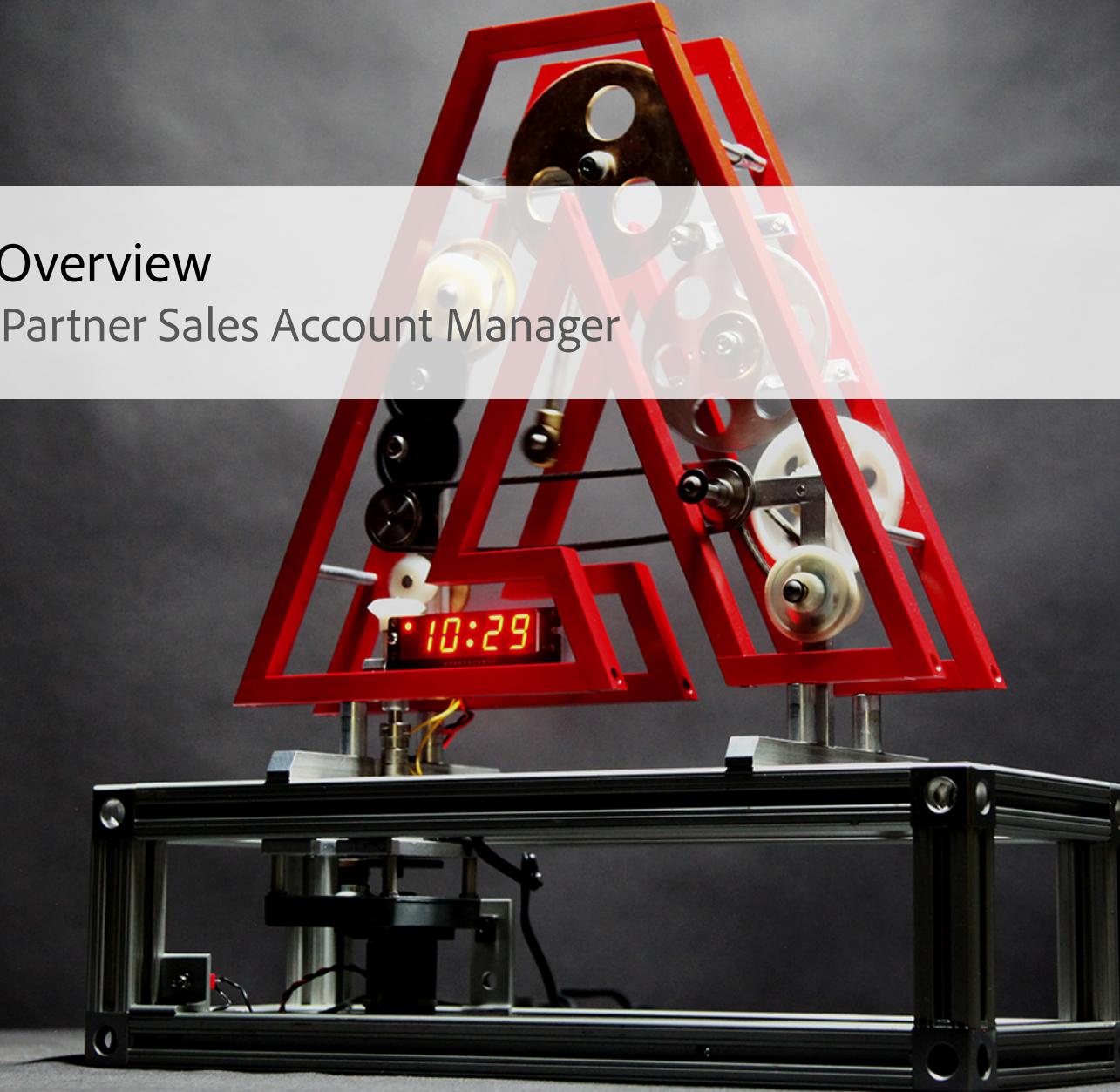


Adobe Connect Overview

Brendan Coakley | Partner Sales Account Manager



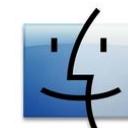
Discussion Items

- Introduction
- Adobe Connect Meetings
- Adobe Connect Learning
- Adobe Connect Webinars
- Mobility
- Customers/Case Studies/Analyst Reports
- Extensions
- Technical Info



Adobe Connect 9

Devices



iOS

Ubiquitous Clients



Adobe Connect Solutions

Adobe Connect
Meetings

Adobe Connect
Learning

Adobe Connect
Webinars

Myriad
Additional Use
Cases

Adobe Connect Platform

- Rich, flexible interface
 - Highly secure
 - Scalable
 - Accessible
- Video, audio, chat support
 - Compliance enforcement
 - Open and extensible
 - Meeting persistence

Deployment Options

Hosted

On Premise

Managed Service

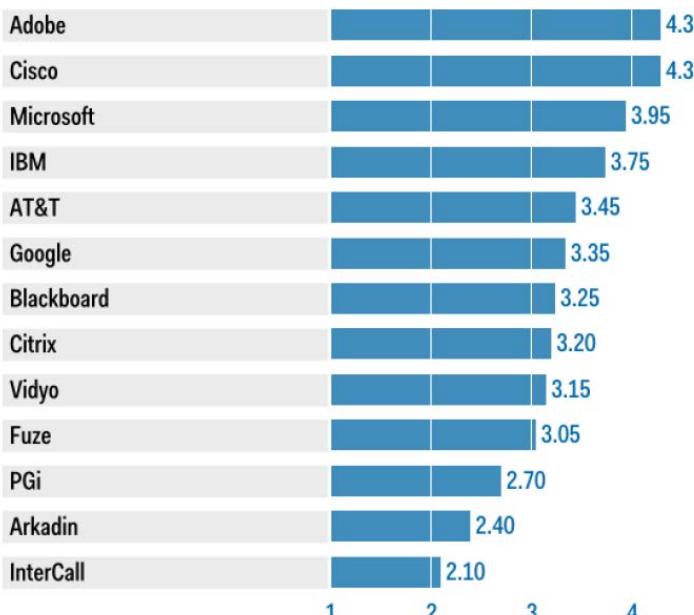
Adobe Connect has received the highest Product Scores for Webinars, Learning and Training and External Presentation in Gartner's 2015 Critical Capabilities for Web Conferencing report



Adobe Connect receives highest scores in 3 out of 4 Use Cases

Figure 4. Vendors' Product Scores for Webinars Use Case

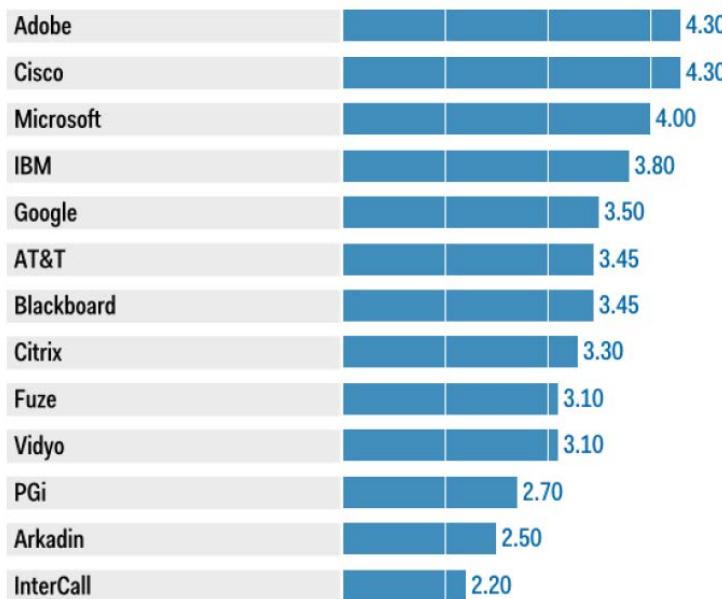
Product or Service Scores for Webinars



Source: Gartner (January 2015)

Figure 2. Vendors' Product Scores for Learning and Training Use Case

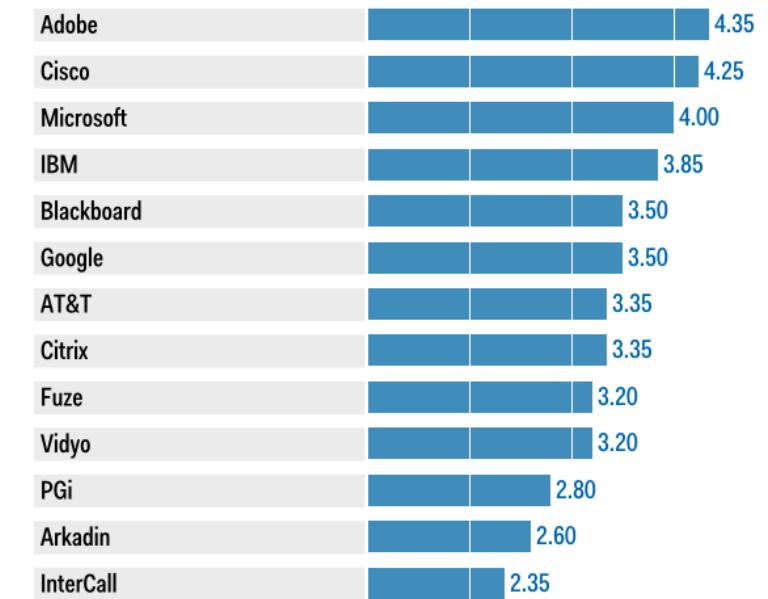
Product or Service Scores for Learning and Training



Source: Gartner (January 2015)

Figure 3. Vendors' Product Scores for External Presentation Use Case

Product or Service Scores for External Presentation



Source: Gartner (January 2015)

This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. Gartner Critical Capabilities for Web Conferencing, Adam Preset, Whit Andrews, January 23, 2015. The Gartner document is available from <http://www.gartner.com/technology/reprints.do?id=1-2AWF087&ct=150303&st=sb>.

Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.



