

RESEARCH REPORT

The InFlow Analysis Market Compass for Webinar Providers, 2016



David Mario Smith

Founder and Principal Analyst

Graphic Designer: Aldin Smith

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Summary

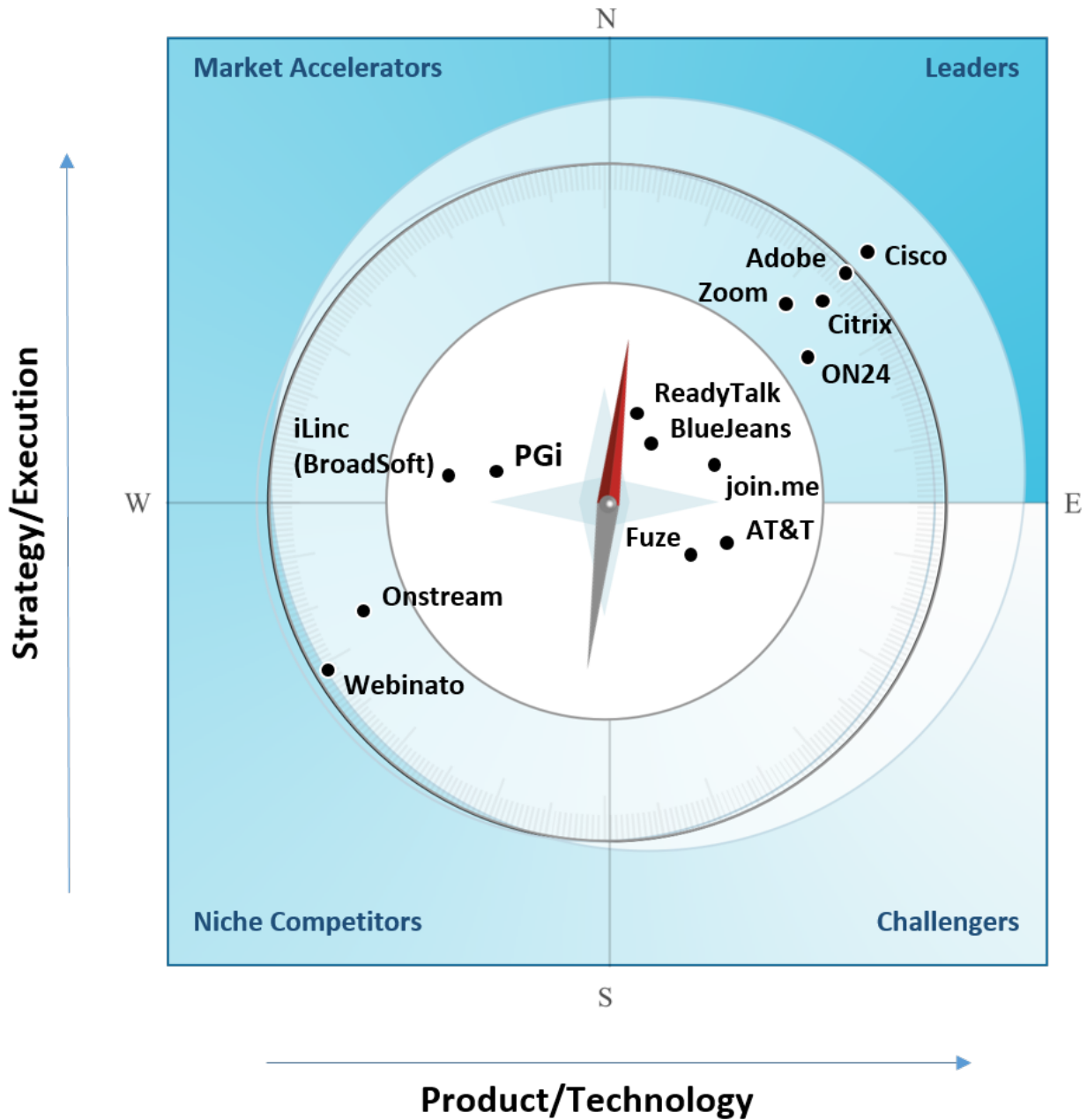
The Webinar market has evolved with a myriad of providers from diverse backgrounds. Enterprise planners responsible for producing webinars have to perform the proper due diligence when navigating the vendor landscape and making the right procurement decisions for products and services.

