



BATTLECARD

PRODUCT OVERVIEW

Onstream Meetings is a versatile web conferencing solution that enhances productivity with crystal-clear integrated audio, HD video and easy-to-use features, enabling more effective collaboration from desktop, tablet and mobile devices.

KEY BENEFITS





- Easy-to-use » Intuitive interface for higher adoption and productivity
- Universal Access » Greater productivity with anywhere, anytime collaboration on any Mac, PC or Mobile device
- High quality with Integrated Web and Audio » more effective communication
- Unmatched Value for Businesses of All Sizes » Better investment than competitors' products
- Integrated HD video » Share multiple webcams or clips and record the session

TARGET BUYER

- Web Conferencing Need: Primary need is presenting/sharing content
- 50-500 Employees: Meets the needs of small and mid-sized companies
- Mid/Large Meeting Size: Prices & packages ideal for small and large meetings up to 500 attendees
- Buyer Profile: Predominantly IT Directors and above; Line of Business Executives, Telecom Executives, Office Managers and Administrators

KEY BUYER PAIN POINTS	PRODUCT BENEFITS
Complex User interface and access to key features	Intuitive user interface Most important features are available at your fingertips Award-winning support
Downloads & Late Meeting Starts	No downloads for guests to join meeting Your meeting room is always the same URL
Limited access points when remote or away from your desk	Universal access from any PC, Mac, iPad and mobile device
Poor audio quality	Highest Internet or phone based audio quality in the industry built on a highly reliable global network (BT)
Connecting remote users and global needs	Service breadth easily unites geographically dispersed and remote employees or customers
Named User Licensing	Hosted model and per-minute pricing models allow you to scale based on your customer's requirements
Gaining the greatest overall solution value	Best overall value: Market-leading functionality, affordable for businesses of any size Fewer products and vendors to manage with integrated audio and web conferencing resulting in one invoice for multiple solutions.

COMPETITIVE INFORMATION

COMPETITOR	STRENGTH	WEAKNESS	DIFFERENTIATION
	<p>Strong brand association of WebEx to web conferencing</p> <p>Robust channel ecosystem to bring services to market</p>	<p>Pricing is high</p> <p>Cumbersome integration</p> <p>Punitive contract</p> <p>Download required</p>	<p>Better value</p> <p>Ease of Use/Simplicity</p> <p>No downloads/easy entry</p> <p>Easy to do business with</p>
	<p>Strong SMB-oriented web conferencing offering</p> <p>Large pool of established customers</p>	<p>Lack of high quality audio integration.</p> <p>Toll-free is overpriced</p> <p>Limited customization</p> <p>Download required</p>	<p>High quality audio</p> <p>Integrated toll & toll free teleconferencing</p> <p>Customization</p> <p>No downloads</p>
	<p>Platform designed to address multiple use types</p> <p>Emphasis on training and on-demand presentations</p>	<p>Designed for training not meetings</p> <p>Is Adobe committed for the long term?</p> <p>Pricing is high</p> <p>Complex user</p>	<p>Designed for small workgroups</p> <p>Better value</p> <p>Single product-for audio & web</p> <p>Infinite is committed to conferencing</p>
	<p>Designed for meetings and webinars with an extensive list of integrated add-ons</p> <p>Podcast capability</p>	<p>Complex scheduling</p> <p>Cannot share video clips or more than 4 webcams</p> <p>Audio quality issues</p>	<p>Greater customization</p> <p>Advanced security (ISO 27000/HIPAA)</p> <p>Customer support</p>

TESTIMONIALS & REVIEWS

<https://www.g2crowd.com/products/onstream-webinars/reviews>

<http://web-conferencing-services.toptenreviews.com/>

IMPORTANT LINKS

Free Trial:
<http://try.onstreammedia.com/>

Demo:
<http://onstreammedia.com/demo/>

For the latest pricing please visit:
<https://signup.onstreammedia.com/online/signup>

DISCOVERY QUESTIONS

1. Which vendors are you currently using internally for collaboration, online meetings, webinars and teleconferencing?
2. How often do you have external or high-importance meetings that require a higher quality experience?
3. Please explain the use cases for web meetings. How do your end users benefit from the service? What are your goals for these web meetings?
4. Are you happy with the cost structure? Licenses? Minutes?
5. Are your existing services difficult to use? How much support is required from IT or AV?
6. How often do you have external or high-importance meetings that require a higher quality experience?
7. How many participants do you expect on average?
8. Do you currently repurpose your recordings? Please explain.
9. Which features are important to you? Which are optional “nice-to-have” features?
10. Do you have international attendees?

OBJECTIONS

1. What's different about Onstream?

RESPONSE: Our service is very intuitive and requires no downloads. It can also be paired with our high quality audio conferencing, which is highly reliable and globally available. Plus, we do not have any hidden fees and we back our service with our 100% service guarantee. If you conduct webinars, we offer per-event and professional services options, to enhance your experience. Our integrations with Webinar and Marketo allow you increase your registrations and attendance while providing a highly customizable experience. We are committed to the service we deliver and will go above and beyond to ensure your satisfaction. Our pricing is flexible and is offered on a subscription, per minute or per event basis.

2. I only want web conferencing.

RESPONSE: You can turn off integrated features individually at any time without disruption.

3. I'm concerned about having to get new dial-ins and codes, deployment and training everyone.

RESPONSE: Onstream will help you to provision, deploy and train all of your users. We will match codes and create a deployment plan that includes email communications and follow ups. We will also facilitate group training if desired.

4. My audio, web and UC vendor contracts have different expiration dates and one of my contracts doesn't expire for another 9 months.

RESPONSE: We have a number of customers today who were in similar circumstances with different contract end dates. Our team will work directly with you to pull together a pricing and implementation plan that will work for your unique situation. We also offer pay-as-you-go service, so that you can lock in a great rate now and pay once you are up and running.

5. I'm concerned about the service being Flash based.

RESPONSE: We plan to release a robust HTML5 version in Q1 2017. If we were to release an HTML5 version now, it would not support many advanced features.

ADDITIONAL RESOURCES

Onstream Meetings Sales Sheet: http://cdn2.hubspot.net/hubfs/98866/Datasheets/ONSM_Meetings_small.pdf

Onstream Webinars Sales Sheet: http://cdn2.hubspot.net/hubfs/98866/Datasheets/ONSM_Webinars_Sales.pdf

Onstream Webinars Presentation: http://cdn2.hubspot.net/hubfs/98866/Datasheets/Onstream_Webinars_Presentation.pptx

Comparison Matrix: <http://cdn2.hubspot.net/hubfs/98866/Dan/Comparison.pdf>

On-demand demo: <https://join.onstreammedia.com/play/ahaley/9367-online-demo-2->

Support Site: http://support.onstreammedia.com/onsm_webinars_getting_started.html

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