Why Customers Select Adobe Connect



Ease of Access

- Instant entry
- Persistent URLs
- Cross platform
- Mobile devices
- Accessible



Rich Experience

- Complete control over meeting layout
- Branding
- Rich media support
- Interactive recordings



Secure & Compliant

- Compliance & control options

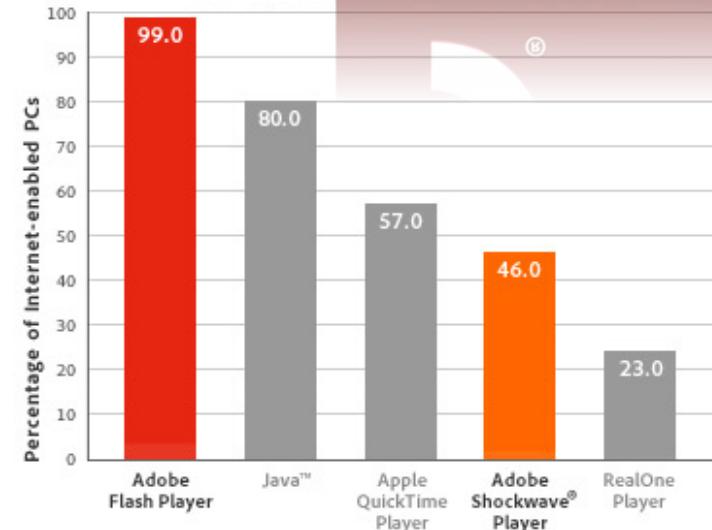


Extensible & Easy to Integrate

- Open APIs
- SDK to create custom pods
- Value-added connectors and extensions

Ease of Access: Adobe Flash

- Flash based client
 - Remove all barriers to entry
 - No downloads or installs
 - Easy to use interface



Source: Millward Brown survey, conducted March 2011.



Easy Access: Personal Meeting Rooms



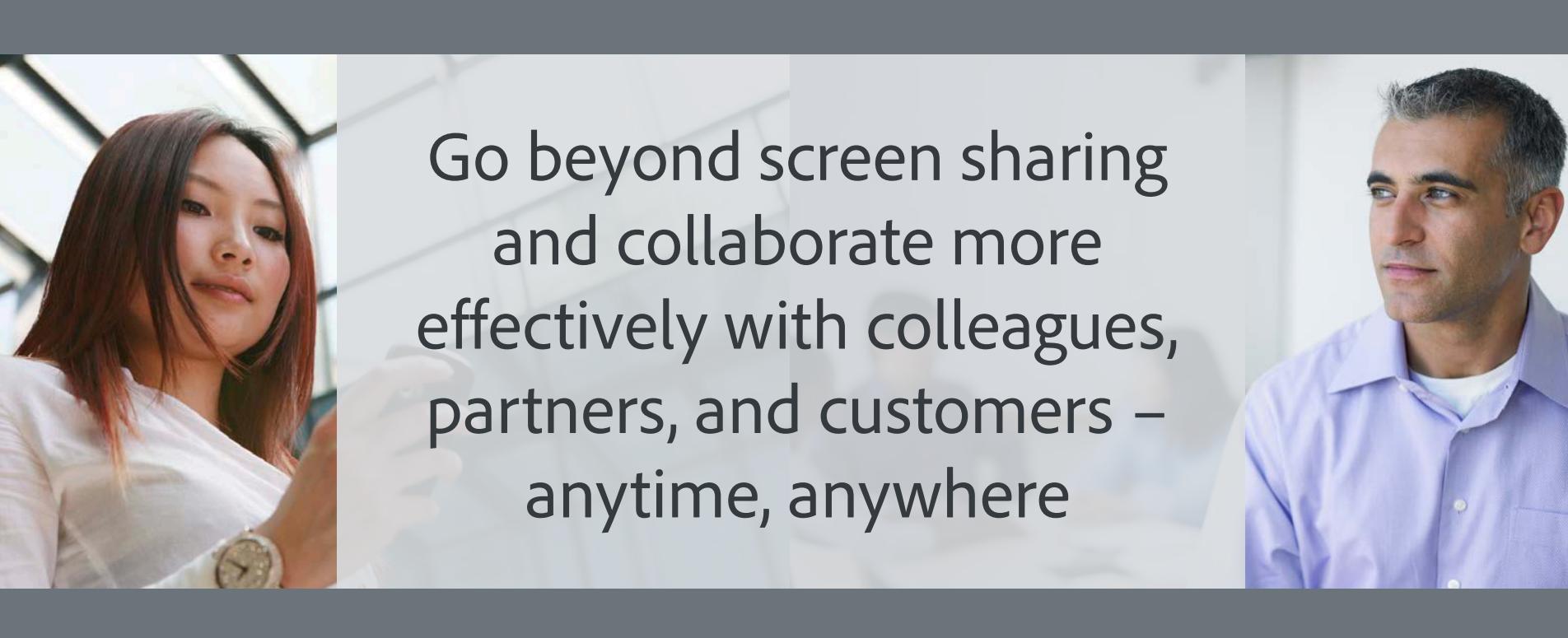
Always Available: Never have to schedule or pre-plan using your room

Customizable: Setup your room with your branding and personalized URL

Persistent: Stays how you left it, for quick and easy reuse



The Solution: Adobe Connect for Web Meetings



Go beyond screen sharing and collaborate more effectively with colleagues, partners, and customers – anytime, anywhere

Enable instant access
Collaborate across firewalls on virtually any device

Your digital office
Create your own, always-on custom URL for your digital meetings. Customize and brand your room.

Integration
Integrate Adobe Connect with your other IT investments to enable unified communications

Adobe Connect Product Demonstration

My Personal Meeting Room (Discussion) - Adobe Connect

Meeting Layouts Pods Audio Stop My Webcam Help

Video

Attendees (3)

Hosts Conrad Simms

Presenters

Participants Barbara Fisher Kelly Varsen

Conrad Simms Kelly Varsen Barbara Fisher

Discussion Notes

14 T T T T

Agenda

- Budget considerations
- Alternative approaches
- Extended meetings with additional team members
- Holiday Schedule
- Kelly's *Promotion!*

Chat (Everyone)

Conrad Simms: What time can you meet next week?
Barbara Fisher: Wednesday works for me
Kelly Varsen: I can't do Wednesday

Everyone

Poll

Prepare View Votes Close

How often do you collaborate online?

Option	Percentage	Count
Every day	66.67%	(2)
Weekly	33.33%	(1)
Monthly	0%	(0)
Rarely	0%	(0)
Never	0%	(0)
No Vote	0%	(0)

Broadcast Results

Everyone

Barbara Fisher Kelly Varsen Conrad Simms

Join Now

Richness: Customization & Personalization

- Completely brand the account with your corporate colors and logo
- Personalize each room with background images
- Custom URL for meeting room
- Add your own content





Richness: Audio Integration

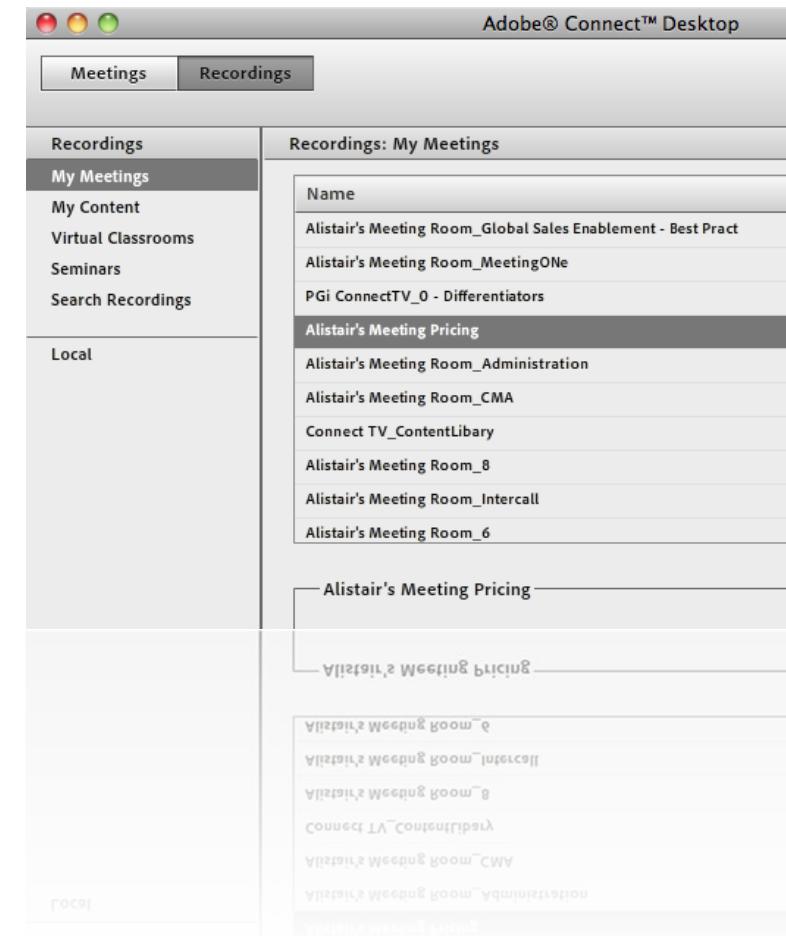
- **Integrated Audio:** Control the audio conference directly from the Adobe Connect interface
- **Universal Voice:** use any audio conferencing provider in your meetings
- Broadcast telephone audio through users computer speakers to reduce costs
- Use integrated **Voice Over IP** to eliminate the need for audio conferences

The screenshot shows the 'Attendees' panel in Adobe Connect. At the top, it says 'Attendees (2)'. Below that is a toolbar with icons for list view, grid view, and search. Underneath is a collapsed section for 'Hosts' containing one entry for 'Alistair Lee' with a phone icon. There is also a collapsed section for 'Presenters'. The main list is collapsed under 'Participants', showing one entry for 'Conrad Simms' with a speaker icon. The entire list area has a diagonal hatching pattern.



Richness: Recordings

- Recordings retain the interactivity of the live meeting
- Quickly edit content out of the recording using nothing more than a browser
- Download local copies for offline viewing



Security & Control: Compliance & Control Options

The screenshot shows the 'Screen Sharing Settings' section of the Adobe Connect MERIDIEN account settings. It includes a list of checkboxes for disabling various sharing modes and a checked checkbox for restricting sharing to specific processes. Below this is a section for defining allowed executable names on Windows and Linux.

These settings will be applied to all meetings for this account.

Screen Sharing Settings

Individual screen sharing modes (select all to disable screen sharing entirely):

- Disable Desktop sharing
- Disable Window sharing
- Disable Applications sharing
- Disable request for control
- Disable screen sharing's "Pause and Annotate" mode
- Restrict screen sharing to specific processes (check to define process lists)...

