Comparing Cisco Webex to Zoom Meetings and Microsoft Teams

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Why evaluate collaboration solutions related to the future of work?

Companies need a strategy for effective employee collaboration from home, the office, and while mobile.

Organizations want to deploy a solution that best enables collaboration for all workers and aligns with corporate IT initiatives.

Employees need tools that will integrate with the applications that empower them to work effectively the way they want.
Who Did the Assessment?

Dr. Brent Kelly

Principal KelCor Analyst
21 years covering the communications industry
Has real world engineering, management and consulting experience in a number of industries:

Authored hundreds of articles on unified communications and writes regularly for NoJitter.com
Prepares a competitive analysis session at Enterprise Connect every year

www.KelCor.com
An Unbiased, Independent Assessment

Yes!

Although sponsored by Cisco, the results are based on independent testing done in KelCor’s lab.

No one knew the outcomes in advance.
# How Were the Competing Services Sourced?

*KelCor paid full commercial price for all services*

<table>
<thead>
<tr>
<th>Microsoft 365 Services</th>
<th>Zoom Meeting Services</th>
<th>Cisco Webex Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchased E5 licenses through a Microsoft partner</td>
<td>Purchased Zoom Business licenses direct from the Zoom website</td>
<td>Purchased Webex Meeting and Calling licenses from a Cisco SP partner</td>
</tr>
<tr>
<td>Purchased Business Voice (PSTN) and Teams Room System licenses from the Microsoft partner</td>
<td>Purchased Zoom Phone (with PSTN), Room, Audio Conferencing, and H.323/SIP Room Connector licenses</td>
<td>Service provider partner provided PSTN connectivity</td>
</tr>
<tr>
<td>Obtained “resource” email addresses for other services through Microsoft Office 365</td>
<td>Account email addresses came from Office 365</td>
<td>Account email addresses came from Office 365</td>
</tr>
<tr>
<td>Teams Phones and Teams Room System devices were sourced from third-party Yealink, Poly, and Logitech partners</td>
<td>Zoom Room and Zoom Phone endpoints were sourced from Neat.no and third-party Yealink and Poly partners</td>
<td>Cisco phones and Webex Room Kit Mini were leased from the SP; Cisco provided a DX80</td>
</tr>
</tbody>
</table>

**Real-life Standard Procurement Process**
Who Determined What Was Tested?

Cisco offered two real RFPs; KelCor created 10 “employee personas”. These were combined to create the functionality for the test plan.

2 RFPs + 10 Personas → Test Plan

- Foundational
- Knowledge Worker
- Mobile Field Worker
- Frontline Worker
- Production Worker
- Contact Center Worker
- Business Operations Worker
- Manager and Admin Worker
- Educators and Constituents
- IT Admin Worker

(Cisco won one RFP and lost the other one)

Characteristics & Capabilities that working people need

Over 200 Features & Capabilities Tested
Scoring the Test Results

Scoring

a. Each test item received a score between 1 and 5
b. 1 is poor, 5 is excellent
c. KelCor provided operational notes or insights on many functional areas (308 informational notes created)

Consuming the Results

<table>
<thead>
<tr>
<th>Category</th>
<th>Cisco</th>
<th>Zoom</th>
<th>Microsoft</th>
</tr>
</thead>
<tbody>
<tr>
<td>One-on-One Chat</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Persistent Chat</td>
<td>5</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Message Read Receipt</td>
<td>5</td>
<td>1</td>
<td>4</td>
</tr>
<tr>
<td>Chat/Workspace Pop Out</td>
<td>4</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>Screen Capture &amp; Post in Chat</td>
<td>5</td>
<td>5</td>
<td>1</td>
</tr>
</tbody>
</table>

A Sample of the Functionality Scoring

CATEGORY SCORES ARE REPRESENTED AS HARVEY BALLS
Tallying the Final Overall Category and Persona Scores

1. The 200+ capabilities tested were divided up into 11 “categories”.
2. Each capability was given a score between 1 and 5.
3. No “weighting” was applied to any capability.
4. The score from each capability in each category was summed and then divided by the number of items in that category. This gave a final “category” score.
5. Persona scores were created by summing up the individual scores from all capabilities in all functional categories used by a particular persona. This sum was then divided by the number of individual capabilities used by the given persona.

