IBM

Lifesize – Launches industry's first cloud-based video conferencing service with a high-performance SoftLayer hosting solution

Accelerates launch
of a first-of-kind cloud-based video conferencing service, scaling to 80 countries worldwide in just 60 days

Contributes to 67% reduction
in development time, helping to speed the release of new features from 18 weeks to 3 weeks

98% faster
sales cycle, reducing time-to-purchase from up to 60 days to a single day

lifesize.®

Solution component
Services
• SoftLayer®

Business challenge: To relieve customers of the burden of deploying and managing supporting infrastructure, Lifesize wanted to offer a cloud-based video conferencing service. The company sought a best-in-class provider to deliver a scalable, high-performance cloud hosting solution.

Solution: Based on the global scale, performance and bare metal servers offered by the platform, Lifesize signed on for a SoftLayer hosting solution, provisioning bare metal server infrastructure in eight SoftLayer data centers worldwide, including locations in Australia, Singapore, China, the United Kingdom, the Netherlands and the United States.

"We were in 80 countries around the world in 60 days, and that was 100 percent because of SoftLayer."
        —Michael Helmbrecht, vice president of product marketing