Allow only the sharing of the following processes

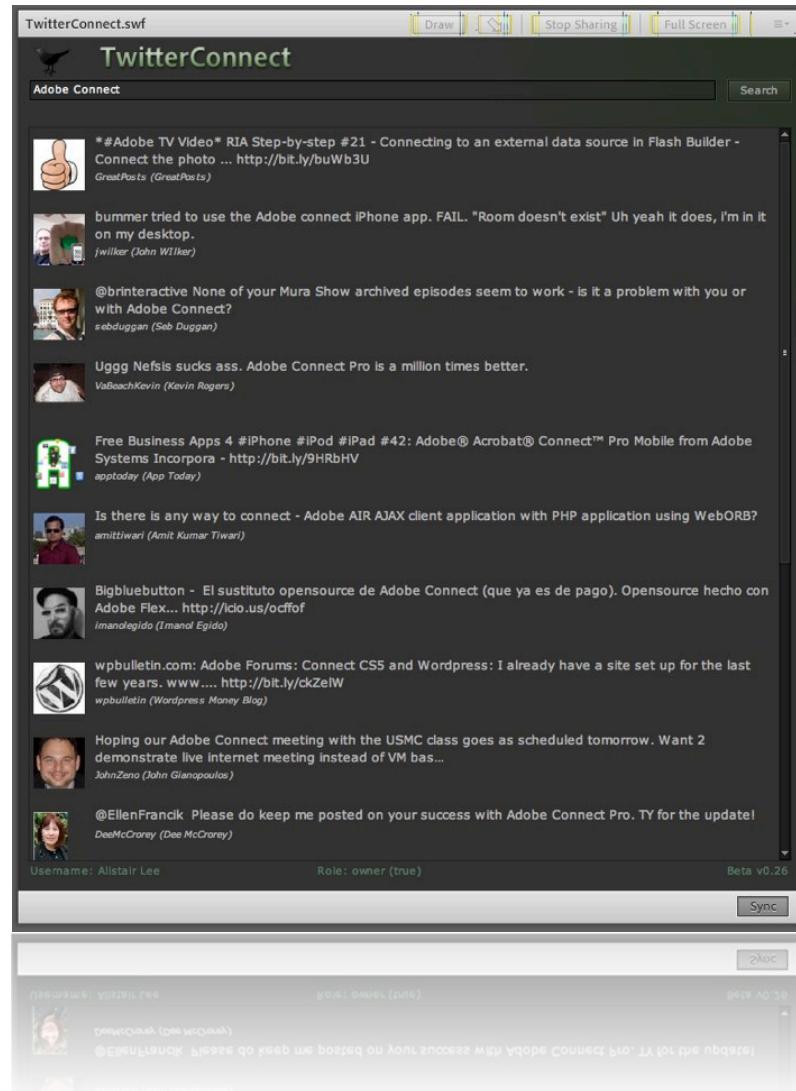
List of allowed executable names on Windows (colon delimited)

List of allowed executable names on Linux (colon delimited)

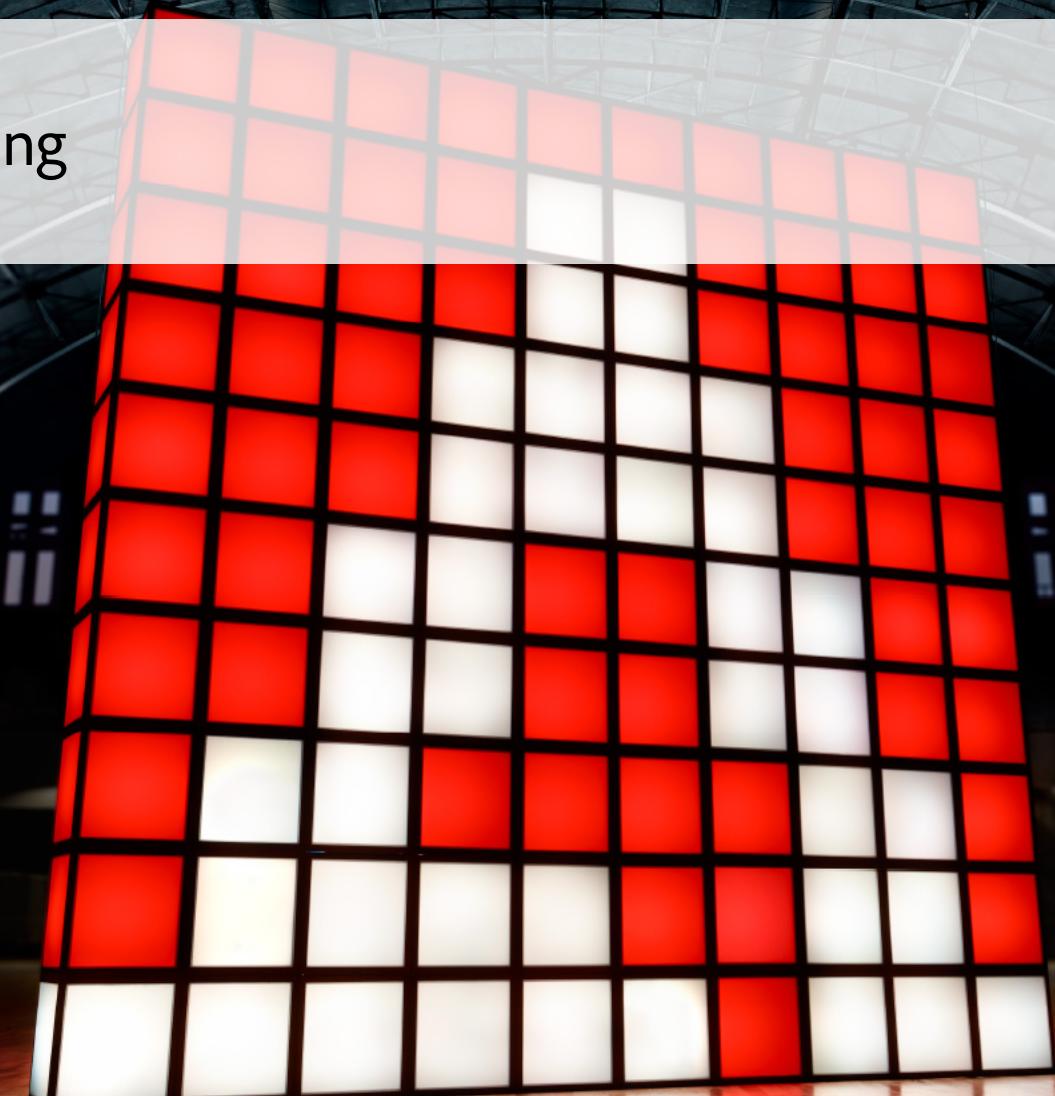
- Disable and restrict user activities at the account level
 - Whitelist/Blacklist for application sharing
 - Disable virtually any function in Adobe Connect
- Clear private data
 - Remove content from chat pods and note pods for any new sessions
- Audit communications
 - Force all meetings to record
 - Generate chat transcripts for auditing

Extensibility: Connectors and Custom Pods

- Integrate Adobe Connect with your core applications
 - LMS
 - CRM
 - LDAP
 - Intranet portal
- Download or create collaborative applications that extend the functionality of your meetings



Adobe Connect Learning



eLearning Challenges

- How can I deploy learning programs faster?
- How can I deliver content that works on every device?
- How can I improve learner attendance & engagement?
- How can I enable and track informal learning?





Adobe Connect Learning



A complete and social Learning solution enabling rapid deployment of training accessible from virtually any device

01 Author
Rapidly create engaging content leveraging industry leading tools

02 Deploy
Publish and manage content for access across devices

03 Deliver
Deliver immersive training and mobile learning, in live and on-demand formats

04 Socialize
Facilitate learning communities and widespread distribution of knowledge

05 Track
Efficiently manage and track training through Adobe Connect or LMS integration



Rapidly author engaging content

- Enable subject matter experts to quickly create content
- Leverage existing PowerPoint slides
- Record your screen to create interactive simulations
- Use your webcam to create professional video walkthroughs
- Add quizzes and interactions to test understanding
- Multiple question types
- Randomize questions and answers
- Author once for access across devices





Publish and manage content for access across devices

- cloud, for deployment and tracking across devices
- Leverage existing learning libraries, including SCORM and AICC compliant content
- Create blended learning curricula with a mix of on-demand courses, virtual classrooms, and other content
- Easily manage learner enrollment and maximize attendance
- Build reusable learning assets and content libraries

01 Author 02 Deploy 03 Deliver 04 Socialize 05 Track

Training microsites & catalogs

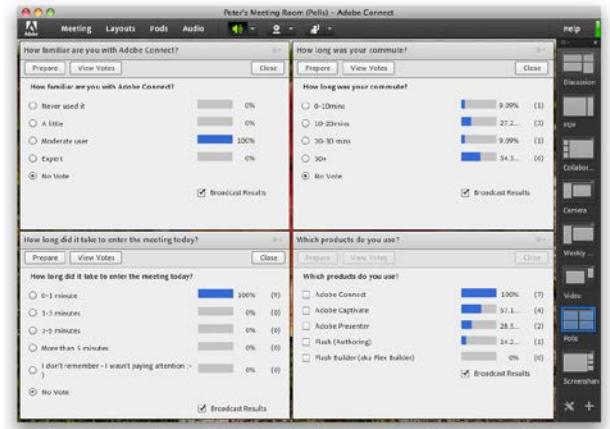
Curricula Management

Learner Enrollment

Subject	Schedule	Recipients	Date Scheduled
You are enrolled in: {name}	Once	All enrollees	08/07/2008 5:30 PM
You are enrolled in: {name}	Once	Enrollees who have failed or not completed the course.	08/10/2008 12:00 AM

Deliver immersive experiences in virtual & on-demand classes

- Save prep time and instantly reuse content, layouts, and URLs in virtual classrooms that remain available 24x7
- Understand real time training effectiveness by tracking individual and aggregate engagement
- Enable unlimited webcam views to monitor and respond to learner reactions
- Organize virtual classroom flow and content with fully customizable layouts
- Coordinate with multiple trainers behind the scenes for seamless execution
- Support gamification with custom apps that run within the classroom
- Deliver recorded sessions that maintain interactivity





Facilitate learning communities and widespread knowledge

The banner above the devices illustrates the five steps of the Adobe Connect process:

- 01 Author
- 02 Deploy
- 03 Deliver
- 04 Socialize
- 05 Track

Device Screenshots:

- iPad (Left):** Displays a course titled "Improved Communication" (Course ID: 34238467). It shows a thumbnail image of a person walking through a modern office space.
- iPad (Middle):** Displays the same course page, showing a video player interface with a play button and a progress bar.
- iPad (Right):** Displays the course page with additional content, including a "Comments" section showing several user reviews and a "Socialize" sidebar.
- Smartphone:** Displays the course page, showing a thumbnail image of a group of people in a meeting.

