

# A comparative study of online cloud meeting applications used in various areas recently

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## **Abstract:**

Nowadays due to technical advancements in computer and internet world, most people are using online applications for their various activities. The use of cloud meeting applications has increased tremendously. Businessmen, employees, students of school, colleges, tuitions, institutes social activity groups and even family meetings are conducted on various cloud meeting applications. The majorly used cloud applications according to Forbes [12] are Zoom, Cisco WebEx Meetings, and Zoho Meeting. The use of these cloud meeting applications is increasing day by day due to their convenience and user-friendliness. Google meet, Microsoft teams are also becoming popular now. This comparative study will bring light on various factors, pros and cons of these online cloud meeting applications.

## **Keywords:**

Cloud meeting application, Zoom, Cisco Webex Meetings, Zoho Meeting, Google meet, Microsoft teams, user friendliness.

## **Introduction:**

The use of online cloud meeting applications is increasing day by day. Many employees who work from home, students who study online, businessmen who handle their activities online, social groups and people in general use these online applications widely.

During Covid 19 pandemic situation these cloud meeting applications were the only option for many business units to run. Many people are handling almost all their business operations through these cloud meetings. People tend to choose the cloud meetings applications according to their requirements. School and college teachers may find Google meet convenient and social groups may find zoom app convenient. Every meeting application is having its own advantages and disadvantages. Depending on various factors like collaboration, user interface, number of participants, time limit, screen sharing capabilities, security parameters, free plans comparison, paid

enterprise plan comparison, integrations, video-quality, ease of use, troubleshooting, support for the number of participants, time duration one can choose the meeting application.

Dispersion of higher education in all areas is increasing all over the world at a very fast step. With increase in number of institutions offering higher education, challenged by growing needs, universities are facing problems in providing necessary information technology (IT) support for educational, research and development activities. The step in which education sector is moving ahead there is a need of cloud computing. Some of the organizations of higher education, such as universities and colleges, are the fundamental of innovation over their advanced research and development. Unfortunately, different kinds of limitations which will challenge such types of institutions are not the deficiency of ideas but rather repeated budget cuts, which are to be limited on-campus computing capitals, lack of a unified storage media and application storage tower that are dispersed around campus computers. (Tilak, 2020)

Comparisons have been found in many articles available on internet and journals. Some of them are as follows. Following is the price list in an article by TrustRadius website.

<b>Pricing information for web and video conferencing software</b>			
<b>Application Name</b>	<b>Starting Price</b>	<b>Maximum Price</b>	<b>Free Trial</b>
Zoom	\$14.99	\$19.99	Yes
GoToMeeting	\$14.00	Custom Quote	Yes
Join.Me	\$10.00	\$30.00	Yes
Webex Meetings	\$14.95	\$29.95	Yes
Microsoft Teams	\$5.00	\$20.00	Yes

[13]

In the four mostly used cloud meeting applications Zoom, Google meet, Microsoft Teams and Cisco WebEx it is observed that many people prefer Zoom because of its simplicity and user friendliness but worried about its security threats. Some prefer Google meet as they are comfortable with the design and layout. Microsoft Teams is preferred by business units for their activities like trainings. WebEx is preferred because of its security features.

### **Literature review:**

In the research article “Pandemic leads to surge in video conferencing app downloads”, author is talking about the increased demand for video conferencing apps which surged in recent months. In the month of March 2020 the number of enterprise focused app downloads reached 62 million which was the highest number ever seen. According a report by App Annie the figure before one week pandemic was 45% and increased 90% in the lockdown. The highest growth of downloads in both Apple IOS store and Google Play store. [1]

In the article “Zoom vs. Microsoft Teams vs. Google Meet: A Videoconferencing Face off”, the author is comparing three applications Zoom vs. Microsoft Teams vs. Google Meet considering the factors price, setup and ease of use, features and functionality. And the author comes up with a conclusion that considering all the factors Google meet is the winner. [2]

In the article “Cisco WebEx vs Google Meet” the author is comparing WebEx application with Google meet application with factors like ease-of-use, value for money, customer support, functionality, last review written, pros/cons and pricing range. They come up with a conclusion stating that this application is easy to use, good value for money, good functionality but it is lacking in customer support. [3]

In the article “Google-classroom-vs.-Zoom” Author has talked about comparison between Google classroom and Zoom meeting on various parameters which are likelihood to recommend ,feature rating comparison, pros, cons, likelihood to renew, usability, reliability and availability, performance, support rating , implementation rating, alternatives considered, scalability, return on investment, pricing details, rating summary. In the rating summary it is clear that overall rating of both the applications is similar on scale. [4]