Key Takeaways

- The webinar space has gone through consolidation and at the same time, seeing a plethora of new providers with origins in different and adjacent markets emerge.
- When making webinar procurement decisions, business planners have to map critical capabilities to the right use cases to avoid the pitfalls of focusing too much on features.
- Knowing your target audience will help guide technology decisions, especially around scale and bandwidth needs.
- While webinar decisions tend to be departmental and team based mostly, take care to ensure broader integration with business applications such as marketing automation and CRM systems.
- Reporting and analytics is a critical component and will provide useful data that can guide engagement activities after the webinar event.
- Plan carefully for webinars and understand beforehand requirements for professional services and live support during larger and more critical events.

Market Compass

Figure 1. The InFlow Analysis Market Compass for Webinar Providers



Source: InFlow Analysis (2016)

Market Definition

The webinar market is characterized by a variety of offerings, products and services, predominantly sold via the Software as a Service (SaaS) model, that facilitate real-time, one-to-many meeting types, which can include, audio, video and content sharing. Webinar offerings support live and also on-demand delivery of recorded events. Typical use cases include marketing communications, educational or training (virtual classroom) and internal corporate communications among others.

A key feature of webinars is interactivity with support for real-time interactions between presenters and participants, usually in the form of Q&A, polls and other types of feedback. Some webinar providers also support webcasting, which is a one-way transmission from presenter to audience participants. Webinar products fall under the uber Web Conferencing market, which also includes webcasts and collaborative web meetings. We do find that enterprise buyers often confuse webinars and webcasts and do use the terms interchangeably. The lines are starting to blur a bit as interactive webcast offerings are emerging.

Market Analysis

The Webinar market has undergone tremendous consolidation and technology convergence, consistent with the uber web conferencing and overall Digital Workplace technology spaces respectively. At the same time, there is an emergence of new entrants offering interactive webcasting capabilities from the enterprise video platforms market. As these offerings support interactivity, they can essentially support some webinar needs. Some of these players come specifically from the enterprise video content management space and offer highly scalable delivery of video based webcasts. Providers in this space include Kaltura, Sonic Foundry, MediaPlatform, Qumu and vBrick.

On the other hand, some traditional webinar providers also support larger webcasts. Buyers looking for live webcasting solutions oftentimes face confusion as they compare them to web conferencing and webinar offerings. We often advise that scale be an important criterion here, as webcasts tend towards larger audiences. However, as technology convergence increases, offerings will blur lines, thus leading enterprise buyers to seriously look at the level and type of interactivity required for their target audience. It comes down to the overall experience you want to provide attendees.

Factor the Costs and Services Needed

Pricing is one of the most important aspects when doing due diligence in selecting webinar providers. Most services are delivered via the cloud. In selecting providers, think about the audio portion and the requirements for a telecom bridge if needed. The audio bridge can make costs higher, especially with large audiences. However, we are seeing the current trend moving toward IP-based configurations predominantly.

For business planners doing one off events, we typically see per event pricing and sometimes some flavor of billing per minute. That is an expensive option if you plan on doing multiple events. Subscription-based pricing is becoming the norm for consistent users who are planning multiple webinar events per year or quarter. This leads to more of a long-term relationship with discounted pricing. This also allows multiple departments in the enterprise to access webinar services from a single contractual relationship. The norm now, is for different departments to procure their own services in silo, causing overlaps and wastes in spending.

A bidirectional relationship with the webinar provider is critical. While providers are moving to more self-service webinar platform options, larger scale events may require professional services to manage them effectively. Ensure the webinar provider can provide professional services and also live support during critical webinars.

Webinar Target Audience

In general, there are two main target audiences and general use cases for Webinars, which are internal and external. With business strategies being reimagined and directed towards the customer's digital experience and employee engagement, webinars offer a wealth of benefits for internal and external communications. Marketing professionals understand the positive impact webinars have on inbound marketing initiatives to engage customers and prospects. Webinars are a critical tool for engagement for all audiences.

