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GoTo

Partner  
Network

**INFORMATIONAL  
WEBINAR**

**THE IDEAL  
CUSTOMER AND  
WHY WE WIN!**

- Wednesday, February 14, 2024
- 11:30am-12:30pm PST

**ALL ATTENDEES ENTERED TO WIN**

**Forte Speaker  
and Wireless Charger!**



Harris Fong  
Sr. Regional  
Partner Management



# Agenda

## GoTo Portfolio Overview

- Sweet Spot / Where we win
- Ideal Clients & Verticals
- Q & A

# Win a Forte Speaker and wireless Charger!

How to win!

Must be present to WIN!

Spin the wheel to win the prize!



**BUILT FOR  
VALUE, EASE OF  
USE & SCALE**

**330M connections**  
annual connections  
for access & support



**1B people**  
On calls, meetings, chat,  
webinars and training annually



**Unified Admin**



Trusted by nearly **1 MILLION** companies.



**An all-in-one communications platform built for businesses with a flexible approach to work.**

### Phone System

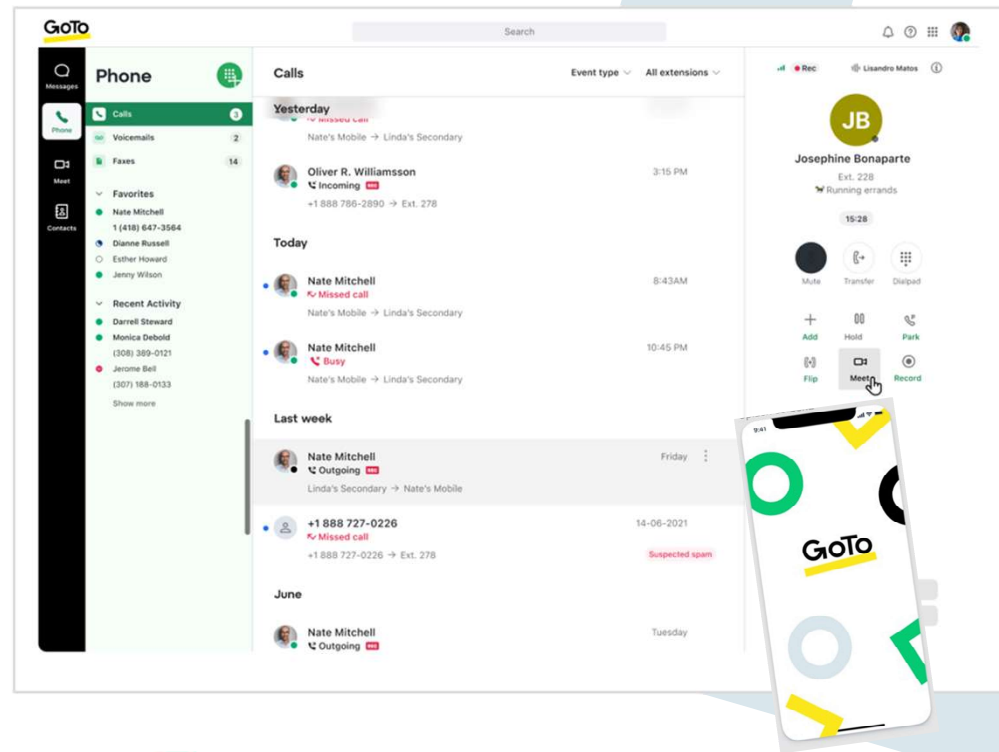
Enterprise-grade with 100+ features, and comes with inclusive minutes for local, long distance and International calls.

### Meetings Platform

Video & Audio conferencing with screen share and advanced collaboration capabilities included. Meet with up to 250 people.

### Messaging Solution

Message & Share Files 1:1 , in a Group Chat, a Team Channel. Comes with inclusive SMS capability to message outside your company.



Manage and deploy from one visual console



24/7 support and 99.99% uptime



Fast, intuitive, easy user and admin experience



Security and control that IT pros demand

NEW!



# Contact Center

Improve communications with your customers over more channels with a solution built for SMBs.

