

# join.me Product Playbook



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## I. How to Use this Product Playbook

This join.me Product Playbook is designed as a reference document for join.me Sales Team. It provides join.me product feature information, competitive analysis, outlines of key customer personas and value-based benefit statements. The Product Playbook is intended to assist Sales Team members as they prepare for sales calls with prospects and clients. As such, this should be used as an adjunct to and not as a substitute for other sales enablement assets or training courses, including the Sales Playbook.

## II. join.me Messaging Overview

What it is: join.me is the simple, instant online meeting solution.

Short Pitch: join.me has recreated the online meeting experience for how we work today. So simple, instant, and incredibly affordable, it's ranked #1 in customer satisfaction for ease of use, and it's the fastest growing collaboration solution used by small start ups to 90% of the Fortune 500 alike.

Long Pitch: People are tired of costly and complex online meeting tools that require lengthy downloads, are hard to use and often don't work. Built for today's fast-paced, highly mobile workplace, join.me is the simple, instant online meeting app that makes collaborating easier than ever. Powerful yet simple, join.me is great for ad-hoc meetings, formal presentations and anytime you need to share ideas and get work done. That's why millions of people and over one hundred thousand businesses, from universities to startups to 90% of the Fortune 500, use join.me every month to simply and more effectively share their ideas and work – making join.me the fastest growing collaboration solution in the world.

Tagline: Better meetings for all.

3 Pillars: join.me is built atop three key pillars that lead to massive adoption throughout organizations starting with end-users through to administrators when corporate licenses are purchased. The three pillars are:

- **Instant:** join.me is faster to launch than other meeting tools. It requires no viewer downloads so meetings start on time. join.me literally starts in seconds. Most actions are one click away so no time is wasted trying to find tools.
- **Simple:** join.me requires little to zero end-user training. With its simple user interface, join.me is easy to use and adoption is viral. People love it – it's the fastest growing collaboration tool with over 1 million new users per month (100 million since 2010) with a net promoter score 2x industry average.
- **Immediate Business Value:** There is a reason why so many people are switching to join.me. It's easy to implement, with a typical company-wide deployment done in a single day. Plus, it's so intuitive, there's little or no end-user training needed. This means join.me delivers a quick return on investment, with users spending more time collaborating with colleagues and closing deals with prospects starting Day 1.

### III. Feature/Benefit Highlights

Below is a detailed breakdown of join.me features and benefits.

#### Speed

- Meetings start in seconds via join.me's lightweight, intuitive desktop app.
- Join.me app downloads in seconds for the host (as opposed to minutes for many competing tools.)
- Easily start meeting with a personal link or one-time meeting code, or attend meetings on the fly.
- No application downloads required for viewers – just click the meeting link or enter meeting code at join.me and view in-browser.

#### Scale

- Invite up to 250 meeting participants, more than competitors offer and at a significantly lower price.

#### Meeting Follow-up

- Recording
  - Easily record meeting and store recordings in Cubby (5GB free) for easy access.
  - No need to download a proprietary player (like GoToMeeting or WebEx), just play recordings in your Chrome or Firefox browser.
- Meeting recap

- Instantly recap your meetings, notes and files to attendees (stored in Cubby), a feature most competitors do not offer.

### **Unlimited unified audio, video and int'l conference lines**

- No additional audio or video costs, so no unexpected fees.
- Includes dedicated audio conference lines and international numbers in 45+ countries.
- join.me customers save as much as 80% on web and audio costs (related: [Getronics case study](#)).
- Video conference “bubbles” allow participants to see one another either during video-only meetings or while simultaneously sharing their screens or presenting.

### **Professional meeting experience**

- Create personal meeting link & upload background image to brand your meeting experience.
- join.me app includes intuitive controls and simple but powerful annotation capabilities to keep attendees engaged and participating.

### **Security**

- Host can activate meeting lock so attendees cannot interrupt your meeting.
- join.me is built on LogMeIn’s Gravity infrastructure, which includes 256-bit SSL encryption.
- Only share the window you want your viewers to see – all other activity on your desktop remains hidden from view.

## Mobile





- iPad presenter mode for free - present files on-the-go and record your presentation.
- Mobile whiteboard for the iPad
  - Stop taking pictures of whiteboards – join.me lets you capture your ideas and discussions in real time.
  - Brainstorm, create and share content both online and offline – before, during, and after meetings.
  - The Infinityboard™ for your infinite ideas – An infinite canvas lets you capture any idea, conversation, or discussion you have.
  - Drag and drop images from a custom icon library or add images from your own photo library.
  - Draw, add shapes, lines, and even connectors to convey your ideas and collaborate with others via custom tools.
- One Touch Meeting start for iPhone and Apple Watch calls you and starts join.me on your desktop or laptop with the touch of a button.
- Android and Apple iOS viewing apps let you attend a meeting from anywhere (web and audio).
- Start and attend iPhone audio-only meetings.

## Administration and Management (Enterprise ONLY)

- Advanced user policy & permissions setting – join.me makes it easy for administrators to enforce policies and manage large volumes of users, including reporting on all existing license and active user accounts.

- SSO integration – join.me SSO integrates with all major platforms - including ADFS, Office 365 and Google for Work - providing a single environment to provision users and enforce security policies.
- 100GB managed storage - 100GB managed cloud storage with Cubby means users can easily store and manage all their documents and presentations in an highly secure but easily accessible environment for sharing with join.me.
- Salesforce.com integration – Users can start a join.me meeting and track meeting details directly in Salesforce, saving time and providing opportunity context.
- Free PBX phone system SIP integration - Where possible, join.me allows customers using an IP PBX, IP phones, or softphone to directly connect to join.me conferencing.

## IV. Customer Personas

 <p><b>Knowledge Worker</b></p> <p><b>Paula</b></p>	 <p><b>Salesperson/Leader</b></p> <p><b>Sam</b></p>	 <p><b>LOB Leader</b></p> <p><b>C-level, Director/above</b></p> <p><b>Emma</b></p>	 <p><b>IT Leader</b></p> <p><b>Internal IT Director or above</b></p> <p><b>Igor</b></p>
<p><b>Pain Points</b></p> <ul style="list-style-type: none"> <li>• Hates inefficient meetings.</li> <li>• Frustrated with legacy solutions.</li> <li>• Limited budget.</li> </ul>	<p><b>Pain Points</b></p> <ul style="list-style-type: none"> <li>• Needs to sell more &amp; accelerate deals.</li> <li>• Reduce user frustration.</li> <li>• Maintain budget.</li> </ul>	<p><b>Pain Points</b></p> <ul style="list-style-type: none"> <li>• Improve team productivity</li> <li>• Collaborate internally &amp; externally.</li> <li>• Maintain budget.</li> </ul>	<p><b>Pain Points</b></p> <ul style="list-style-type: none"> <li>• Prove business value.</li> <li>• Frictionless tool roll out.</li> <li>• User adoption &amp; approval.</li> </ul>
<p><b>Primary Message:</b></p> <ul style="list-style-type: none"> <li>• Instant collaboration, simply delivered.</li> <li>• Intuitive so your teams will love using it</li> <li>• Affordable and easy to try for free</li> </ul>	<p><b>Primary Message:</b></p> <ul style="list-style-type: none"> <li>• Instant Demos. Instant Deals.</li> <li>• Faster Meetings means more productive sales reps &amp; closing more deals</li> <li>• Intuitive so your teams will love using it</li> </ul>	<p><b>Primary Message:</b></p> <ul style="list-style-type: none"> <li>• Instant collaboration, simply delivered.</li> <li>• Simple for viewers, both external and internal.</li> <li>• Cost efficient compared to legacy systems</li> </ul>	<p><b>Primary Message:</b></p> <ul style="list-style-type: none"> <li>• Instant collaboration, simply delivered.</li> <li>• Requires little to no end-user training.</li> <li>• Faster ROI through cost efficiency &amp; rapid adoption</li> </ul>