Internal Audience

- Town Hall Meetings
- Corporate Communications
- Internal Sales and Marketing Communications
- Training
 - Virtual Classroom

- New Hire Onboarding

External Audience

- Marketing Event - New Product Launch
- Marketing Event - Educational
- Sales Product Demo
- Training (Virtual Classroom)
- Investor Relations Calls

Webinar Features and Functionality

With each target audience and use case, enterprises have to understand the critical capabilities in regards to features and functionality that will be needed. The features that internal or external use cases will require and that we rate vendors and products on, are as follows:

Table 1. General Features

General Features	Description
Audio	The webinar product can be integrated with a public switched telephone network (PSTN) for audio, where participants can dial into an audio conferencing bridge. The Webinar producers or presenters can control participant phone connections and mute lines. The webinar product can also support voice over Internet Protocol (VoIP) for audio, which can reduce or limit the need for telephone-based audio bridges. The built-in PC or mobile device's speaker and microphone capabilities with a headset can be used to speak and listen.
Video	Most offerings support desktop or mobile device enabled video conferencing or streaming. Some offerings can initiate webinars with video from a mobile device.
Screen Sharing	Webinar event producers and presenters can share their desktop or mobile device screen.
Application Sharing	Presenters can share specific applications such as PowerPoint or Keynote.

Recording	Each webinar event can be recorded, archived and be replayed on demand at a later date. Additional costs may be required for storing recordings.
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Source: InFlow Analysis (2016)

Table 2. Interactivity

Interactivity Type	Description
Chat	Real-time text chat between presenters or between audience participants and presenters.
Polling	Real-time short surveys of participants during webinar.
Q&A	The ability for participants to ask the presenter questions. Typically, there is a moderator that monitors the Q&A queue during the webinar.
Breakout Rooms	Some products support topic based breakout rooms and also breakouts areas for presenters to huddle.

Source: InFlow Analysis (2016)

Table 3. Content Sharing

Content Sharing Type	Description
File Sharing	The ability to exchange files with the audience during the webinar.
Shared Whiteboard	Presenters can perform real-time annotation of their content via a whiteboard functionality.
Rich Media	Presenters can embed and share rich media files such as video and images during the webinar.

Source: InFlow Analysis (2016)

Table 4. Platform

Platform	Description
Mobile Support	Supports a native mobile app or website where participants can access webinar content, audio and video from mobile devices.
Performance	Service is reliable with consistent uptime and availability.
Bandwidth	Supports adaptive bandwidth management to ensure peak performance.
Scalability	Product can scale as enterprise needs require larger audiences.
Reporting and Analytics	Access to complete data about webinar sessions, including attendees, surveys, sales-ready leads etc... This is necessary for post-event lead tracking and follow up. Planners need to tie webinars to marketing and sales goals.
Security	Built-in end to end encryption with password protection.
Integrations	Integrating with CRM, marketing automation, and social media tools. Some vendors have the potential of integrating with a social networking platform so that marketing professionals can continue the conversation with attendees after the webinar. This could be useful for forming topic based communities to engage attendees well after the webinar event.
Customized Branding	Support for individual enterprise branding and a landing page for registration and post webinar follow up.
e-Commerce	The ability to charge for and gain revenue from live and on demand webinar events. We see this frequently used for training events or courses.

Source: InFlow Analysis (2016)

Webinar Best Practices

Every webinar has a flow that should be adhered to, in order to guarantee a successful event. It goes without saying, but proper planning is critical. You need at least 2 months of lead time for advanced planning to ensure effective preparation and promotion of your webinar event. If there isn't an audience, the webinar is a failure. Good planning,

preparation and understanding of who your target audience is will be useful in creating compelling content that will be of interest and lead to better attendance.

Webinar producers and planners also have to focus on engagement with the audience, including the no-shows, after the webinar. This includes making the webinar available for on demand replay and understanding the webinar reporting and analytics data, so the right decisions are made based on insights. Measure the ROI of the webinar investment based on the data. Let the insights from the data analysis guide the follow up sales and marketing activities. The idea is to focus on the user's experience and to continue the conversation well after the event has ended. The event is just one part of the journey.

In putting this all together, think of the flow of the webinar as an entire workflow, with each part of the process requiring certain features and capabilities from the respective products being evaluated. Break the webinar lifecycle out into the stages of the workflow to make it easier for matching the capabilities of each product based on core requirements. (see Figure 2).