## Enable flexible work for customer-facing staff

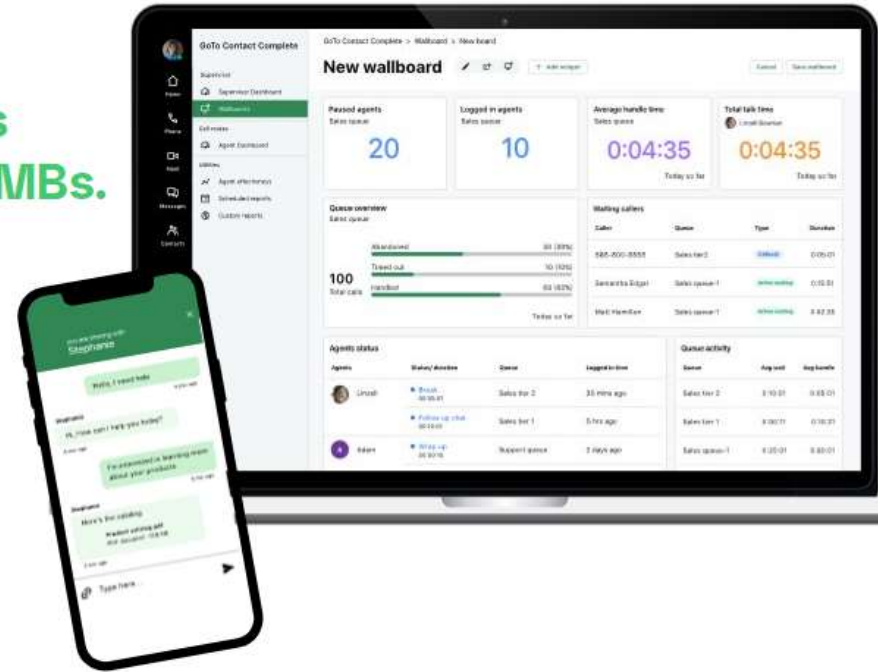
The only solution who also equips IT with the support tools to keep those customer teams available and online.”

## Multi-channel with advanced analytics

Secure your customer communications across voice, video, web chat, SMS and social.

## An affordable, feature rich solution

Designed with simplicity in mind for SMBs to easily deploy, manage, update and scale.



24-hour deployment & 99.99% uptime



#1 end user rated, 24/7 Customer Support



Making IT easy, anywhere



Latest, bleeding-edge privacy and security industry standards

1B

people connected and supported by GoTo annually



# *Focus Verticals*

Meeting customers where they are.

Education, Local Gov., Automotive, Healthcare, Legal, Finance & Insurance

Vertical Teams - Solutions Consultants, AE's and deployment resources specializing in the specific market.

Specialized Integrations, Marketing Collateral, Whole account solutions



**GoTo**

# Ideal Customers

Phone, Meeting, Messaging,  
Contact Center







# Car Dealerships

**20-100+ Employees**

**Pains: Compliance & Old Equipment**

Dealers have compliance changes and aging tech forcing movement:

- Low or no on-site IT resources
- Aging on-premise phone systems
- Recording and/or CCaaS needs
- Need help transitioning to cloud

Businesses like:

- Regional/family dealership chains



# Professional Services

## 20-50 Employees

### Pains: Workflows & Integrations

Closer to 20, these SMBs have resources to invest, but it must simplify workflows.

- Integrations to track billable hours
- Data, privacy & compliance-focused
- Resource allocation for manual tasks

Businesses like:

- Legal practices, accounting firms, investment & property management



# Healthcare

**20-250+ Employees**

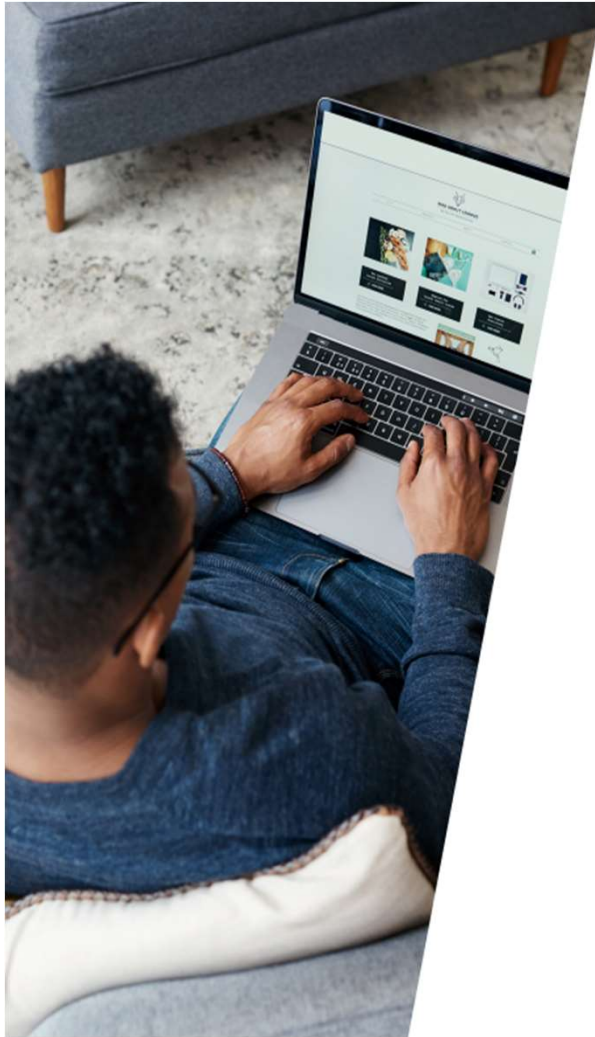
**Pains: Compliance, Simplicity**

Tight regulations and limited onsite help have providers searching for new options

