



LoopUp: Premium
audio, video and web
conferencing for better
remote meetings

What is LoopUp?

LoopUp is a SaaS-based premium remote meeting solution for audio, video and web conferencing. With LoopUp, users can schedule and join conference calls with just a few clicks, share their screen so that guests can view content in real time, and add video for a more personal meeting experience.

LoopUp is ideal for organisations where remote meetings are 'mission critical'. It has a simple, intuitive interface that makes it easy for external guests to join meetings. Audio is carried over regular phone lines, rather than VoIP, for increased reliability. LoopUp incorporates straightforward features for better, more productive remote meetings without overwhelming users. And it offers enterprise-grade security that meets compliance requirements to protect user data and meeting access.

LoopUp's pay-as-you-go pricing model means that businesses only pay for what they use. Because there are no user licences or minimum charges, LoopUp can be rolled out to all employees in an organisation, regardless of whether they will be regular or occasional users.

More than 7,000 organisations around the world trust LoopUp with their important remote meetings – from major multinationals to fast-growing SMEs, public sector bodies and professional services firms.



How LoopUp works

Scheduling a meeting

Users invite guests to a remote meeting with just a few clicks – from their LoopUp account area, from the LoopUp mobile app on their mobile device, or directly from Outlook (using the LoopUp for Outlook plugin). Guests receive a calendar invite with instructions for joining the meeting.

Joining a meeting

Guests join a meeting by clicking the link in the calendar invite. This opens their web browser and takes them to the host's meeting room – there's no software to download. They enter their phone number and LoopUp calls them – so no more scrambling for access numbers and PIN codes.

Hosts receive a Call Start Alert on their desktop or mobile device that tells them when their first guest has joined. They enter their meeting by clicking the join link – which can be found in the call start alert, their LoopUp account area, Outlook or the mobile app. LoopUp calls them on a phone of their choice – with frequently used numbers automatically stored.

During the meeting

Once on the call, users have access to a range of features for better, more productive remote meetings:

- See who's on and who's talking, mute background noise and prevent unexpected guests with a simple, intuitive interface
- Share content with guests in real time by clicking the 'Share My Screen' button
- Turn the meeting into a video conference for increased engagement by clicking the 'Start Video' button
- Create a meeting recording that can be downloaded after the call as an MP3 file (audio only) or MP4 (audio and screen share)

After the meeting

Users can log in to their LoopUp account area to access call recordings and review their meeting history. They can create additional meeting rooms to keep guests separate on back-to-back meetings, or to run more than one meeting at once. Users can adjust the default settings for each meeting room. For example, a dedicated meeting room can be set up for large meetings with automatic call recording enabled and all guests muted at the start of the meeting.

Delegates

LoopUp's Delegate feature allows users to assign delegates to their account – an executive assistant or office manager, for example. Delegates can schedule meetings, update meeting room settings, join calls and access call recordings on behalf of the user – all from the delegate's own account, without having to sign in to each user's account separately.

Account administration

Each LoopUp enterprise account will have one or more account administrators that are able to manage the account. These users can update company details, add or remove users and review meeting history and invoices. They also have access to a range of tools for deploying LoopUp, such as single sign-on, centralised deployment of the Outlook add-in and mobile apps, and corporate branding of meeting rooms.





Why LoopUp?

For too long, businesses have had to choose between the potential of collaboration software and the simplicity and reliability of traditional audio conferencing. LoopUp combines the best of both worlds, transforming important business meetings.



SIMPLE TO USE

Intuitive, browser-based user experience
- no downloads for guests to join meetings



ABSOLUTE AUDIO RELIABILITY

Meeting participants click the join link and LoopUp calls their phone - always over tier-1 managed networks and never over the public internet. Fully redundant data centres for infrastructure resilience



ENTERPRISE-GRADE SECURITY

Complete visibility and control on every call – see exactly who's joined and remove unidentified or unwanted guests. LoopUp is certified to ISO/IEC 27001 for information security management and all data is encrypted while stored and in transit



POWERFUL COLLABORATION FEATURES

One-click screen sharing and video for more engaged meetings - visibility, security and control on every call

