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 Citrix GoToMeeting, GoToTraining, and GoToWebinar, 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	Citrix GoTo
Enable instant access and cross-firewall collaboration from virtually any mobile device or desktop		
Broad mobile support across solutions: Adobe Connect offers mobile support for web meetings, training, and webinars on iOS, Android™, and BlackBerry® Playbook devices. Citrix supports mobile access for only web meetings and webinars. In addition, Citrix supports only two-way camera video on iPad devices.	●	◗
Complete control from mobile devices: Adobe Connect enables users to 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. Citrix does not offer the ability to present, share content, or annotate content from a mobile device.	●	◗
Pre-installed desktop client: Adobe Flash® Player is already installed on virtually all Internet-connected computers worldwide, so participants can instantly join without any client downloads. With Citrix, users must download a web client installed via Java™, slowing meeting access and making it more difficult for users in locked-down IT environments to attend.	●	○
Cross-platform support: Adobe Connect offers a consistent, rich media experience for attendees across platforms. Full functionality for Citrix is available only to users on the Windows® client. Mac OS users have limited features— they lack recording and playback, specific application sharing (the entire screen must be shared), integration of email and instant messaging, drawing tools, and multiple monitor support.	●	◗
Richer, more engaging experiences		
Reusable meeting environments, personalized URLs, and stored in-meeting content: 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. Citrix meeting environments, layouts, and URLs are not persistent and change with each meeting. URLs are not customizable. Because Citrix merely supports screen sharing, presentations and courses can be stored in a content library but not directly in the meeting environment for immediate use.	●	○

Features	Adobe Connect	Citrix GoTo
Effective videoconferencing with unlimited webcams: Adobe Connect allows an unlimited number of webcam streams to see and react to all participants, enhancing communication during the meeting. Citrix is limited to six webcam streams.	●	○
No required downloads to view and interact with rich media content: 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. Citrix 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.	●	○
Multiple host and presenter roles: Availability of multiple roles enables efficient and effective presentation of content. Citrix allows only one presenter and host at a time, requiring users to continuously swap roles to administer or present in the meeting.	●	○
Backstage area: 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. Citrix does not provide a backstage area for presenters to administer and coordinate without disturbing the view of participants.	●	○
Engagement measurement in real time: A dashboard tracks audience engagement and interactivity (poll responses, chat, emoticon usage, and so on) in real time, to help ensure your content is resonating with your audience. Citrix supports only Windows with this functionality.	●	◗
Highly interactive recordings, including video: Recordings maintain interactivity, including quizzes, polls, shared links, in-meeting apps, and file downloads. All webcam streams are available during the recording. Citrix recordings do not capture webcams and are not interactive.	●	○
Editing, indexing, and anonymizing recordings: 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. Citrix does not enable indexing of recordings for easy reference. Recordings capture what is shared on the screen.	●	◗
Maximize investments through extensibility and integration with existing infrastructure		
Third-party videoconferencing and audio integration: Organizations can leverage investments in videoconferencing platforms from within Adobe Connect thanks to a vendor-neutral approach to unified communications and standards-based interoperability. Citrix does not integrate with third-party audio conferencing services or videoconferencing systems.	●	○
LDAP integration: For on-premise and managed solutions, Adobe Connect includes native LDAP authentication. Citrix does not offer native LDAP authentication or support.	●	○
Developing apps for use within the meeting environment: 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. Citrix does not enable custom apps to be built for use directly within the meeting environment.	●	○
Enhanced security and control		
Enhanced compliance management with application white and black listing: Administrators can white list and black list applications, limiting screen sharing to only approved applications. Citrix does not provide white- and blacklisting features.	●	○

Features	Adobe Connect	Citrix GoTo
Multiple deployment options: 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. Citrix is available only as a hosted service.	●	○
Leverage an all-in-one solution for digital marketing events and citizen outreach **In addition to features above:**		
Web content authoring tools to drive registrations: 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. Citrix enables a basic landing page with limited customization.	●	◗
Lead management and CRM integration: Integration and automated delivery of detailed webinar data into popular tools, such as Salesforce, Eloqua, and Marketo, and other lead scoring systems.	●	●
Promotional spend optimization: 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. Citrix does not enable visual interpretations of data, nor the ability to track effectiveness of individual promotional channels without separate 3rd party tools and integrations.	●	◗
Deliver a complete digital learning solution across virtually any device **In addition to features above:**		
Industry-leading tools to quickly author and deploy training: Adobe Connect deeply integrates with industry-leading tools, such as Adobe Captivate and Adobe Presenter, enabling trainers to quickly author or leverage existing content. Citrix does not integrate with industry-leading authoring tools.	●	○
Customizable course catalogs and landing pages: 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. Citrix enables a basic landing page for training with limited customization.	●	◗
Managing and tracking training: 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. Citrix enables LMS integration and basic learner tracking, but does not enable robust creation of curriculums and a curriculum viewer for learners.	●	◗

* Comparison of Adobe Connect 9 and Adobe Connect Mobile 2.0 versus Citrix GoToMeeting, GoToTraining, and GoToWebinar version 5 and GoToMeeting Mobile versions 5.3 (iOS) and 5.0 (Android)