



PRODUCT SCORECARD

# iotum's Cloud Communication Platform

Web and Video Conferencing -  
Midmarket

**Improving and Accelerating Enterprise  
Software Evaluation and Selection**

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30 Employees

24

Reviews

# iotum's Cloud Communication Platform Product Scorecard Contents

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## How to Use the Scorecard

The Product Scorecard is a comprehensive report designed to help clients make better purchasing decisions.

Data in the report is collected from real end users' of the product and analyzed in an exhaustive fashion with extensive data analytics.

Use this report to understand whether this product is right for your organization.

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NUMBER OF REVIEWS

24 | iotum 

# iotum Cloud Communication Platform

## WEB AND VIDEO CONFERENCING - MIDMARKET

iotum is a leader in audio and video solution committed to building cutting-edge products and services that enhance remote collaboration and communication for organizations across the globe. The iotum platform is built to be easily white-labeled and integrate into your existing offering or website to optimize your user experience. Engage with your audience in real-time, on any platform, from anywhere, through the addition of video, voice, messaging and streaming with iotum's Cloud Communication Platform.

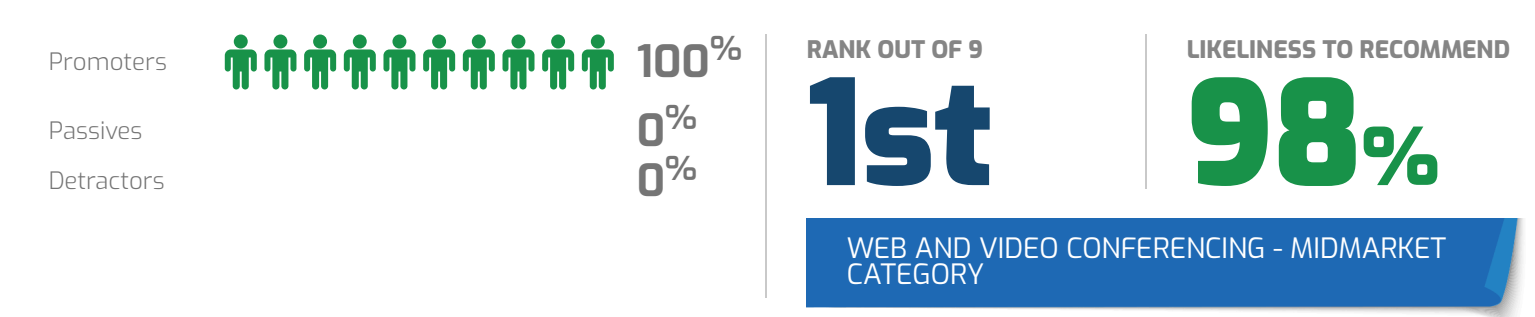
**30 Employees**  
<https://www.iotum.com/>  
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 Toronto, Ontario  
 Canada

The composite satisfaction score (Composite Score) is an average of four different areas of evaluation: Net Emotional Footprint, Vendor Capabilities, Product Features, and Likelihood to Recommend. The Net Emotional Footprint Score measures user emotional response ratings of the vendor (e.g. trustworthy, respectful, fair).

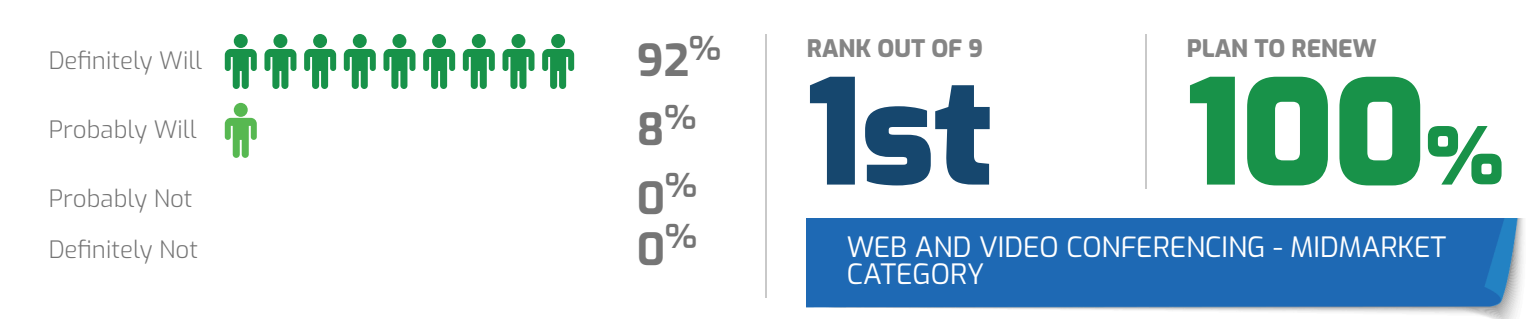


**9.5/10 COMPOSITE SCORE**

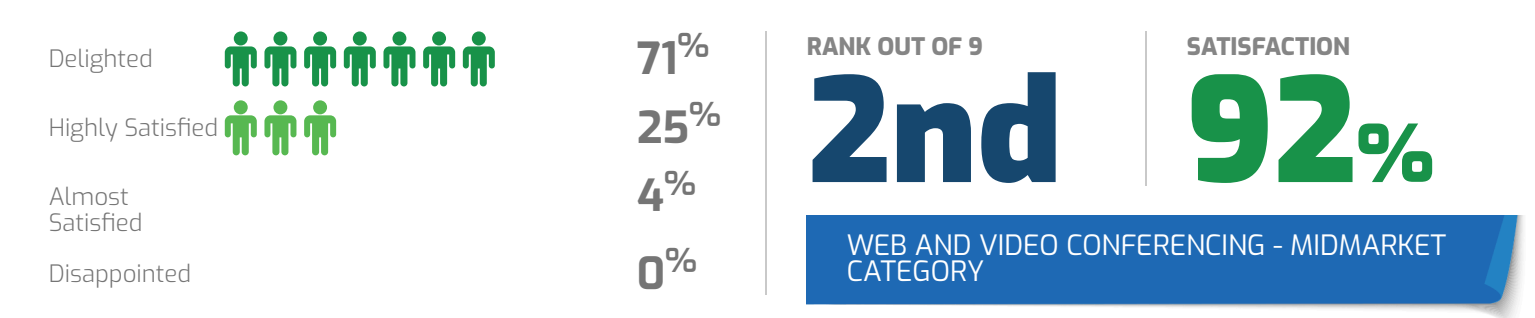
## Likelihood to Recommend



## Plan to Renew



## Satisfaction that Cost is Fair Relative to Value



# Vendor Capability Satisfaction

When making the right purchasing decision, use peer satisfaction ratings to decipher iotum's Cloud Communication Platform's strengths and weaknesses, and determine which capabilities matter most to you. A scale of satisfaction ranging from Disappoints, Almost Satisfies, Highly Satisfies, and Delights is applied to each core vendor capability providing an ability to understand satisfaction across several business and IT competencies.