Each of these personas has particular use cases and related requirements/concerns that are important to them.

### **Knowledge Worker / Influencer**

- If your top concern is to have a great meeting experience with virtually instant connection, easy to use controls, and superb audio quality, join.me delivers.
- Join.me is 5x to 10x faster than other meeting tools and far easier to use, with most actions only one click away.
- Give a cool pitch, close a deal, collaborate, or just share your screen in seconds rather than minutes.
- Get high definition quality audio and video without sacrificing performance.
- Our customers report an average 35% increase in productivity when meetings start on time and meeting connection issues are eliminated.
- 90% of Fortune 500 companies use join.me and Frost & Sullivan selected join.me as the best web conferencing value for 2015.

### **UPSELL from Pro to Enterprise Version:**

- Upgrade to join.me Enterprise version to get direct integration with Salesforce.com to quickly and efficiently manage customer call notes and reporting activities.
- Increase your cloud storage capacity from 5 GB to 100 GB for more headroom.
- Get Microsoft Active Directory integration to support enterprise security needs.

- Improve user productivity and satisfaction by enabling SIP integration for join.me with your company's telephony system.

Supporting Documentation: [Satmetrix Net Promoter score](#), [join.me Enterprise datasheet](#), [Pitch Deck](#)

### Salesperson / Leader

- If you rely on giving a cool pitch, killer demo or proposal on a web conference then you'll need virtually instant connection, easy to use controls, and superb audio quality. Join.me delivers.
- Join.me is 5x to 10x faster than other meeting tools and far easier to use, with most actions only one click away.
- Get high definition quality audio without sacrificing performance.
- Our customers report an average 35% increase in productivity when meetings start on time and meeting connection issues are eliminated.

### UPSELL from Pro to Enterprise Version:

- Upgrade to [join.me](#) Enterprise version to get direct integration with Salesforce.com to quickly and efficiently manage customer call notes and reporting activities.
- Increase your cloud storage capacity from 5 GB to 100 GB for more headroom.
- Improve sales team productivity and satisfaction by enabling SIP integration for [join.me](#) with your company's telephony system.

Supporting Documentation: [Satmetrix Net Promoter score](#), [Pitch Deck](#)

## LOB Leader / Decision Maker

- You likely have concerns in three areas:
  - Employee productivity.
  - Eliminating the sales risk for a bad meeting experience.
  - Containing/lowering your audio conferencing costs. Join.me is the best solution to address all three.
- Our customers report an average 35% increase in productivity when meetings start on time and meeting connection issues are eliminated.
- 90% of Fortune 500 companies use join.me and Frost & Sullivan selected join.me as the best web conferencing value for 2015.
- Lower audio conferencing costs by up to 80%.
- Your employees likely attend over 60 meetings per month, and 35% of their meetings are ad hoc. The typical in-person meeting costs \$5,200 and web meeting costs \$689. With join.me, they could cost you less than \$400.
- Unlike other web conferencing solutions that have expensive per-minute charges, join.me offers audio conferencing with no per-minute charges, dedicated dial-in lines, global numbers for 45+ countries at no extra cost, and free direct SIP integration into your phone system.

### UPSELL from Pro to Enterprise Version:

- Upgrade to join.me Enterprise version to get direct integration with Salesforce.com to quickly and efficiently manage your customer call notes and reporting activities.
- Increase your cloud storage capacity from 5 GB to 100 GB for more headroom
- Get Microsoft Active Directory integration to support enterprise security needs.
- Improve your productivity and satisfaction by enabling SIP integration for join.me with your company's telephony system.
- Lower IT Help Desk calls via more employees using a simpler solution that requires no training.

*Supporting Documentation: [join.me Pitch Deck](#), [Ovum Report](#), [Change How You Run Meetings eBook](#)*

### **IT or Information Security Professional / Implementer**

- If your top web conferencing concerns are user satisfaction, robust security, reliability, and low maintenance and support burdens, join.me delivers.
- 90% of Fortune 500 companies use join.me and Frost & Sullivan selected join.me as the best web conferencing value for 2015.
- Join.me can be deployed in less than one day and requires low IT maintenance or involvement due to powerful and intuitive administrative controls.
- Reliability is rock solid with less than five minutes per year of downtime

- No user training means fewer burdens on IT.
- Give your users mobile connectivity without sacrificing usability, compromising security, or requiring substantial IT handholding. join.me answers the call with one-click audio conferencing, unified audio bridging, free mobile apps, the ability to host a meeting from virtually anywhere or schedule meetings using Microsoft Outlook® or Google® Calendar.

**UPSELL from Pro to Enterprise Version:**

- Get Microsoft Active Directory integration to support enterprise security needs.
- Improve your user productivity and satisfaction by enabling SIP integration for join.me with your company's telephony system.
- *Supporting Documentation:* [ADFS for Authentication](#), [Getting Started: Teams](#), [Getting Started: Audio](#)

## V. Key Talking Points

In addition to persona-specific requirements/concerns, there are a number of topics that cut across customers. These include the following topics.

### Security

- **256-bit SSL Encryption** - While the current acceptable standard is 128-bit SSL encryption for sending and receiving sensitive information, join.me doubles your data protection with 256-bit SSL encryption, treating your data as securely as your bank account.
- **Meeting Lock** – Control who can see your screen. When locked, viewers must knock and the presenter must accept before they can join.
- **Randomized Meeting Codes** - join.me can supply a random code for each meeting for a secure screen sharing connection. With the meeting code changing every time, you don't have to worry about any uninvited guests.
- **Nothing Stored** - No images, files, or data shared during your meetings are stored on our servers. If you use Cubby as part of the pro subscription then the information is encrypted on the client side (your side) and requires a password to access. What's yours is yours.
- **Single Sign On** – SSO integration allows IT administrators to leverage existing enterprise authentication, access and audit controls, while hackers have one less weak password to target.