In the article “Comparing Zoom, Microsoft Teams and Google meet” the author Charlotte Verbrugghe is talking about the changed approach of people about online communication specifically during this covid 19 pandemic situations. Author is thanking to this digital era for having various options available for online communication. Author in his article has compared three cloud meeting applications i.e. Zoom, Microsoft teams and Google meet. Author has compared these three applications on number of maximum participants, time limit ,recording facility for the meeting, screen sharing collaboration tools, dial ins , grid view, captions additional features, integrations pricing plans. After comparison of these applications author found a conclusion that all these three Zoom, Microsoft Teams and Google meet applications are approximately same as far as features and tools are concerned. Google meet is more cost effective among these three applications. Author has left the choice to the users. [5]

In the article “We compared Google meet and zoom to see which is better for remote working and learning and zoom is the more comprehensive video conferencing tool” the authors have found that Zoom meeting application is more comprehensive than Google meet. Author states that Zoom is more comprehensive but that doesn't necessarily mean that it is the correct option for everybody. They

found that if you do not need all the features offered by Zoom then Google meet will be better for your remote work and learning needs. [6]

In the article “Zoom vs Google meet which is the best video conferencing tool” the author of the article is talking specifically about video conferencing capability. author has compared zoom with Google meet in various factors i.e. history, requirements, key features, pricing plans, pros and cons and user views, case studies, critical issues like collaboration, user interface, number of participants, time limit, screen sharing capabilities, security parameters, **free plans comparison, paid enterprise plan comparison, integrations, video-quality**, ease of use, troubleshooting, support, meeting wise comparison, business wise comparison and **Industry-wise comparison**. Both these applications Google Meet and Zoom have an equal rating of [4.5 stars](#) out of 5 on Gartner Peer Insights. However, 88% of users recommend Google Meet (based on 178 reviews), while for Zoom (based on 927 reviews) recommend 94%. The author states that the major factors that you should look before choosing the online video conferencing app are your group size, meeting frequency, meeting duration, features, and integrations. [7]

In the article “Zoom vs Microsoft Teams, Google Meet, Cisco WebEx and Skype: Choosing the right video-conferencing apps for you”, the authors have compared Zoom vs Microsoft Teams, Google Meet, Cisco WebEx and Skype video conferencing applications considering price,

Security, number of participants, app integration and meeting recordings. In authors opinion all video-conferencing service mentioned in the article come with their own pros and cons and variation in the service they offer. So user should look these pros and cons before using any of these applications. [8]

In the article “Google meet vs zoom comparison free version features” the authors are comparing the online meeting tools Google meet vs zoom. They compared various factors like availability of the application, meeting time, participants limit, security, interface, screen sharing and recording facility. In this comparison they have come up with a Conclusion that both Google meet zoom have their certain advantages and disadvantages and users are advised to choose these application looking at their requirements. [9]

In the article “Google meet vs. zoom: which conferencing tool is better for you?” the author have compared Google meet with zoom looking at the factors max participants, share screen, breakout rooms, connect to conference equipment, call-ins and e mail integration. Author states that Google Meet is a little more convenient as it comes with G Suite account. Zoom is good as far as number of participants is concerned i.e. up to 500 participants at a time. Author states that as Google doesn't charge an additional call-in fee Google meet is more cost effective. [10]

In the article ”Zoom vs. Skype: A Comparison of Video Conferencing Platforms” the author have made comparison between zoom and Skype considering the factors like cost, supported devices, support, participants, supported integrations, conferencing features, web feature, supported languages, designed for and notable customers. Author comes up with a conclusion that both the applications offer premium solutions. Both are designed to take business communications to the next level. But the enhancements to the Zoom platform on free and paid services give the application a slight edge. [11]

### Conclusion:

By comparing various cloud meeting applications and after reviewing various literature about cloud meeting applications available on internet it is found that every online meeting application have its pros and cons and some similarities. Factors which play an important role in selection of a particular cloud meeting application by users are number of participants in a meeting, maximum time duration of a meeting, frequency of occurrence of a meeting allowed , features offered by basic version of a meeting application, price of paid version of a meeting application, attendance recording facility, number of host and co-host allowed in a meeting application , hardware and software requirements and security provided for data and user identity. The selection of a particular cloud meeting application by user depends on various factors discussed above.

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