



# 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 Microsoft Lync, 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	Microsoft Lync Online	Microsoft Lync Server
<b>Enable 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 the cloud or directly from a mobile device.</p> <p>Lync does not enable hosting, presenting, or administration controls from mobile devices. It provides limited functionality beyond dial-in and chat. The iPad app allows viewing of uploaded PowerPoint content.</p>	●	○	○
<p><b>Pre-installed desktop client:</b> Adobe Flash® Player is already installed on virtually all Internet-connected computers worldwide, so participants can instantly join without any client downloads.</p> <p>With Lync, users must download a 50MB web client to get full functionality, slowing meeting access and making it more difficult for users in locked-down IT environments to attend.</p>	●	○	○
<p><b>Identical cross-platform support:</b> Adobe Connect offers a consistent, rich media experience for attendees across platforms.</p> <p>Full functionality for Lync is available only to users on the Windows® client. Internal Mac OS users have limited features (no application sharing, whiteboarding, or polls). External Mac OS users can only use a web app with limited functionality (no computer audio, video, or uploading of PowerPoint content, and require and a separate plug-in for screen sharing).</p>	●	○	○
<p><b>Real-time closed captioning:</b> To provide greater accessibility, Adobe Connect enables real-time closed captioning during live meetings, transmitted by third-party captioning services. Captions remain in recorded meetings.</p> <p>Lync does not enable this.</p>	●	○	○

Features	Adobe Connect	Microsoft Lync Online	Microsoft Lync Server
<b>Richer, more engaging experiences</b>			
<p><b>Effective videoconferencing 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>Lync is limited to one webcam stream (active speaker).</p>	●	○	○
<p><b>Multiple host and presenter roles:</b> Availability of multiple roles enables efficient and effective presentation of content.</p> <p>Lync allows only one presenter and host at a time, requiring users to continuously swap roles to administer or present in 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 participants for seamless event execution.</p> <p>Lync does not have a backstage area to administer and coordinate without disturbing the view of participants.</p>	●	○	○
<p><b>No required downloads to view and interact with rich media content:</b> With Adobe Connect, you can present rich media and interactive content, including high-quality video, without additional downloads to view the content, ensuring consistent and efficient collaboration.</p> <p>Lync does not enable sharing of rich media (video streaming, SWF files, and so on) outside of screen sharing, disabling any interactivity. Presenters must send the file, requiring participants to download the content as well as the appropriate player to view it.</p>	●	○	○
<p><b>Measure engagement in real-time:</b> Leverage an engagement dashboard that tracks audience engagement and interactivity (poll responses, chat, emoticon usage, etc.) in real time, to help ensure your content is resonating with your audience.</p> <p>Lync does measure engagement.</p>	●	○	○
<p><b>Highly interactive recordings:</b> Recordings maintain interactivity, including quizzes, polls, shared links, in-meeting apps, and file downloads.</p> <p>Lync Online does not enable recordings. Lync Server recordings are not interactive.</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>Lync Online does not enable recordings. Lync Server recordings are not indexed or customizable.</p>	●	○	○
<b>Extensibility and integration with existing infrastructure</b>			
<p><b>Third party videoconferencing and audio 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>Lync Online does not offer the ability to integrate with videoconferencing systems. Audio conferencing integration is possible.</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>Lync does not enable custom apps to be built for use directly within the meeting environment.</p>	●	○	○

Features	Adobe Connect	Microsoft Lync Online	Microsoft Lync Server
<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>Lync does not provide white- and blacklisting features.</p>	●	○	○
<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>Lync can be deployed on-premise (Lync Server) or hosted (Lync Online).</p>	●	●	●
<b>Leverage an all-in-one solution for digital marketing events and citizen outreach</b> In addition to features above:			
<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>Lync does not enable this.</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>Lync does not enable this.</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>Lync does not enable this.</p>	●	○	○
<b>Deliver a complete digital learning solution across virtually any device</b> In addition to features above:			
<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>Lync does not enable this.</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>Lync does not enable this.</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>Lync does not enable this.</p>	●	○	○

Current Microsoft Live Meeting users might be considering a migration to Lync Online because the Live Meeting product line is being discontinued. However, customers might be losing significant capacity with Lync Online, as well as some key features, including breakout rooms, recorded meetings, and attendance reporting. As shown in the following chart, Adobe Connect provides the features that users often require in an easily accessible, extensible, and highly collaborative web conferencing experience, especially if training or webinar scenarios are required.

Feature	Adobe Connect	Microsoft Live Meeting	Microsoft Lync Online
Meeting capacity (maximum number of attendees per meeting)	1,500 (80,000 if webcast)	1,250	250
Branding and meeting room layout customization	●	●	○
Breakout rooms	●	●	○
Training features (participant testing, grading, attendance reporting, tracking)	●	●	○
Q & A queue management	●	●	○
Recordings (hosted recording, online storage, and playback)	●	●	○
Scheduling meetings via the web	●	●	○
Searchable content library	●	●	○
Integration with Lotus Notes	●	●	○

\* Comparison of Adobe Connect 9 and Adobe Connect Mobile 2.0 versus Microsoft Lync 2010 Server and Microsoft Lync Online 2010, and Microsoft Lync mobile apps; Microsoft Windows Mobile 7 App: v4.1.0.0, iOS iPad v4.2, iPhone v4.2.6613, Android: v4.0.5324.3000

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