### Administration (include roll-out, on-boarding and billing)

- Simply upload a .CSV file or integrate with single sign-on functionality – no need to manually provision users. Join.me supports SSO integration with AD/FS, Office 365, Google for Work, Ping, Bitium, Netlogin and Okta.
- Typical deployment done in a single day, significantly increasing time to value compared to other tools.
- No end-user training required, meaning you won't receive a flood of help desk tickets, allowing you and your team to focus on other challenges.
- For those users looking for tips and advice to make the most of join.me, we have lots of great resources including how-to videos and user guides at [join.me/resources](https://join.me/resources).
- Enterprise-grade management features and simple flat rate billing. Each month your bill is short and to the point- you know what you're paying for with no unexpected surprises
- 100GB managed cloud storage with Cubby means users can easily store and manage all the documents and presentations in an highly secure environment but easily accessible environment for sharing with join.me.

### **SIP/Audio integration**

- join.me offers unlimited audio and bridges traditional phone calls with VoIP participants.
- Each host gets his or her own fixed Conference ID for use at any time and one-time code meetings are available for scheduled meetings.
- Callers can access toll numbers in 45+ countries.
- Direct SIP Connect Integration is available for office networks.

## VI. Pricing and Selling Value

Below is a detailed breakdown of join.me features by account type.

	Basic	Pro	Enterprise
List Price	Free	\$179.88/user/year	\$228/user/year
Meeting participants	5	250	250
Mobile apps	iOS Presenter, Android, Windows RT, & Mobile Viewer	iPad Presenter, Android, Windows RT, & Mobile Viewer	iPad Presenter, Android, Windows RT, & Mobile Viewer
Video Conferencing (Beta)	5	10	10
Screen sharing	screen	screen & window	screen & window
File transfer	✓	✓	✓
Internet calling	✓	✓	✓
Share control	✓	✓	✓
Unlimited audio with international conference lines (no extra cost)		✓	✓



	Basic	Pro	Enterprise
Recording		✓	✓
Meeting tools (annotation, presenter swap)		✓	✓
Meeting scheduler with Outlook plugin and Google Calendar Plugin.		✓	✓
Customization (personal URL & background)		✓	✓
Meeting lock		✓	✓
One Touch Meeting™ (iPhone and Apple Watch only)		✓	✓
Whiteboarding (iPad only)	4 whiteboards	Unlimited whiteboards	Unlimited whiteboards
Reporting		✓	✓
Includes stand-alone audio		✓	✓
No in-meeting ads for viewers		✓	✓

	Basic	Pro	Enterprise
User and group management and Single Sign on			✓
Policy and permission management with AppGuru			✓
Enterprise authentication with single sign-on			✓
Salesforce.com integration			✓
Cloud storage		5GB	100GB managed storage
Support	email	phone + email	phone + email

Discounting should be used sparingly. However, below are basic discounting guidelines.

Seats		Pro		Enterprise	
Min	Max	Floor Price	Per Month	Floor Price	Per Month
1	25	\$145.00	\$12.08	\$218.88	\$18.24
26	49	\$139.00	\$11.58	\$205.20	\$17.10

50	99	\$134.00	\$11.17	\$198.36	\$16.53
100	249	\$129.00	\$10.75	\$189.24	\$15.77
250	499	\$119.00	\$9.92	\$175.56	\$14.63
500	999	\$109.00	\$9.08	\$159.60	\$13.30
1000	1499	\$99.00	\$8.25	\$141.36	\$11.78
1500	2499	\$83.00	\$6.92	\$118.56	\$9.88
2500	4999	\$69.00	\$5.75	\$95.76	\$7.98
5000	9999	\$57.00	\$4.75	\$72.96	\$6.08
10000	14999	\$45.00	\$3.75	\$61.56	\$5.13
15000	24999	\$35.00	\$2.92	\$54.72	\$4.56
25000	-	\$25.00	\$2.08	\$45.60	\$3.80

\*Add-on for existing Pro customers only; new customers of 26+ seats must purchase Enterprise.

\*Discounting below floor requires product team AND finance approval

### Special Exceptions

	List	Detail
Annual-Monthly	\$168.00	Or add 15% to volume price
Month to Month	\$19.00/month	Or add 40% to volume price
Non-Profit	\$129.00	Or add 15% to volume price
Education	\$129.00	Or add 15% to volume price

For deals >2,000 seats: see the product team for site license information and to see if your deal qualifies.

### Comparing join.me Pro pricing to competitors

Below is a high-level pricing comparison between join.me Pro and 10 competitor products. Please note that most competitors have various types of accounts and associated pricing, so you should do more research when addressing specific pricing differences.

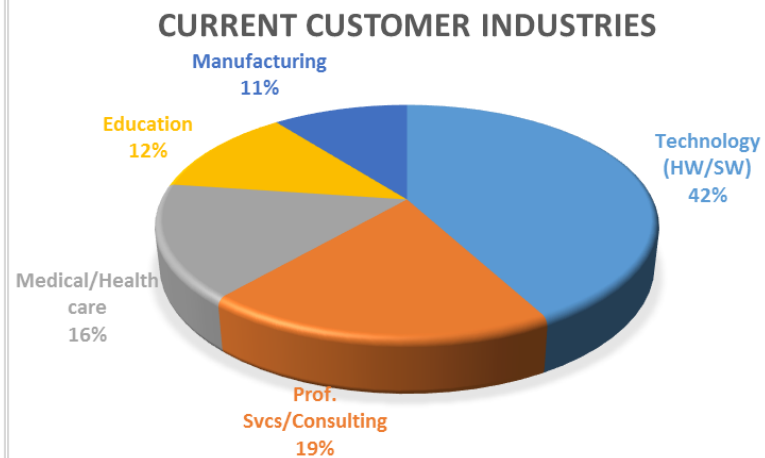
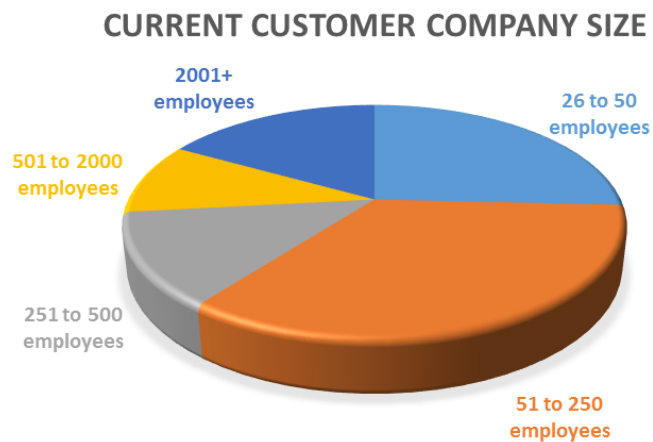
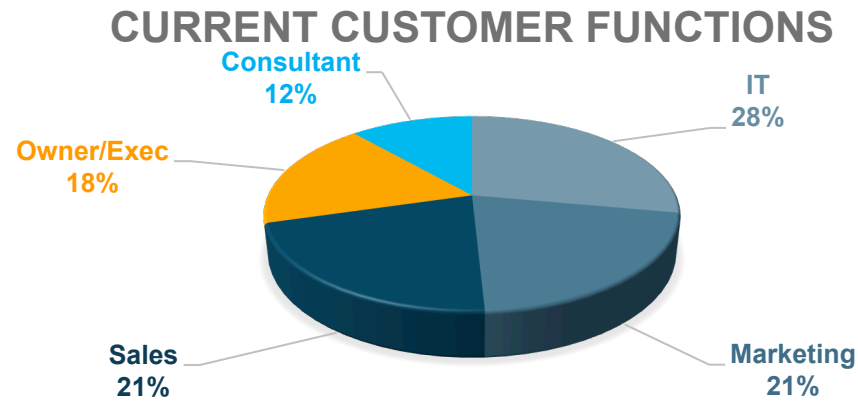
However, the below list should give you a good flavor of competitor pricing compared to join.me Pro.