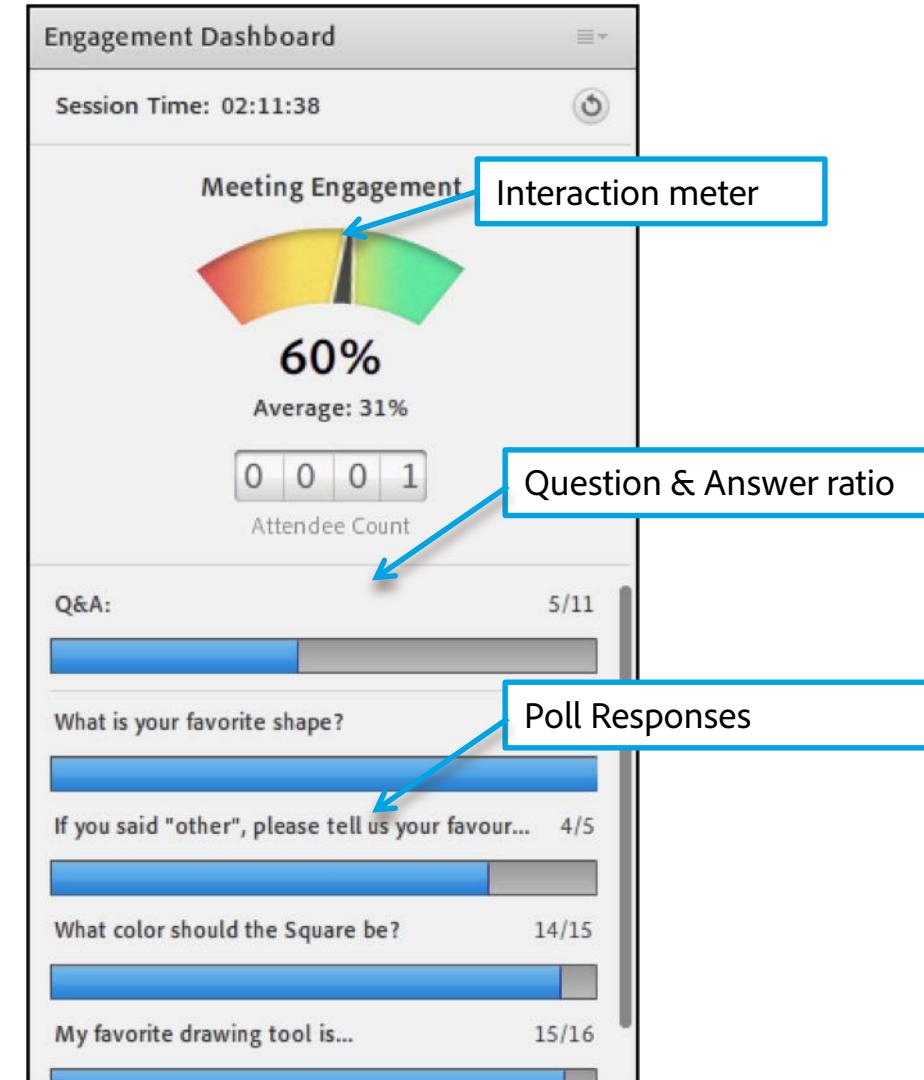


Efficiently manage and track training

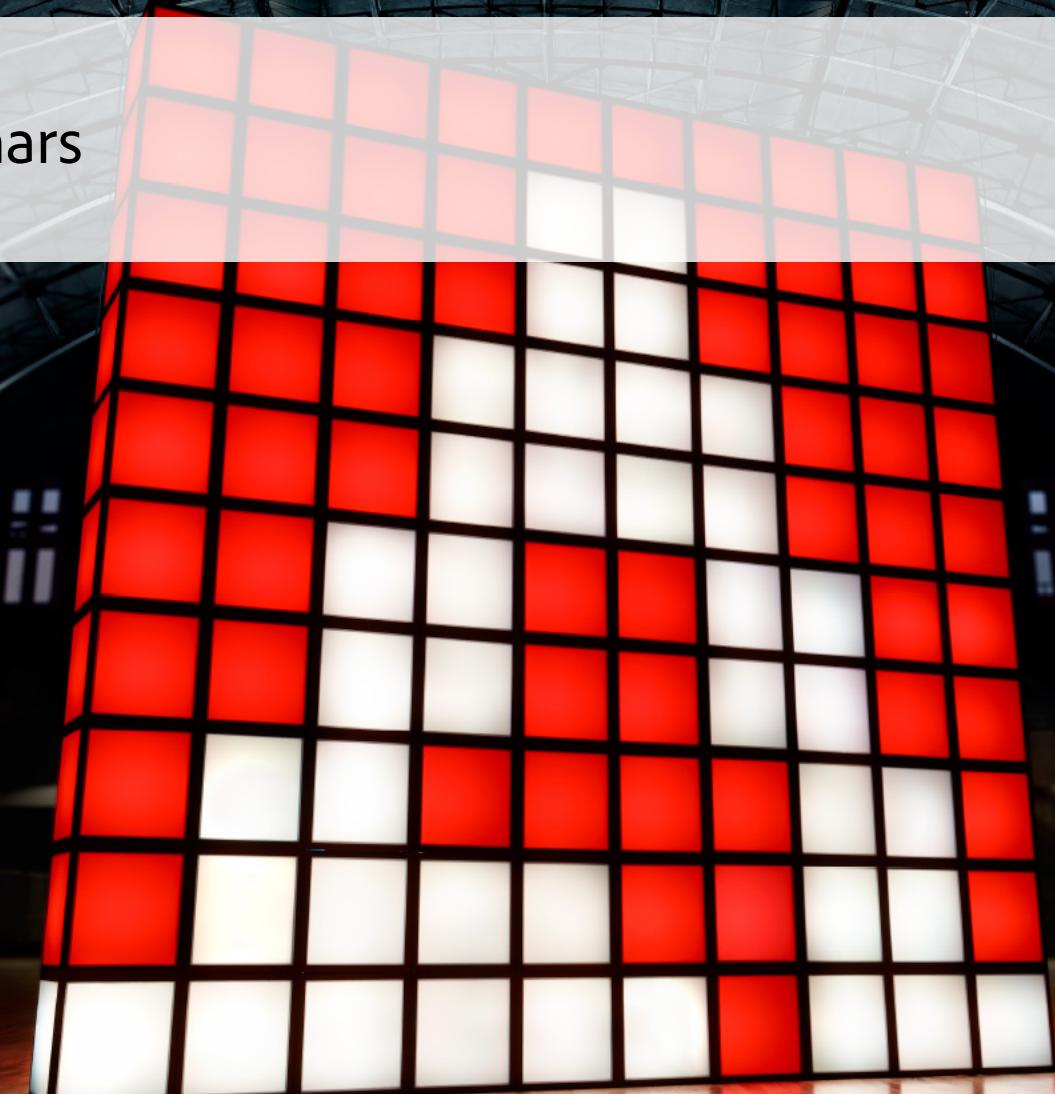
- Measure learner engagement and optimize content effectiveness
- Track and manage learner progress and content interactions across devices
- Leverage security and privacy controls to help safeguard sensitive learning content and participant information

Engage: Adobe Connect Meeting

- Engagement Dashboard for Training and Webinars
 - Measure participant engagement and participation in real-time
 - Based on several factors in the webinar
 - Detailed engagement report available post-event
 - Available for seminar rooms, events, and virtual classrooms

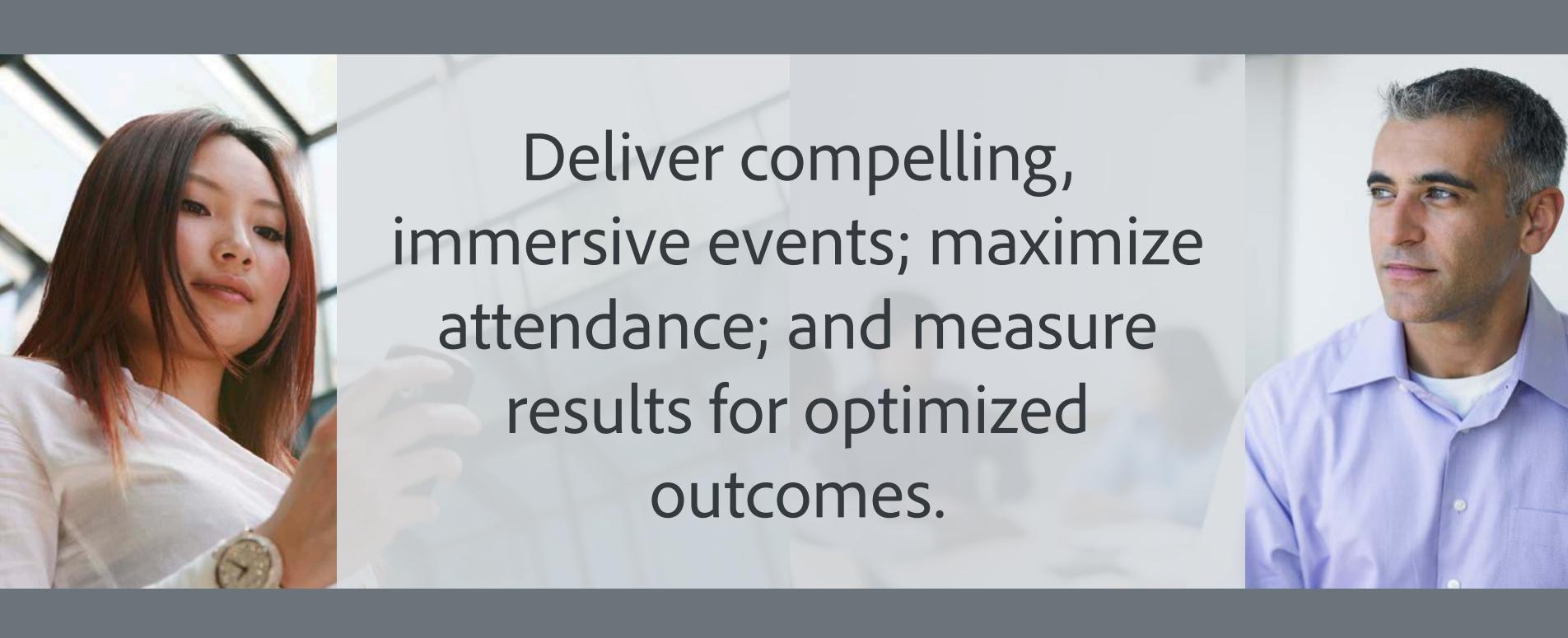


Adobe Connect Webinars





The Solution: Adobe Connect for Webinars

A composite image featuring two photographs. On the left, a woman with long brown hair, wearing a white blouse and a gold watch, looks down at her smartphone. On the right, a man with short grey hair, wearing a light purple button-down shirt, looks thoughtfully off to his right.

Deliver compelling, immersive events; maximize attendance; and measure results for optimized outcomes.

