Adobe Connect

Versus Others

#TheChoiceOfPros for Webinars

Enterprise Grade Solutions

Are purposefully built to enable advanced use cases more powerfully, while web conferencing tools with basic audio/video/screenshare leave you desiring more from virtual.

Enterprises need to evaluate solution maturity against capabilities that matter to their use cases and make it simpler and more efficient to achieve their goals.

CRITICAL CAPABILITIES MAP
by Use Case

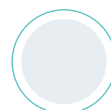|	Virtual Instructor-led training (VILT)	Interactive Webinars	Informal Collaboration
Customizable Experience Customizable & brandable virtual experience with ability to add visual aesthetics, structure, motion and focus to virtual sessions.	High	High	Low
Reusability for efficiency & scale Pre-configurable rooms that maintain state and content for productivity at scale. Presenters prepare ahead of time and reuse persistent virtual rooms, perpetually.	High	High	Low
Professional Production Ability for presenters, producers, and facilitators to co-moderate and orchestrate, work together behind the stage during live sessions, to read & drive audience engagement in real time.	High	High	Low
Security & Accessibility Complete control over data security & residency, flexible deployment options, strong in-room role-based controls with FedRAMP IL4 and GDPR authorization. Accessibility conformance with Section 508, WCAG 2.1 and EN 301 549 standards.	High	Medium	Medium

Adobe Connect

HOW VARIOUS SOLUTIONS MEASURE UP AGAINST THE CRITICAL CAPABILITIES

Adobe Connect ◉ Generic web conferencing tools

Virtual Instructor-led training (VILT)

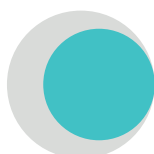**Trainers need solutions that support**

- **Customizable experience** for state-of-the-art virtual learning experience.
- **Pre-configurable & reusable virtual classrooms** for efficiency & scale
- **Complete control** over learner participant & engagement.
- **Complete digital learning solution** for blended and flipped learning.

Interactive Webinars

Marketers need solutions that support

- **Highly differentiated experience** with customizable & brandable virtual aesthetics.
- **Pre-configurable & Reusable** webinar rooms for efficiency & scale .
- **Powerful presenter controls** for audience engagement. **Complete webinar solution** with accurate ROI tracking.

Informal Collaboration

Informal collaboration just needs

- Basic Audio/Video/Screenshare/ Chat
- A single click, single use virtual space with deep enterprise integrations

Adobe Connect

VIRTUAL INSTRUCTOR LED TRAINING (VILT)

Today, generic web conferencing tools are rarely the choice of Educators &Training leadership. The lack of capability for advance preparation, experience customization, classroom reusability, and granular control over learner participation & engagement is a common frustration.

Customizable Experience
Customizable & brandable virtual classrooms for state-of-the-art virtual learning experience.

Adobe Connect
Trainers can design engaging virtual experiences that are proven to drive participant engagement, knowledge retention, and ROI, ensuring learners get the most out of your sessions.

Generic Tools
There is very little that training program leaders can do with generic tools good enough for basic video & screen share but not for use cases needing advance preparation/orchestration.

Critical Capabilities	Adobe Connect	Generic Conferencing Tool
Interactive Storyboards with Custom Layouts	Adobe Connect rooms can be used as a canvas to set up Trainers' content according to their style and goals. They can create layouts using a multitude of resizable, custom labelled Pods.. Layouts help add motion, structure, and focus to a virtual classroom.	Single static view. No custom layouts, ability to transition between layouts or multiple interactive in-room pods.
Highly Brandable Experience	Adobe connect allows customizable visual aesthetics of the virtual room with background images, wallpapers, custom banners, logos and brand colours and custom domain URLs of the enterprise/university/school.	Limited to no visual aesthetics or brand/domain customizations.

Reusability for Efficiency and Scale
Pre-configurable virtual classrooms that maintain state and content for trainings at scale. Trainers & learners can just 'walk in' to persistent reusable virtual classrooms, set up ahead of time.

Adobe Connect
Is Built to support goals of high quality training & learner retention, with speed & efficiency. Trainers can setup virtual classrooms with preloaded content, storyboards & activities ahead of time & reuse it, perpetually.

Generic Tools
Mostly point products for video and screensharing. Rather than prepared lessons with storyboarded flow & pre-loaded content, Trainers will be switching between applications, opening/closing files, sharing/un-sharing, and delivering a disjointed session.