How satisfied are you with the following iotum's Cloud Communication Platform capabilities?

## Vendor Support

**92%** OF CLIENTS ARE DELIGHTED

**The ability to receive timely and sufficient support.** The importance of vendor support will vary for each organization depending on internal capabilities, but there will always be issues that only the vendor can resolve.



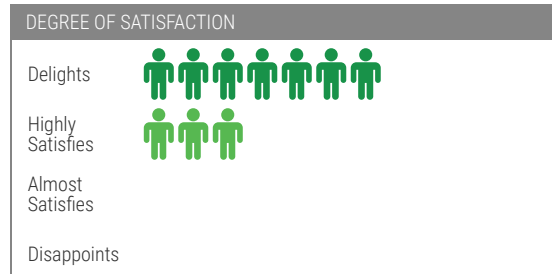
**Ranked 1st**  
of 9 in Web and Video Conferencing - Midmarket

**97%** SATISFACTION  
**80%** CATEGORY AVERAGE

## Ease of IT Administration

**67%** OF CLIENTS ARE DELIGHTED

**Ease of use of the backend user interface.** This data indicates whether IT personnel will be able to resolve issues and perform configurations efficiently and effectively.



**Ranked 1st**  
of 9 in Web and Video Conferencing - Midmarket

**92%** SATISFACTION  
**81%** CATEGORY AVERAGE

## Availability and Quality of Training

**58%** OF CLIENTS ARE DELIGHTED

**Quality training allows employees to take full advantage of the software.** Effective and readily available training enables users to get the most out of the software you've chosen. Use this section to make sure your vendor's training programs and materials measure up.



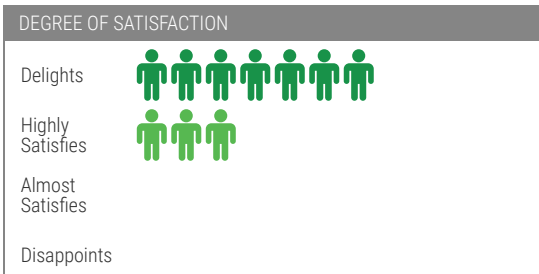
**Ranked 1st**  
of 9 in Web and Video Conferencing - Midmarket

**90%** SATISFACTION  
**81%** CATEGORY AVERAGE

## Ease of Implementation

**75%** OF CLIENTS ARE DELIGHTED

**The ability to implement the solution without unnecessary disruption.** Successfully implementing new software is necessary to realize its full value and promote end user adoption. This data indicates whether or not the product is easy to implement.



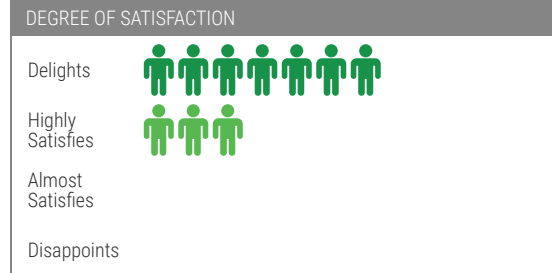
**Ranked 1st**  
of 9 in Web and Video Conferencing - Midmarket

**94%** SATISFACTION  
**83%** CATEGORY AVERAGE

## Ease of Data Integration

**67%** OF CLIENTS ARE DELIGHTED

**The ability to seamlessly integrate data.** Use this data to determine whether the product will cause headaches or make data integration easy.



**Ranked 1st**  
of 9 in Web and Video Conferencing - Midmarket

**92%** SATISFACTION  
**82%** CATEGORY AVERAGE

## Product Strategy and Rate of Improvement

**54%** OF CLIENTS ARE DELIGHTED

**The ability to adapt to market change.** Vendors who don't stay on top of emerging needs and trends won't enable you to meet your business goals. Use this data to separate innovators from imposters.



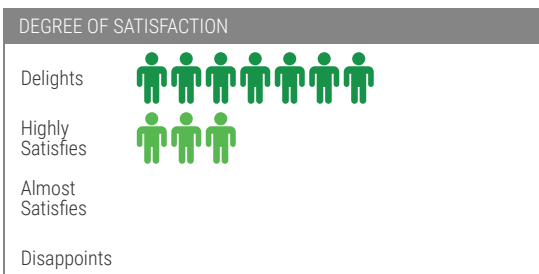
**Ranked 1st**  
of 9 in Web and Video Conferencing - Midmarket

**89%** SATISFACTION  
**81%** CATEGORY AVERAGE

## Usability and Intuitiveness

**67%** OF CLIENTS ARE DELIGHTED

**The ability to reduce training due to intuitive design.** End user learning curves cost the organization money. Pay attention to your end users' technical ability to determine how important UX is in your purchase.



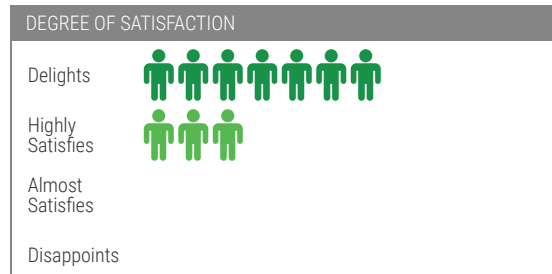
**Ranked 1st**  
of 9 in Web and Video Conferencing - Midmarket

**92%** SATISFACTION  
**83%** CATEGORY AVERAGE

## Business Value Created

**67%** OF CLIENTS ARE DELIGHTED

**The ability to bring value to the organization.** Software needs to create value for employees, customers, partners, and, ultimately, shareholders. This data expresses user satisfaction - or lack thereof - with the product's business value.



**Ranked 1st**  
of 9 in Web and Video Conferencing - Midmarket

**92%** SATISFACTION  
**82%** CATEGORY AVERAGE

## Ease of Customization

**57%** OF CLIENTS ARE DELIGHTED

**The ability to scale the solution to a business' unique needs.** Don't get bogged down in a difficult customization; use this data to make sure you can easily achieve the functionality you need for your particular situation.