Drive Registration

Powerful event management tools enable you to leverage your brand and expose your message to a wider audience

Inspire action

Deliver your message with greater impact – using event layouts and controls, dynamic media and social media integration

Complete Solution

Generate relevant leads, deliver engaging events, and optimize campaign investments



The All-in-One Solution for Webinars



BUSINESS VALUE

- Reduce time and cost to prepare and promote events
- Convert prospects to leads with superior event engagement
- Qualify leads on demographics & behavioral dimensions
- Optimize promotional spend



powered by



Adobe CQ

powered by



Adobe SiteCatalyst



Webinar Promotion

- Leveraging industry leading content management technology (Adobe Experience Manager)
- Fully customizable event microsites, emails, and catalogs without coding
- Customizable templates to follow corporate standards

The screenshot shows a promotional page for a webinar. At the top, there's a navigation bar with links for 'Event Info', 'Speaker Info', and 'Event Registration'. A 'TimeZone (America/Chicago)' button is also present. The main title 'The Science of Shapes' is displayed prominently in large white text on a blue background featuring a white sphere and wavy lines. Below the title, it says 'Thursday, July 5, 2012 1:00:00 PM CDT - 2:00:00 PM CDT'. A brief description follows: 'What sets a sphere apart from a circle or a cube apart from a square? In this webinar, Dr. Irene Adler will discuss the science behind three dimensional shapes. Dr. Adler will explain why discoveries made in the last decade will forever change the shape of science and the science of shapes.' A 'Register Now' button is located below this text. To the right, there's a 'Speaker' section featuring a photo of Dr. Irene Adler and a brief bio: 'Dr. Irene Adler has been working with students since her early childhood. Her research in the field makes Dr. Adler one of the world's foremost scientists on the subject.' A 'Know more' button is next to the bio. At the bottom, there's a note about Adobe Connect and a copyright notice for Adobe Systems Incorporated.

The Science of Shapes
Thursday, July 5, 2012 1:00:00 PM CDT - 2:00:00 PM CDT

What sets a sphere apart from a circle or a cube apart from a square? In this webinar, Dr. Irene Adler will discuss the science behind three dimensional shapes. Dr. Adler will explain why discoveries made in the last decade will forever change the shape of science and the science of shapes.

[Register Now](#)

If you've never used Adobe Connect, get a quick overview: <http://www.adobe.com/products/adobeconnect.html>
Adobe, the Adobe logo, Acrobat and Adobe Connect are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries.

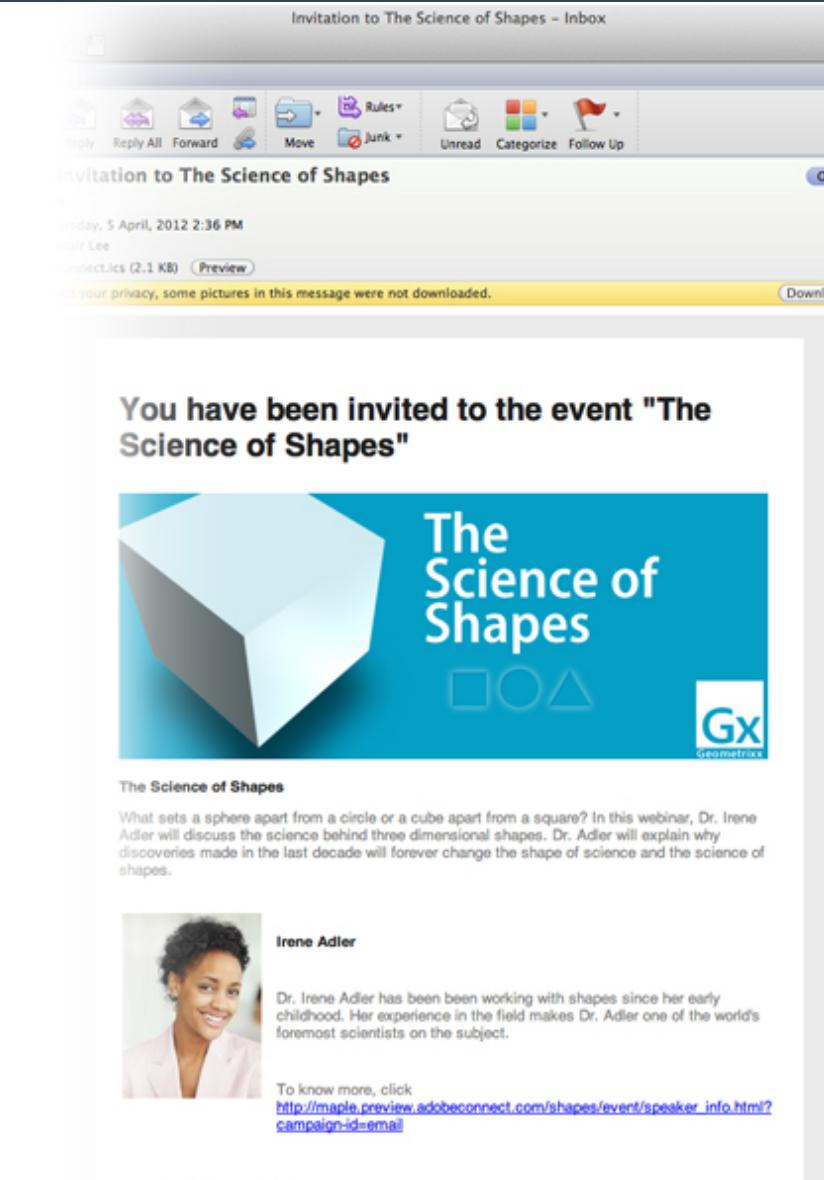
Coffee: The Ultimate Addiction

This on-demand video will help you understand the power of the drug we call coffee.

Upcoming Events

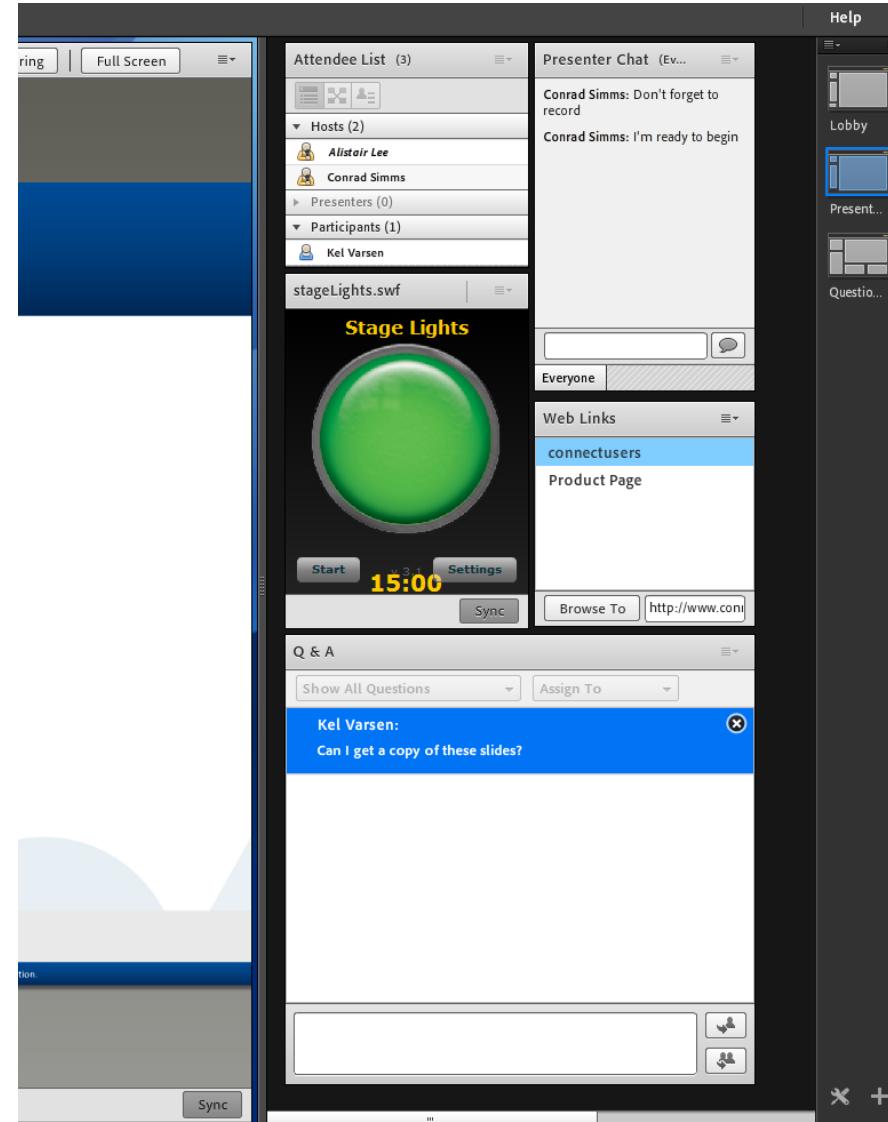
Promote: Email

- Rich, HTML-formatted emails for:
 - Invitations
 - Approvals
 - Reminders
 - Follow-ups
 - Custom Triggers
- Email Templates
 - Fully customizable using Adobe CQ5 technology



Richness: Webinar power features

- Backstage area for hosts and presenters only
 - Presenter chat
 - Prepare polls / web links
 - Presenter timers
 - Larger Q&A response pod
- Multiple Presenters in one webinar
- Q&A pod for moderated questions
 - Assign questions to specific presenters
 - Save and eMail all questions
- Preparing Mode
 - Enable a presenter to edit his/her layout without affecting the live webinar

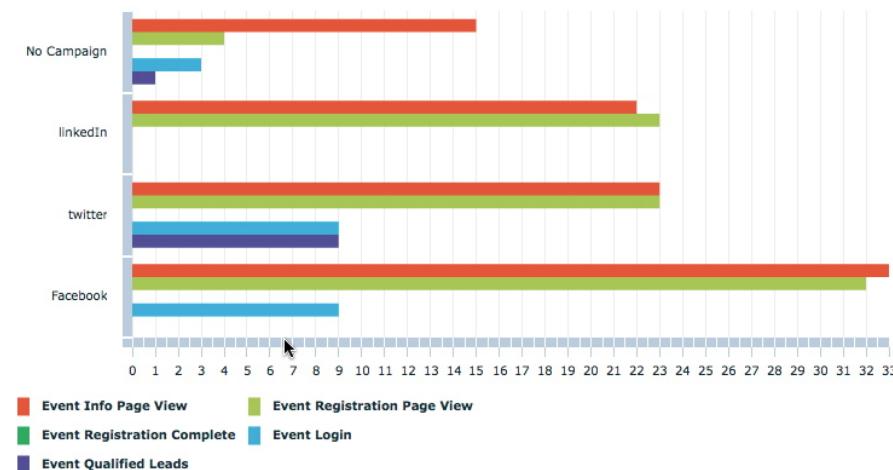
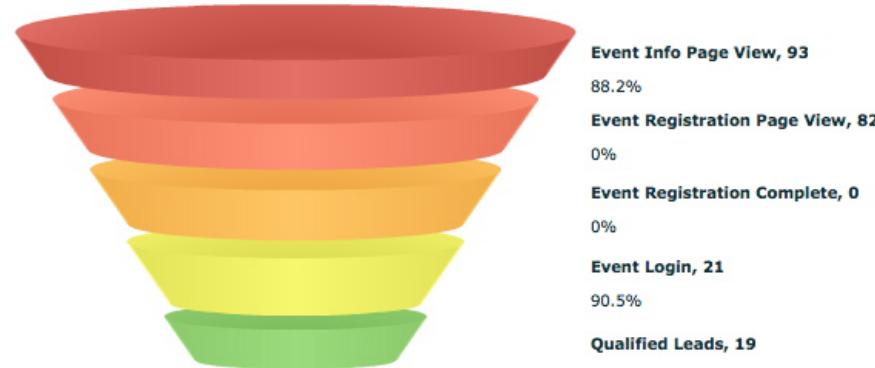


Optimize: Reports

- More than reporting – in depth analytics
 - Everything from aggregate data to in-depth user reports
 - Campaign reports to track marketing campaigns
 - Downloadable data

Conversion Funnel

Count of user activity from visiting the event page to becoming qualified leads. Conversion funnel doe



Optimize: Lead Qualification

- Automate lead qualification based on your own criteria
 - Attendance
 - Registration questions
 - Polls

Set Lead Qualification Criteria

Lead qualification criteria can be set based on rules. Multiple reports like campaign report, conversion funnel and aggregate user information use lead qualification criteria.

