

Compete Battlecard



As of: August 2024

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

Why



Best in Class

- Webex is a technology leader, delivering the most advanced AI powered platform for hybrid work, employee engagement, and customer experience.
- Awarded Best of 2023 by UC Today
 - Ucaas Provider
 - Meeting Room Product
 - Endpoint Product
- Named Best Enterprise Video Conferencing Software (2022, 2023, & 2024) by PC Magazine
- Awarded Best Feature Set and Best Value for Price & Top Rated for 2022 and 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

Continuous Innovation

- Cisco leverages state of the art AI to deliver immersive experiences across the Webex platform, including unrivaled audio and video quality even in poor network conditions.
- The Cisco AI Assistant for Webex improves customer experience, enhances collaboration, and boosts operational efficiencies. Key features are meetings and space summaries, message rewrite and translations
- Cisco noise removal technology uses advanced AI techniques to distinguish human speech from any unwanted noise, resulting in HD Voice quality on **BOTH** ends of a call regardless of device, or environment.

Embedded Security

- Webex is the first collaboration vendor to provide end-to-end encryption across all communication channels, 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.
- Cisco is committed to responsibly and ethically using AI; creating an industry leading AI framework rooted in transparency, fairness, accountability privacy, security, and reliability.

Intelligent Devices

- Cisco is the only Collaboration Manufacturer with its own natively integrated hardware (Cisco Devices) and software (Webex App), enabling seamless calling and meeting experiences for end users.
- Cisco has the broadest portfolio of AI powered phones and video devices that bring collaboration to any workspace.
- The innovative 9800 device series transforms the desk for modern work; with advanced AI audio features and one-button-to-join any meeting.
- Cisco devices are fully interoperable with other platforms such as Zoom and MS Teams.

Wins

Immersive Experiences

- Fueled by AI, Webex creates exceptional experiences for interactions among employees and between employees and customers.
- Webex gives all Employees access to advanced AI features, such as meetings summaries with action items and transcripts, diving richer meeting experience and higher end user productivity..
- Webex improves Customer Experience by empowering teams with dedicated agent and supervisor functionality built into the Webex app.
- With built in AI, CX agents can resolve issues, improve interactions, and provide richer customer experiences

Weaknesses



Significant commercial offer limitations

RingCentral's offer is built to drive all users into higher price tiers.

✗ **Cannot address individual employee needs:** RingCentral Business phone System requires that all users in a given account have the same feature package - no matter their individual needs. This comes with a price.

✗ **"Ring EX" is more expensive:**

- **Multi-location:** requires all users have to be on the Advanced or Ultra Package at \$5-\$10 more per user per month.
- **Hot-desking requires higher level packages:** This critical capability for hybrid work requires all users have to be on the Advanced or Ultra Package at \$5-\$10 more per user per month.
- **Live Reports for real-time call queue management** are available as an add-on.

✗ **No licensing for common area phones:** you have to pay for a full user for common area phones and for conference rooms you have to buy an

Security and compliance gaps

Ring Central doesn't allow business owners to set critical policies.

- ✗ **No PIN Lock enforcement for Mobile Devices**
- ✗ **No Revoke Access and wipe content from Ring Central App**
- ✗ **Can't turn off file sharing**
- ✗ **Data Retention periods are not customizable for meeting compliance standards**

Webex Pro Pack provides all of the above and is included gratis.

Ring Central lacks a meetings pedigree

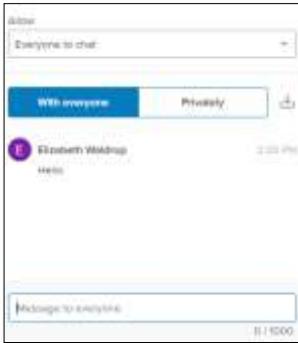
Ring is a VoIP calling company and its meetings experience lacks key features for an excellent user experience.

- ✗ **Text Only Chat:** RingCentral's in-meeting chat is limited to text, missing common messaging features like text formatting, emojis, GIFs, @mentions, and AI-powered message rewrite.
- ✗ **Only 2 sharing options:** Users can only share their screen or whiteboard. There is no option to share a single application/file, a portion of the screen, or a camera, limiting flexibility compared to Webex.
- ✗ **Minimal polling capabilities:** Polls must be created in the RingCentral portal before a meeting and cannot be launched on demand. Polling options are limited to single or multiple-choice questions.
- ✗ **No dedicated, integrated device platforms:** No purpose-built devices deeply integrated with the app AI features and innovations. Ring is used with 3rd party devices only and charges an additional Rooms license for \$49 per room per month.

Webex Unique Advantage: Meetings



In Meeting Chat



RingCentral:

Basic text based messaging only.