A Note on Scoring
These scores are a snapshot in time. Each provider constantly adds functionality that will change the scoring over time.
## Assessment Result:

by Functional Category

<table>
<thead>
<tr>
<th>Function Category</th>
<th>Cisco Webex</th>
<th>Zoom</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Procurement and Installation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Costs</td>
<td></td>
<td></td>
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<tr>
<td>Presence and Status Controls</td>
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<td></td>
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<tr>
<td>Meetings</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recording &amp; Transcription</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Events</td>
<td></td>
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</tr>
</tbody>
</table>

**Overall**

|                     |             |      |           |

HIGHLIGHTED CELL REPRESENTS THE FUNCTIONAL CATEGORY HIGHEST SCORER

See appendix for numerical score values
## Assessment Result:
by Employee Personas

<table>
<thead>
<tr>
<th>Personas</th>
<th>Cisco Webex</th>
<th>Zoom</th>
<th>Microsoft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foundational</td>
<td>🌝</td>
<td>🌝</td>
<td>🌝</td>
</tr>
<tr>
<td>Knowledge Worker</td>
<td>🌝</td>
<td>🌝</td>
<td>🌝</td>
</tr>
<tr>
<td>Mobile Field Worker</td>
<td>🌝</td>
<td>🌝</td>
<td>🌝</td>
</tr>
<tr>
<td>Contact Center Worker</td>
<td>🌝</td>
<td>🌝</td>
<td>🌝</td>
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<td>🌝</td>
<td>🌝</td>
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<tr>
<td>Business Operations Worker</td>
<td>🌝</td>
<td>🌝</td>
<td>🌝</td>
</tr>
<tr>
<td>Production Worker</td>
<td>🌝</td>
<td>🌝</td>
<td>🌝</td>
</tr>
<tr>
<td>Manager and Admin Worker</td>
<td>🌝</td>
<td>🌝</td>
<td>🌝</td>
</tr>
<tr>
<td>Educators and Their Constituents</td>
<td>🌝</td>
<td>🌝</td>
<td>🌝</td>
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<td>IT Admin Worker</td>
<td>🌝</td>
<td>🌝</td>
<td>🌝</td>
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HIGHLIGHTED CELL REPRESENTS THE PERSONA HIGHEST SCORER

See appendix for numerical score values
Only Webex Has a Full Collaboration Stack

The other solutions are missing key components

**Messaging**
Webex’s Messaging capability scored highest.

**Devices**
Provisioning and managing Cisco Webex devices is easier than those of competitive solutions that must rely on third-parties.

**Meetings**
Webex’s Meeting functionality scored highest.

**Calling**
Voice is critical for many communications situations.

**Contact Center**
The competitive solutions do not have a contact center, but instead must rely on third parties. Cisco’s contact center is managed from the same Control Hub as collaboration.
Cisco Leadership

Although not specifically tested, Cisco leads the market...

- Cisco has 50%+ market share in telephony for both cloud and on-premises deployments
- Competitive offerings are cloud only – no hybrid, no on-premises, no migration options. With Cisco Flex Plan pricing, organizations can migrate from on-prem to hybrid to cloud at their own pace
- Cisco leads in applied AI for meeting assistant, people insights, noise reduction, and contact center
  The competitors in this assessment do not have a meeting assistant, a contact center, or AI-based noise reduction
- Cisco has adjacent offerings in cloud security, networking, and edge media
  Security and networking is built into all of Cisco’s offerings from the outset – it is not an afterthought
- Cisco owns its own media network for real-time communications
  Voice and video traffic traverse the Cisco Webex purpose-built, secure media network to ensure QoS
Two Important Next Steps

1. Define Your Own User Personas
   - Examine the different kinds of workers in your organization
   - Identify their communications and collaboration workflows
   - Choose a collaboration solution that meets the needs of the most people
   - Integrate collaboration into other workflow tools

2. Consider Platform Consolidation
   - Saves licensing dollars
   - Simplifies operations
   - Eliminates shadow IT
   - Reduces training costs
   - Removes workflow friction
   - Enables broader integration
Persona Profile
Assessment Highlights
The Foundational Profile

The Foundational Profile looks at communications needs that are shared across the organization.

Where Cisco especially excelled

- Full communications stack, including contact center
- Advanced, intelligent meeting room devices
- End-to-End Encryption on all endpoints, including telephones
- Easier device management
- Webex Events for large meetings is far more capable than competitive offerings
The Knowledge Worker Profile

Where Cisco especially excelled

Excellent collaboration capabilities across all mobile device types

Broad and seamless interaction when working with external parties

Leading security infrastructure with optional self-management for encryption keys
The Mobile Field Worker Profile

Mobile Field Workers do their work outside of an organization’s physical location. They interact with customers, clients, or citizens doing design, professional services, sales, installation, and support.

Where Cisco especially excelled

Webex has outstanding messaging and shared workspace functionality

Instant “See-What-I-See” connections via mobile headset camera with Webex Expert on Demand

Fully functional mobile device collaboration found in Webex is vital because these workers have no desk
The Manager and Admin Worker Profile

Managers and Their Administrative Assistants set strategy, priorities, and organizational goals. They monitor, oversee, and adjust the activities and structure of an organization.