- Reduce IT support required
- Integrate with practice management software
- HIPAA, other requirements

Businesses like:

- Medical, dental & veterinary practices, clinics, services and care facilities



# Education

**>100-1000+ Employees**

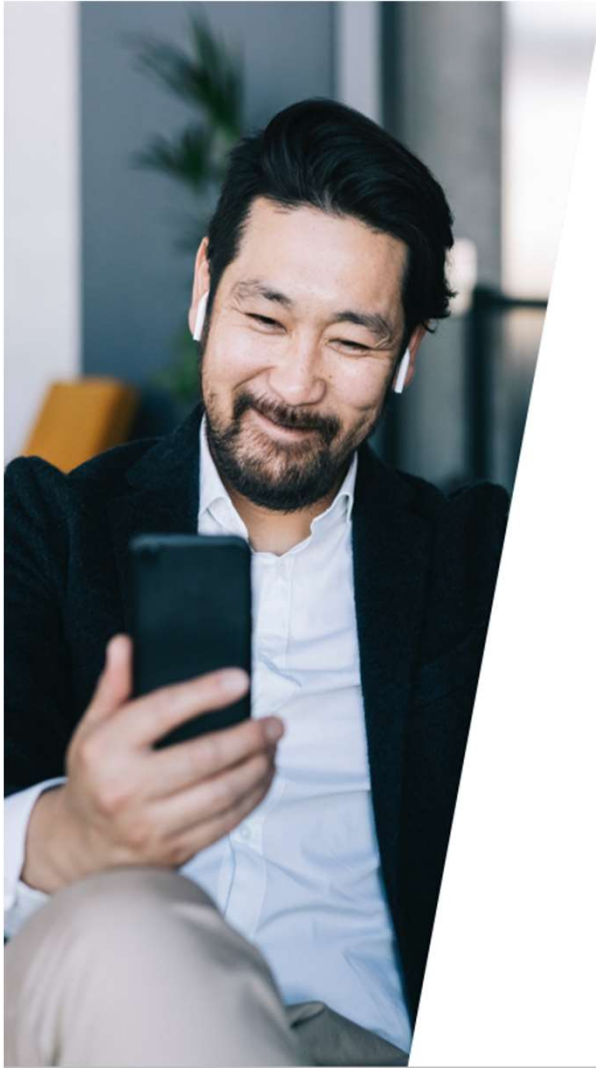
**Pains: Usability, Stability**

Continuing demands to reach wide audiences across the world

- Wide range of users/organizers
- High volume of events
- Decentralized access in post-Covid

Businesses like:

- NYU, University of Maryland, University of Fribourg



# Not for Profit

**>100-1000+ Employees**

**Pains: Cost, Reduce Complexity**

May command large audiences with minimal resources and budgets

- Limited budget & IT resources
- Enabling non-savvy users/panelists
- Allow access across multiple platforms

Businesses like:

- NGO's, Charities, Churches

# GoToConnect INTEGRATIONS



iOS



CatapultEMS

singlewire

InformaCast



# GoTo Customer Success Story



Dartmouth

Industry: Education  
Employees: 5,000



## Challenge

Inadequate technology to connect staff and students while off campus.

## Solution

Modern cloud-based communications solution with contact center capability.

## Results

A connected staff and student population capable of teaching and learning from anywhere



**Felix Windt**  
Asst. Director,  
Network Services

*“Because of the many use cases we support, not every conversion is simple. Overall, the migration has been a resounding success”*

*- Felix Windt*



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## Success Story:

# BMW of Murray / Pleasant Grove

Serving Utah since 1974, BMW of Murray is the exclusive dealer for BMW in Salt Lake City, Bountiful, and all of Utah. Owned by the John H. Firmage family, the company opened its second location in Pleasant Grove in 2007. Today, the luxury car dealership has 160 employees across its two locations.



## Challenge

BMW of Murray's previous phone system — which they'd used for more than a decade — presented several challenges. "About 11 years ago, we



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**Thank you.**

Your go-to portfolio of  
flexible-work software that  
makes IT easy, everywhere.