Figure 2: The Webinar Workflow

Pre-Event	Live Event	Post Event
<ul style="list-style-type: none"> • Scheduling <ul style="list-style-type: none"> • Focus on ease of use in scheduling • Registration <ul style="list-style-type: none"> • Easy registration for attendees • Registration landing page • Integration with marketing automation/CRM tools • Charging fees at registration and payments processing • Attendee Notifications <ul style="list-style-type: none"> • Email notifications • Customize and brand notifications • Ability to RSVP • Ability to cancel 	<ul style="list-style-type: none"> • Producers <ul style="list-style-type: none"> • Multiple Presenters • Presenters lobby/breakout • Screen, app and file Sharing • Audio/Video • Interactivity: Testing, Surveys/Polling, Chat • Live Support • Attendees <ul style="list-style-type: none"> • Flexible join options <ul style="list-style-type: none"> • Phone/VoIP • Desktop/Mobile Device • Interactivity <ul style="list-style-type: none"> • Q&A via chat, audio, video • Social interaction with other attendees 	<ul style="list-style-type: none"> • Producers <ul style="list-style-type: none"> • Event Recording/Replay • Analytics and Reporting • Lead generation with integration into CRM and marketing automation tools • Social Space to foster participant community of interest for ongoing engagement • Attendees <ul style="list-style-type: none"> • Event replay • Certifications/Credits • Community of interest to continue conversation

Source: InFlow Analysis (2016)

Inclusion Criteria

The Market Compass for Webinar Providers, 2016, will help clients navigate the webinar market and come to better decisions about providers and products to evaluate and ultimately procure. The following is the market inclusion criteria we used for the Webinar Market Compass:

- Webinar Provider must develop and market their own product or service.
- Provider must have a majority of the common features outlined in the Features and Functionality section.
- Provider must market the product or service standalone, which can also be part of a suite.
- Product has to support at least 50 or more participants.

How to Use the InFlow Analysis Webinar Market Compass

A Compass is a great metaphor for life and business. While a compass doesn't specifically tell you what direction you should go in per se, it does tell you what direction you are facing, and lays out all of the other directions or options based on where you are. Your requirements, needs and goals will determine which direction you should go in. The compass will help you get there by pointing the way.

The InFlow Analysis Webinar Market Compass is a market and buyers guide, that is based on primary and secondary market research with direct feedback from enterprise users and customers. Overall, from our extensive research, the core requirements for business users and planners investigating webinar software and services are scale, performance and price. Basically, the service just has to work to reach the intended audience and be reasonably priced.

Software technology markets can be cumbersome to navigate. It is easy to get lost in the technology wilderness or in the busy technology metropolis of countless vendors and providers. What's needed is a trusty compass that will ensure navigation is no longer a problem. The InFlow Analysis Market Compass evaluation tool and methodology will allow enterprise planners to accurately find their bearings and their "true north," around product and vendor selection.

Use this Webinar Compass as a guide to help determine who the key products and vendors are providing webinar and web conferencing services based on your core

needs. This is a market and buyer’s guide combined to bring clarity to the market and vendor offerings. Not all enterprises or vendors are alike. Understand your core needs and requirements and map those to what services vendors are offering. Also, request clarity and guidance on vendors’ roadmaps to ensure future alignment and compatibility with enterprise vision and requirements.

Utilize the Webinar Workflow in Figure 2, to understand the capabilities needed at each particular phase of the process. Place webinar providers on your shortlist that meet the requirements for capabilities at each phase. Also weigh the expertise of each provider based on their full understanding of the webinar workflow. A major capability of strong providers will be the level of services and expertise they can provide throughout the entire webinar workflow. Good Webinar providers have to be an integral part of the webinar production and planning team.

Market Evaluation Criteria

Strategy/Execution

We evaluate several areas under strategy and execution. It is not enough just to have a good market strategy; you also have to execute that strategy. Execution is evidenced in measureable results from marketing and sales efforts. Focusing on customer experience is critical. Mindshare, awareness, sales execution and market presence are evidence of good overall execution.

Table 5. Strategy/Execution Criteria

Market Evaluation Criteria	Description
Market Understanding	Having deep understanding of buyers needs and converting that into offerings with adjacent services to meet those needs. This is about having the right mechanisms in place to listen to and understand buyers’ needs and requirements.
Marketing Strategy and Execution	Involves the clear, consistent messages and messaging about the company and products through multiple channels of interaction. A customer-centric program is the centerpiece of the marketing strategy. It has to be focused on building immersive experiences, with customer participation and customer advocacy.