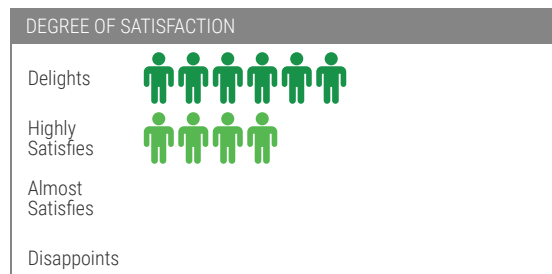
**Ranked 1st**  
of 9 in Web and Video Conferencing - Midmarket

**88%** SATISFACTION  
**80%** CATEGORY AVERAGE

## Quality of Features

**63%** OF CLIENTS ARE DELIGHTED

**The ability to perform at or above industry standards.** Feature quality is just as important as quantity. Use this data to determine if this product will do what you're purchasing it to do, easily, intuitively, reliably, and effectively.



**Ranked 1st**  
of 9 in Web and Video Conferencing - Midmarket

**91%** SATISFACTION  
**82%** CATEGORY AVERAGE

## Breadth of Features

**50%** OF CLIENTS ARE DELIGHTED

**The ability to perform a wide variety of tasks.** Users prefer feature rich software that enables them to perform diverse series of tasks. This data expresses user satisfaction with the product's breadth of features.



**Ranked 1st**  
of 9 in Web and Video Conferencing - Midmarket

**88%** SATISFACTION  
**79%** CATEGORY AVERAGE

# Product Feature Satisfaction

Pay attention to the features you need for your scenario by evaluating peer feature satisfaction ratings. Tolerate low scores on features that do not impact your business, instead focus on scores being high for features that matter. A scale of satisfaction ranging from Disappoints, Almost Satisfies, Highly Satisfies, and Delights is applied to each feature core to the Web and Video Conferencing - Midmarket market.

How satisfied are you with the following Iotum's Cloud Communication Platform features and functionalities?

## WEB AND VIDEO CONFERENCING - MIDMARKET

### MANDATORY FEATURES

#### Video Conferencing

**91%** OF CLIENTS ARE DELIGHTED

Interactive video conferencing using a webcam

**Ranked 1st** of 9 in Web and Video Conferencing - Midmarket

**98% SATISFACTION**  
**87% CATEGORY AVERAGE**

DEGREE OF SATISFACTION

- Delights: 10 icons
- Highly Satisfies: 1 icon
- Almost Satisfies: 0 icons
- Disappoints: 0 icons

#### Audio Controls

**83%** OF CLIENTS ARE DELIGHTED

Ability to control the participation of attendees' audio, including muting functions

**Ranked 1st** of 8 in Web and Video Conferencing - Midmarket

**96% SATISFACTION**  
**84% CATEGORY AVERAGE**

DEGREE OF SATISFACTION

- Delights: 8 icons
- Highly Satisfies: 2 icons
- Almost Satisfies: 0 icons
- Disappoints: 0 icons

#### Screen Share

**83%** OF CLIENTS ARE DELIGHTED

Ability to share a computer screen for viewing by web conference participants

**Ranked 1st** of 8 in Web and Video Conferencing - Midmarket

**95% SATISFACTION**  
**83% CATEGORY AVERAGE**

DEGREE OF SATISFACTION

- Delights: 8 icons
- Highly Satisfies: 2 icons
- Almost Satisfies: 0 icons
- Disappoints: 0 icons

#### Audio Conferencing VoIP

**74%** OF CLIENTS ARE DELIGHTED

Voice conferencing through a web conference bridge

**Ranked 1st** of 9 in Web and Video Conferencing - Midmarket

**92% SATISFACTION**  
**85% CATEGORY AVERAGE**

DEGREE OF SATISFACTION

- Delights: 7 icons
- Highly Satisfies: 3 icons
- Almost Satisfies: 0 icons
- Disappoints: 0 icons

#### Keyboard Mouse Control

**50%** OF CLIENTS ARE DELIGHTED

Host can grant or remove control

**Ranked 4th** of 8 in Web and Video Conferencing - Midmarket

**82% SATISFACTION**  
**82% CATEGORY AVERAGE**

DEGREE OF SATISFACTION

- Delights: 5 icons
- Highly Satisfies: 4 icons
- Almost Satisfies: 0 icons
- Disappoints: 1 icon

#### Audio Conferencing Call in Bridge

**74%** OF CLIENTS ARE DELIGHTED

Voice conferencing through a PSTN conference bridge

**Ranked 1st** of 8 in Web and Video Conferencing - Midmarket

**93% SATISFACTION**  
**84% CATEGORY AVERAGE**

DEGREE OF SATISFACTION

- Delights: 7 icons
- Highly Satisfies: 3 icons
- Almost Satisfies: 0 icons
- Disappoints: 0 icons

#### Instant Messaging

**76%** OF CLIENTS ARE DELIGHTED

Real-time, text-based communication between two or more people

**Ranked 1st** of 8 in Web and Video Conferencing - Midmarket

**93% SATISFACTION**  
**86% CATEGORY AVERAGE**

DEGREE OF SATISFACTION

- Delights: 8 icons
- Highly Satisfies: 2 icons
- Almost Satisfies: 0 icons
- Disappoints: 0 icons

#### File Transfer

**70%** OF CLIENTS ARE DELIGHTED

File transfer services

**Ranked 1st** of 8 in Web and Video Conferencing - Midmarket

**93% SATISFACTION**  
**84% CATEGORY AVERAGE**

DEGREE OF SATISFACTION

- Delights: 7 icons
- Highly Satisfies: 3 icons
- Almost Satisfies: 0 icons
- Disappoints: 0 icons

#### Application Share

**75%** OF CLIENTS ARE DELIGHTED

Ability to share a single application only for viewing by web conference participants

**Ranked 1st** of 8 in Web and Video Conferencing - Midmarket

**91% SATISFACTION**  
**81% CATEGORY AVERAGE**

DEGREE OF SATISFACTION

- Delights: 7 icons
- Highly Satisfies: 2 icons
- Almost Satisfies: 1 icon
- Disappoints: 0 icons

