Nominee: Lifesize

Nomination title: Lifesize Cloud – IaaS Solution of the year

1.   What are your product's / solution's key distinguishing features and/or USP?

Lifesize's cloud-based conferencing application is an easy-to-use, secure and reliable video communication service. Paired with Lifesize's industry-leading plug-and-play HD camera and phone systems for any meeting room, the solution radically simplifies the meeting experience by combining software and hardware into one intuitive solution.

The Lifesize application was introduced in May 2014 and is built for organisations of all sizes that want enterprise-ready video communication technology. The scalable communication platform aggregates critical features for collaboration and meeting productivity into one easy-to-use application. Lifesize's partnership with IBM Cloud's Global SoftLayer platform has enabled Lifesize to expand its cloud service to more than 80 different countries and 15 different local languages. In addition, Lifesize partners with Twilio to enable SIP Trunking, making local dial-in numbers available in 50+ different countries.

The service enables reliable video, web and audio conferencing, document sharing, one-click recording, sharing and auto-publishing and 1:1 or group chat over any device at a much higher quality than any other solution on the market today. The application boosts productivity because it supports all of the ways teams communicate – both on-the-fly and through scheduled meetings – through one common user interface.

Accessible from anywhere, employees and teams can collaborate in real-time, using a IaaS-based HD video communication solution that delivers a true, connected experience. Simply put, it's the easiest and most reliable 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 service now boasts more than 3,500 paid customer accounts, including Twilio™, Omnicom Group™ and SurveyMonkey™. Other highlights of Lifesize's 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**

2.   What tangible impact has your product/solution had on the market and your customers?

Organisations often work with five or more vendors for conferencing hardware and bridging equipment as well as audio, web, video and chat services to give employees the collaboration tools they need. This means they pay a premium for inconsistent experiences, slow adoption, reduced productivity, and increased security risks.

Lifesize is profoundly innovative, because it takes the concept of cloud-based communication services and redefines an entire industry. It's collaboration platform is for organisations that want business-class conferencing without taxing budgets or IT. Unlike more complicated video conferencing services, Lifesize is easy to manage. With its turnkey capabilities, it's specifically designed to be easy-to-use without requiring extensive IT oversight. Because it's cloud-based, the service is always improving with automatic updates delivering new capabilities and features.

Lifesize continuously updates its service based on feedback from the Lifesize Community, an extension of Lifesize's ongoing commitment to delivering a world-class customer experience. Featuring discussions, areas for customer support inquiries and product feedback, the Lifesize Community opens direct lines between Lifesize, customers and partners to provide the best possible service. In the past 12 months, more than 30 features requested by the community have been added to the product.

3.   What are the major differentiators between your product/solution and those of your primary competitors?

Lifesize is the only service to bring together easy-to-use cloud-based conferencing with award-winning plug-and-play HD camera systems and HD phones into one unique offering. It enables people to collaborate from wherever they are: on laptops, tablets or smartphones, while staying connected to the rest of their team in a conference room. There is currently no other solution that addresses customer needs in such a comprehensive way.

With Lifesize, you can do it all – whether it's one-on-one or group calls, through virtual meeting rooms, scheduled meetings, direct dial via email, or individual and group chats – in an instant, from one interface. Competitors' "Meet Me" meetings must be scheduled and are very structured: at the prescribed time, everyone joins a video meeting via an unintuitive dial string. With Lifesize, you

can ping colleagues any time, or easily escalate chat conversations to video calls and add team members quickly.

Lifesize also offers one of the industry's first financially backed Service Level Agreement (SLA) that underscores its commitment to ensuring the availability and reliability of its cloud-based video service.

Lifesize beats the competition because it's the most cost-effective source of high quality, reliable, secure, easy-to-deploy, easy-to-use video, audio and web conferencing. This all-in-one offering makes multiple subscriptions to services – including WebEx, GoToMeeting web conferencing services, and audio conferencing services – redundant.

In addition, consumer services like Google Hangouts and Facetime don't have business-class features: there are no quality and security guarantees, no customer support for issues, and no interoperability capabilities.

4.   Please supply any supportive quotes and/or case study materials to demonstrate the value of this product/solution to your customers/partners.

Lifesize is the recipient of numerous awards, including:

•   IBM named Lifesize a winner of the 2016 IBM Beacon Award for Outstanding Solution Hosted on IBM Cloud, for its effort in transforming the way clients and industries do business in the future.

- Frost & Sullivan's 2015 Video-as-a-Service Product Leadership Award, for its outstanding achievements and superior performance in cloud-based videoconferencing.

- TMC, a global media company, named Lifesize Cloud as its 2015 and 2016 Unified Communications Product of the Year, recognising Lifesize for its ingenuity and ground breaking work.

- Lifesize has been named the gold winner in Enterprise Services in Best in Biz Awards 2016 International, honouring its enterprise-ready video communication software and hardware innovation

Customer recognitions:

Zehnder Group, a leading provider of HVAC and controlled domestic ventilation systems uses Lifesize and Microsoft Skype for Business to seamlessly connect more than 2,000 employees worldwide. Their head of IT services stated that their deployed solution has 'put communication on a whole different level', with every employee being able to start a virtual meeting – with the highest video quality, without needing to change applications.

Evolution Gaming, a leading provider of live casino solutions uses Lifesize cloud-based video technology to connect employees, partners and new business prospects worldwide. Their head of infrastructure shared the following praise: "The audio is rich; the video is HD; it's like sitting in the same room together even though at times we are thousands of miles away."

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.

- Lifesize's cloud-based collaboration platform converges essential meeting and collaboration technologies into one solution. The thoughtful combination of industry-leading hardware, award-winning software as well as service and support, and a consistent user experience is unique.

- The platform now boasts more than 3,500 paid customer accounts, including Twilio™, Omnicom Group™ and SurveyMonkey™.