	Execution is the clear results of an effective marketing strategy, evidenced by market influence, awareness, and customer advocacy. It involves targeted campaigns and programs that drive better digital experiences across multiple channels and ultimately sales activities.
Sales Execution	Executing on the Strategy for the right measure of direct and indirect sales that is in synergy with marketing for a healthy ecosystem, with deep market reach and expert professional services. A healthy partner and affiliate ecosystem is critical to sales execution. This also includes pricing strategy, where we evaluate if the product is priced and packaged competitively in comparison to the market.
Company Health	The overall health of a company is crucial for understanding the likelihood it would continue investing in its products and services. This involves the analysis of a company's financial health, organizational structure and support personnel around the product and services.

Source: InFlow Analysis (2016)

Product/Technology

We evaluate the development of the product and service, including the technology framework itself. The product has to meet the current needs of the market, with innovation to foresee and anticipate future customer needs.

Table 6. Product/Technology Criteria

Market Evaluation Criteria	Description
Product/Service	The product or service itself that delivers on supporting the needs of the market. This includes the critical product capabilities we have defined that match to market use cases.

Product Vision	The ability to anticipate future market changes and customer requirements with forward thinking product innovation.
Customer Satisfaction/Experience	The consistent positive feedback from customers regarding their experience and satisfaction with products and services. This involves easy access to services and support globally.

Source: InFlow Analysis (2016)

The InFlow Analysis Market Compass Sector Profiles

Leaders: Leaders provide webinar products that are consistently rated highly by users, have significant market share, scale and offer global support services. Based on market and customer understanding, Leaders have developed deep expertise and can provide a high degree of professional services. They have executed on their market and product strategy to significant penetration and customer satisfaction. Leaders also influence market direction. Current customers should continue investments, while potential customers should place them as a strong and strategic choice.

Market Accelerators: Market Accelerators provide products that are rated well by users with highly positive customer satisfaction feedback. While they may be behind Leaders in certain features, they are strong performers and should be considered for both strategic and tactical investments. Market Accelerators are typically disruptors with a mix of strong product and technology vision with increasing market awareness. Customers should continue their current investments. Potential customers should consider them a viable choice but be judicious in matching their requirements to features offered. In Pick-up basketball vernacular, Market Accelerators “Got Next.” They are on the cusp of market leadership.

Challengers: Challengers have achieved some market presence, but are behind in market execution compared to leaders and Market Accelerators. Their products may lack certain features that are highly required by some parts of the market, but may excel in others or come in at attractive price points. However, while Challengers maybe inconsistent in overall execution due to limitations in strategy or are new in the market, they are on the cusp of being Market Accelerators with the necessary adjustments in focus. Customers should continue their investment, but be aware of any changes in

status. Potential customers should look at the evolution of these providers and make buying decisions based on future direction and maturity.

Niche Competitors: Niche Competitors are more specialized and should be considered for more tactical investments. They are behind in market penetration and presence, but do receive positive ratings from customers. While viability will be a concern for larger enterprise wide purchases, price vs features will be attractive to departmental and small team or project based buying centers.

Webinar Provider Profiles

Leaders

Adobe

Adobe is a popular brand name in the webinar space with its Adobe Connect offering. Adobe Connect supports a variety of use cases such as basic web conferencing, learning, and webinars. Adobe was one of the first providers to support initiating meetings from tablets with video. Adobe Connect is extremely customizable and can be extended with the use of custom pods for extra functionality. Adobe Connect is a platform with a healthy ecosystem of developers providing custom pods.

Adobe Connect uses the power of Adobe Experience Manager to give marketing professionals needed functionality to manage event registration and catalogs. Adobe Connect also draws off Adobe Analytics to provide users a wealth of capabilities around reporting and statistics that can be useful for lead generation. The Adobe Experience Manager and Adobe Analytics capabilities come out of the box with Adobe Connect.

BlueJeans

BlueJeans has been a pivotal disruptor in the video conferencing market. It's competed well on price and interoperability. BlueJeans has also been a player in the general webinar space with its enterprise video cloud, which supports HD video, HD content sharing and recording among other key features. With the launch of its newer Primetime service, which supports large scale interactive events such as all-hands and town hall meetings, BlueJeans makes a major play for a stronger position in the webinar market.