Critical Capabilities	Adobe Connect	Generic Conferencing Tool
Multiple Persistent Virtual Rooms	Trainers can create virtual offices or classrooms with learning aids staged for learners to consume as they drop-in before or after class. Trainers can prepare multiple such rooms & stay logged into them simultaneously for live, flipped & blended virtual learning formats.	Not built to support content persistence or reusability. The virtual space is single use where chat, content & interaction are lost as soon as the session ends.
Shared Room templates	Templates serve as a blueprint for new Adobe Connect rooms. Shared Templates make it incredibly fast & easy to set up new rooms using existing room designs, content, layouts & backgrounds, instead of starting from scratch. It also ensures standardization on best eLearning practices across organization.	Trainers tediously redo the same drill for every class or simply rely on screenshare & video hoping the learners are still listening. Imagine trainers having to setup student seating, rosters/duties, posters, activities in physical classroom everyday!
Persistent Breakouts	Prepare multiple breakout rooms with content & activities ahead of time. The content & chat from the breakouts can be brought to the main room for collaborative learning. Rotate participants with single click.	The breakout content , activities cannot be setup ahead of time. The live interactions and chat are all lost as soon as breakout is closed.

Professional Trainings

Ability for trainers to stay in complete control of learner participation and engagement during live session.

Adobe Connect

Is Built for Trainers. It offers unique capabilities to let trainers be prepared ahead of the live session and in complete control during the live session. Trainers can run enrolments, share pre-reads & post session assessment, attendance & reports all from same tool.

Generic Tools

Basic tools fall woefully short on letting the trainers be in control of when and how to engage the learners.

Critical Capabilities	Adobe Connect	Generic Conferencing Tool
Strong host & participant privilege controls	Is Designed for a trainer-controlled environment. It empowers trainers with strong, role-based privileges that allow safe, controlled access to the room and in-room participation for learners.	These tools are built for democratic peer interaction instead of being instructor controlled.
Granular Engagement monitoring	Offers advanced tools to drive & measure engagement in real time. The engagement metrics are based on live interactions, poll, hand raise, chat, download, mouse clicks aggregated both at class & at individual learner level.	Most tools don't measure live learner engagement and even if they do it only captures screen-in-view and not active live interactions. Trainers completely miss the opportunity to adjust pace & format to drive higher engagement.
Multiple simultaneous screen-shares & multiple chats	Trainers can setup the versatile stage with multiple Pods. The multiple Chat Pods can be named by topics to allow participants to engage in relevant peer interactions. The multiple Share Pods can be arranged as a dashboard of adjacent screens with variety of content shares by trainers or screenshares by learners.	Cookie-cutter UI design & functionality with a static single window video/chat/screenshare view.
Polls/Quiz/Assessments/ Annotations	Persistent & flexible polls/quizzes for knowledge checks & assessments, whose results can be viewed & shared during as well as after the live trainings.	Most basic tools don't allow viewing results during live sessions.
Powerful backstage	The unique Backstage is used by trainers to prepare content, quick Polls for instant feedback, then move to main stage. Backstage can be setup with attendee list, agenda, notes, presenter's chat, engagement dashboard, and presenter view of the moderated chat hidden from the main stage. A special Prepare Mode allows trainers to discretely set up layouts, content, & flow during live session without affecting the class.	Don't provide dedicated host & presenter areas or preparation modes allowing trainers to ready material outside the learner view.

Complete Digital Learning Solution

From interactive content creation to blended & flipped learning with learning management systems and immersive live virtual classrooms - Adobe Digital Learning Suite has enterprise training and online education covered.

Adobe Connect
Is a One-stop shop for eLearning with Authoring Tool to create & deploy engaging learning content, Learning Management System (LMS) to manage and track organizational learning and Virtual Classrooms for VILT, all with tight integrations and data/reporting flows.

Generic Tools
Organizations often struggle with piece-meal tools to implement mature eLearning practices & programs.

Adobe Connect

INTERACTIVE WEBINARS

Keeping up with today's shift to digital, basic webinar tools are rarely the choice for marketing professionals who aspire for efficient yet high quality production that makes their brand & message stand out. Lack of support for customizability & brandability, reusability for efficiency & scale, and engagement analytics for quality over quantity are the most common frustrations. The same bland webcam and screenshare recipe leaves a lot to be desired.

Differentiated Experience
Customizable & brandable virtual experience and visual aesthetics for your brand to stand out.

Adobe Connect
Allows brands to deliver a differentiate, immersive virtual experience for attendees and leverage the preparation and control elements for presenters drive higher participant engagement and ROI leading to higher conversions and brand recall.

Generic Tools
Limited flexibility required for professional webinars. Not a presenter optimized environment. Offers same bland webcam & screenshare recipe too common today.

Critical Capabilities	Adobe Connect	Generic Conferencing Tool
Interactive storyboards with custom layouts	Presenters can set up rooms according to their style & goals. They can create layouts using a multitude of resizable, custom labelled Pods. Layouts help add motion, structure, and focus to a webinar.	Single static view. No custom layouts, ability to transition between layouts or multiple interactive in-room pods.
Highly brandable experience	Customizable visual aesthetics with background images, wallpapers, custom banners, logos and colours, and custom domain names of enterprise/university/school.	Limited to no visual aesthetics or brand/domain customizations.