#### Virtual Whiteboard

**59%** OF CLIENTS ARE DELIGHTED

Whiteboard application that enables drawing and diagramming

**Ranked 1st** of 8 in Web and Video Conferencing - Midmarket

**88% SATISFACTION**  
**80% CATEGORY AVERAGE**

DEGREE OF SATISFACTION

- Delights: 6 icons
- Highly Satisfies: 3 icons
- Almost Satisfies: 1 icon
- Disappoints: 0 icons

#### Facilitator Functions

**50%** OF CLIENTS ARE DELIGHTED

Features that assist with meeting facilitation, including raising hand or voting buttons

**Ranked 2nd** of 8 in Web and Video Conferencing - Midmarket

**88% SATISFACTION**  
**81% CATEGORY AVERAGE**

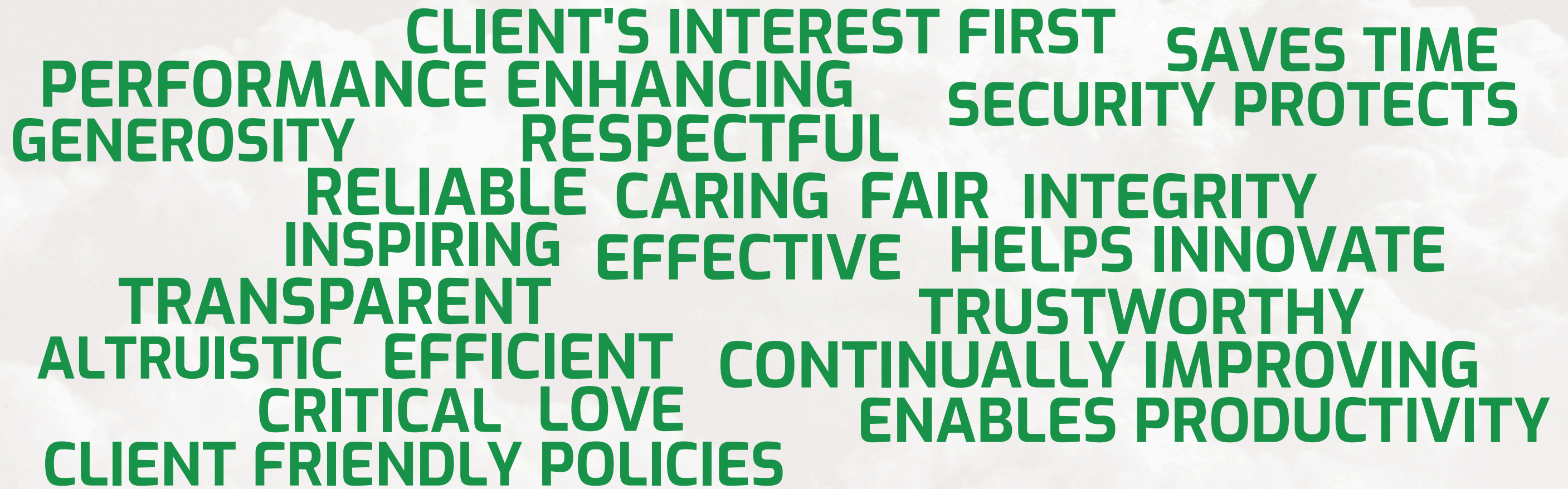
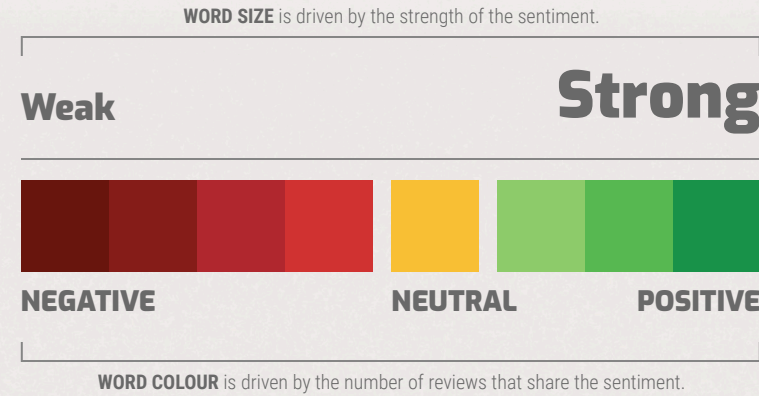
DEGREE OF SATISFACTION

- Delights: 5 icons
- Highly Satisfies: 4 icons
- Almost Satisfies: 0 icons
- Disappoints: 0 icons

# IOTUM'S CLOUD COMMUNICATION PLATFORM

## Word Cloud

As organizations become more and more dependent on software to automate and streamline operations, users are developing strong emotional connections to their applications and vendors. The SoftwareReviews Word Cloud aggregates the most commonly experienced pain points and prevailing opinions held by its users. Use this at-a-glance summary to evaluate the vendor-client relationship and product effectiveness. Additional data about each of the emotional sentiments can be found on the following pages.

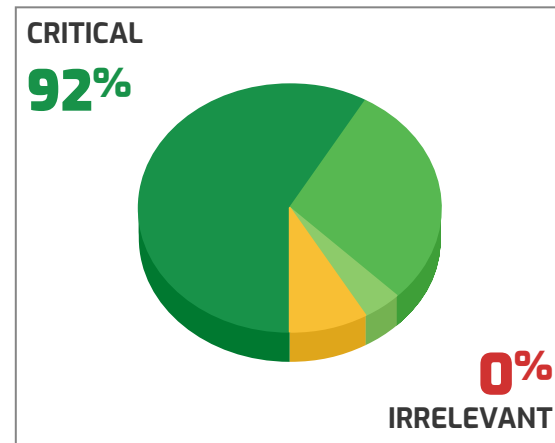


# IOTUM CLOUD COMMUNICATION PLATFORM

## Emotional Footprint

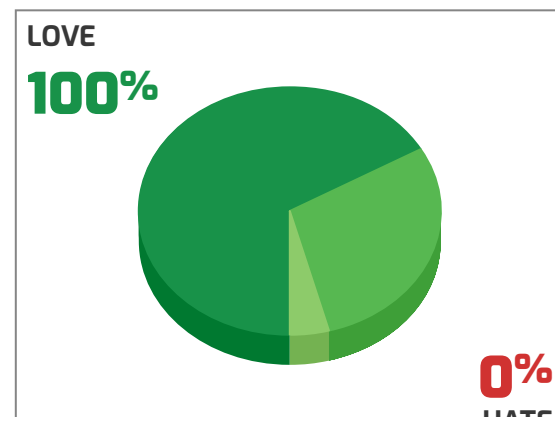
### Importance to Professional Success

How important is iotum Cloud Communication Platform to your current professional success?



