



# Adobe® Connect™

Adobe Connect powers mission-critical web conferencing solutions end-to-end, on virtually any device

Adobe® Connect™ is a web conferencing platform for web meetings, eLearning, and webinars. It goes beyond screen sharing, and delivers end-to-end solutions to drive critical business processes across virtually any device, and enables organizations from leading corporations to the U.S. Department of Defense to fundamentally improve productivity.

Unlike Blackboard Collaborate, the advanced mobile collaboration features of Adobe Connect deliver nearly all hosting, presenting, and sharing capabilities directly to mobile devices, allowing you to truly collaborate and train from anywhere, anytime. Adobe Connect delivers complete solutions leveraging industry-leading tools such as Adobe SiteCatalyst®, Adobe CQ, and Adobe Captivate® to power best-of-breed pre- and post-meeting webinar and training workflows; drives greater productivity with reusable content, URLs and meeting environments; enables richer face-to-face communication with support for unlimited webcam streams; and provides advanced security and controls across a variety of deployment options.

Available: ●      Partially available: ◐      Not available: ○

Features	Adobe Connect	Blackboard Collaborate
<b>Instant access and cross-firewall collaboration from virtually any mobile device or desktop</b>		
<p><b>Complete control from mobile devices:</b> Adobe Connect offers advanced mobile support for web meetings, training, and webinars on iOS, Android™, and BlackBerry® Playbook devices. Users can fully administer a meeting with start/stop, recording, layout, audio, and participant controls, as well as present content, advance slides, use a whiteboard, and share files from a cloud or directly from a mobile device.</p> <p>Blackboard Collaborate does not offer the ability to present or share content from a mobile device. A mobile client for iOS has been announced for release in Summer 2012, but without hosting, presenting, or administration capabilities.</p>	●	○
<p><b>Pre-installed desktop client:</b> Adobe Flash® is already installed on virtually all Internet-connected computers worldwide, so participants can instantly join without any client downloads.</p> <p>With Blackboard Collaborate, users must download a desktop client to get full functionality, slowing meeting access and making it more difficult for users in locked-down IT environments to attend. .</p>	●	○
<b>Richer, more engaging experience</b>		
<p><b>Reusable meeting environments, personalized URLs, and stored in-room content:</b> Adobe Connect always-on meeting rooms are accessible anytime without scheduling. Participants can always join the meeting room at the same, easy-to-remember URL. Hosts are able to prepare the room once—storing content and setting up layouts for continuous reuse—which saves time and enables immediate collaboration without preparation.</p> <p>Blackboard Collaborate meeting environments and content are persistent, but URLs are not customizable.</p>	●	◐
<p><b>Effective video conferencing with unlimited webcams:</b> Adobe Connect allows an unlimited number of webcam streams to see and react to all participants, enhancing communication during the meeting.</p> <p>Blackboard Collaborate is limited to six webcam streams.</p>	●	○

Features	Adobe Connect	Blackboard Collaborate
<p><b>No downloads required to view and interact with rich media content:</b> With Adobe Connect, rich media and interactive content, including high-quality video, can be presented without requiring additional downloads to view the content, ensuring consistent and efficient collaboration.</p> <p>Blackboard Collaborate requires participants to have the appropriate codecs or players before they can view streamed video content.</p>	●	○
<p><b>Multiple host and presenter roles:</b> Availability of multiple roles enables efficient and effective presentation of content.</p> <p>Blackboard Collaborate allows up to four co-presenters, but only one host at a time, making it more challenging to administer the meeting.</p>	●	●
<p><b>Backstage area:</b> Presenters can create new layouts and upload content, and coordinate with other presenters behind the scenes while presentations continue, without disturbing the view of the participants for seamless event execution.</p> <p>Blackboard Collaborate does not have a backstage area to coordinate behind the scenes.</p>	●	○
<p><b>Engagement measurement in real time:</b> A dashboard tracks audience engagement and interactivity (poll responses, chat, emoticon usage, and so on) in real time to help ensure that your content is resonating with your audience.</p> <p>Blackboard Collaborate does not enable this.</p>	●	○
<p><b>Flexible meeting interface and layouts for efficient collaboration:</b> You can arrange windows and functionality (video feeds, shared content, notes, chat, Q&amp;A, Twitter feeds, customized apps, and so on) anywhere in the meeting interface and resize to focus attention. You can set up multiple layouts in advance with preloaded content to step through content more efficiently.</p> <p>Blackboard Collaborate does not enable custom layouts.</p>	●	▶
<p><b>Highly interactive recordings:</b> Recordings maintain interactivity, including quizzes, polls, shared links, in-meeting apps, and file downloads.</p>	●	●
<p><b>Editing, indexing, and anonymizing recordings:</b> Viewers can quickly skip to relevant information with indexing that happens automatically. You can deliver focused recordings by editing content and indexes online. You can also anonymize participants and hide specific meeting functionality.</p> <p>Blackboard Collaborate enables indexing and anonymizing participants in recordings, but does not enable customization of recordings by removing specific meeting windows in the recording.</p>	●	▶
<b>Extensibility and integration with existing infrastructure</b>		
<p><b>Third party videoconferencing integration:</b> Organizations can leverage investments in videoconferencing platforms from within Adobe Connect thanks to a vendor-neutral approach to unified communications and standards-based interoperability.</p> <p>Blackboard Collaborate enables videoconferencing integration.</p>	●	●
<p><b>Developing apps for use within the meeting environment:</b> Adobe Connect offers the flexibility to build customized in-meeting apps using Flex and the Adobe Connect collaboration software development kit to handle specialized use cases.</p> <p>Blackboard Collaborate does not enable custom apps to be built for use directly within the meeting environment.</p>	●	○
<b>Enhanced security and control</b>		
<p><b>Enhanced compliance management with application white and black listing:</b> Administrators can white list and black list applications, limiting screen sharing to only approved applications.</p> <p>Blackboard Collaborate does not enable this.</p>	●	○