Product	Yearly Price	Savings if switch to join.me Enterprise
Join.me Enterprise	\$228/year/host	x
Cisco WebEx Premium 100	\$828/year/host	72%
Citrix GoToMeeting Plus	\$672/year/host	66%

Product	Yearly Price	Savings if switch to join.me Enterprise
Zoom Business (100/200 participants)	\$660/year/host	65%
Skype for Business Online Plan 2 (formerly Microsoft Lync)	\$66/year/user	x
Biba Professional	\$120/year/user	x
Fuze Premium	\$480/year/host	53%
UberConference Business	\$120/year/host	x
Google Hangouts (Google Apps for Work)	\$120/year/user	x
Adobe Connect Meetings (Option A)	\$540/year/host	58%
Clearslide Basic	\$660/year/user	65%

## VII. Customer Demographics

Below find detailed join.me customer demographics.



### Current Customer Base (in 25+ employee co's)

- IT: 17%
- Marketing: 13%
- Sales: 13%
- Owner/Exec: 11%
- Consultant: 7%

### Industries (Top 5)

- Hardware/Software/Technology: 24%
- Professional Services/Consulting: 11%
- Medical/Healthcare: 9%
- Education: 7%
- Manufacturing: 6%

### Company Size

- 26-50 Employees: 26%
- 51-250 Employees: 35%
- 251-500 Employees: 13%
- 501-2000 Employees: 10%
- 2001+ Employees: 17%

### Key Targets:

#### Buyer:

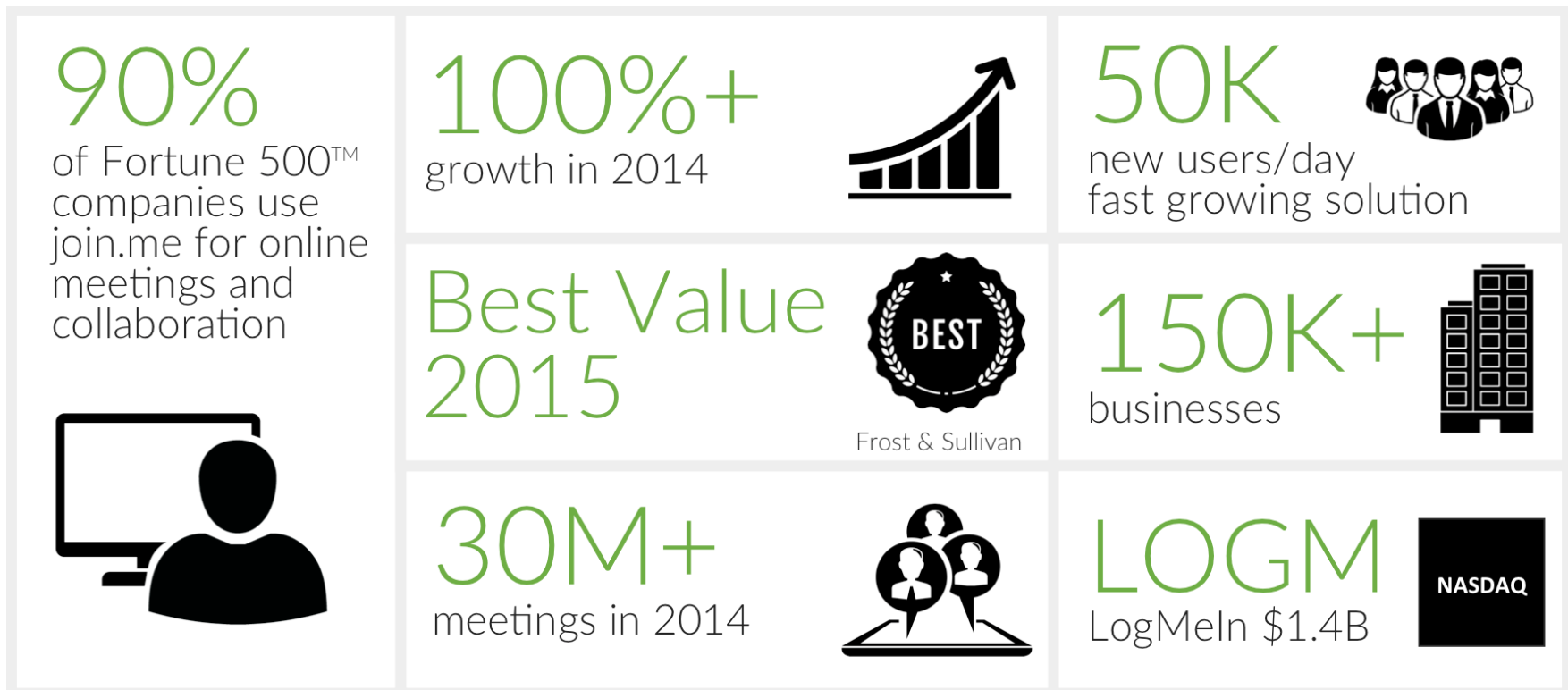
- LOB leader: sales and marketing
  - Company size 50-3000 employees
- IT
  - Company size 50-3000 employees

#### User:

- Knowledge worker in SME company
  - Sales & marketing are most common

## VIII. Building Credibility

Customers and independent reviewers agree: join.me is the most intuitive, powerful, and easiest web conferencing solution available. It's the join.me experience that differentiates it from the legacy solutions, and why join.me has so much momentum and growth across all sizes of businesses. Here are some quick but powerful facts about join.me:



In fact, the 2014 Satmetrix report gave join.me a net promoter customer satisfaction score that's nearly twice as high as most others. No wonder our loyal customers rave about us.



## Leading in Customer Satisfaction – Highest Net Promoter Score

Research by Satmetrix revealed that join.me received the highest net promoter score compared to competitors, including WebEx and GoToMeeting, among both active users and company decision makers. Join.me ranked number one in speed, ease of use and reliability.

