

# Zoom vs. Teams vs. Meet: Which should I use?

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👥 AUDIENCE: BUSINESS & TECHNOLOGY

The three main frontrunners in the video conferencing arms race are: Zoom, Microsoft Teams and Google Meet. You'd be forgiven for thinking that "they're all the same, right?" This is broadly true, and they share a lot of the same core functionality but they differ around security.

## SIMILARITIES

The shared functionality of the three is group video, recording, screen sharing, instant messaging, and screen control.

This is comfortably enough for most businesses to translate a lot of their in-person meetings to online. The price of each is similar, all coming in at under £15 per month. Where they start to vary however is their approach to security.

This is perhaps where the "Arms race" has started between the three. Since headlines hit of people "Zoom Bombing" calls and other vulnerabilities within Zooms calls, all three have made their security much more present within their systems. All use end-to-end encryption, and all use a form of cloud storage. All are security compliant for education (GDPR, HIPAA, COPPA, FERPA).

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Zoom is the least accredited and externally verified however, but this is largely due to its sudden success. Microsoft Teams and Google Meet are much more established and therefore more tried and tested. In fact, Microsoft have invested \$1 Billion into security of their Office suite which include teams.

Another area the three differ is the available support surround the software. Due to the fact Google and Microsoft are more diverse software companies.

So which should your business use?

Within security there is always a tension between security and usability, for instance a thousand-character password

## DIFFERENCES

would be more secure but totally unusable. With these video technologies, we have a similar tension. Zoom has been more widely adopted and become familiar with the population, but Microsoft Teams and Google Meet are more secure. The features in Zoom are more engaging and accessible than those in the others.



From a security perspective we would recommend using a mixed approach. We're using Teams internally for confidential meetings and data transfer and using Zoom for external communications and public meetings.

Consider the purpose of your video conference or meeting, would it be an issue if it was made public? If so, use Microsoft Teams or Google Meet. However, if you're looking to engage a wide range of people in a 'public' event, Zoom would be a better option. Beware though, assume anything you say or do on Zoom could be made public.

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## ABOUT US

The Lancashire Cyber Foundry runs a programme designed to support businesses facing cyber challenges in Lancashire. Digital Innovation support is part of this programme but there is also business strategy support available too. This includes workshops dedicated to the evaluation of the driving forces which will shape the world of today and beyond. Consider how your business is affected by external changes, now consider how much time your business spends evaluating them and planning for them.

To find out more and how your business can access support or register on one of upcoming workshops contact us: [cyberfoundry@lancaster.ac.uk](mailto:cyberfoundry@lancaster.ac.uk)

## ABOUT THE AUTHOR

### Geraint Harries

Before starting at Lancaster University over 4 years ago, Geraint had worked in software development roles in both IBM and the Civil Service. In addition to being a qualified teacher, Geraint has worked freelance with a varied client base as a software developer and graphic designer.

