WAINHOUSE
Research

WebMetrics

Second Half 2017

Usage & User Preferences
for Web Conferencing
and Related Offerings

Wainhouse Research
ON DEMAND

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About the Authors

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Alan D. Greenberg is a Senior Analyst & Partner at Wainhouse Research. Alan has worked in the telecommunications, videoconferencing, software and services, and multimedia arenas for more than 30 years, holding marketing positions with VTEL, Texas Instruments, and several Austin, Texas-based startups. He has conducted research into dozens of distance learning and e-Learning programs and covers the intersection of video, web, mobile, and other collaborative tools for WR as applied for Learning, Talent and Education. Alan holds an M.A. from the University of Texas at Austin and a B.A. from Hampshire College. He can be reached at agreenberg@wainhouse.com.

About Wainhouse Research

WR provides strategic guidance and insight on products and services for collaboration and conferencing applications within Unified Communications. Our global client base includes established and new technology suppliers and service providers, as well as enterprise users of voice, video, streaming, and web collaboration solutions. The company provides market research and consulting, produces conferences on technology trends and customer experiences, publishes a free newsletter, and speaks at client and industry events. More about WR.

Executive Summary

This second of two 2017 WebMetrics surveys focuses on the suppliers respondents prefer for web conferencing products and services - and the success they are having against their expectations. Additional lines of questioning explores the use of conferencing & collaboration on mobile devices (smartphones / tablets) and preferences for persistent collaboration spaces / team workspaces.

Methodology

The survey was conducted online between December 6-17, 2017. Invitations to take the survey were sent via email to WebMetrics panel members who had successfully completed previous surveys. In addition, a sample that fit the survey's profile was added using the services of a third-party survey panel provider.

Prizes were offered as incentives in the form of a drawing for three $50 gift certificates to Amazon.com and a drawing for one JBL Charge 3 Bluetooth speaker or equivalent Amazon gift certificate. Each completed survey counts as one entry. Survey participants also receive selected highlights from the survey.

A total of 152 responses were validated to fit the desired end user profile (individuals in enterprises, small to medium business, education, government and military, and other institutions sufficiently knowledgeable about their organization's use of web conferencing). Vendors, resellers, and service providers in the conferencing industry are not included in the results.