

# Compete Battlecard



As of: March 2024

**Please see each slide's notes section for 3rd party sources and other additional details.**

# Why



# Wins

## Best in Class

- Awarded Best of 2023 by UC Today
  - Ucaas Provider
  - Meeting Room Product
  - Endpoint Product
- Named Best Enterprise Video Conferencing Software (2022 & 2023) by PC Magazine
- Awarded Best Feature Set 2022, Best Value for Price 2022, and Top Rated 2023 by TrustRadius
- G2 satisfaction scores put Webex ahead of Microsoft and Zoom in key capabilities like screen sharing, recording, scheduling, polling, participants permissions, and mobile

## Innovation

- Webex is widely recognized as the innovation leader with advanced AI, speech and image recognition, and translation capabilities
- The **ONLY** vendor to have an “integrated virtual assistant” taking voice commands for actions like notetaking. – Aragon
- Cisco noise removal technology uses advanced AI techniques to distinguish human speech from any unwanted noise, resulting in enhanced speech quality on **BOTH** ends of a call regardless of device, or environment.

## Security

- Webex is the only collaboration vendor that provides end-to-end encryption for all communication, including text message, end user verification, meetings join experience, recordings and Webex extensions and APIs.
- The NSA, one of the world's most advanced cybersecurity governmental agencies, did their own independent analysis and determined that Webex is the most secure collaboration platform.

## Devices

- Purpose Built devices for a variety of environments
  - Sound and Acoustics management
  - Non-Verbal Communication focus with Camera Intelligence
  - People Focus
- Doesn't just work with Webex, interoperability with other platforms (Zoom, Teams) to make all collaboration better.

## + Future

- Cisco is committed to continuous innovation in Webex. So, users have everything you need to collaborate in the App
  - Webex Assistant
  - Polling & QA w/Slido
  - Asynchronous Video w/Vidcast
  - Upgraded Whiteboard experience

## How to win?

### Demo the solution!

Show your prospects Webex and all the fabulous features and how they can make their life easier!

# Weaknesses



## Zoom Phone

Launched in 2019, Zoom Phone is only four years old. Getting PSTN calling right is a challenge that requires decades of telecom management experience. While most basic business calling features are included, there are critical misses in call forwarding, business continuity and moving calls between devices. Who do you trust to handle business critical phone services?

- Zoom's "call flip" to move a call to another device places the call on hold instead of allowing a seamless transition like "call pull".
- No call forward selective option allowing users to forward calls only from specific telephone numbers.
- No option for Call forward not reachable, a business continuity feature that allows setup before a disaster happens instead of during or after an event.

The only Zoom One plan that includes calling, along with messaging, and meeting capabilities for a single app experience is the Business Plus plan forcing customers into a one size fits all package which can be costly and wasteful.

Features, of course, are updated regularly – best to check Zoom Phone's feature page before doubling down on a specific feature gap relevant to your customer or prospect.

## No institutional network / security expertise

## Zoom Chat UX is not user friendly.

## Zoom Meetings have a reputation problem

- Webex is secured by the most respected private security firm in the world. Webex respects customer privacy and has the only true end-to-end encryption for all communication, including text message, end user verification, meetings join experience, recordings and Webex extensions and APIs for the ultimate in security without additional cost.
- Network integration at every level is crucial to successfully deploying collaboration products. Every device has a role to play from the edge to the core to the service provider and Cisco is the one provider that literally "owns the network".

- Zoom's default home screen is "meetings only," and users need to find a small icon in the apps header menu to enter a chat.
- Users may struggle to navigate the UX that utilizes small icons that require clicking on them to understand what functionality they provide.
- You cannot schedule meetings in your channels, leading to disjointed chat and meeting experiences.

- Zoom security weaknesses became their own verb ["Zoombombing"] and have created distrust of the platform.
- Zoom continues to have issues with privacy concerns, most recently with the launch of their AI feature for sales with over 25 organizations, including the ACLU, citing potential risks of the release of personal data and discrimination.
- Read "[5 Reason to Uninstall Zoom](#)".
- Zoom continues to regularly have security vulnerabilities identified. Zoom has issued 77 security bulletins since 2019, including 22 in 2023 (As of June 27). Webex teams has issued 12 in the same timeframe.