The BlueJeans Primetime platform supports up to 100 interactive participants, scales to thousands of viewers and will be able to potentially reach millions with the release of its

new Facebook Live integration. The theme for Primetime is focused on a higher level of interactivity during events. This is very useful for events with multiple presenters or panelists, who need to switch to become active presenter seamlessly. Viewers can also switch to become active presenters as well during events.

Cisco

The Cisco WebEx brand has been synonymous with web conferencing and online meetings for over 20 years. It's specific webinar offering, WebEx Event Center, is very well recognized and supports up to 3,000 attendees. The companion offering is Cisco's WebEx Training Center for virtual classroom and distance learning use cases.

Event Center supports customization of the enrollment process, with the ability to add your own branding to invitations and your registration site, e-commerce to generate revenue from events and recordings, post event lead source tracking to identify the most effective attendance sources, and automatic emails and survey follow up with attendees. Interestingly enough, Event Center does not yet support HD video as WebEx Meeting Center and Training Center modules do. Video is currently limited to 360p. Event Center does support the phases of the webinar workflow.

Citrix

Citrix announced that its Citrix Online division that develops its collaboration services, will be spun off as its own entity. The new entity will be called GetGo. On June 26, 2016, it was announced the Citrix GoTo business will merge with LogMeIn, who develops and markets join.me, a competing conferencing service. The Citrix GetGo spin-off is expected to be a subsidiary of LogMeIn after the merger. It is not yet clear how the overlapping products will come together.

The Citrix Online GoTo family of products is well known in the market. Its GoToWebinar offering has gained great traction in the webinar market. GoToWebinar supports up to 1,000 attendees and includes Citrix's HD Faces desktop video conferencing capability. Citrix also has a GoToWebcast module that supports up to 5,000 attendees.

GoToWebinar comes in tiered plans of 100, 500 and 1,000 participants respectively. Citrix has not yet offered native integration with its Podio Social collaboration platform and GoToWebinar. We believe that would have great potential for marketers who want to create a social space for webinars to continue the conversation with attendees after events and help to spawn topic based communities.

join.me

join.me has been experiencing a steady increase in user traction in online meeting use cases. A key part of the strategy has been attracting users with its freemium model. Anyone can schedule a free webinar with the join.me service. It's a pull strategy that we are now seeing traditional players start to employ. While join.me started out as a simple free web conferencing tool, users have been using it for webinars. Video support has now been added to the join.me service. I've fielded many inquiries from business users asking me of its suitability to host webinars. join.me has made the shortlist against traditional providers.

join.me supports up to 250 participants, unlimited audio, but is limited in some of the features marketing professionals require such as advanced reporting and analytics. We believe this will be a future feature based on product roadmap briefing information received. With the announced merger with the Citrix GoTo family of products, it does gain a plethora of webinar features. How that will be integrated, if at all, remains to be seen.

ON24

ON24 has emerged from the large virtual events space to support a variety of meeting types such as webinars, webcasts and large virtual events. The ON24 platform scales up to thousands of attendees with highly interactive webinars. ON24 also offers a self-service offering called Webcast Elite, which allows webinar producers to produce their own full length events from beginning to end. This option has become very popular with digital marketing and training professionals. Webcast Elite is available as an annual subscription service.

Because of its expertise in this space, ON24 also offers professional services for event producers who need to do larger events where ON24 manages and hosts the entire event. This can include a full production studio and staff with presentation creation and services for managing ticket sales. ON24 will handle the storage and on demand access to events. Event producers will have a branded portal that integrates with digital marketing tools and social media for event promotion. We typically see digital marketing professionals as a key target audience for ON24.

ReadyTalk

ReadyTalk, is a teleconferencing service provider, providing various conferencing and online meeting services. It's webinar service scales to 3,000 attendees, who can gain access easily without a download requirement. Webinar planners get customized branding capabilities, recording, integrated audio and integration into business

applications and platforms, such as Salesforce, Marketo and a majority of CRM and marketing automation platforms respectively. Integration into critical business applications and processes speaks to support for pre, during and post webinar management, which covers the entire webinar workflow.

ReadyTalk provides other webinar features marketing professionals will be interested in such as social media event promotion tools for platforms such as Twitter, LinkedIn and Facebook. Post-webinar reporting is also supported. Other advanced capabilities include broadcast video webcasts and simulive events, which allows planners the ability to replay recorded webinars as live with interactivity.

