



Interactive Insight Report Series

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# PresenterNet Fills Performance Gaps for Webex Users

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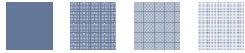
### Overview

Although PresenterNet differs technically and strategically from Webex, long-time Webex users continue to add PresenterNet to extend their Web conferencing abilities. Companies using both services report that Webex serves many of their needs, yet they choose PresenterNet for applications where Webex may be cost-prohibitive or lack necessary features. Overall strategy of these customers is for PresenterNet to co-exist with Webex for optimizing budgets and expanding into new applications.

PresenterNet and Webex both include an array of features and tools designed for people who use visual presentations to sell, inform, or teach their clients and customers. Though these services may overlap in some instances, the two offerings perform differently, resulting in significant differences in costs and application. This report positions product features and price comparisons for both companies, as well as offering criteria to Webex users for adding PresenterNet as a Web conferencing alternative.

### PresenterNet's Position in a Webex Environment

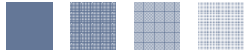
1. **Small meetings where users cannot afford Webex:** User pricing of PresenterNet is far lower than Webex pricing. For comparison, the Webex Web site quotes the company's rates at \$.33 per people-minute. This means that a one-hour Webex meeting with a presenter speaking to a 3-person audience would be calculated as: 4 people X 60 minutes X \$.33, at a total cost of \$79.20. If the meeting were held weekly, four meetings per month would cost \$316.80. PresenterNet charges a flat rate of \$29.95 per month, for an online conference room that can be used any number of times, for any meeting length. At this rate, a weekly PresenterNet meeting of any size represents a substantial savings compared to Webex charges.
2. **Sales presentations requiring capture of audience responses:** Sales people report that they are most effective using online conferencing when onscreen slides ask questions and record audience responses. PresenterNet's InterActors placed on PowerPoint™ slides support a variety of onscreen questions and responses, with all audience input stored and immediately available in the user's private database. This proprietary technology supports slides for such uses as creating invoices onscreen from audience input, gathering proposal information, or creating qualification data used for sales follow-up.



3. **Continuous Lead Generation Webinars:** Along with large-event Webinars delivered on Webex, many companies need small, frequent events to facilitate continuous lead generation. For example, some sales or marketing people offer a low-key weekly event with a constant flow targeting 25 online attendees per session. The cost for this service with Webex at the published price of \$.33 per people-minute would be \$2,059 a month for scheduling four, one-hour conferences per month. Using PresenterNet, the total flat-rate price remains \$29.95 monthly. As described above, PresenterNet can also support interactive slides, permitting audience members to respond onscreen, effectively pre-qualifying them for follow-up while adding valuable information for sales use.
4. **Spontaneous Sales Calls:** Sales professionals who sell primarily by phone often benefit from communicating with visual media. Though phone contact may be their primary communications method, sales people know that certain explanations require prospects to view such things as complex pricing pages, diagrams, or product photos. PresenterNet enables these users to spontaneously integrate onscreen visuals with any conversation without pre-scheduling, downloading plug-ins, etc. Any prospect who can view a Web page can enter a salesperson's online conference room by typing only a room name and a passkey provided to them. Once prospects enter, salespeople can instantly display documents, spreadsheets, photos, diagrams, animations and PowerPoint™ slides. This one-on-one application is usually too costly for Webex charges at cost-per-people-minute rates, and cannot be spontaneous if the session must be pre-scheduled on Webex.
5. **Focus Group Data Collection:** Marketers collecting customer or prospect input by way of focus groups enjoy the unique benefit of PresenterNet's interactive slide capabilities. In this application, a panel of potential consumers or existing customers view visual information such as photos or drawings, and respond to them onscreen, with their input stored in a private database. Unlike focus groups with only audio or one-way visual presentations, all input is silent and confidential. This use of PresenterNet's interactive slide technology ensures that all members of a consumer panel respond freely without inhibition of group participation, or influence by the answers of other people.