### Overall NPS results



### Users who have used more than one product prefer join.me



### Paid users rate join.me higher



### Decision makers choose join.me for their teams



Customer Collaboration Solutions Satmetrix, August 2014

G2 Crowd has come out with its first user-selected rankings of the best web conferencing tools in January 2015. In that ranking, join.me achieved the highest overall customer satisfaction score.

G2 Crowd Grid<sup>SM</sup> for **Web Conferencing** Winter 2015



Source: <http://venturebeat.com/2015/01/21/skype-gotomeeting-webex-top-g2-crowds-first-report-on-web-conferencing-tools/>

## And here are what leading publications and reports are saying about join.me...

### *Frost and Sullivan*

Awarded join.me their 2014 Global Customer Value Leadership Award

### *Fortune Magazine*

One of Top 12 Apps that let you manage while on the go

### *Huffington Post*

Seven Must-Have Apps For Distributed Teams Doing Social Good

### *Harvard Business Review*

The Tools You Need to Make Every Meeting More Productive

### *Time Magazine*

50 Must-have iPad Apps

### *CIO*

join.me Offers Cool, Free Alternative for Virtual Meetings

### *Inc*

7 Free Apps That Will Make Life Better

## join.me is “bullet-proof”

“Share screens faster with **join.me**. I’ve tried GoToMeeting, WebEx, Google Hangouts and Skype. They all work some (or even most) of the time. But the only bullet-proof screen sharing tool I’ve used is join.me. It works for me every time (knock on wood!), and because it’s so fast to set up a meeting and share a link, it works even if I’m already mid-call when I realize I need to share my screen.”

*Harvard Business Review*

join.me customers span industries. When speaking with prospects, it may be helpful to share the names of join.me customers in the prospect's industry.

*Share verbally only (\*case study available)*

Industry	Customer Company
Art	<ul style="list-style-type: none"> <li>• Getty Images</li> </ul>
Advertising	<ul style="list-style-type: none"> <li>• Yellow Pages</li> </ul>
Consulting/Professional Services	<ul style="list-style-type: none"> <li>• <a href="#">BTS*</a></li> <li>• <a href="#">Dominion*</a></li> <li>• Oliver Wyman</li> </ul>
Education	<ul style="list-style-type: none"> <li>• Pepperdine University</li> <li>• Western Governors University</li> <li>• Numerous school districts for visually impaired students (ex. Granby &amp; Westport CT)</li> </ul>
Energy	<ul style="list-style-type: none"> <li>• <a href="#">Mainstream Energy*</a></li> <li>• Solar City</li> </ul>
Finance	<ul style="list-style-type: none"> <li>• John Hancock</li> <li>• LTC Financial Partners</li> </ul>
Government	<ul style="list-style-type: none"> <li>• NOAA (National Oceanic and Atmospheric Administration)</li> </ul>
Healthcare/Insurance	<ul style="list-style-type: none"> <li>• Primerica (independent agents)</li> <li>• Insphere</li> <li>• Welch Allyn</li> </ul>
Manufacturing	<ul style="list-style-type: none"> <li>• <a href="#">Sesco (lighting manufacturers)*</a></li> </ul>

Industry	Customer Company
	<ul style="list-style-type: none"> <li>• <a href="#">Zero Motorcycles</a></li> </ul>
Non-Profit	<ul style="list-style-type: none"> <li>• Innovations for Learning</li> <li>• Global Press Institute</li> </ul>
Technology	<ul style="list-style-type: none"> <li>• <a href="#">Getronics*</a></li> <li>• FourSquare</li> <li>• Acquia</li> <li>• Ricoh</li> <li>• LinkedIn</li> <li>• Indeed</li> <li>• Vocus</li> <li>• Living Social</li> <li>• <a href="#">Meltwater</a></li> </ul>
Travel/Entertainment	<ul style="list-style-type: none"> <li>• <a href="#">Scripps Interactive (parent company of HGTV, DIY channel, Food Network, Travel Channel and Cooking channel)*</a></li> <li>• Hyatt</li> <li>• Orbitz</li> <li>• Weather.com</li> </ul>

## IX. Beating Competitors

Below find **Competitive Battle Cards** covering 10 join.me competitors:

- a. Citrix GoToMeeting
- b. Cisco WebEx
- c. Zoom
- d. Skype for Business (formerly Microsoft Lync)
- e. Biba
- f. Fuze
- g. UberConference
- h. Google Hangouts
- i. Clearslide
- j. Adobe Connect

Each Battle Card contains information on strengths and weaknesses of the given competitor, as well as talking points emphasizing join.me's competitive advantage.

# Competitor Profile: GoToMeeting

## PRICING

	GoToMeeting Pro	GoToMeeting Plus	GoToWebinar 100	GoToWebinar 500
PRICE	\$468/year/host	\$672/year/host	\$1,068/year/host	\$2,388/year/host
ATTENDEE LIMIT	25 people	100 people	100 people	500 people

## STRENGTHS

### ESTABLISHED

- » GoToMeeting is a well known product with longstanding enterprise contracts.

### WIDE BRAND RECOGNITION

- » Behind only WebEx in brand awareness, GTM is a giant in the market.

### COMPREHENSIVE SUITE & FEATURES

- » Comprehensive suite of full-featured products (GoToXYZ and Citrix suite of products) that many customers leverage.

### ADMINISTRATIVE FUNCTIONS

- » High levels of administrative controls and reporting.

### WEBINAR FEATURES

- » Webinar features including roll call, pre-registration, tracking etc.

## WEAKNESSES

### COST

- » Expensive solution with overages and hidden charges, including audio charges.
- » Meeting limit is 25 attendees for the meeting package and there are higher rates for more attendees.
- » Larger meetings may incur meeting overages and hidden charges.

### USER EXPERIENCE:

- » Multiple downloads required & heavy footprint on user's machine leads to slow meeting start time.
- » Difficult, overburdened user interface that causes confusion with users and attendees.
- » Interface that is difficult to use and requires training.

### MEETING LIMIT

- » 25 attendees for the Pro package; higher rates for more.

## EMPHASIZE

### POOR ROI

- » GoToMeeting delivers poor ROI, with companies that need video/webinar capabilities often keeping a seat or two of GoToMeeting but use join.me for huge savings on audio-only meetings.

### BAD MEETINGS

- » GoToMeeting require users to download software. join.me is simple and intuitive with no download for the viewer.

### USER EXPERIENCE

- » GoToMeeting user experienced is cluttered, while join.me has a simple, intuitive user interface. Users love join.me with top Net Promoter Score for ease of use.

## WHY join.me?

**1** join.me is ½ the price of GoToMeeting

**2** Employees want to use what works, and what works fast.

**3** join.me is simple, powerful and intuitive.

**4** No app downloads or installs; instant connection vs. 5 min.

**5** 2014 Satmetrix highest Net Promoter Score; 64 vs. 43 for GoToMeeting.





# Competitor Profile:

## PRICING

	Basic	Premium 8	Premium 25	Premium 100
PRICE	Free	\$228/year/host	\$468/year/host	\$828/year/host
ATTENDEE LIMIT	3 people	8 people	25 people	100 people

## STRENGTHS

### ESTABLISHED

- » Cisco has long-standing enterprise contracts.