Features	Adobe Connect	Blackboard Collaborate
<p><b>Multiple deployment options:</b> You can deploy Adobe Connect as a multi-tenant hosted service, on-premise behind the firewall, or as a single-tenant managed service, helping to deliver the right balance in ease of management, security, compliance, and control</p> <p>Blackboard Collaborate enables hosted and on-premise deployments, but no proprietary-managed service option.</p>	●	▶
<p>Leverage an all-in-one solution for digital marketing events and citizen outreach</p> <p>In addition to features above:</p>		
<p><b>Web content authoring tools to drive registrations:</b> Powered by built-in Adobe CQ technology, you can use intuitive drag-and-drop content creation tools and templates to create richly formatted, branded registration landing pages, microsites, event catalogs, and emails.</p> <p>Blackboard Collaborate is designed as a training solution. It does not provide tools enabling event managers with these capabilities.</p>	●	○
<p><b>Lead management and CRM integration:</b> Integration and automated delivery of detailed webinar data into popular tools, such as Salesforce, Eloqua, and Marketo, and other lead scoring systems.</p> <p>Blackboard Collaborate enables integrations with APIs, but prebuilt integrations are limited.</p>	●	▶
<p><b>Promotional spend optimization:</b> Built-in analytics powered by Adobe SiteCatalyst identify top-performing promotions based on qualified leads and generate rich visual interpretations of data for faster decision-making.</p> <p>Blackboard Collaborate does not enable this.</p>	●	○
<p>Deliver a complete digital learning solution across virtually any device</p> <p>In addition to features above:</p>		
<p><b>Industry-leading tools to quickly author and deploy training:</b> Adobe Connect deeply integrates with industry-leading tools, such as Adobe Captivate and Adobe Presenter, enabling trainers to quickly author or leverage existing content.</p> <p>Blackboard Collaborate leverages a proprietary, less popular authoring tool for rapid content creation.</p>	●	▶
<p><b>Customizable course catalogs and landing pages:</b> Powered by built-in Adobe CQ technology, you can use intuitive drag-and-drop content creation tools to create customized, richly branded course catalogs, registration pages, and email communications to reach learners and effectively promote training sessions.</p> <p>Blackboard Collaborate does not enable tools to create and fully customize catalogs and landing pages.</p>	●	○
<p><b>Managing and tracking training:</b> Create curriculums for learners, and manage and track learner progress within Adobe Connect. You can also integrate with an existing LMS to manage training from a single system and extend virtual classroom capabilities.</p> <p>Blackboard Collaborate enables management and tracking of training, and LMS integration.</p>	●	●

Comparison of Adobe Connect 9 and Adobe Connect Mobile 2.0 versus Blackboard Collaborate 12

Adobe, the Adobe logo, Adobe Connect, Captivate, Flash, and SiteCatalyst are either registered trademarks or trademarks of Adobe Systems Incorporated in the United States and/or other countries. Android is a trademark of Google Inc. The Trademark BlackBerry is owned by Research In Motion Limited and is registered in the United States and may be pending or registered in other countries. All other trademarks are the property of their respective owners.

These materials contain comparative advertising. Recipients should not use or distribute these materials in any jurisdiction which prohibits or severely restricts comparative advertising. Adobe Systems Incorporated strongly advises recipients to check their national laws and regulations prior to any use or distribution of these materials. Recipients are responsible for their own actions.

© 2012 Adobe Systems Incorporated. All rights reserved. Printed in the USA.

91074584 8/12