

Top Five Reasons Why Lifesize Cloud Enhances Skype for Business

Employees want easy-to-use apps that make them more successful, and businesses want to deliver. That's why more and more businesses are rapidly adopting technologies that are similar to the ones employees use personally.

Because of this shift, businesses are focused on deploying affordable, intuitive technology that delivers the same experience as consumer applications, all while optimizing for employee engagement and productivity. For many, that means standardizing on workflows like those provided by Microsoft, and the proof is in the numbers, with Skype for Business surpassing more than 100 million enterprise users.

Lifesize recognizes the importance of delivering incredible cloud-based audio, web and video conferencing with exceptional quality that's designed to work the way teams work. That's why we offer interoperability with Skype for Business, whether used as a stand-alone or as part of Microsoft[®] Office 365[™], and our award-winning Lifesize Cloud service.

When Skype for Business customers are considering Lifesize Cloud, they are typically using Skype for Business at their desks or on their laptops and are interested in Lifesize Cloud as a way to extend that experience to the conference room with exceptional video. We provide flexibility in integrating with your existing workflow — whether you want to bring Skype for Business into the conference room, add virtual meeting rooms to complement your Skype for Business environment or take advantage of all of the benefits for meetings that Lifesize Cloud and Lifesize[®] Icon[™] offer. Let's take a closer look at our top five reasons for enhancing your existing Skype for Business environment with Lifesize Cloud.



1. Extend Skype for Business to the conference room

For a superior conference room experience, you can add Lifesize[®] Icon[™] conference room systems to your existing Skype for Business environment. Lifesize Icon is a powerful, yet easy-to-use, conference room system and is perfectly sized for every size room: from huddle rooms to boardrooms to auditoriums.

2. Improved call experience in the conference room

Lifesize Cloud provides full screen HD video on laptops, tablets and smartphones and even via your web browser. With up to 50-way group calling and a variety of continuous presence layouts, it makes video conferencing as easy, as lifelike and as remarkable as meeting in person. Because Lifesize Cloud is standards-based, third-party conference room systems can also connect with any Lifesize Cloud or Skype for Business user.

3. Add international audio-only calls to your Skype for Business meetings

Lifesize Cloud provides audio, web and video conferencing all in one simple-to-use solution with local audio dial-in numbers for more than 50 countries.

4. Connect on any device or browser

With Lifesize Cloud, everyone can have a seat at the meeting, even if they don't have Skype for Business-capable smartphones or tablets, because with Lifesize Cloud you have both robust mobile apps and a browser-based app easily accessible from Microsoft® Internet Explorer® 11 and other leading browsers. With Lifesize Cloud, guests are welcome — we make it easy for anyone to be a part of the conversation. Simply invite others to join your call via email or calendar invite.

5. Work the way you always have

We offer flexible ways to take advantage of Lifesize Cloud for audio, web and video conferencing while maintaining the existing workflow to which your users are accustomed. Make the most of Lifesize Cloud virtual meeting rooms by adding as many as you need while using Skype for Business as the go-to directory-calling app for your organization. And Lifesize Cloud offers an add-in for Microsoft® Outlook®, letting you easily schedule your video meetings from Outlook just like you would any other meeting.



And those are just the top five reasons. So what are you waiting for? Try Lifesize Cloud now for free by [signing up for a free trial](#).

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