OSU VIDEO AND WEB CONFERENCING
EXECUTIVE SUMMARY

During fall and winter terms of the 2018-2019 Academic year, the Video and Web Conferencing Committee invited vendors to respond to a Request for Proposal (RFP). The result was a comparative evaluation of two proposed solutions, Cisco Webex and Zoom. The results of this evaluation are summarized in this report. In short, **Zoom significantly outscored Cisco Webex during the RFP process and is recommended by the RFP committee for award.**

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<th><strong>GCI Communication Corp. Northpoint &amp; Cisco (Webex)</strong></th>
<th>Maximum Points</th>
<th>Score</th>
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<th><strong>Zoom</strong></th>
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<td><strong>Total</strong></td>
<td><strong>100</strong></td>
<td><strong>92.5</strong></td>
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Customer Evaluation – OSU’s Community Perspective

OSU’s community was asked to participate in the evaluation process. Outreach was focused on active users of Video and Web Conferencing solutions. Technology professionals across campus were also enlisted to solicit participants. As a result, a broad pool of individuals volunteered to participate in a “customer” evaluation of Webex and Zoom. Every major college was represented in the evaluation, and 76% of university divisions participated. In total 147 volunteers assisted in the evaluation process.

Customers completed comparative assessments of each solution’s primary utilities, including conducting online meetings and webinars. The evaluation focused on the perceived utility of each product. The product offering a higher degree of usability is expected to increase efficiency and satisfaction while reducing training and support costs.

*Figure 1* summarizes the overall experience survey metrics from customer evaluations, capturing the perceived utility of the proposed solutions. Zoom measured significantly higher for all assessments. The data indicates Zoom offers a higher degree of usability.

*Figure 2* summarizes the perceived utility metrics from customer evaluations. Zoom measured consistently higher and presented less discrepancy in customer responses. The data suggests Zoom offers a consistently high-quality experience.

*Figure 3* illustrates the perceived utility metrics from each customer assessment, rather than summarized as illustrated in figure 2. Zoom measured consistently higher and presented less discrepancy in each evaluation.
Figure 1: Customer Evaluation Overall Experience Survey Results per Assessment - Weighted Average by Proposer

Video and Web Conferencing – Overall Customer Experience

- Webex
- Zoom

Meeting Scheduling and Hosting

Webinar Scheduling and Hosting

Meeting Scheduling with Alternate Host

Webinar Attendee

Impromptu Meeting

Meeting Participation

Online Office Hours
Video and Web Conferencing – Perceived Utility Levels
(Very Poor, Poor, Good, Very Good)

Zoom

Webex

Very Poor  Poor  Good  Very Good
Figure 3: Customer Evaluation Perceived Utility Metrics – Percentage of Per Assessment by Proposer

Video and Web Conferencing – Customer Experience per Assessment (Very Poor, Poor, Good, Very Good)

1. Meeting Scheduling and Hosting

2. Meeting Scheduling with Alternate Host
3. Impromptu Meeting

- Zoom
- Webex

4. Online Office Hours

- Zoom
- Webex

5. Meeting Participation

- Zoom
- Webex
6. Webinar Attendee

Zoom

Webex

7. Webinar Scheduling and Hosting

Zoom

Webex
Technical Evaluation – OSU’s Video and Web Conferencing
Professional Perspective

The Video and Web Conferencing Committee represented a subset of OSU’s community of technical professionals. The committee included University Information and Technology members with specialized knowledge and a high degree of understanding of the video and web conferencing solutions utilized by OSU. The committee completed comparative evaluations of the technical requirements outlined in the RFP, with special consideration placed on incorporating video conference room systems and facilitating meetings in-progress.

*Figure 4* summarizes the capability and perceived utility metrics from technical testing. Zoom received the highest metric points in five out of seven evaluations. Zoom measured lower than Webex in one of the seven evaluations due to perceived utility, not capability.

Organizational Fit – OSU’s Video and Web Conferencing RFP Committee Perspective

Organizational fit scoring represented a catch-all. This score was determined at the end of the testing process during a collaborative discussion with the RFP Committee.

Price of Goods or Services – PaCS Pricing Assessment

This score was given by PaCS without input from the RFP Committee.
Figure 4: Technical Evaluation Overall Results per Assessment - Rating by Proposer

Video and Web Conferencing - Technical Capability and Utility
(100% = Highest Rating)
Video and Web Conferencing Proposer Strengths and Weaknesses

The evaluation determined the strengths and weaknesses of each Video and Web Conferencing proposer, highlights are summarized below:

Strengths

- Webex is the market leader in enterprise video and web conferencing solutions. Webex has been OSU’s video and web conferencing solution for nearly four years and has proved useful and reliable. Webex performed well in both the customer and technical evaluations.

- Zoom offers an exceptional user experience, providing a streamlined and intuitive interface. Zoom provides consistent, high-quality video and audio. Zoom outperformed Webex in both the customer and technical evaluations. The functionality provided through Zoom’s administrative tools is on par with OSU’s video conferencing bridge infrastructure. Adopting Zoom would allow OSU to move away from the video conferencing bridge infrastructure.

Weaknesses

- Webex provides multiple, divergent interfaces to access the solution’s many features. The divergent interfaces were created when Webex rolled out an updated interface to offer an improved user experience, referred to as Modern View. The new interface streamlines access to basic online meeting functions, however many features offered in the classic Webex Suite interface are unavailable. The functionality provided through Webex’s administrative tools was not sufficient to fully support room system connections, continuing the need to rely on OSU’s video conferencing bridge infrastructure.

- Zoom specializes in online meetings and video conferencing and does not include dedicated training and support tools equivalent to those offered by Webex. Zoom does not have a proven track record at OSU like Webex. However, OSU’s community members and peer institutions are increasingly choosing to adopt Zoom as their preferred video and web conferencing solution.