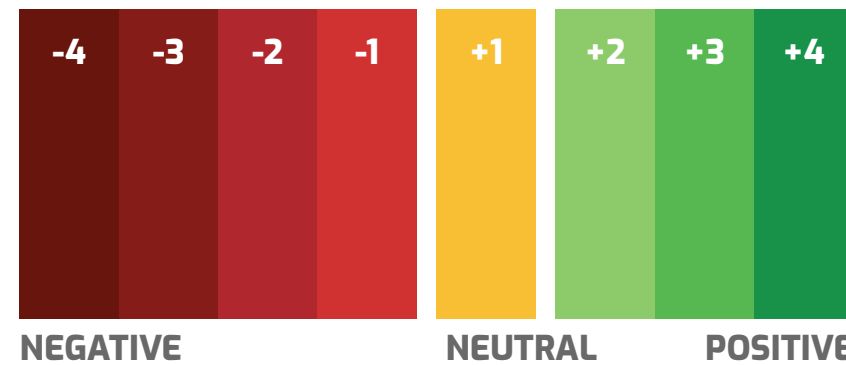
### Strength of Emotional Connection

Overall, describe the strength of your emotional connection to iotum Cloud Communication Platform



B2B purchasing decisions not only rely on data and facts, but also gut instinct and emotional inputs. A vendors' Emotional Footprint can influence whether a client chooses to do business with the organization. The information displayed below represents the emotional sentiment held by end users of the software based on their experience with the vendor. Responses are captured on an eight-point scale.