# Objections



## Webex is old school

Webex continues to innovate every month! Recent examples innovations include the industry's **FIRST** real-time translations and the **ONLY** provider to offer background noise reduction on **BOTH** ends of a phone call as part of our Webex Smart Audio. |

## Can get an all-in-one solution with Zoom.

| Buying all in one calling + messaging+ meetings requires a minimum of 10 users with Zoom. Your micro and small customers will have to cough it up or buy separate apps. On the flip side customers must have >250 licenses for an enterprise account, and Zoom has no plan for users with 100-249 users. |

## Zoom fixed all their security issues

While "Zoombombing", the most public of Zooms security issues may have been resolved, Zoom continues to have vulnerabilities into 2023. Zoom has issued 81 security bulletins since 2019, including 26 in 2023 alone, as of July. And Webex? Webex teams has issued 12 in the same timeframe. Webex can be trusted with your most sensitive and critical communications data

## Zoom offers one subscription, with no hidden costs and the best pricing

Zoom One's Business Plus plan is the only option for an all-in-one app, forcing customers into a one size fits all package which can be costly and wasteful. The Business Plus plan is comparable to the premium package in Webex Service Provider partner offers. The Webex Service Provider partner offer includes a variety of packages from Basic to Premium to tailor the solution to each employee and avoid overpaying for the service.

## Freemium Zoom is good enough for me

Freemium is meetings only. You must pay more to get Calling + messaging + meetings in one app with Zoom and have only one option. The Webex Service Provider partner offer includes a variety of packages from Basic to Premium to tailor the solution to each of your employees on a per user, per month model, likely saving money while delivering a better user experience.

## I don't have Cisco Webex devices

You don't have to have Cisco Webex devices. Webex Calling integrates with an unmatched set of intelligent audio and video devices, delivering functionality, quality, control, and security that enterprises expect and demand and providing a truly complete collaboration experience.

# Product gaps



## Calling

While most basic business features are included, there are critical misses in the Zoom Phone feature including in call forwarding, business continuity and moving calls between devices. The only Zoom One plan that includes calling is the Business Plus plan forcing customers into a one size fits all package that is costly and wasteful and only available for organizations with 10-99 users.

## Meetings

Zoom is playing catchup in several critical areas: Security, privacy (which they seem conflicted about, as they continue to market your data), and AI based meeting enhancements. Enabling End-to-End encryption in Zoom meetings disables a host of features including Cloud Recording, Live Transcription, Breakout Rooms, Polling, Apps, Whiteboards forcing users to choose between security and functionality.

## Messaging

Zoom provides a functional team collaboration chat experience. Features are basic: presence, channels, and file sharing. Zoom's default home screen is "meetings only," and users may struggle to navigate the UX that utilizes small icons that require clicking on to understand its functionality, leading to a poor user experience.

# Fill the gaps



Webex is delivered by your trusted Service Provider, an expert in calling, and Cisco, a global leader in collaboration (on premises, cloud, and hybrid cloud workflows), together giving you a fully integrated, all-in-one communications solution. Webex is the **ONLY** provider to offer background noise reduction on **PSTN calls** on **BOTH** ends of a phone call as part of our Webex Smart Audio.

Webex includes innovative features like a meeting assistant that takes voice commands and recognizes participant guest gestures, Slide for real-time Q&A and polling and other productivity aids such as translations, transcription, immersive sharing, personalized layouts and beautiful seamless integration with Cisco video devices. Webex continues to deliver and include innovative features and is the dominant player in the industry, all while setting the standards for confidential, end-to-end encrypted, secure meetings.

Webex messaging is built from the ground up for business collaboration with bots and add-ins for self-service extensions into the apps where users work. Webex handles administrative needs like controlling permissions in the spaces you create transparently. Webex messaging and file sharing happen online and offline in easy-to-use searchable spaces. Users collaborate securely with people inside and outside your company. And integrate with other business apps to improve efficiency and workflow.

# Why Webex Wins vs Zoom



Simple, all in one solution

One app for everything: Messaging, Meeting, and Calling regardless of company size. Consistent experience across all devices. And rely on your trusted service provider for dedicated support.