Zoom

Zoom has been one of the key providers playing the role of market accelerator, while emerging as a Leader in the Webinar market. Zoom has been the disruptor in several markets, including video conferencing and online collaborative meetings. Zoom's Video Webinars offering allows event planners to scale webinars for thousands of attendees. It supports 50 interactive video participants that can be appropriated as panels or panelists during the webinar event that can be scaled up to 10,000 attendees. It supports registration for event producers with reporting and analytics.

Zoom Video Webinars support HD Video and audio conferencing. The offering comes in tiered plans of 100, 500, 1,000, 3,000, 5,000 and 10,000 viewers respectively. Integration is supported with CRM and marketing automation platforms to effectively handle event promotion, lead generation and other post-webinar follow up activities to support engagement as part of the webinar workflow.

Market Accelerators

iLinc (BroadSoft)

iLinc was acquired by BroadSoft in 2011, which added iLinc's web collaboration capabilities to BroadSoft's UCC suite. iLinc's iLinc Suite, includes the modules iLinc for Meetings, iLinc for Learning, iLinc for Support and iLinc for Webinars. The Webinars module supports VoIP, integrated audio bridge and scales to 1,000 participants. There are integrations with Salesforce CRM and social networking platforms such as Facebook and Twitter. iLinc needs to focus on more integrations via APIs with other business applications.

For organizations that want to outsource the webinar producer role for critical events, iLinc's event management services will handle the full pre to post event management lifecycle. While iLinc for Webinars is available on mobile web browsers, there aren't any native mobile apps, which has been the trend in this space.

PGi

PGi is a well know service provider which develops and markets its own conferencing and online meeting services, GlobalMeet and iMeet respectively. PGi also develops and markets iMeet Live, which is targeted at larger meetings and events scaling up to 10,000, to support webinar and webcasting use cases. It's GlobalMeet service also supports webinars for up to 325 participants. In December of 2015, PGi was acquired by Siris Capital, a private equity firm.

Service providers like PGi are usually challenged in positioning and marketing their own services since they do resell from others. PGi does have one of the more targeted marketing strategies for its own webinar and online meetings services.

Challengers

AT&T

As one of the major telecommunications service providers, AT&T develops its own webinar product, but resells services from other providers such as Cisco WebEx and others. The AT&T Connect conferencing and online meeting service, supports multiple use cases from collaborative web conferencing to webinars.

Its webinar capabilities within the Connect offering scales up to 1500 participants. AT&T provides full professional services support with event management capabilities integrated into the platform.

Fuze

Fuze, which was acquired by ThinkingPhones in 2015, has been emerging in the broader collaboration and communications market. The new combined entity also announced a branding and name change to Fuze along with announcing a \$112M round of funding, led by Summit Partners, with help from current investors Bessemer Venture Partners and Technology Crossover Ventures.

As a cloud video conferencing and collaboration provider, Fuze has become a viable lower cost alternative to the likes of Cisco and Polycom. It's webinar capabilities in what

it calls Webinar mode, is available to Fuze Premium account customers, with good support for mobile devices. Webinars max at 250 participants and supports custom branding for registration landing pages, audio, video, recording and multiple presenters. There are some limitations regarding specific integrations into CRM and marketing automation platforms for sales and marketing goals. However, reporting is supported for registrants and attendees, which can be downloaded in .CSV format.

Niche Competitors

Onstream Media

The Onstream Webinars platform supports a zero download browser based service for both hosts and participants. The service supports a variety of webinar use cases such as corporate communications, training, marketing communications and sales presentations. Customers can procure the service via a monthly subscription for self-service scenarios and per event for larger webinars where professional services and advanced support is required.

While the service offers open APIs for integrations, it lacks native integrations into CRM and other business applications. Users also report limitations regarding e-commerce payments for webinars, which require registration on a different site.

Webinato

Webinato, the new branding for what was formerly omNovia, is not very well known, even though it's been around for over 10 years. It does provide a good set of capabilities and supports multiple use cases from internal to external marketing communications. Its Webinar Recast features allows replays of recorded events with all interactive capabilities intact.

The platform does provide APIs for integrations with business applications such as CRM platforms. The platform also allows webinar producers to provide a payments option to collect fees at attendee registration.