### EMOTIONAL SPECTRUM SCALE



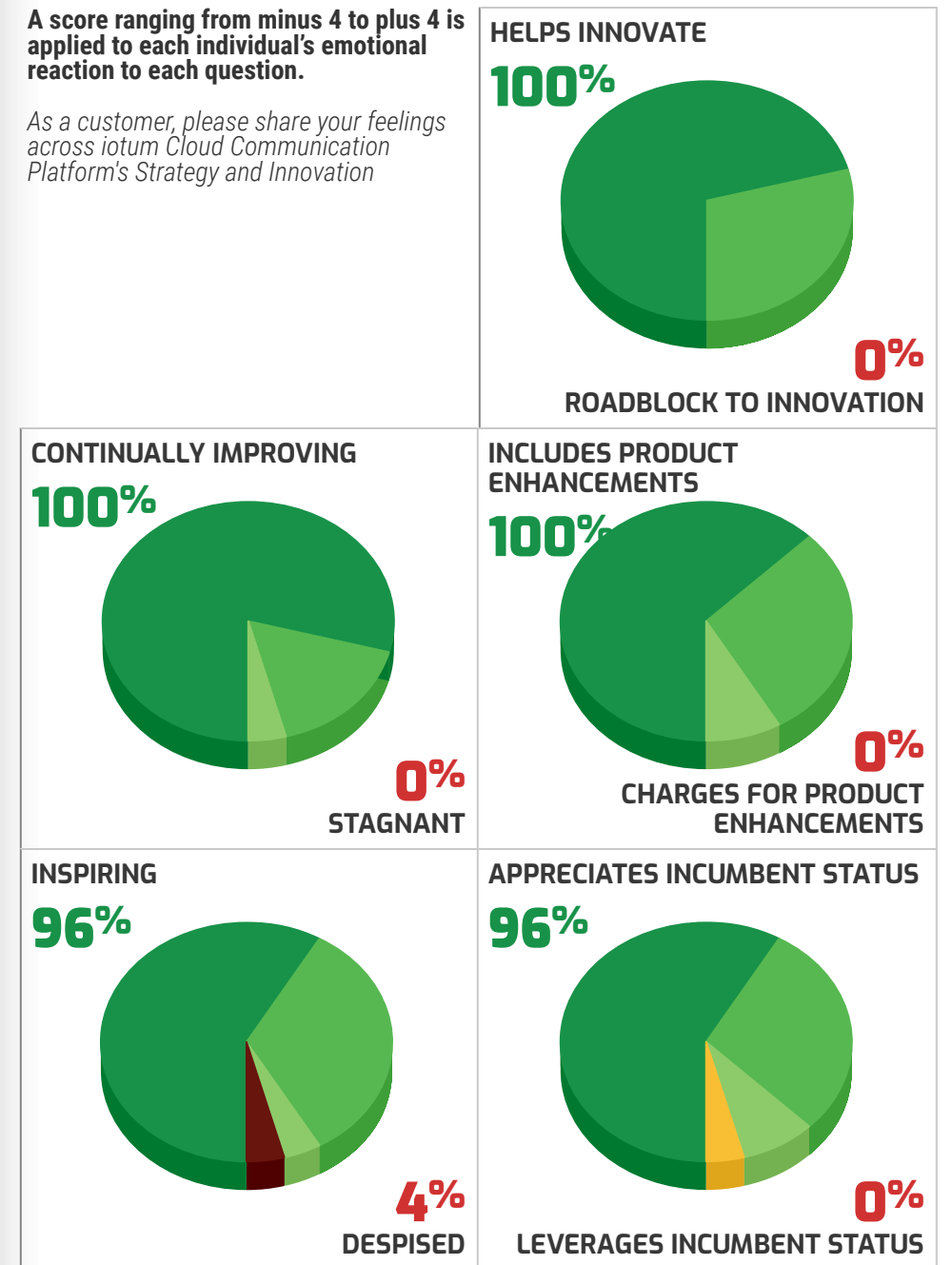
**% POSITIVE - % NEGATIVE = NET EMOTIONAL FOOTPRINT**

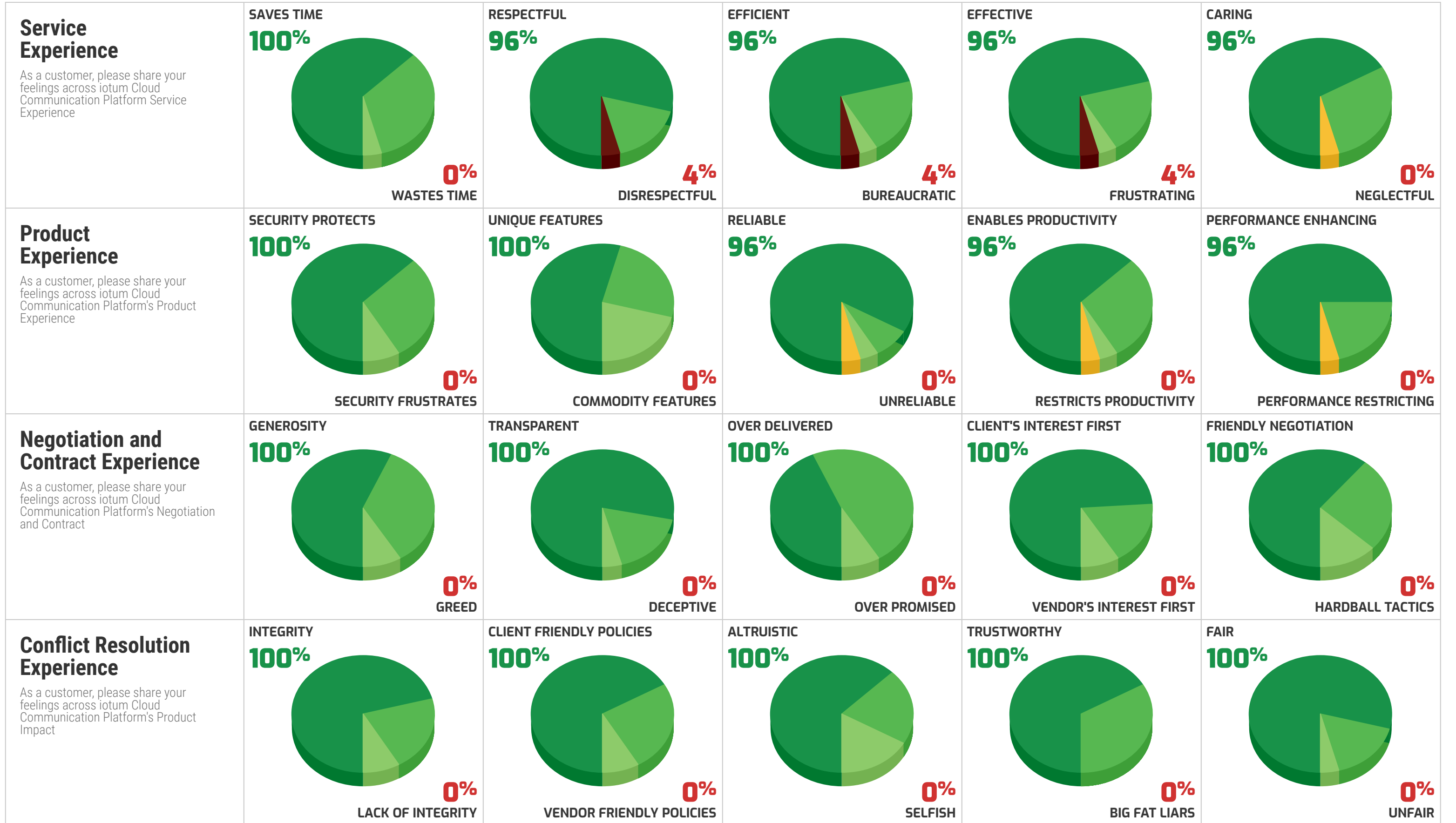
**NET EMOTIONAL FOOTPRINT +97**  
IOTUM CLOUD COMMUNICATION PLATFORM

# Strategy and Innovation

A score ranging from minus 4 to plus 4 is applied to each individual's emotional reaction to each question.

As a customer, please share your feelings across iotum Cloud Communication Platform's Strategy and Innovation







# Relationships and Interaction

When interacting with iotum's Cloud Communication Platform your peers express the following positive and negative sentiments across several teams. Use this to assess this vendors' service orientation and ease of partnership.

*Based on your interactions and relationships with iotum's Cloud Communication Platform, please summarize what you experienced*