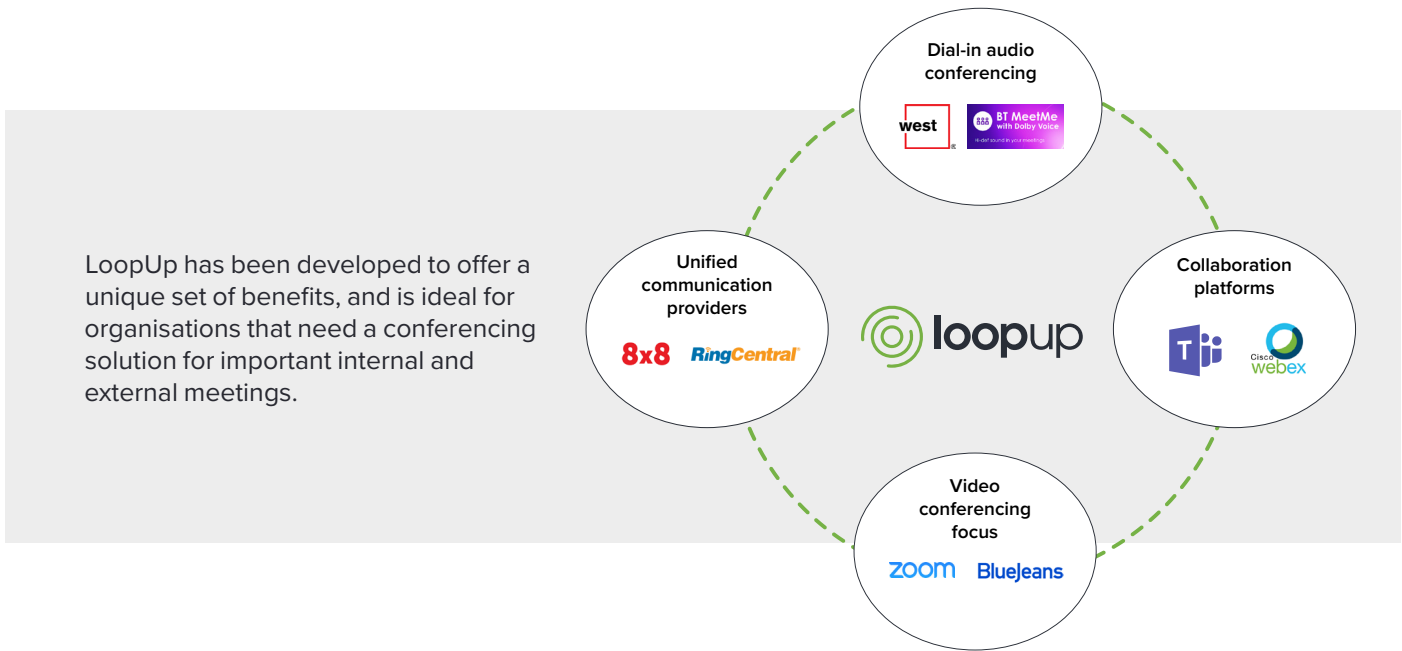


INTEGRATION WITH COMMON TOOLS

Integrates with all major single sign-on (SSO) solutions and Outlook. iOS and Android apps for mobile devices.

Competitive landscape

There are various types of remote meeting solutions in the market. Each type of solution offers a different set of features and benefits.



Solutions:	Strengths:	Weaknesses:	Suitable for:
Dial-in conferencing Examples: BT, Intercall/West	<ul style="list-style-type: none">- Simple to use- Audio reliability	<ul style="list-style-type: none">- No screenshare or video- No visibility of who's on the call	<ul style="list-style-type: none">- Organisations that only need basic conference calls
Unified Communications Examples: 8x8, RingCentral	<ul style="list-style-type: none">- Integrated with other communication tools (telephony, messaging, etc.)	<ul style="list-style-type: none">- Remote meeting solution may be poor	<ul style="list-style-type: none">- Organisations that want to source all communication tools from one provider
Collaboration platforms Examples: Microsoft Teams, Webex	<ul style="list-style-type: none">- Lots of features for internal collaboration	<ul style="list-style-type: none">- Complex to use- Download required for guests to access all features	<ul style="list-style-type: none">- Organisations that use remote meetings mostly for internal collaboration
Video conferencing Examples: Zoom, BlueJeans	<ul style="list-style-type: none">- Rich video experience on every call	<ul style="list-style-type: none">- Video may not be appropriate for every meeting- VoIP audio is not always reliable	<ul style="list-style-type: none">- Organisations that want to use video in every meeting
LoopUp	<ul style="list-style-type: none">- Simple to use- PSTN audio for reliability- Powerful collaboration features like screensharing and video- Mobile apps and integration with Outlook- Enterprise-grade security	<ul style="list-style-type: none">- Streamlined feature set for simplicity lacks specialist functions like whiteboarding	<ul style="list-style-type: none">- Organisations that need a conferencing solution for important internal and external meetings

Pricing

LoopUp is typically priced on a pay-as-you-go basis, with a per-minute charge for each participant and additional charges for screen sharing and video. This means that an organisation only pays for what it uses. LoopUp accounts can be given to all employees in an organisation, regardless of whether they will be regular or occasional users, without worrying about expensive monthly licences. There are no set up fees or minimum monthly charges.

Each month, partners receive an invoice and a detailed breakdown of customer call charges so that costs can be allocated to departments if required. Professional services firms can add billing codes to each meeting to allow costs to be passed on to clients.

How is LoopUp supported?

LoopUp has Customer Support teams in North America, Europe and Asia-Pacific to provide 24/7 support to users, account administrators and IT teams. Support is available by phone or email, or online at support.loopup.com.

How is LoopUp deployed?

LoopUp is quick and easy for an IT team to deploy across an organisation. LoopUp is provided with a list of user names, email addresses and direct-dial phone numbers in order to create an account for each user. The only other things an IT team needs to do is configure single sign-on and centrally deploy mobile apps and the Outlook add-in – if required.

15-minute training sessions are available for users if required, and training materials are available online.

Who uses LoopUp?

More than 7,000 organisations around the world trust LoopUp with their important remote meetings – from major multinationals to fast-growing SMEs, public sector bodies and professional services firms. LoopUp is used by more than 20% of the world's top-100 law firms and top-100 private equity firms.

What our customers say



“LoopUp was an obvious choice for us for a number of reasons, most importantly, we’re getting a better product for the price. It’s simple to use, and the visual interface is clean and user friendly”

—
Hilary Grieve, Corporate Administration Manager
KIA Motors America

“LoopUp has far exceeded my expectations, a global service that is convenient, quick and intuitive. This has made conferencing a whole lot easier for all users.”

—
Ian Stewart, Telecommunications Specialist
Travelex

“Our people have really taken to LoopUp”

—
Paul Greenwood, CIO
Clifford Chance



★★★★★
4.7 out of 5



★★★★★
4.6 out of 5

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