



Top Videoconferencing Apps: Pros & Cons

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By this point we’ve learned, some of us the hard way, that not all videoconferencing software is created equal. But even with all the accidental mutings, security issues and background barking, the need to meet and collaborate with a remote team isn’t going anywhere. If you’ve simply stuck with the free app you’ve been using since the pandemic first started (you’re not alone!),

now is a great time to reassess whether you're maximizing your remote capabilities – or just keeping up.

Here is a breakdown of four of the top names in videoconferencing so that you and your IT professional can determine what's best for your remote workplace.

Zoom

This video conferencing app exploded during the pandemic because it was a free, plug-and-play videoconferencing app that could include up to 100 people without sacrificing quality. It appeared to be the perfect solution for a suddenly remote work force. But, as we've discussed, **that ease of use was too good to be true**. While the list of "Cons" below may be shorter than the "Pros," the weightiest factor to consider should always be your system's security.

Pros

- Free tier
- Group messaging
- Screen share
- Only organizer needs an account

Cons

- Security concerns
- 40-min. limit on meetings in free tier

Cisco WebEx

Cisco has long been a major player in IT and networking software, so it's no surprise WebEx Meetings is an exceptional videoconferencing tool. Crisp HD pictures and minimal lag give this option plenty of sizzle, and the price has dropped in recent years, making it an enticing choice for SMBs.

Pros

- HD picture
- Screen sharing
- At least 25 participants in paid tiers
- Whiteboard

Cons

- Limited number of presenters
- Free tier limited to one-on-one video chats

GoToMeeting

GoToMeeting was first developed in 2004 and has carved a niche with business owners who were early adapters to videoconferencing. Users have long enjoyed a highly polished interface and an impressive list of features that includes meeting transcriptions and a "Call Me" option that calls participants as the meeting starts. Its biggest drawback may be that it doesn't have a huge share of the market despite its longevity – this can likely be drawn back to its meager free tier that tops out at three participants.

Pros

- End-to-end encryption
- Up to 150 participants
- HD video
- Messaging
- Screen share
- Unlimited video recording

Cons

- Very limited free tier (3 meeting participants max)
- Limited market share despite 16-year history

Microsoft Teams

While this was initially conceived as Microsoft’s answer to chat-based tools like Skype and ClickUp, the integration of videoconferencing has proven to be a differentiator for the software giant; the project-management app responded to the recent pandemic by continuing its run as **Microsoft’s fastest-growing business app ever**. Teams has been so successful that some experts speculate it will eventually replace Microsoft-owned Skype as the company’s main videoconferencing option.

Pros

- Integrates with other Microsoft Office programs
- File Share
- Up to 10,000 participants
- External participants allowed

Cons

- No free tier

You’ve weathered the abrupt transition to working from home. Now it’s time to figure out which videoconferencing policies and software you need to keep moving forward. After all, there’s more to your business’ image than what’s on the screen.

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