### WIDE BRAND RECOGNITION

- » They are the “Kleenex” of web conferencing.

### BUSINESS PRODUCT SUITE

- » Comprehensive Cisco enterprise solutions.

### ADMINISTRATIVE FUNCTIONS

- » High levels of administrative controls and reporting.

### WEBINAR FEATURES

- » Roll call, pre-registration, tracking, etc.

### “CALL ME” FEATURE

- » Eliminates participant dial-in hassle.

## WEAKNESSES

### COST

- » Exorbitant phone rates at \$225+ per month and limited to 3,000 minutes.
- » International audio not included in WebEx meeting costs
- » Larger meetings may incur meeting overages and hidden charges.

### USER EXPERIENCE:

- » Both viewer and presenter have to register and install a client.
- » Multiple downloads required resulting in slow meeting starts.
- » Interface that is difficult to use and requires training.
- » Audio/video sync issues.

### MEETING LIMIT

- » 25 attendees for the meeting package; higher rates for more.

## EMPHASIZE

### POOR ROI

- » Companies that need video/webinar capability typically keep 1-2 seats of Webex, but use join.me for huge savings on audio-only meetings.

- » See BTS (global consulting firm) [ROI case study](#) (rip and replace WebEx), 741% ROI realized from switch.

### BAD MEETINGS

- » WebEx meetings often start late and require users to download software.

## WHY join.me?

**1** join.me is ½ the price of WebEx.

**2** Employees want to use what works, and what works fast.

**3** join.me is simple, powerful and intuitive.

**4** No app downloads or installs; instant connection vs. 5 min.

**5** 2014 Satmetrix highest Net Promoter Score; 64 vs. 30 for WebEx.



# Competitor Profile: **zoom**

## PRICING

	Basic	Pro		Business	
PRICE	Free	\$120/year/host	\$600/year/host	\$180/year/host	\$660/year/host
ATTENDEE LIMIT	25 people (40 min/meeting)	25 people	100/200 people	25 people	100/200 people

## STRENGTHS

### VIDEO CAPABILITIES

- » Strong video capability w/ HD video & voice, dynamic voice detection, dual streaming for dual screens, and full screen or gallery views with multiples participants.

### IPHONE/IPAD SUPPORT

- » Recently added iPhone/iPad screen sharing (though this requires a separate download.)

### INTUITIVE DESKTOP APP

- » Intuitive desktop app makes it easy to join a meeting, start a meeting with video and start a meeting without video.

### SCHEDULING FEATURES

- » Easy to schedule meetings in seconds with Outlook integration.

## WEAKNESSES

### COMPLEXITY

- » Meeting setup still requires more steps than join.me and add to the complexity of the experience.
- » The number of options on the desktop app serve to distract users and complicate the meeting experience.
- » Clunky website user experience while in meeting viewer/presenter window or on the account page.

### SMALL START-UP

- » Small company as Zoom is privately held and founded less than five years ago.

## EMPHASIZE

### LACKS SIZZLE

- » Zoom lacks the simple but powerful user experience that join.me users love. It lacks sizzle.

### SMALL START-UP

- » Zoom is still a startup and probably losing money. join.me is part of LogMeIn, a \$1.4B public company with over 90% of Fortune 500 companies and 50+ million subscribers actively using join.me.

### LACKES ENTERPRISE FEATURES

- » join.me is superior as an enterprise-grade solution with five 9's reliability, single sign-on, 256-bit SSL encryption, 100 GB cloud storage, and powerful admin functions.

## WHY join.me?

**1** Zoom app lacks power of join.me.

**2** Setting up Zoom meetings require multiple steps.

**3** join.me is simple, powerful and intuitive.

**4** Zoom lacks many critical enterprise features.

**5** Zoom is a small start-up with an uncertain future.



# Competitor Profile: Skype for Business Lync

## PRICING

	Online Plan 1	Online Plan 2
PRICE	\$24/year/user	\$66/year/user
ATTENDEE LIMIT	50 people	50 people

## STRENGTHS

### USER INTERFACE BETTER

- » Lync's traditional UI has been eschewed in favor of Skype's simple, clean formatting.

### PRICE

- » Priced the same as Lync previously, Skype for Business is available for as little as \$2/month, and up to \$6/month for a premium plan.

### CALL MANAGER

- » Skype for Business is designed for multi-tasking within a meeting.
- » 'Call Manager' allows for message updates/emails to be muted and hidden while showing your screen/hosting a meeting.

### FEATRUES

- » Full featured including file sharing, document collaboration, screen share, and video conferencing.

## WEAKNESSES

### AUDIO

- » There are no PSTN audio options included; they must be purchased separately.

### BANDWIDTH/CPU ISSUES

- » Skype for Business requires substantial bandwidth
- » Features such as video and screen share suffer when CPU is throttled by the app.

### FOR INTRERNAL USE ONLY

- » Requires both parties to be using Skype for Business, this is an internal solution only.

### VOIP ISSUES

- » Testimonials suggest that VoIP quality is low with Skype for Business.

## EMPHASIZE

### POOR UI

- » Though improved with the incorporation of Skype's familiar UI, Skype for Business will carry Lync's legacy as a complex, user-unfriendly app.
- » Many features require multiple clicks to find/use (screen share, document share), leading to a complicated UX for new users.

### LACK OF BRANDING

- » There are no personalization or branding opportunities.

### POOR AUDIO

- » Skype has been targeted as providing one of the lowest quality audio solutions in the industry, and while quality is generally dependent on internet connection, reports suggest that audio is suboptimal even on high quality wired/wires networks.

## WHY join.me?

**1** With Skype, ad hoc meetings not possible in most cases.

**2** Employees want to use what works, and what works fast.

**3** join.me mobile/BYOD friendly; 300M devices connected today.

**4** No app downloads or installs; instant connection vs. 5 min.

**5** 2014 Satmetrix highest Net Promoter Score; 64 vs. 34 for Lync.



## Competitor Profile: **Biba**

### PRICING

	Basic	Professional
PRICE	Free	\$120/year/user
ATTENDEE LIMIT	TBD	TBD

### STRENGTHS

#### PRICE

- » Biba is one of the lowest priced fully fledged meeting tools on the market.
- » Beginning Pro deals cost \$10/user/month, and full-room video conferencing services are offered at competitive prices.

#### SOLID VIDEO

- » Particularly for its price, Biba offers very solid video, with competent audio sync.
- » Biba offers 16 concurrent video feeds, very strong for the industry.

### WEAKNESSES

#### LAGGY SCREEN SHARING

- » Biba screen sharing is laggy, especially when used in combination with other features (video, recording.)

#### LEGACY LOOK AND FEEL

- » The Biba application window is bulky, clutters a user's screen, and is a CPU hog.
- » Biba looks like a legacy tool and is overly complicated.

