a personal video library approach to recording and sharing video content – an industry first. Lifesize also offers a financially backed Service Level Agreement (SLA) that underscores its commitment to ensuring the availability and reliability of its cloud-based video service.

In summary, over the past two years, Lifesize has completely re-invented their product line to be a simple, scalable, affordable, reliable and secure cloud - based meeting and collaboration platform. Paired with industry-leading plug-and-play HD camera and phone systems for any meeting room, the new portfolio is meeting the demands of customers today, and in the future.

### **Why nominee should win**

- Lifesize has undergone a significant transformation to move away from on-premise systems to successfully address the growing need for enterprise-grade cloud video collaboration. Celebrating its second year anniversary, the Lifesize application has won more than 15 awards and recognitions.
- In the last year, the number of Lifesize unique paying customer accounts have more than doubled, with more than 140 new paying customer accounts per month.
- The platform now boasts more than 3,500 paid customer accounts, including Twilio™, Omnicom Group™ and SurveyMonkey™.