

## PresenterNet Compared to Webex and Microsoft Office™ Live Meeting

**Introductory Note:** *This report is the second of an ongoing series, comparing PresenterNet to the major online meeting services. Because technology, application development, and market strategies may change rapidly in this environment, PresenterNet will issue updates periodically, as dictated by significant announcements from any of the three companies.*

### Overview:

PresenterNet's online personal presentation center supports a marketplace significantly different from that of the major online meeting services, Webex and Microsoft Office™ Live Meeting. Aimed exclusively at online presenters, PresenterNet's services include an array of features and tools designed for people who use visual presentations to sell, inform, or teach their clients and customers. Nevertheless, prospective Webex and Microsoft clients often compare the large services to PresenterNet for several reasons.

1. More than 80% of online meetings are dedicated to PowerPoint™ presentations.
2. Many companies use online PowerPoint™ presentations to share ideas and create team collaboration, without sharing other applications.
3. Pricing structures of the large meeting services prohibit regular use by small companies and individuals with significant presentation volume targeting small or one-on-one audiences.

Though PresenterNet does not compete head-to-head with the large meeting services, potential users making service comparisons may use PresenterNet along with the large services as an alternative for some environments within their organizations.

### Price Comparison

To meet the budget needs of individual presenters and smaller organizations, PresenterNet offers pricing far lower than that of the major online meeting and collaboration service providers. On their least expensive plans, Webex and Microsoft Office Live Meeting quote pricing on a per-minute and per-seat basis, with Webex charging \$.45 per-minute (\$.90 for two seats), and Live Meeting charging \$.35 per-minute (\$.70 for two seats). The cost for a 60-minute conference (audience of one person) is therefore \$54 for Webex and \$42 for Microsoft Office Live Meeting.

An average individual presenter making five 1-hour presentations monthly would expect to pay \$270 for Webex and \$210 for Live Meeting.

By comparison, individual users of PresenterNet pay a single monthly charge of \$19.95 monthly, and store up to 100 slides online. There are no extra charges for additional seats; sessions can be any length; and the user may make any number of presentations for the same monthly rate.

The chart that follows illustrates monthly charges for each of three customer types and compares pricing for the PresenterNet, Webex, and Microsoft.

<b>PresenterNet, Webex and Microsoft Live Meeting Price Comparison</b>							
	Users	Monthly Pres. Per User	Avg. Minutes Per Pres.	Monthly Pres. Total	<b>PresenterNet</b> Monthly charges	<b>Webex</b> Monthly charges	<b>Microsoft</b> Monthly charges
Customer 1	1	5	60	5	\$19.95	\$270	\$210
Customer 2	5	5	60	25	\$99.75	\$500	\$375
Customer 3	10	5	60	50	\$199.50	\$1,000	\$750

This chart compares three typical customer situations. Customer 1 is an individual professional who averages five presentations per month, given to one-on-one audiences. Customer 2 has five individual presenters, each of whom averages five presentations per month, given to one-on-one audiences. Customer 3 has 10 individual presenters, each of whom averages five presentations per month, given to one-on-one audiences. PresenterNet charges as illustrated are based on a flat monthly rate of \$19.95 with an unlimited number of presentations. Webex charges as illustrated for Customer 1 are based on a per-minute rate of \$.45 for each of the two presenters in the one-on-one presentations. Webex charges for Customer 2 and Customer 3 are based on \$100 per seat as published by CNET in their currently posted analysis of Webex. Microsoft charges as illustrated for Customer 1 are based on a per-minute rate of \$.35 for each of the two presenters in the one-on-one presentations. Microsoft charges for Customer 2 and Customer 3 are based pricing published on the Microsoft Office Live Meeting Web site.

### **Focusing on Presentations**

The demands of professional presenters are very different from those of people requiring internal business collaboration, online meetings, document sharing, or online conferencing.