#### COMPLICATED ONBOARDING

- » By multiple accounts, new user onboarding is a complicated process.

#### SMALL START-UP

- » Biba is a small start-up and founded less than five years ago.

### EMPHASIZE

#### POOR OVERALL EXPERIENCE

- » Join.me offers a significantly better total customer experience.
- » Biba's cluttered UI, spotty performance, and complicated on-boarding process leads to significant user and admin frustration.

#### SMALL START-UP

- » Biba is still a startup and probably losing money. join.me is part of LogMeIn, a \$1.4B public company with over 90% of Fortune 500 companies and 50+ million subscribers actively using join.me.

#### LACKS ENTERPRISE FEATURES

- » join.me is superior as an enterprise-grade solution with five 9's reliability, single sign-on, 256-bit SSL encryption, 100 GB cloud storage, and powerful admin functions.

### WHY join.me?

**1** Biba looks and acts like a legacy tool.

**2** Biba screen sharing is laggy and unreliable.

**3** join.me is simple, powerful and intuitive.

**4** Biba lacks many critical enterprise features.

**5** Biba is a small start-up with an uncertain future.



## Competitor Profile: fuze

### PRICING

	Free	Pro	Premium
PRICE	Free	\$240/year/host	\$480/year/host
ATTENDEE LIMIT	3 people	25 people	250 people

### STRENGTHS

#### VIDEO QUALITY

- » High-definition video experience (even in the Free version).
- » General video quality is high at 1080p.
- » The number of video feeds is 12 and they run relatively seamless with little to no audio/video sync issues.

#### COST

- » The Pro offering is relatively affordable, though Fuze gets expensive with Premium Bundling.

#### AUDIO

- » Fuze offers VoIP, dial-in toll, and toll-free options.

### WEAKNESSES

#### COMPANY SIZE/STABILITY

- » Fuze is still a small company, supported by capital funding without an unproven enterprise track record.

#### VIDEO EMPHASIS

- » They are very focused on the video experience, so desktop sharing/screen sharing is not intuitive and can be clunky.

#### AD HOC MEETINGS

- » Impromptu meetings are unintuitive and are frequently difficult to get up and running; clunky YX.

#### AUDIO

- » Fuze users cannot use their audio as a standalone solution; in other words, users must start a meeting to have an audio meeting.

### EMPHASIZE

#### COST

- » While Fuze does offer optional add-in toll free audio and call-me dialing, these options come at additional costs.

#### MEETING DIFFICULTY

- » An unintuitive interface and time needed to start a meeting (on the host side) makes ad hoc meetings difficult and undesirable.

#### SMALL COMPANY

- » Fuze is still a startup and is likely losing money; we don't know the long-term outlook for Fuze.

### WHY join.me?

1

join.me is part of LogMeIn, a \$1.4B public company.



2

Over 90% of Fortune 500 companies actively using join.me.

3

join.me is simply, powerful and intuitive.

4

No app downloads or installs; instant connection vs. 5 min.

5

join.me mobile/BYOD friendly; 300M devices connected today.

## Competitor Profile: UberConference

### PRICING

	Basic	Pro	Business
PRICE	Free	\$120/year/user	\$120/year/user
ATTENDEE LIMIT	25 people	100 people	100 people

### STRENGTHS

#### SIMPLE AND UNCOMPLICATED

- » Meetings are simple to join, onboarding is well executed, and the online portal is clean-cut and distinctive. Joining meetings relatively uncomplicated.

#### AUDIO VALUE

- » 'Pro' plans are \$10/month/user, include VoIP, up to 100 callers, dial out, international access from 40 countries.
- » Toll-Free numbers are available for \$10 extra.
- » Personal URL's available. HD audio quality is promised at a very competitive rate.

#### NO DOWNLOADS

- » Works within browser, does not require additional downloads for host/viewer.

### WEAKNESSES

#### AUDIO/SCREEN SHARING SYNC

- » Screen sharing noted as being extremely problematic. Screen sharing and audio often cause alignment issues (i.e. audio reaching before visual catches up.)

#### NOT TRUE ENTERPRISE

- » Not an enterprise solution as it lacks many key features including annotation and screen recording.

#### LACKING FEATURES

- » Lack of collaboration tools mean users will be playing \$10-20 for what is essentially just an audio conferencing tool.

### EMPHASIZE

#### NOT ENTERPRISE READY

- » UberConference lacks many enterprise features (screen sharing, presenter control) unlike join.me which has full compliment of enterprise features.

#### PRICING

- » While UberConference looks competitive on pricing, this is not the case when functioning only as audio supplement as is often the case.

#### SMALL START-UP

- » UberConference is still a startup and probably losing money due to commodity business model. join.me is part of LogMeIn, a \$1.4B public company with over 90% of Fortune 500 companies and 50+ million subscribers actively using join.me.

### WHY join.me?

**1** Screen sharing and audio out of sync.

**2** UC is basically a glorified audio conferencing tool.

**3** join.me is simple, powerful and intuitive.

**4** lacks critical user and enterprise features that join.me offers.

**5** UC is a small start-up with an uncertain future.



## Competitor Profile: Hangouts

### PRICING

	Google+ Users	Google Apps for Work	Google Apps for Work+
PRICE	Free	\$60/year/seat	\$120/year/seat
ATTENDEE LIMIT	15 people	15 people	15 people

### STRENGTHS

#### EASE OF USE

- » Browser based, so sessions are up and running relatively quickly. Video conferences are started faster than most competitors in the collaboration space.

#### HUGELY POPULAR

- » Google Hangouts is one of the most widely downloaded apps in the world, for both desktop and mobile.

#### PLATFORM INTEGRATION

- » Google platform integration makes it easier for Google users to chat/collaborate easily using Google+, Google Voice, Drive, Docs, Gmail, Maps, YouTube, etc.

#### DOCUMENT COLLABORATION

- » Easy to segue from document collaboration session into a live video group conversation including sharing spreadsheets, presentations, and more.

### WEAKNESSES

#### REQUIRES GOOGLE+

- » Requires Google+ account to use Hangouts.
- » Ad hoc meetings/group sessions requiring video are not possible unless all users have already set up a Google+ account.

#### VIDEO QUALITY ISSUES

- » Hangouts ranks among the lowest in video quality among collaboration players.

#### AUDIO SYNC ISSUES

- » Audio quality can suffer due to sync issues.

### EMPHASIZE

#### EXTERNAL MEETINGS

- » Participants must have a Google account to use Hangout.
- » Viewers w/out a Google account must create one before starting/joining a meeting.
- » Therefore Hangouts not ideal for ad hoc meetings and external meetings.

#### POOR EXPERIENCE

- » Due to poor video quality and frequent audio sync issues, the overall meeting experience with Hangouts is poor and unreliable.

### WHY join.me?

1

Requires all users to have a Google account.

2

Meeting starts often delayed as users create Google accounts.

3

join.me is simple, powerful and intuitive.