**100%**

**POSITIVE SENTIMENTS**

**0%**

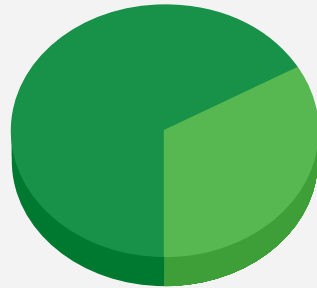
**NEGATIVE SENTIMENTS**

**NET RELATIONSHIP FOOTPRINT +100**

## Sales Team

EFFECTIVE / KNOWLEDGEABLE

**100%**

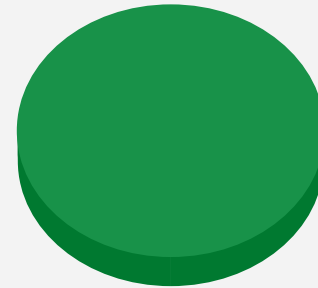


**0%**

INEFFECTIVE / UNHELPFUL

FRIENDLY / CARING

**100%**



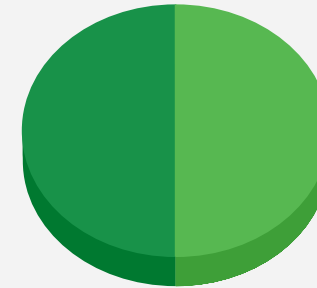
**0%**

INDIFFERENT / UNPLEASANT

## Technical and Product Specialists

EFFECTIVE / KNOWLEDGEABLE

**100%**

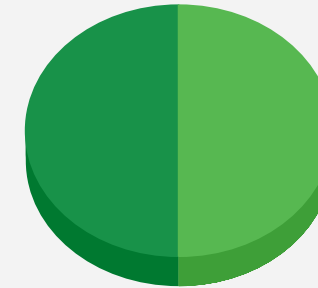


**0%**

INEFFECTIVE / UNHELPFUL

FRIENDLY / CARING

**100%**



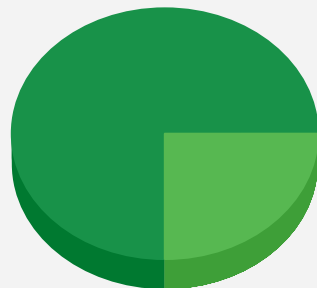
**0%**

INDIFFERENT / UNPLEASANT

## Client Service Team

EFFECTIVE / KNOWLEDGEABLE

**100%**

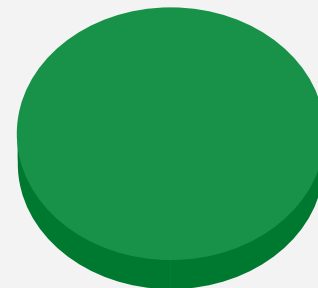


**0%**

INEFFECTIVE / UNHELPFUL

FRIENDLY / CARING

**100%**



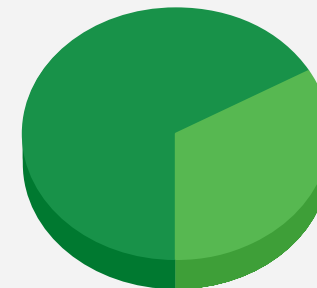
**0%**

INDIFFERENT / UNPLEASANT

## Leadership Team

EFFECTIVE / KNOWLEDGEABLE

**100%**

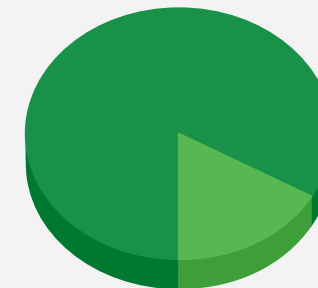


**0%**

INEFFECTIVE / UNHELPFUL

FRIENDLY / CARING

**100%**



**0%**

INDIFFERENT / UNPLEASANT



### Zubair B.

Role: Information Technology  
 Industry: Technology  
 Involvement: IT Development, Integration, and Administration

Recommends **10/10**

#### Great reliable product with lots of features!

##### What differentiates iotum's Cloud Communication Platform from other similar products?

I believe the best part about Iotum vs others is that it can be integrated with custom applications pretty easily

##### What is your favorite aspect of this product?

Video calls and broadcasting

##### What do you dislike most about this product?

Nothing to dislike, it is spot on with our requirements

##### What recommendations would you give to someone considering this product?

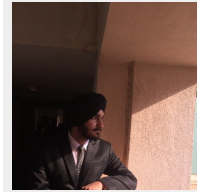
If you are looking for reliable, affordable video conferencing solutions Iotum is one of the best

#### Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	4
3	Breadth of Features	4
4	Business Value Created	4
4	Ease of Customization	4
4	Ease of Data Integration	4
4	Ease of Implementation	4
4	Ease of IT Administration	4
4	Product Strategy and Rate of Improvement	4
4	Quality of Features	4
3	Usability and Intuitiveness	4
4	Vendor Support	4

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
-	Application Share	3
3	Audio Conferencing Call in Bridge	3
4	Audio Conferencing VoIP	3
4	Audio Controls	3
3	Facilitator Functions	3
4	File Transfer	3
4	Instant Messaging	3
3	Keyboard Mouse Control	3
4	Screen Share	3
4	Video Conferencing	3
3	Virtual Whiteboard	3

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	2
Cost	3
Existing Relationship	2
Managing Risk	2
Political Reasons	2
Previously Installed	2
Sales Experience	2
Skill and Staff Fit	2
Social Responsibility	2
Vendor Market Share	2
Vendor Reputation	2



### Shabad L.

Role: Information Technology  
 Industry: Communications  
 Involvement: End User of Application

Recommends **9/10**

#### Fantastic product!

##### What differentiates iotum's Cloud Communication Platform from other similar products?

It's have a lot of unique features

##### What is your favorite aspect of this product?

That it's so easy to use

##### What do you dislike most about this product?

That isn't easily accessible

##### What recommendations would you give to someone considering this product?

Try it, it's useful

#### Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	-
3	Breadth of Features	-
3	Business Value Created	-
3	Ease of Customization	-
3	Ease of Data Integration	-
3	Ease of Implementation	-
3	Ease of IT Administration	-
3	Product Strategy and Rate of Improvement	-
3	Quality of Features	-
3	Usability and Intuitiveness	-
2	Vendor Support	-

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
2	Application Share	-
3	Audio Conferencing Call in Bridge	-
2	Audio Conferencing VoIP	-
4	Audio Controls	-
3	Facilitator Functions	-
3	File Transfer	-
2	Instant Messaging	-
1	Keyboard Mouse Control	-
2	Screen Share	-
4	Video Conferencing	-
2	Virtual Whiteboard	-



### Darcy M.

Role: Sales and Marketing  
 Industry: Technology  
 Involvement: End User of Application

Recommends **9/10**

#### Great features at a great price point

##### What differentiates iotum's Cloud Communication Platform from other similar products?

Canadian owned and operated.

##### What is your favorite aspect of this product?

Ease of use and price point.

##### What do you dislike most about this product?

The administration portal.

##### What recommendations would you give to someone considering this product?

Ensure you're using all the platform features (meetings, webinar and streaming)

#### Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
3	Availability and Quality of Training	3
4	Breadth of Features	3
3	Business Value Created	3
3	Ease of Customization	3
3	Ease of Data Integration	3
4	Ease of Implementation	3
3	Ease of IT Administration	3
3	Product Strategy and Rate of Improvement	3
3	Quality of Features	3
4	Usability and Intuitiveness	3
4	Vendor Support	3

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	Application Share	3
3	Audio Conferencing Call in Bridge	3
3	Audio Conferencing VoIP	4
4	Audio Controls	3
3	Facilitator Functions	3
4	File Transfer	3
4	Instant Messaging	3
3	Keyboard Mouse Control	3
4	Screen Share	3
4	Video Conferencing	3
3	Virtual Whiteboard	3

COST, ORGANIZATION, AND ARCHITECTURAL FIT	
Architectural Fit	3
Cost	3
Existing Relationship	3
Managing Risk	3
Political Reasons	3
Previously Installed	3
Sales Experience	3
Skill and Staff Fit	3
Social Responsibility	3
Vendor Market Share	3
Vendor Reputation	3



**Manju M.**

Role: Consultant  
Industry: Finance  
Involvement: End User of Application

Recommends **10/10**

### A Multi Purpose Video Conference platform

What differentiates iotum's Cloud Communication Platform from other similar products?

Iotum is a multi purpose video conference & Webinar and streaming platform/soft ware

What is your favorite aspect of this product?

Multipurpose

What do you dislike most about this product?

All is good

What recommendations would you give to someone considering this product?