Reusability for efficiency and scale
Pre-configurable webinar rooms that maintain state and content powering productivity for marketers fueling demand gen. at scale. Hosts, presenters can just 'walk in' to persistent reusable webinar rooms, set up ahead of time.

Adobe Connect
Do more with less using technology that supports high quality production, quickly and efficiently. Event producers and presenters can setup rooms with preloaded content, storyboards & activities ahead of time & reuse the persistent virtual rooms, indefinitely.

Generic Tools
Point products for video & screensharing. Rather than pre-loaded and prepared session with storyboards in a logical flow, presenters keep switching b/w applications, opening & closing files, sharing & un-sharing, delivering a disjointed session.

Critical Capabilities	Adobe Connect	Generic Conferencing Tool
Multiple Persistent Virtual Rooms	Enables Sales & Partner Enablement and Customer education. Marketers & Sales Reps can create walk-in Sales Rooms, Enablement Rooms or Customer Support Rooms with helpful resources, collateral and sales assets, all staged for audience to consume as they drop-in before or after the live session.	Not built to support content persistence or reusability. The virtual space is single use and all chat, content & interaction get lost as soon as the session ends.
Shared Room templates	Templates serve as a blueprint for new Adobe Connect rooms making it fast and easy to set up new rooms using existing designs, content, layouts and backgrounds, instead of starting from scratch. It also ensures standardization and consistency of best webinar practices across organization.	Presenters tediously redo the same drill for every session or simply rely on screenshare & video hoping the audience is still listening.

Professional Production

Presenters, producers, & facilitators can collaborate behind the stage & read & drive audience engagement in real time.

Adobe Connect

Presenters, producers, and facilitators seamlessly collaborate between main stage & backstage. Presenters can read their audience and collaborate with the crew behind the scenes, just like they would on a real stage.

Generic Tools

These tools include some live event production capabilities with a Producer role but falls woefully short in providing a dedicated area to support professional events.

Critical Capabilities	Adobe Connect	Generic Conferencing Tool
Powerful backstage	A backstage which can be setup with attendee list, agenda, notes, presenter's chat, engagement dashboard, and presenter view of the moderated chat hidden from the main stage. A special Prepare Mode allows producers to discreetly set up layouts, content, and flow without affecting the live class session.	Backstage or green-room is non-existent or completely disconnected from main stage. The co-presenters or producers on backstage can't see or hear the live presentation or audience interaction.
Highly engaging experience	Designed for interactivity that presenters can embed into their presentation flow. In addition to the engaging storyboard with custom layouts, it supports a multitude of engagement options natively such as Annotations, Polls/Quiz, status options, interactive gaming, multiple simultaneous screen-shares & chats.	Cookie-cutter UI design and functionality with a static single window view and limited engagement options using video/chat/screenshare. Most of which are external apps or integrations that take audience away from the main room.
Granular Engagement monitoring	Advanced tools to drive & measure engagement in real time based on live interactions poll, hand raise, chat, download, mouse clicks etc aggregated at audience & individual level.	Live engagement metrics are non-existent or only captures screen-in-view instead of live interactions. Presenters miss the opportunity to adjust pace & format to drive higher engagement & Marketers miss the opportunity for granular lead qualification.
Full featured browser client	No apps or add-ins to download. With new HTML browser clients, hosts and participants can leverage almost all capabilities right from the browser. Never miss the audience whose IT policy may prohibit web downloads.	Most providers depend on the native application supported by a thin web client with limited functionality.

Complete Webinar Solution

End to end campaign management with Pre-event promotions, Post event analytics and CRM integrations, including granular lead quality metrics based on live engagement scores.

Adobe Connect

Event Micro-sites & catalogues, Registration forms, automated invitations/reminders, Rehearsals, granular Lead Qualification, Thank you emails, Surveys, Reports, on-demand lead gen with recordings. It brings the potential of Adobe Experience Manager and Adobe Analytics, rolled into one powerful package.

Generic Tools

Organizations often struggle with piece-meal tools to implement mature webinar programs.

Adobe Connect
Welcome to the real virtual
Only Adobe Connect gives you complete control over your virtual sessions with the ability to create Custom Experiences.

Adobe Connect helps deliver engaging Training and Learning sessions, highly-customized, branded & engagement-led Webinars, and reliable, personalized high-quality Meetings. Government agencies use Adobe Connect as persistent virtual environments for Emergency Preparedness and Rapid Response with secure real-time information exchange for interagency collaboration – Learn more

Contact Us

Adobe Connect