Productive & professional

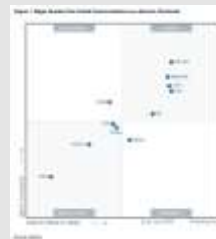
Get more work done: Webex masters the meeting and messaging experience and is your complete phone system in the cloud. Zoom phone is still missing critical telephony features including built in business continuity.

Flexible & predictable

Webex allows you to mix and match packages that suit your user's needs. Zoom forces a customer into a one size fits all package which can be costly and wasteful.

Secure & reliable

Webex is powered by the most respected private security firm in the world. Anyone can talk about security...we set the standard.



Gartner®  
Magic  
Quadrant  
2023  
UCaaS  
Leader

Forrester names  
Webex a 2023  
Leader for  
Unified  
Communications  
& Collaboration  
as a Service



**100B+**  
Minutes of  
background  
noise removed

**1.2B+**  
Messages sent per  
month

**225M+**  
Files & URLs  
scanned for malware  
per month

# Additional resources

# Security Reference Material



NSA | Selecting and Safely Using Collaboration Services for Telework - UPDATE

Table of Assessments against Criteria

| Service                          | 1 – End-to-End Encryption <sup>5</sup> |                |                |                |                | 2 – Testable Encryption | 3 – MFA           | 4 – Invitation Controls | 5 – Minimal 3 <sup>rd</sup> Party Sharing | 6 – Secure Deletion                                | 7 – Public Source Code Shared | 8 – Certified Service (FedRAMP / NIAP) |
|----------------------------------|--|----------------|----------------|----------------|----------------|-------------------------|-------------------|-------------------------|---|--|-------------------------------|--|
|                                  | Text Chat                              | Voice Calls    | Video Calls    | File Sharing   | Screen Sharing |                         |                   |                         |   |  |                               |  |
| —//—                             |  |                |                |                |                |                         |                   |                         |   |  |                               |  |
| Cisco Webex <sup>®vii</sup>      | Y <sup>1</sup>                         | Y <sup>1</sup> | Y <sup>1</sup> | Y <sup>1</sup> | Y <sup>1</sup> | Y                       | Y <sup>1, 2</sup> | Y <sup>1</sup>          | Y   | Client – Y<br>Server – N <sup>3</sup>              | N                             | FedRAMP                                |
| —//—                             |  |                |                |                |                |                         |                   |                         |   |  |                               |  |
| Microsoft Teams <sup>®viii</sup> | N                                      | N              | N              | N              | N              | Y                       | Y                 | Y                       | Y   | Client – Y <sup>1</sup><br>Server – Y <sup>1</sup> | N                             | FedRAMP                                |
| —//—                             |  |                |                |                |                |                         |                   |                         |   |  |                               |  |
| Slack <sup>®xi</sup>             | N                                      | N              | N              | N              | N              | Y                       | Y                 | Y                       | Y <sup>1</sup>                            | Client – Y <sup>1</sup><br>Server – Y <sup>1</sup> | N                             | FedRAMP                                |
| —//—                             |  |                |                |                |                |                         |                   |                         |   |  |                               |  |
| Zoom <sup>®xiv</sup>             | Y <sup>1</sup>                         | N              | N              | Y <sup>1</sup> | N              | Y                       | Y <sup>1</sup>    | Y                       | Y   | Client – Y<br>Server – N <sup>3</sup>              | N                             | FedRAMP                                |

# Additional Resources

## Webex Calling is best of breed

**Users rate Webex Calling the best in five key metrics.\***

|                           | Webex Calling <sup>1</sup> | RingCentral | Zoom Phone | GoTo Connect |
|---------------------------|----------------------------|-------------|------------|--------------|
| Cloud PBX                 | 9.0                        | 7.5         | 8.4        | 8.5          |
| Call Management           | 9.2                        | 7.8         | 8.3        | 8.5          |
| VoIP System Collaboration | 9.3                        | 6.6         | 8.7        | 8.9          |
| Mobile Apps               | 9.2                        | 7.3         | 8.8        | 7.7          |
| Usability                 | 10.0                       | 4.9         | 8.0        | 8.5          |

\*Scores out of 10

1. [TrustRadius](#). What users are saying about Webex Calling vs RingCentral vs Zoom Phone vs GoTo Connect. February 28,
2. <https://www.trustradius.com/compare-products/webex-calling-vs-zoom>