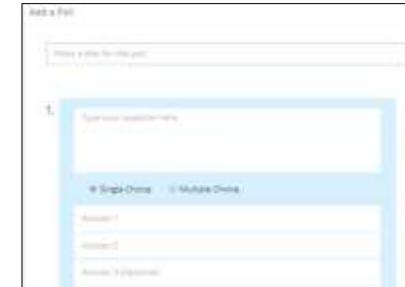
Sharing Options



RingCentral:

ONLY 2 options

Polling



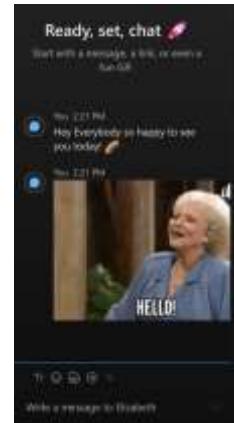
RingCentral:

- Single or Multiple choice only
- Must be built in portal before meeting



Offers:

- Full featured text
- Emojis
- Gifs
- @mentions
- AI message rewrite



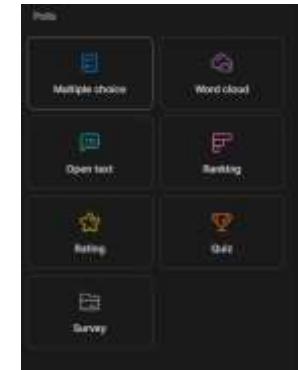
8 Options:

- Screen Share
- Application Share
- File Share
- Camera Share
- Portion of screen
- Share Webex App
- Immersive Share
- Optimize for Computer Audio



Offers:

- Multiple Choice
- Word Cloud
- Open text
- Ranking
- Rating
- Quiz
- Surveys
- On demand in app or prebuilt



Objections



RingCentral has text messaging.

Certainly, RingCentral provides text messaging functionality; however, please be advised that there is a predefined allocation of text messages per user on a monthly basis. Should usage exceed this allotment, additional charges will be incurred. It is important to note that as a manager, these overage costs are variable and may not be easily predicted or controlled, potentially leading to substantial extra charges that could exceed your budgeted expenses.

RingCentral is cheaper for the typical small and medium business customer

With the requirement for all users to have the same package, unless your chief executive plans to have only the basics, you will be paying for features that aren't being utilized. RingCentral also requires their Advanced or Ultra package for multi-locations accounts or hot desking which is an additional \$5-10 per person. The offer is also not designed with hybrid work in mind with no package for common area devices and additional costs for Rooms licenses for conference rooms.

RingCentral is the #1 VoIP Business Solution - nobody else compares

RingEX does the job....it's good enough

Cisco acquired BroadSoft, the global market leader for unified communications as a service, in 2018. The name may be less well known outside of telecom circles, but it is sold by hundreds of service providers, used by millions around the globe and has been in business longer than RingCentral.

SMB buyers also looking to improve their security and compliance and Webex includes key features in Pro Pack which will enable them to make these improvements that are not available with RingCentral.

Recent circumstances allowed for "good enough" to get you through tough times. To grow and thrive from here on out you want to have simple, secure, easy-to-use features with fantastic experiences for your employees and customers. You can't afford to lose either. Webex delivers best-in-class meetings, an award winning UX, and is offered in flexible, predictable packages to have you achieve your business goals and enable hybrid work.

Product gaps

Calling

While RingCentral has always been focused on calling, they continue to fall short in making calling a seamless experience regardless of device. There is no ability to setup multiple devices for a user i.e. one for the office and one for home, critical functionality in today's hybrid.

Meetings

RingCentral meets only the bare essentials for video conferencing. With its rudimentary in-meeting text chat, lack of file-sharing capabilities, and simplistic polling features, it offers an outdated user experience. Linking to room devices incurs extra costs for the customer, and there's a significant risk of encountering technical issues when integrating third-party devices.

Messaging

The RingCentral app is missing some basic table-stakes functionality such as message read notification, threaded conversations, and video messaging. RingCentral has a long way to go to catch up to Webex for asynchronous collaboration.



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 HD Audio with background noise reduction 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 gestures, Slido for real-time Q&A and polling, and other productivity aids such as: translations, transcription, and beautiful seamless integration with Cisco video devices. Webex continues to be the dominant player in the industry, all while setting the standards for confidential, end-to-end encrypted, secure meetings. All built-in, not added on.

Webex enables users to collaborate asynchronously with features built to improve communications and collaboration in an efficient manner making everyone more productive. Easily edit, @ mention, forward, flag, pin, and thread messages to ensure communication always remains clear. Webex provides a hardened collaboration platform that keeps customer data secure while constantly innovating and adding features including useful AI like message rephrase/change tone and summarization.

Why Webex Wins vs Ring Central



Simple, all in one solution

Webex offers a unified AI-driven solution for calling, messaging, and meetings, ensuring a seamless experience across devices. It's adaptable for different user roles and backed by your trusted service provider support. Conversely, Ring Central controls the customer experience and frequently increases costs through additional fees.

Productive & professional

Your team and Webex guests benefit from a comprehensive collaboration experience via devices designed for contemporary workspaces. In contrast, Ring Central's reliance on third-party phones falls short in delivering a comparable experience and incurs higher costs for video conferencing system usage.

Flexible & predictable

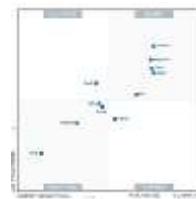
Webex allows you to mix and match packages that suit your user's needs. RingCentral forces a customer into a one size fits all package which can be costly and wasteful.

Secure & reliable

Webex has been providing end-to-end encryption across calling, messaging, end user verification, meetings, recordings, Webex extensions and APIs for years. Ring Central is still in beta with end-to-end encryption.



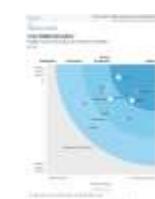
LEADER



Gartner®
2023 UCaaS



Aragon Research
UC&C
2024



Forrester Wave™
UCaaS Q3 2023

100B+
Minutes of
background noise
removed

1.2B+
Messages
sent per month

225M+
Files & URLs
scanned for malware
per month

webex

Additional resources