



## Why choose IBM Lotus Web Conferencing software?



IBM Lotus® Web Conferencing software provides an on-premise Web conferencing solution for companies looking to bring people together, instantly, from wherever they are located, all while maximizing their returns on investment. Sharing the same Web conferencing technology as IBM Lotus Sametime®, IBM's market-leading product and platform for real-time collaboration used by over 15 million people worldwide, IBM Lotus Web Conferencing lets you share and collaborate on presentations, documents and applications with colleagues, customers and business partners in real time.

### Security features

Deployment behind your corporate firewall and management and monitoring by IT are just a few of the security features of Lotus Web Conferencing. Others include the ability to authenticate users against your enterprise directory, end-to-end encryption that enables you to share company information with confidence and password-protected Web conferences that help limit access to invited individuals only.

### Enterprise-wide deployment

Rather than using various hosted-service solutions across different departments within your organization, a centralized, on-premise deployment of Lotus Web Conferencing will help to ensure that communications are leveraged and standardized across the entire organization. Familiarity with one solution will likely encourage enterprise-wide adoption and use, increasing user productivity and effectiveness.

### Attractive cost of ownership

On-premise deployment of Lotus Web Conferencing provides organizations with the opportunity to significantly lower their total cost of ownership and rein in the unpredictable and hidden costs of Web conferencing services. And concurrent-user pricing makes it easy to purchase just the number of licenses needed now—and later add more licenses as the needs of your business and the adoption of the software grow.

### Scalability and reliability

With Lotus Web Conferencing, hundreds of people are able to view the same presentation or application, or engage in a whiteboard session. You can also link multiple servers to increase scalability and reduce traffic across wide area networks (WANs).

## Flexibility

Unlike some Web conferencing solutions, Lotus Web Conferencing doesn't lock you into a proprietary operating system and directory. Instead, Lotus Web Conferencing supports multiple server and client operating system environments. Enhanced support for Web browsers, including Mozilla Firefox and Microsoft® Internet Explorer, is also provided, enabling you to choose the best overall environment for your users.

## Flexible deployment options

Lotus Web Conferencing provides organizations with a new pricing alternative. You can choose between the per-user pricing model of Lotus Sametime or the concurrent-user pricing provided by Lotus Web Conferencing—whatever best fits your business needs. Concurrent-user pricing also allows external users, such as customers, business partners and suppliers, to participate in Web conferences using the same set of licenses.

## Audio integration

With Lotus Web Conferencing, you can take advantage of optional audio integration capabilities from leading teleconferencing and telecommunications providers to offer a single, unified interface to both audio and Web conferencing. Features such as a visual indication of who is speaking and who has joined the call, as well as the ability to adjust volumes and mute individual participants, can help minimize distractions and improve the overall effectiveness of your Web conferences.

## For more information

To learn more about IBM Lotus Web Conferencing software, please visit:

**[ibm.com/lotus/webconferencing](http://ibm.com/lotus/webconferencing)**



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