Start using the services

#### Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	9
4	Breadth of Features	10
4	Business Value Created	11
4	Ease of Customization	10
4	Ease of Data Integration	10
4	Ease of Implementation	9
4	Ease of IT Administration	10
4	Product Strategy and Rate of Improvement	10
4	Quality of Features	10
4	Usability and Intuitiveness	10
4	Vendor Support	1

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
4	Application Share	0
4	Audio Conferencing Call in Bridge	0
4	Audio Conferencing VoIP	0
4	Audio Controls	0
4	Facilitator Functions	0
4	File Transfer	0
4	Instant Messaging	0
4	Keyboard Mouse Control	0
4	Screen Share	0
4	Video Conferencing	0
4	Virtual Whiteboard	0

#### COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	0
Cost	0
Existing Relationship	0
Managing Risk	0
Political Reasons	0
Previously Installed	0
Sales Experience	0
Skill and Staff Fit	0
Social Responsibility	0
Vendor Market Share	0
Vendor Reputation	0



**rohit s.**

Role: Operations  
Industry: Telecommunications  
Involvement: Business Leader or Manager

Recommends **10/10**

### Feature Rich, Reliable & Robust product

What differentiates iotum's Cloud Communication Platform from other similar products?

The platform is definitely reliable & robust, it has exposed APIs for a deeper integration, option of whitelabelling & AutoTranscription makes it even better. More than anything else, iotum's skills, subject matter expertise, technical competency & understanding customer needs makes them unique.

What is your favorite aspect of this product?

It is highly API driven & open to be consumed for tighter integration with other ERPs.

What do you dislike most about this product?

Limitation on Regional Language settings

What recommendations would you give to someone considering this product?

I would like iotum to focus a bit more on the UI of their mobile applications.

#### Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	5
3	Breadth of Features	0
3	Business Value Created	0
3	Ease of Customization	0
3	Ease of Data Integration	0
3	Ease of Implementation	5
3	Ease of IT Administration	0
3	Product Strategy and Rate of Improvement	0
3	Quality of Features	10
3	Usability and Intuitiveness	0
4	Vendor Support	10

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
3	Application Share	5
4	Audio Conferencing Call in Bridge	5
4	Audio Conferencing VoIP	0
4	Audio Controls	0
3	Facilitator Functions	5
4	File Transfer	5
4	Instant Messaging	5
4	Keyboard Mouse Control	0
4	Screen Share	5
4	Video Conferencing	5
3	Virtual Whiteboard	5

#### COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	5
Cost	5
Existing Relationship	5
Managing Risk	5
Political Reasons	0
Previously Installed	0
Sales Experience	0
Skill and Staff Fit	10
Social Responsibility	0
Vendor Market Share	0
Vendor Reputation	0



**Amber N.**

Role: Sales and Marketing  
Industry: Technology  
Involvement: Business Leader or Manager

Recommends **10/10**

### Easy to use and reliable.

What differentiates iotum's Cloud Communication Platform from other similar products?

The iotum solution is easier to use than many other solutions on the market, which is essential for our customer base. Video meetings do not require any software download, so asking people to join is as easy as simply sending a link. The iotum solution is also HIPAA compliant.

What is your favorite aspect of this product?

My favorite feature is the ability to conduct video meetings in the browser with no software to download. This makes doing ad-hoc video meetings seamless.

What do you dislike most about this product?

The virtual backgrounds aren't perfect.

What recommendations would you give to someone considering this product?

You'll want to understand how it iotum will integrate with your products and whether it meets the needs of your customers. Our experience has been outstanding.

#### Core Competitive Dimensions

VENDOR CAPABILITY SATISFACTION		VENDOR CAPABILITY IMPORTANCE
4	Availability and Quality of Training	2
3	Breadth of Features	7
4	Business Value Created	10
4	Ease of Customization	3
-	Ease of Data Integration	0
4	Ease of Implementation	2
4	Ease of IT Administration	0
3	Product Strategy and Rate of Improvement	7
3	Quality of Features	10
4	Usability and Intuitiveness	10
4	Vendor Support	8

PRODUCT FEATURE SATISFACTION		PRODUCT FEATURE IMPORTANCE
4	Application Share	0
3	Audio Conferencing Call in Bridge	2
4	Audio Conferencing VoIP	10
4	Audio Controls	1
3	Facilitator Functions	3
3	File Transfer	0
4	Instant Messaging	2
-	Keyboard Mouse Control	1
4	Screen Share	3
4	Video Conferencing	10
4	Virtual Whiteboard	0

#### COST, ORGANIZATION, AND ARCHITECTURAL FIT

Architectural Fit	0
Cost	5
Existing Relationship	0
Managing Risk	2
Political Reasons	0
Previously Installed	0
Sales Experience	0
Skill and Staff Fit	0
Social Responsibility	0
Vendor Market Share	0
Vendor Reputation	2



**Al F.**

Role: Sales and Marketing  
 Industry: Telecommunications  
 Involvement: Business Leader or Manager

**Recommends 10/10**

**Great Product...Clear and Crisp Video & Sound**

**What differentiates Iotum's Cloud Communication Platform from other similar products?**

Easy to use and great voice and sound quality

**What is your favorite aspect of this product?**

The clear video

**What do you dislike most about this product?**

Easy to use

**What recommendations would you give to someone considering this product?**

Don't just "consider it" buy it !!! Best I have ever used !!!

**Core Competitive Dimensions**

VENDOR CAPABILITY SATISFACTION      VENDOR CAPABILITY IMPORTANCE

4	Availability and Quality of Training	5
4	Breadth of Features	5
4	Business Value Created	5
4	Ease of Customization	5
4	Ease of Data Integration	5
4	Ease of Implementation	5
4	Ease of IT Administration	5
4	Product Strategy and Rate of Improvement	5
4	Quality of Features	5
4	Usability and Intuitiveness	5
4	Vendor Support	5

PRODUCT FEATURE SATISFACTION      PRODUCT FEATURE IMPORTANCE

4	Application Share	4
4	Audio Conferencing Call in Bridge	4
4	Audio Conferencing VoIP	4
4	Audio Controls	4
4	Facilitator Functions	4
4	File Transfer	4
4	Instant Messaging	4
4	Keyboard Mouse Control	4
4	Screen Share	4
4	Video Conferencing	4
4	Virtual Whiteboard	4

**COST, ORGANIZATION, AND ARCHITECTURAL FIT**

Architectural Fit	0
Cost	1
Existing Relationship	0
Managing Risk	0
Political Reasons	0
Previously Installed	0
Sales Experience	0
Skill and Staff Fit	0
Social Responsibility	0
Vendor Market Share	0
Vendor Reputation	0