Attendance Criteria

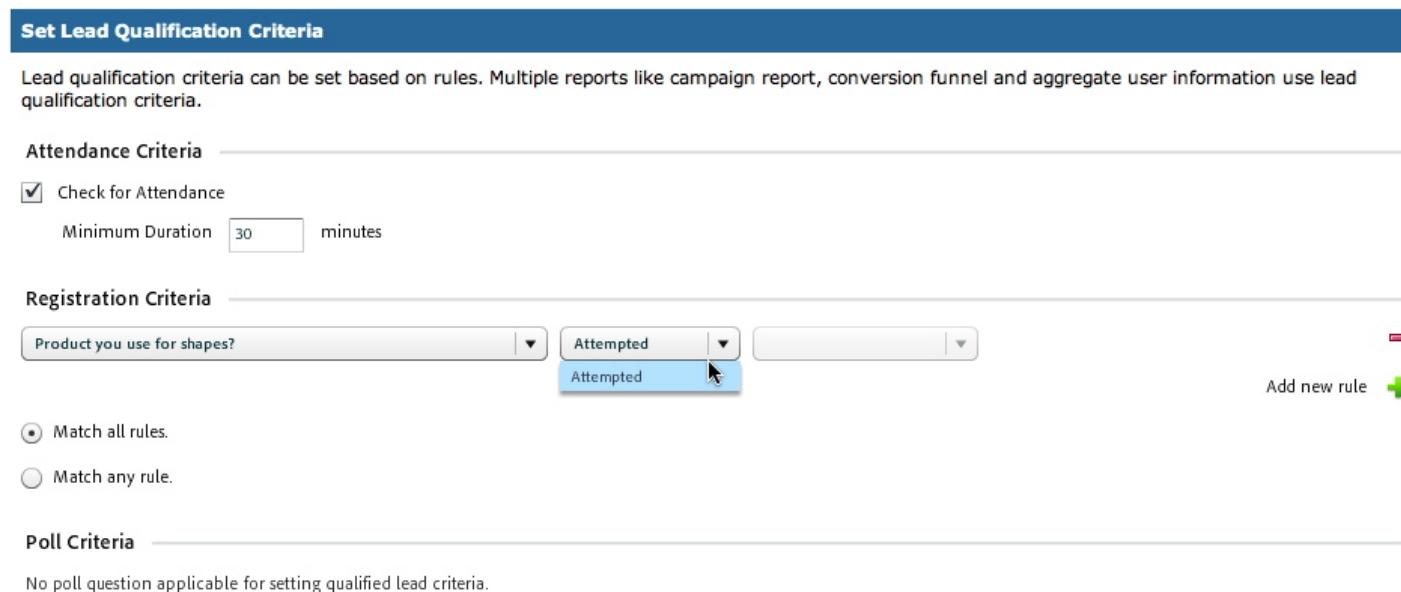
Check for Attendance
Minimum Duration minutes

Registration Criteria

Attempted Match all rules.
 Match any rule.

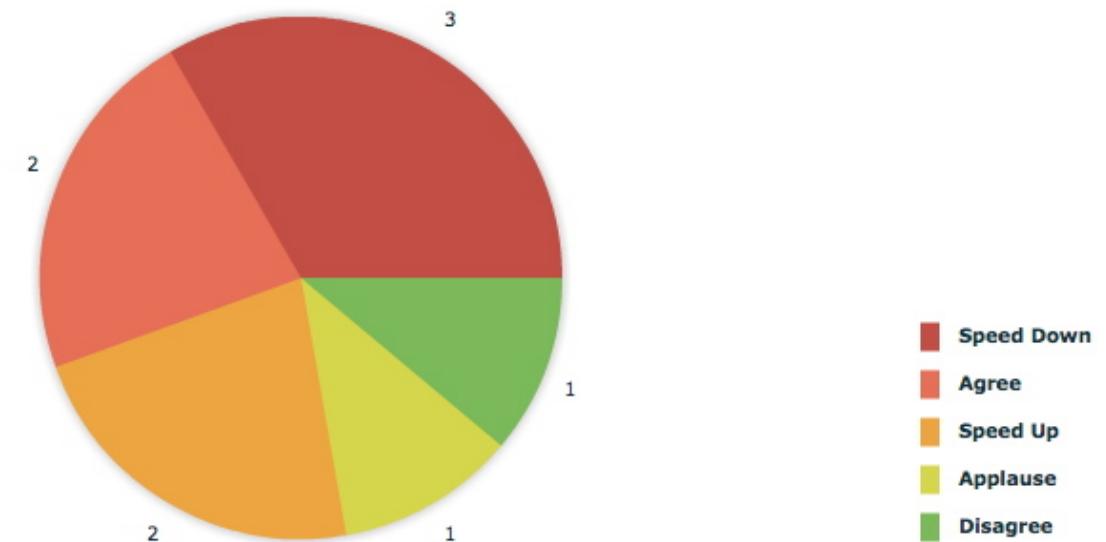
Poll Criteria

No poll question applicable for setting qualified lead criteria.

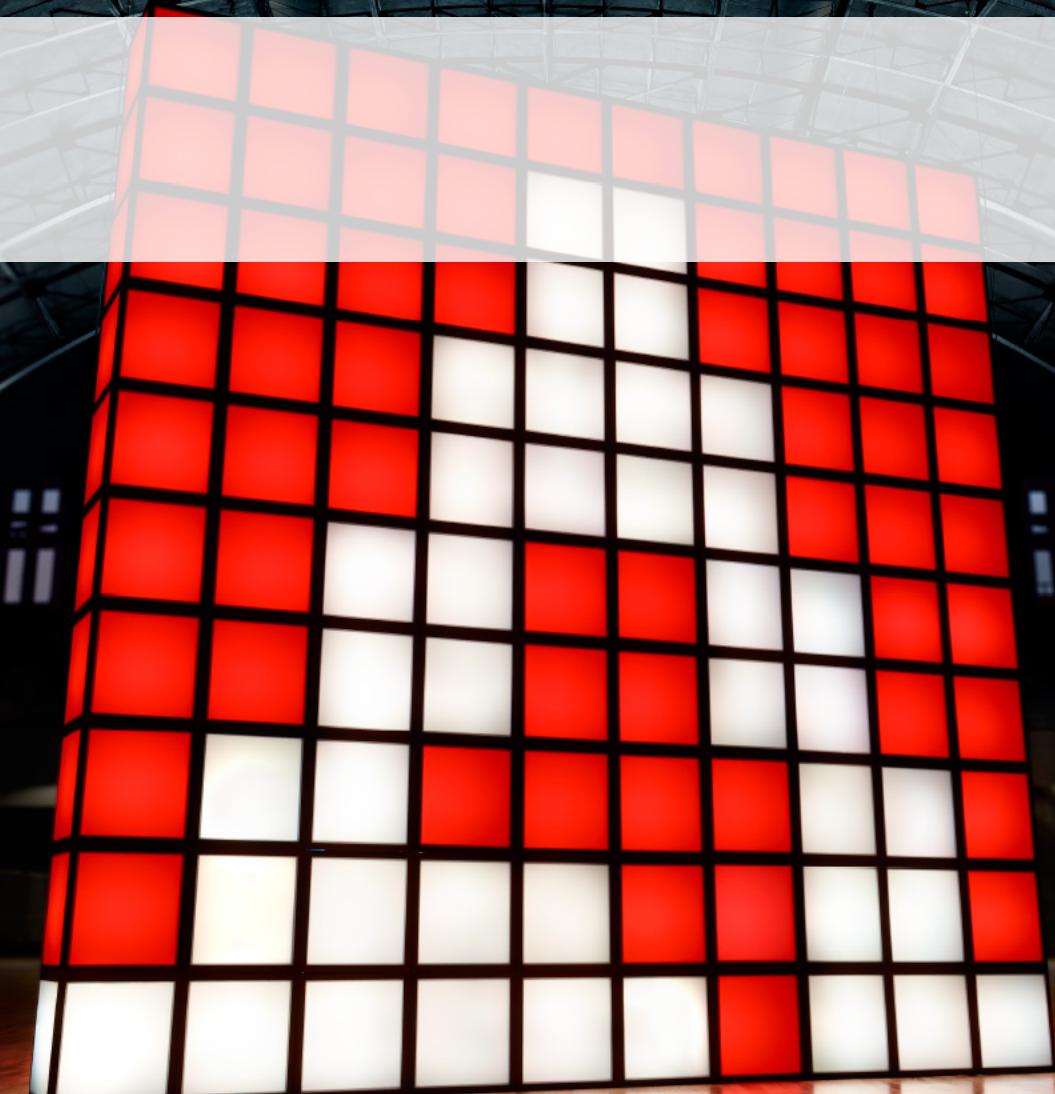


Optimize: Full Analytics

- Engagement Reports
 - Track the effectiveness of your meeting minute by minute
- Measure usage of chat pods, Q&A pods, and polls
- Track the number of files downloaded by participants
- Analyze the status settings of participants
- Report attendance



Mobility





The Challenge: Enabling Mobility in Collaboration



In 2016, 350 million employees will use smartphones — 200 million will bring their own. 126 million tablets will be used by US consumers

- Forrester

Mobile devices are becoming increasingly important as enterprise users leverage smart phones and tablets. The next gain in productivity comes from enabling a mobile workforce

