

The Two-Year Anniversary of Lifesize Cloud

Written by Bob Snyder
04 August 2016



Not everyone is happy in videoconferencing these days...so why does **Lifesize CEO Craig Malloy** look like a happy man?

Maybe because **Lifesize is celebrating its two-year anniversary of its cloud-based video collaboration application** by sharing its story of substantial growth in cloud business and some interesting platform updates.

Moving from Logitech into an independent operating entity in December 2015 (with the support of \$17.5 million in venture capital), Lifesize says it has undergone a significant transformation to address the growing need for enterprise-grade cloud video collaboration.

In the last year, the number of Lifesize unique paying customer accounts has more than doubled. The platform now boasts more than 3200 paid customer accounts, including companies like **Twilio, Omnicom Group** and **SurveyMonkey**.

Other highlights which Lifesize cites to show its Cloud momentum include:

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- Adding more than 140 new paying customer accounts per month
- 340% growth in registered individual users making calls year-over-year
- 200% growth in weekly minutes per call year-over-year
- 190% growth in weekly paid calls year-over-year

Their cloud-based application, paired with Lifesize's HD conference room camera and phone systems, simplifies the experience by combining web, audio and video conferencing, as well as chat, call recording and sharing, into one platform.

"Over the past two years, Lifesize has been reinvented in the face of a rapidly changing market," says Malloy. "Traditional, on-premise video conferencing is dying as today's organizations look for a more practical solution for connecting and engaging their workforce. Lifesize's cloud-based collaboration platform converges essential meeting technologies into one solution..."

Updates over the past year include the introduction of Lifesize's web application, integrated group chat functionality, and **Lifesize Cloud Amplify**, a personal video library approach to recording and sharing video content -- an industry first.

Lifesize also offers a Service Level Agreement (financially backed) to underscore its commitment to reliability of its cloud-based video service.

Why is Malloy so happy? Probably because his big competitors on every videoconferencing sale used to be **Cisco and Polycom**. Since Lifesize changed their entire product line to cloud service and connected endpoints, now he gets to go up against **WebEX, Go-to-Meeting** and lots of start-ups.

There's a lot of happy blue sky around the Cloud.

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