Unlike Web conferencing, Webcasts, Webinars, etc., presentations are often spontaneous and interactive. For example, sales professionals making introductory phone calls may suddenly have opportunities to present product solutions or new ideas immediately, without online pre-scheduling, announcing special numbers, etc.

Spontaneous ad hoc presentation opportunities often require more than a single restrictive file of PowerPoint™ slides. Because such opportunities are interactive, they may require previously unplanned slides to address new directions or answer unexpected questions.

### **Storing Slides Online**

PresenterNet stores all slides individually in online folders to enable immediate search, preview and presentation of the most appropriate slide in the online library. In contrast, users of the large meeting services maintain all presentation files on their individual systems. Storing slides online permits companies with multiple presenter accounts to maintain individual private accounts for all users, while simultaneously permitting users to access centrally maintained presentations. Companies use this capability to ensure that every shared presentation set includes the very latest slide versions, and that all centrally provided material is correct and legally compliant.

## **Interactive Onscreen Tools**

Because presenters benefit from interactive tools to pinpoint selected diagrams or key phrases, PresenterNet provides Interscribe, permitting all participants on a presentation conference to handwrite symbols or notes in an array of colors to ensure mutual understanding. Though the large online meeting services provide similar facilities in one direction, they are available only to the presenter. In contrast, PresenterNet offers simultaneous handwriting tools with unique colors for each participant. This two-directional capability permits an ongoing interactive conversation with personal annotations on any slide, viewed simultaneously by the presenter and all audience participants.

## **Use of Interactive Slides**

PresenterNet's proprietary interactive technology also permits users to present slides over the Web, while receiving interactive feedback from online client participants created directly within the slide image and stored in a database.

Interactive slides can utilize a variety of methods by which audience participants can respond to a presenter. Some designs permit a remote viewer to use a mouse to move images within the slide, thereby adjusting numerical values. Others permit choices using radio buttons, or provide blank spaces for entering text. All such designs permit users to integrate viewer responses into presentations. Presentations can then contain applications in sales, consulting, and training; such as prospect information gathering, financial planning, and customer ordering.

## **The Comparison Matrix**

The chart on the following page compares PresenterNet with Webex and Microsoft Online Meeting.

	<b>PresenterNet</b>	<b>Webex</b>	<b>MS Office Live Meeting</b>
Accessibility	Immediate, 24 X 7; No pre-scheduling	Pre-scheduled Sessions	Pre-scheduled Sessions
Ad hoc slides	All slides retrievable by search of online library during phone presentations and can be launched anytime	Presentation confined to one preplanned PowerPoint™ File	Presentation confined to one preplanned PowerPoint™ File
Animated slides	PowerSlides include full Flash animations stored in online library	Multimedia slides only if hosted on customer's PC or corporate server	Multimedia slides only if hosted on customer's PC or corporate server
Client Screen	Full screen view of slides	Full screen view of slides	Reduced screen size in one section of meeting software desktop
Handwriting Overlay	Full function interactive InterScribe permits unique colors and styles for any participant to annotate any slide	Unidirectional only	Unidirectional only
Interactive slides	PowerSlides with results written to database	None; Audience polling outside of presentation	None; Audience polling outside of presentation
Mixed slide types	Intermix any PresenterNet PowerSlides, JPEG, GIF, Flash or PowerPoint™ images in library	Presentation must be PowerPoint™ file; or entirely made from slides created under WebEx Presentation Studio	Presentation only from one homogeneous PowerPoint™ file
Online Library	All slides stored online	None	None
Optimum Audience	1 – 25	20 - 500	20 - 500
Pricing	As little as \$19.95/month	Minimum hourly charge for 2 people is \$54/hr.	Minimum hourly charge for 2 people is \$42/hr
Primary Application	Presentations or ad hoc visual support for telephone discussion	Document sharing for meetings or large group seminars and training	Document sharing for meetings or large group seminars and training
Shared Content Accounts	Multiple users access centrally maintained presentations	Not applicable without online slide storage	Not applicable without online slide storage