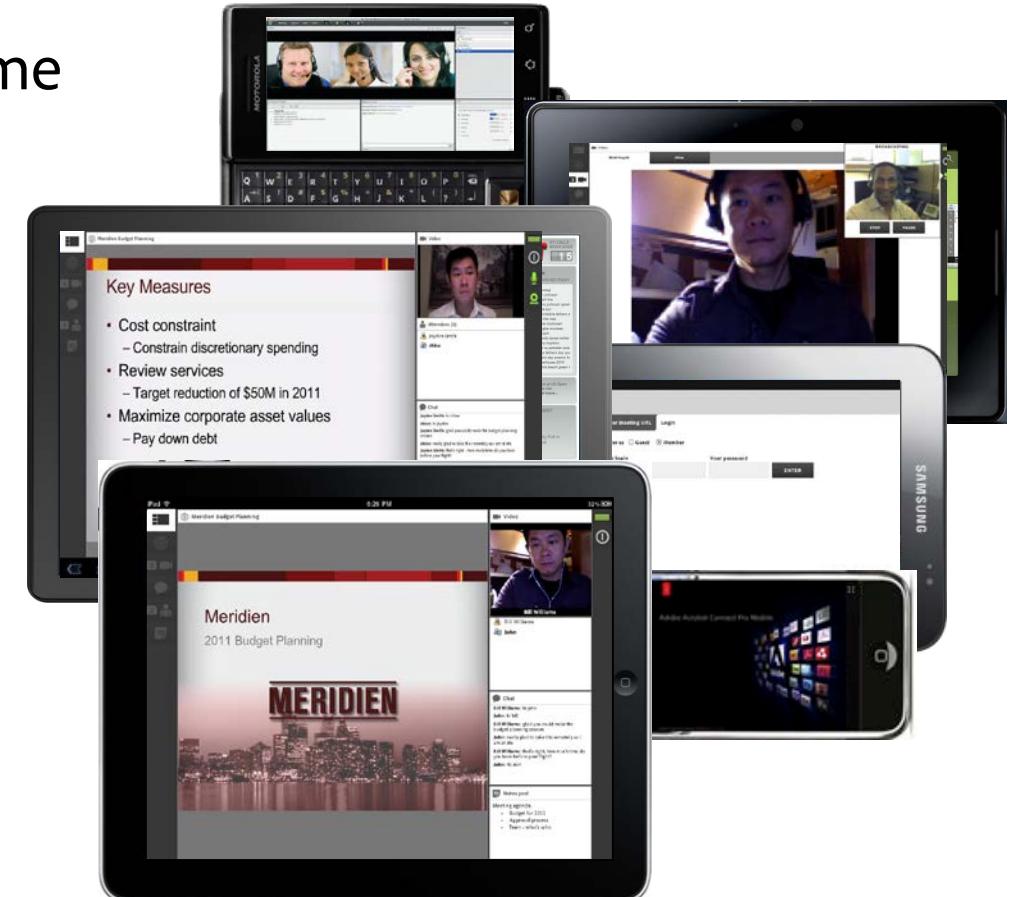
- How do you do this securely?
- How do you extend it beyond your enterprise?
- How do you integrate it with your existing investments?

Ease of Access: Adobe Connect Mobile

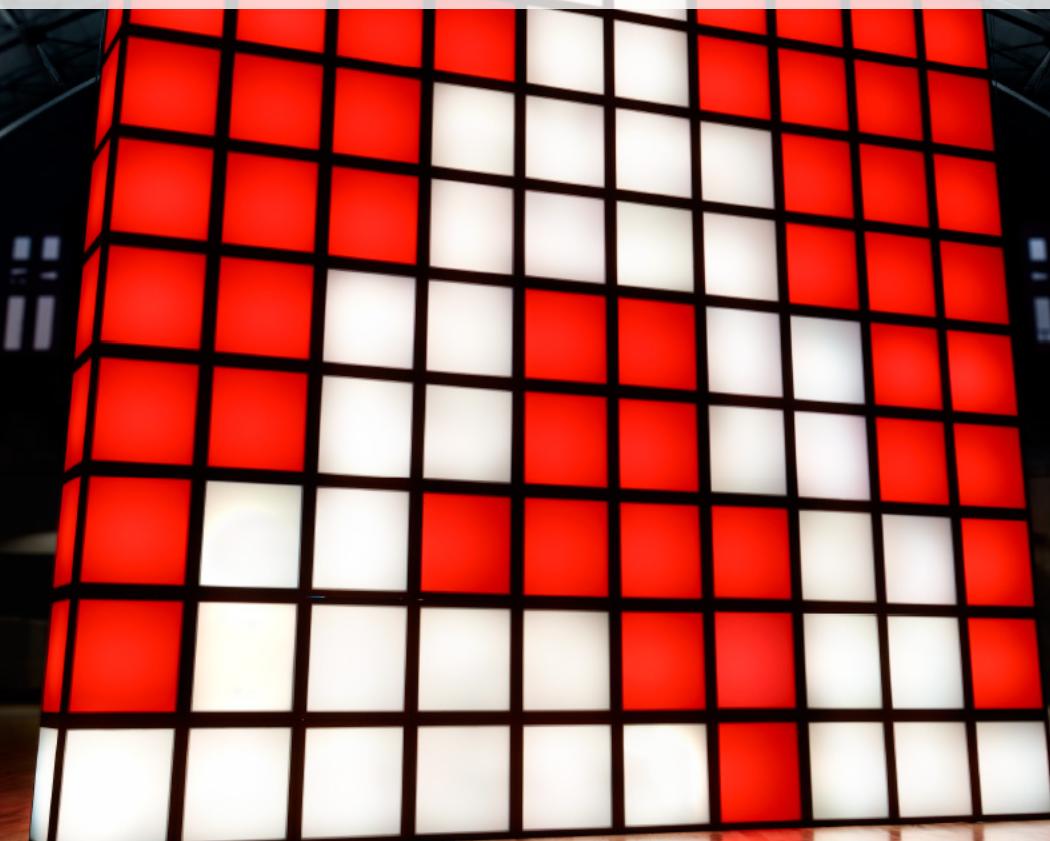
- **Mobile Optimized Client:** Host, share, collaborate and train from anywhere, anytime

- iPad, iPhone, iPod Touch
- Android Phones / Tablets
- Blackberry Playbook

- Fully drive collaboration and training
- Confidently share presentations, documents and multimedia content
- Annotate and whiteboard more effectively, using just your fingertip
- Drive attendance to your webinars with convenient mobile access
- Deliver mobile learning and track progress with the Adobe Connect Learning Management System or an integrated system of record



Customers/Case Studies/Analyst Reports





Sample Global Enterprise Customers

- 14 of the top 25 U.S. companies, as measured by Fortune
- 6 of the top 25 global companies, as measured by Forbes
- 8 of the top 25 European companies, as measured by Forbes
- 8 of the top 20 U.S. banks, as measured by Fortune
- 8 of the top 25 global banks, as measured by Forbes



About Adobe Connect: Sample Customers



TOSHIBA
Leading Innovation >>>



Michigan Department
of Community Health



R · I · T



PHILIPS



ACADEMY of ART
UNIVERSITY
FOUNDED IN SAN FRANCISCO 1929

Landor



BNP PARIBAS

U.S. Department of Transportation
Federal Highway Administration



Sample Use Case: Adobe Connect for Web Meetings

- **Use Case:** Collaborate more effectively with remote participants
- **Adobe Connect Differentiators**
 - Ease of meeting entry (no downloads or install)
 - Persistent meeting rooms
 - Compliance options to protect information
 - Meeting access via mobile devices
 - Custom applications / content
 - Single platform for a variety of meetings
 - Accessibility



"Adobe Connect enables us to maintain strong connections with customers and dispersed co-workers, while eliminating unnecessary travel"

- Reduced travel time by as much as 90% saving hundreds of thousands of dollars
- Strengthened internal collaboration
- Enabled secure web conferencing worldwide

Sample Use Case: Adobe Connect for eLearning

- **Use Case:** Marketing/sales/HR needs to quickly deliver training throughout organization
- **Adobe Connect Differentiators**
 - Rapid content creation tools (Presenter, Captivate)
 - Complete control over training experience
 - Layout
 - Pods: attendee, share, notes, chat, video, whiteboard, file sharing, polling
 - Persistent training rooms
 - Interactive recordings
 - Integration with LMS systems



"Adobe Connect enables us to take our training to the next level in terms of interactivity and user experiences"

- Reduced compliance training time and cut Six-Sigma training down to three 45-minute online sessions
- Condensed multi-day training curriculum into one or two day events
- Facilitated face-to-face meetings online

Sample Use Case: Adobe Connect for Webinars

- **Use Case:** Provide a rich, immersive experience that will drive participant action
- **Adobe Connect Differentiators**
 - Ease of meeting entry (Flash ubiquity)
 - Ease of attendee access via any device
 - Excellent support for rich media
 - Custom branding
 - Moderated Q&A
 - Advanced webinar features like presenter only area
 - Interactive recordings



"With Adobe Connect, we give people access to tools for instant online collaboration and can deliver critical updates to people anywhere"

- Enabled real-time communication to dispersed work teams
- Reduced cost of travel and meeting time
- Facilitated United Way's response to addressing community



What Analysts and Press Say About Adobe Connect



*"Adobe Connect is the **most comprehensive solution** for webinars and training."*

*Adobe has the **most feature-packed product** in this evaluation."*

Forrester Wave, 2013



Bersin & Associates Learning Leader for Vendor Innovation in Learning and Talent Management
2010



