Date: August 23, 2020

To: Alisha Murphy, Supervisor

From: Raul Chevalier, Communications Analyst

Subject: Video conferencing software recommendation

Dear Ms. Murphy,

Achieving financial security during these strange times we are living in is becoming more complex for more people than ever before. Northwestern Mutual must find new ways to make it easier than ever to stay in touch with its customers.

Improving our company's video conferencing capabilities is one way of accomplishing such a task, and we have evaluated several options. The key considerations were cost effectiveness, dependability, user features, and archiving abilities.

After careful research of the best options in the market, our options were narrowed down to three: Adobe Connect, GoTo Meeting, and Zoom. Each of these options had advantages and disadvantages, so we prepared a summary of our comparison in table below.

Options	Adobe Connect	GoTo Meeting	Zoom
Rating	93	58	95
Cost Effectiveness	Fair	Good	Excellent
Dependability	Excellent	Fair	Excellent
User Features	Excellent	Good	Excellent
Archiving Abilities	Excellent	None	Good

Our recommendation for new video conferencing software is Zoom. It not only is an application our customers are probably already using to stay in touch with loved ones, but it also provides several features that will suit our needs.

Some of these features are:

- Built to host and broadcast online meetings that can cater to up to 100 interactive video participants and 10,000 view-only attendees.
- Quality video, audio, and screen-sharing capabilities
- Feature-rich mobile apps for iOS and Android
- Join as view-only attendee (Zoom Video Webinar)
- Join by telephone dial-in or VoIP.
- Accessibility features for users with disabilities
- Work email, single sign-on (SSO) or Google login

- Secure Socket Layer (SSL) encryption
- Scheduling & Starting Meetings
- Accommodates up to 200 participants.

Zoom has several options as pricing plan, but since we are a large corporation with high probability of having several hosts at the same time, our recommendation is the Enterprise option ($19.99 per month per host).

If you need additional details on our analysis, please let me know.

Regards,

Raul Chevalier