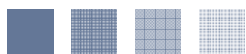
### **Operational Differences between Webex and PresenterNet**

1. **Audio Teleconferencing:** Webex service pricing usually bundles-in the audio portion of a meeting or presentation, priced separately at \$.20 per



people-minute. Although PresenterNet pricing does not include the audio portion of a presentation, users can select low-cost or no-cost alternatives. For one-on-one sales discussions of course, a phone connection has usually been made before the presentation, so it is unnecessary to pay for additional phone connections. For groups within the United States, many PresenterNet users connect on an Internet service called FreeConference.com. This service provides a call-in phone number for all attendees, so that audience members pay for their individual connections and PresenterNet users as lead presenters pay only their own small connection charges. Some PresenterNet users connect with their audiences via Skype, a free VoIP service that supports free international calling over the Internet. Still others employ low-cost international teleconferencing costing only 10-12 cents a minute.

2. **Storing Slides Online:** Webex enables desktop-to-desktop connections, so that all media such as PowerPoint™ slides are stored in an individual user's PC. PresenterNet converts PowerPoint™ and other media to Flash format, then uploads, stores and organizes all slides and documents individually in an online media library. Because all visuals are always available online, users enjoy the following benefits:
  - a. They can search for any slide during a presentation, and display it regardless of the presentation where it resides.
  - b. All PresenterNet members within a user organization can use a shared-access central library. This enables companies to create Media Asset Management environments, where a single source creates, manages and controls critical presentations, to ensure consistency and legal compliance.
3. **Downloads and Plug-ins:** To participate in a Webex conference, first-time audience participants visit a site to determine their system's compatibility, then download and install a small Webex plug-in program. The PresenterNet system resides entirely online and requires no download or installation. Users need only current Windows and Mac systems that provide Macromedia Flash as standard.
4. **Interactive Onscreen Tools:** Because presenters benefit from interactive tools to pinpoint selected diagrams or key phrases, PresenterNet provides Interscribe, a toolset that supports all participants in a conference to highlight or overwrite sketching and notes in an array of colors. Webex provides similar facilities in a single direction making these annotations available only to the presenter. PresenterNet offers both presenters and audience members the ability to select drawing or text-entry tools with



unique colors for each participant. This permits an ongoing interactive conversation with annotations on any slide from any participant, viewed in real-time by all conference participants.

5. **Use of Interactive Slides:** PresenterNet's proprietary interactive technology enables users to present slides over the Web, then receive and store interactive onscreen feedback from audience participants. Using special graphics called InterActors™, interactive slides support a variety of mouse-activated response types to make selections, enter text, or adjust numerical values with movable sliders. These interactive responses enable applications in sales, consulting, training, information gathering, financial planning, and customer ordering.

<b>The Comparison Matrix</b>		
	<b>PresenterNet</b>	<b>Webex</b>
<b>Accessibility</b>	Immediate, 24 X 7; no pre-scheduling	Pre-scheduled Sessions
<b>Ad hoc Slides</b>	All slides retrievable by online library search during presentations and can be launched anytime	Presentation confined to one preplanned PowerPoint™ File
<b>Animated Slides</b>	PowerSlides include full Flash animations stored in online library	Multimedia slides only if hosted on customer's PC or corporate server
<b>Client Screen</b>	Full screen view of slides	Full screen view of slides
<b>Downloads and Plug-ins</b>	None required	First-time users must download and install a small Webex plug-in program
<b>Hand-Marking Annotations</b>	Bi-directional interactive InterScribe permits unique colors and styles for any participant to annotate a slide	Available tools may be used only by the presenter, not by audience participants
<b>Interactive Slides</b>	Interactive PowerSlides with results written to a private database	Audience polling outside of presentation without database.
<b>Mixed Slide Types</b>	PresenterNet PowerSlides, JPEG, Flash animations, PowerPoint™ or Microsoft Office documents intermixed in any presentation.	Presentation must be contiguous PowerPoint™ or entirely made from slides WebEx Presentation Studio slides.. Other documents are separate from presentation.
<b>Multiple Presenters in Multiple Locations</b>	Two or more presenters can connect to a single conference room to address an audience	Initial presenter can pass meeting facilitation control to another participant.
<b>Online Library</b>	All media stored online	None
<b>Pricing</b>	As little as \$29.95/month with no limits time or volume.	Minimum hourly charge for one presenter and 3 audience members id \$79.20 for only one session
<b>Primary Applications</b>	Interactive sales presentations, lead generation, ad hoc visuals for phone discussions, and interactive focus groups.	Document sharing for group meetings, large-event Webinars and online training classes
<b>Shared Content Accounts for Media Asset Management</b>	Multiple users access centrally maintained presentations	Not applicable without online slide libraries