Adobe Connect named a "Champion" in Info-Tech's latest vendor landscape report



Adobe Connect, "Best Virtual Classroom" and "Best Web Seminar Solution"
2010

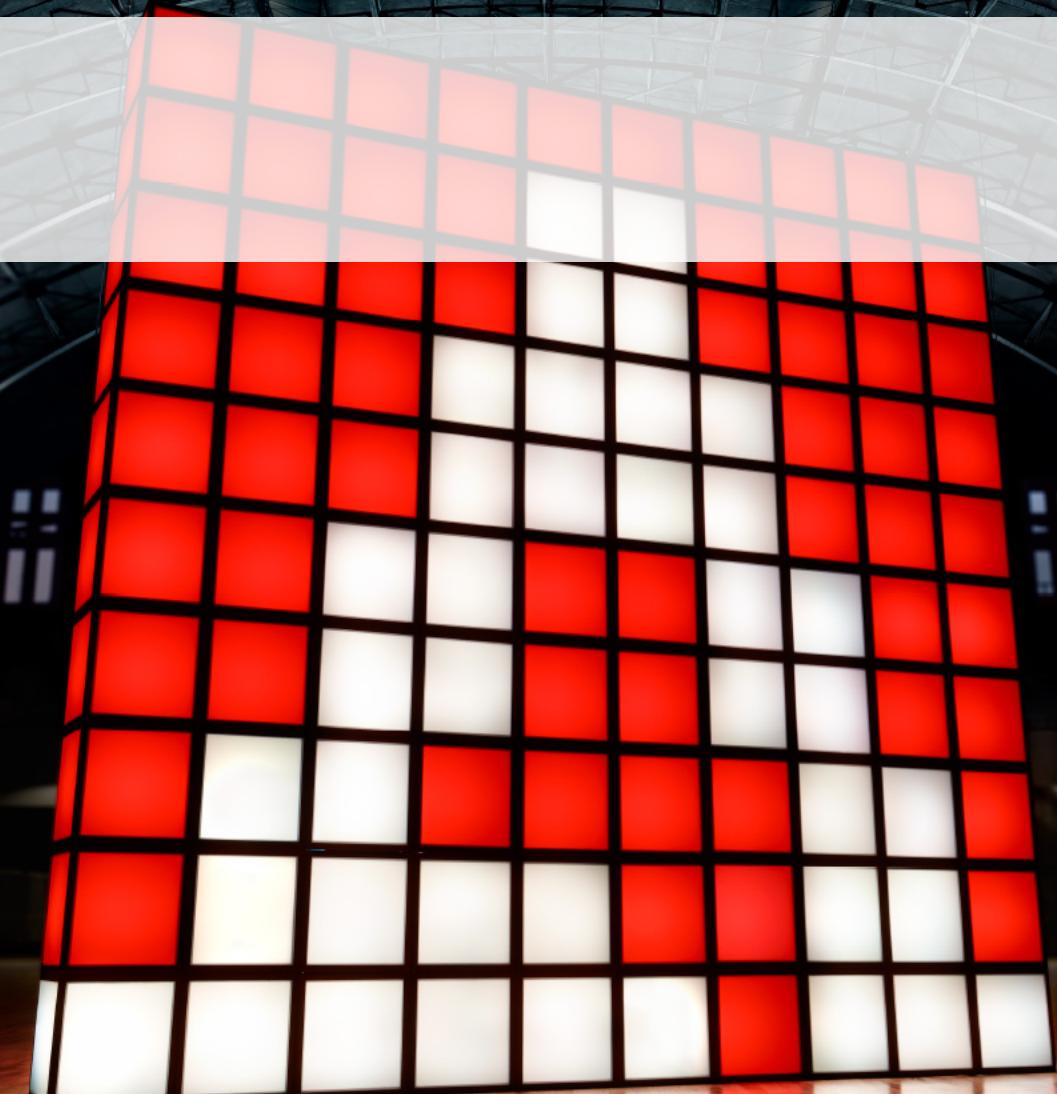


Adobe Connect named "Leader" in 2012 Web Conferencing Magic Quadrant



"We give Adobe top marks for the depth of their offerings for education and training."
2010

Extensions



Extensions/Apps

 Adobe Connect Apps Overview Apps Learn & Support Join Demo [Free Trial](#)



Hands Up
Increase interaction and fun in every meeting with the tool guaranteed to get users participating.
[Learn more >](#)



rPhone
Extend Adobe Connect with one-rate, toll-free audio conferencing.
[Learn more >](#)



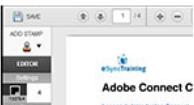
Stage Lights
Use this timer during your meetings to help keep presenters from running over their allotted time.
[Learn more >](#)



Personify Live Pod
Reinventing online communication.
[Learn more >](#)



Task List
Create a collaborative agenda or task list in your Adobe Connect meeting room.
[Learn more >](#)



PDF Annotation Pod
Load and annotate PDF documents collaboratively. Use mark-up tools and your own custom stamps.
[Learn more >](#)



Mindomo
Choose the Mindomo extension, the best collaborative tool for innovative note taking, interactive presentations and effective decision making.
[Learn more >](#)



tecRacer VideoPlayer for FMS
Use this Adobe Connect extension to play live or on-demand video directly from a Flash Media Server.
[Learn more >](#)



Star Rating
Enable Adobe Connect meeting participants to easily rate your meetings using a simple five-star rating system.
[Learn more >](#)



Footprints Carbon Savings Calculator
Track your carbon footprint, cost and mileage savings generated from using Adobe Connect for your meetings.
[Learn more >](#)



MapConnect
Co-navigate maps inside your meetings with annotations.
[Learn more >](#)



Connect Gravatar
Just click and instantly show your avatar to all participants. Ideal for multiple presenters.
[Learn more >](#)

- <http://www.adobe.com/products/adobeconnect/apps.html>

LMS Integrations

- Integrate Adobe Connect with your existing learning management systems (LMS)
- Use your LMS to track and manage all of your eLearning
- Leverage Adobe Connect to provide rich, interactive virtual classrooms



PLATEAU



CRM Connectors

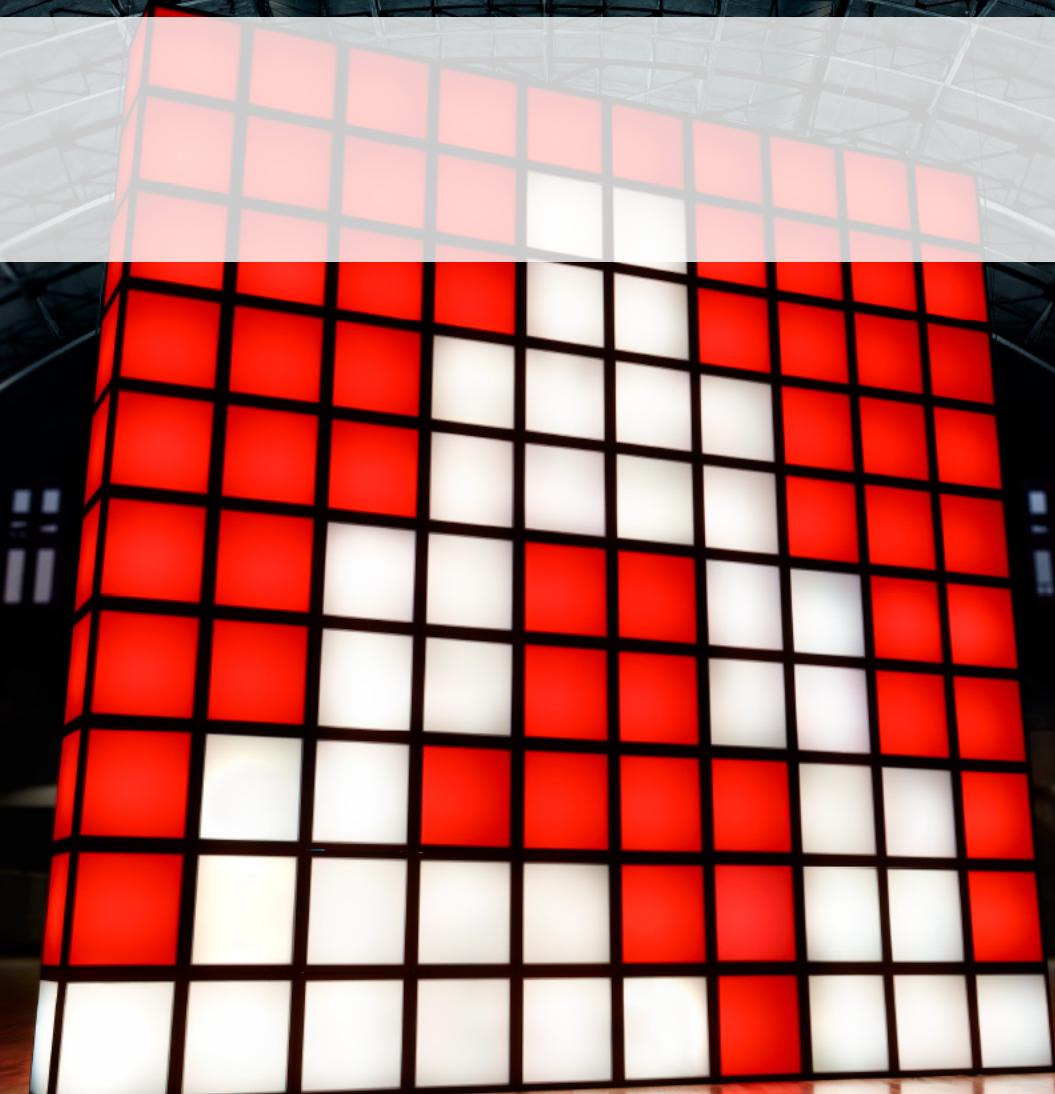
- Integrate Adobe Connect with your CRM and marketing applications
- Track leads for online events
- Measure the success of your marketing campaigns for webinars



ELOQUA



Technical Info



System Requirements

Flash Player	11.2 or later
Windows	<ul style="list-style-type: none">• 1.4GHz Intel® Pentium® 4 or faster processor (or equivalent) for Microsoft® Windows 7, Windows 8 or Windows 8.1• Windows 8.1 (32-bit/64-bit), Windows 8 (32-bit/64-bit), Windows 7 (32-bit/64-bit)• 512MB of RAM (1GB recommended) for Windows 7 or Windows 8• Microsoft Internet Explorer 8 or later; Mozilla Firefox; Google Chrome
Mac OS	<ul style="list-style-type: none">• 1.83GHz Intel Core™ Duo or faster processor• 512MB of RAM (1GB recommended)• Mac OS X 10.8, 10.9, 10.10• Mozilla Firefox; Apple Safari; Google Chrome
Linux	<ul style="list-style-type: none">• Ubuntu 14.04; Red Hat Enterprise Linux 6; OpenSuSE 13.1• No Add-in support for Linux. Users on Linux can attend meetings in the browser.• Google Chrome
Mobile	<ul style="list-style-type: none">• Apple supported devices: iPhone 5S, iPhone 5, iPhone 4S, iPad with Retina display, iPad 3, iPad 2, iPad mini, and iPod touch (4th & 5th generations)• Apple supported OS versions summary: iOS 6 and higher• Android supported devices: Motorola DROID RAZR MAXX, Motorola Atrix, Motorola Xoom, Samsung Galaxy Tab 2 10.1, Samsung Galaxy S3 & S4, Nexus 7 tablet• Android supported OS versions summary: 2.3.4 and higher
Bandwidth	<ul style="list-style-type: none">• Bandwidth: 512Kbps for participants, meeting attendees, and end users of Adobe Connect applications.• Connection: DSL/cable (wired connection recommended) for Adobe Connect presenters, administrators, trainers, and event and meeting hosts.

System Requirements: <https://helpx.adobe.com/adobe-connect/tech-specs.html>

System Test: https://admin.acrobat.com/common/help/en/support/meeting_test.htm

Why Adobe Connect?

	Adobe Connect	Cisco WebEx	Citrix GoTo	Microsoft Lync
Collaboration				
Mobile-to-mobile	●	◐	◐	○
Instant collaboration & content access	●	○	○	○
Widespread on-demand access	●	◐	○	○
Training				
Content authoring	●	◐	○	○
Training delivery	●	◐	◐	○
Learner tracking & management	●	◐	◐	○
Webinars & Large Meetings				
Promotion & registration	●	◐	◐	○
Presenter coordination	●	○	○	○
Measurement & analytics	●	◐	◐	○