Where Cisco especially excelled

Market leading messaging functionality across all devices keeps managers and admins in touch with distributed teams

Starting meetings becomes simple via low touch/no touch joins

Smart devices count room occupancy for compliance with COVID physical distancing guidelines

For all-hands meetings and broadcasts, Webex Events has the most functional offering by far among these competitors
The Contact Center Worker Profile

Where Cisco especially excelled

Cisco is the only vendor tested that offers its own contact center solution

Cisco Webex’s calling capabilities are controlled from the same interface as the contact center, making operations simpler

Contact center workers still need to participate in meetings, and Webex meetings was ranked higher than competitive offerings
The Frontline Worker Profile

Where Cisco especially excelled

Market leading messaging functionality across all devices keeps frontline workers in touch with team members and supervisors

Webex’s calendar integration enables easy scheduling for training and other employee meetings

The Webex spaces functionality allows content and messaging to be updated and easily located, keeping workers informed

Webex Meetings and Events allows workers to be trained live or on demand as their work schedules permit
The Business Operations Worker Profile

These workers are in an operational role processing transactions inside the business working with ERP, medical records, payroll, enrollment, logistics, purchasing, and other systems.

<table>
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</table>

Where Cisco especially excelled

Webex has excellent business messaging across all device types

Shared Webex workspaces allows these workers to be kept up to date with content and to respond to co-workers’ needs

The ability to have instant face-to-face meetings using Webex allows rapid resolution for situations outside of normal processes
The Production Worker Profile

These workers provide an organization’s products or services and are engaged in manufacturing, food preparation, housekeeping, inventory, healthcare, lab testing, etc.

Where Cisco especially excelled

Market leading messaging functionality across all devices keeps production workers in contact with team members and supervisors.

Webex calling with its auto attendant, IVR, and call queues helps these workers report results, resolve problems, and arrange product or service transfers.
Where Cisco especially excelled

Webex meetings makes it secure and easy for teachers to engage interactively with students.

For lecture broadcast and informational parent meetings, Webex Events is the most functional offering among these competitors.

Webex’s mobile sharing capabilities allows students to use any device to participate in classes and to get help with homework.
The IT Admin Worker Profile

IT administrators design, implement, maintain, and monitor communications systems. They also interface with CxOs and user stakeholders about how these systems add value to the organization.

Where Cisco especially excelled

Cisco Webex provides one interface for managing calling, meetings, spaces, and contact center

Control Hub has tools for real-time audio and video troubleshooting and problem resolution

Telephone and video device firmware receives automatic updates once they are registered in Webex Control Hub

Webex devices enable COVID-19 room occupancy count compliance reporting along with zero-touch meeting joins

Webex’s market leading meeting, messaging, and shared space capabilities allow communicating with stakeholders across the organization

Cisco Webex

Zoom

Microsoft
Appendix

The Test Environment
## Assessment Result: (Numerical Scores)

### by Functional Category

<table>
<thead>
<tr>
<th>Category</th>
<th>Cisco Webex</th>
<th>Zoom</th>
<th>Microsoft</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procurement and Installation</td>
<td>3.3</td>
<td>4.0</td>
<td>3.3</td>
</tr>
<tr>
<td>Service Costs</td>
<td>5.0</td>
<td>4.0</td>
<td>3.0</td>
</tr>
<tr>
<td>Presence and Status Controls</td>
<td>3.5</td>
<td>4.0</td>
<td>4.5</td>
</tr>
<tr>
<td>Messaging</td>
<td>4.2</td>
<td>3.0</td>
<td>4.1</td>
</tr>
<tr>
<td>Scheduling and Calendar Integration</td>
<td>4.0</td>
<td>2.8</td>
<td>4.3</td>
</tr>
<tr>
<td>Calling and Telephony</td>
<td>4.1</td>
<td>4.2</td>
<td>4.0</td>
</tr>
<tr>
<td>Meetings</td>
<td>4.3</td>
<td>4.0</td>
<td>3.9</td>
</tr>
<tr>
<td>Recording &amp; Transcription</td>
<td>5.0</td>
<td>5.0</td>
<td>5.0</td>
</tr>
<tr>
<td>Events</td>
<td>5.0</td>
<td>4.6</td>
<td>3.5</td>
</tr>
<tr>
<td><strong>Overall</strong></td>
<td><strong>4.3</strong></td>
<td><strong>4.0</strong></td>
<td><strong>4.0</strong></td>
</tr>
</tbody>
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**HIGHLIGHTED CELL REPRESENTS THE FUNCTIONAL CATEGORY HIGHEST SCORER**
## Assessment Result: (Numerical Scores)

### by Employee Personas

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<tr>
<td>Foundational</td>
<td>4.4</td>
<td>3.7</td>
<td>4.0</td>
</tr>
<tr>
<td>Knowledge Worker</td>
<td>4.5</td>
<td>3.7</td>
<td>4.1</td>
</tr>
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<td>4.2</td>
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<td>4.5</td>
<td>3.9</td>
<td>3.8</td>
</tr>
<tr>
<td>Educators and Their Constituents</td>
<td>4.5</td>
<td>4.1</td>
<td>4.0</td>
</tr>
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<td>3.2</td>
<td>4.1</td>
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