4

Video and audio quality issues leads to poor meeting experience.

5

join.me mobile/BYOD friendly; 300M devices connected today.



# Competitor Profile: clearslide

## PRICING

	Basic	TBD
PRICE	\$660/year/user	TBD
ATTENDEE LIMIT	TBD	TBD

## STRENGTHS

### SALES FOCUSED

- » Purpose-built content sharing solution for sales professionals; good for planned meetings.

### CONTENT MANAGEMENT

- » Content management component which allows managers to monitor what material is being used and is most effective.

### SALES ANALYTICS

- » Deep analytics that track engagement of prospects with presentations, emails, and collateral

### NO VIEWER DOWNLOADS

- » No viewer download & static URLs to host content and distribute to customers.

## WEAKNESSES

### NO AD HOC MEETING

- » Does not support ad hoc sharing.

### SCREEN SHARING ISSUES

- » Screen sharing is available but very difficult to use and has quality issues because it is running on Java.

### MISSING FEATURES

- » Narrowly focused on sales but still missing key ingredients for sales (ease of use and speed).

### PRICE

- » High price and audio is not included (toll #s are \$1/month + \$.01/minute, toll-free is \$3/month + \$.03/minute)

### SECURITY

- » Proprietary company-wide information is being distributed on links that cannot be controlled, content posted in the cloud.

## EMPHASIZE

### SCREEN SHARING/SALES PITCHES

- » Clearslide is a great tool for pre-planned pitches, but this only represents a fraction of the interactions that your sales team is having daily. They still need a tool they can fire-up in seconds and demo on the fly.

### EXPENSIVE

- » Although Clearslide has been known to discount heavily, their list price is 4x the cost of join.me.
- » Clearslide charges a per minute price for toll and toll free audio conferencing. With join.me you get unlimited, dedicated conference lines with your licenses. No overages or per minute charges.

### SMALL COMPANY

- » Clearslide is still a startup, less than six years old. join.me is part of LogMeIn, a \$1.4B public company with over 90% of Fortune 500 companies and 50+ million subscribers actively using join.me.

## WHY join.me?

- 1 No ad hoc meetings for sales on the fly.

- 2 4x the price of join.me and extra charges for audio.

- 3 join.me is simple, powerful and intuitive.

- 4 join.me is part of LogMeIn, a \$1.4B public company.

- 5 With join.me, no overages or per minute charges.





## Competitor Profile: Adobe Connect Meetings

### PRICING

	Option A	Option B
PRICE	\$540/host/year	TBD
ATTENDEE LIMIT	25 people	100 people

### STRENGTHS

#### COMPREHENSIVE FEATURE SET

- » Offers complex video, audio, participant, recording, and layout options. This is made more impressive by the fact that all features are able to be used w/out downloads.

#### NO DOWNLOADS

- » Both presenters and participants are able to join Adobe Connect download free, as long as Flash is present on both ends of the meeting.

#### ADMIN/WEBINAR FEATURES

- » Provides reporting options & interaction monitoring not normally seen within online meeting space. Meeting history tracks engagement, records all options.

#### LAYOUTS

- » By default, Adobe Connect Meetings has 3 separate meeting layouts (*Meeting, Discussion, and Collaboration*) to optimize meeting functions. Users customize layouts and adjust on the fly depending on purpose of meeting.

### WEAKNESSES

#### STEEP LEARNING CURVE

- » The complexity of the software means that new users will struggle to find and properly utilize meeting features. Several testimonials/reviews attest to how difficult new user onboarding has been after purchase.

#### USER INTERFACE

- » Connect's interface is bloated, cumbersome, and difficult to manage. User's entire window taken up by default and shrinking the Connect window obscures meeting functionality and options.

#### VIDEO

- » Compared to the industry benchmark (Zoom, GoToMeeting, Fuze), Connect's video is sluggish, with a refresh rate notably lagging the industry leaders.

#### COST

- » Seats of Adobe Connect start at \$45/user/month, and meetings are capped at 25 members.

### EMPHASIZE

#### COMPLEX

- » ACM is an extremely complex tool requiring end users to spend a significant amount of time learning how to run a simple meeting. Join.me is simple and intuitive requiring virtually no end-user training.

#### EXPENSIVE

- » ACM is expensive and bloated – at \$540 per year, it is 3x the price of join.me and users are paying for features they may not use.

#### SLOW MEETING START

- » Ease of starting a meeting is critically important to adoption – ACM requires users to fill out forms to start a meeting. With join.me, users start a meeting with a click.

### WHY join.me?

**1** ACM UI is cluttered and unintuitive.

**2** ACM is expensive – 3x the price of join.me.

**3** join.me is simple, powerful and intuitive.

**4** Video is sluggish compared to industry standards.

**5** Steep learning curve for users.



## X. Resources

Salesforce contains important content for you to share with your customers, as well as internal-only tools to assist in how you sell.

Link: [join.me External Content](#)

Link: [join.me Internal Content](#)

The screenshot displays the LogMeIn Salesforce CRM Content search interface. The search criteria are set to "join.me External", resulting in 63 items. The results are shown in a table with the following columns: Title, Size, Author, Last Modified, and Downloads. The first few results include a case study on ZeroMotorcycles, a quick pitch deck, and an eBook on optimizing sales revenue. A large number of results are tutorial videos created by Colleen Regan, covering topics like chat, content packs, scheduling, and screen sharing.

Title	Size	Author	Last Modified	Downloads
joinme_CaseStudy_ZeroMotorcycles (WebEx, Manufacturing, Electric Vehicle Co.)	455 KB	Amy Wendel	1 week ago	
JM_Quick Pitch Deck	20.4 MB	Alix Hagan	3 weeks ago	
Collab_eBook_Optimizing Sales Revenue	3.9 MB	Colleen Regan	4 weeks ago	1
JM_Tutorial Videos_Chat	-	Colleen Regan	4/2/2015	
JM_Tutorial Videos_Content Pack	-	Colleen Regan	4/2/2015	
JM_Tutorial Video_Scheduling with Outlook	-	Colleen Regan	4/2/2015	
JM_Tutorial Video_Starting a Meeting	-	Colleen Regan	4/1/2015	
JM_Tutorial Video_Annotation	-	Colleen Regan	3/31/2015	
JM_Tutorial Video_Join a Meeting	-	Colleen Regan	3/31/2015	
JM_Tutorial Video_Screen Sharing	-	Colleen Regan	3/31/2015	
JM_Tutorial Video_Personalization	-	Colleen Regan	3/31/2015	
JM_Tutorial Video_Remote Control	-	Colleen Regan	3/31/2015	
JM_Tutorial Video_Send a File	-	Colleen Regan	3/31/2015	
JM_Tutorial Video_Salesforce Integration	-	Colleen Regan	3/31/2015	
JM_Tutorial Video_Pass Presenter	-	Colleen Regan	3/31/2015	
JM_Tutorial Video_Scheduling with Google Calendar	-	Colleen Regan	3/31/2015	