

## Executive Overview

- <https://www.goto.com/>
- Founded in 2003
- Headquarters in Boston, Massachusetts
- GoTo has over one billion people joining meetings, classes, and webinars through GoTo's communications products
- GoTo has half a billion connections on the company's remote access and support tools
- GoTo has over 3,000 employees globally
- Global Partner Ecosystem & Integrations

## Product & Service Offerings

- The rebrand to GoTo earlier this year came with a simplified product portfolio to a single application and two flagship products: the IT management & support product, GoTo Resolve, and a new experience for the unified-communications-as-a-service (UCaaS) product, GoTo Connect. These products are unified by a single application, administrative system, and converging user experience.

### What is GoTo Connect?

- Business communications software for all your essential digital connections. Message, meet, collaborate, and call all in one unified communications platform.

### What is GoTo Resolve?

- Essential IT support and management software for accessing and monitoring all your devices. So, you can provide support from anywhere through a single easy-to-use application.

### GoTo Communication & Collaboration Suite:

#### GoTo Connect

- Our unified cloud phone platform that brings together video meetings, text, and chat.

#### GoTo Contact

- Deliver better customer outcomes and boost sales with our cloud contact center solution.

#### GoTo Meeting

- Our top-rated secure online meeting platform that works on any device, anywhere.

#### GoTo Webinar

- Host effective, engaging virtual events start to finish with advanced interactivity and analytics.

#### GoTo Room

- Our intuitive, easy to set up hardware turns any space into a conference room.

#### GoTo Training

- The #1 ranked online training software for delivering remote and hybrid learning.

#### GoTo IT Support Group Suite:

##### GoTo Resolve

- Offer advanced yet easy web-based support to customers, end users, computers, and servers.

##### Rescue

- Offer instant, secure remote support from anywhere – via any computer, iPad, iPhone, or Android device.

##### Pro

- Stay fully connected and productive by secure, simple file access from any PC, Mac, or mobile device – on any network.

##### Central

- Mitigate the risk of cyber threats and solve issues before they become problems with advanced remote monitoring and management.

##### GoToMyPC

- Provide anywhere, anytime access to all your devices, files, applications, and information.

## Sales Engineer Take On Best Fit

GoTo works well as a UCaaS and they have several SLED contracts and capabilities. GoTo also has a sub 200 seat CCaaS capability.

- Dave Watson, UC/CC/AI FSE

## Key Features & Differentiators

- Business Communications & IT Support - Connecting what's most important: your employees and customers
- A single app at a simple price - One unified experience, one trusted vendor for your IT essentials
- 20 years of Trust & Security - Zero trust, 99.999% uptime, 24/7 dedicated support
- Global Partner Ecosystem & Integrations - A vast network of Partners and industry-leading integrations. We have a regional POD team with Partner Managers, Partner Marketing, BDRs, Account Executives, Solution Consultants, Partner Success Managers, and Partner Operations which support you in all aspects of the GoTo partner journey.

## Top Industries Served

- Healthcare
- Law

- Automotive
- Education

## Ideal Customer Profile

### Unified Communications:

- Our 'sweet spot' is <250, but our focus should be below 100
- Company size - 10-250
- Business Owners - Day to day management of business operations
- Senior Leaders – CEO's, Department Heads - IT buyer - CTO, Heads of IT, Director of IT and leaders reporting to business owners.
- IT & Admin: Managers who influence without the title.

### IT Management + Support - SMB:

- SMB IT teams (<1,000 employees) supporting their internal employees.
- SMBs supporting hybrid or fully remote workforces
- Organizations with 2-100 employees in high growth mode
- Organizations with 100-500 employee size (high & low growth)
- IT teams with less than 20 agents (ideally less than 10)

### IT Management + Support - Enterprise:

- Enterprise IT teams (>1,000 employees) supporting their internal employees with remote support
- Enterprise IT teams supporting hybrid or fully remote workforces
- Organizations looking for granular controls and robust reporting on remote support
- Technical Support organizations supporting their customers or their customer's customers (e.g. BPOs)
- Call centers and other customer support teams needing a remote support tool to service their customers using their software or hardware

## Qualifying & Technical Questions

### GoToConnect Discovery Questions:

1. What role does communication currently play in the business?
2. Do you have an on-premise system?
3. Are you phone or video centric?
4. Do you run webinars for employees/customers?
5. How do you onboard new employees?
6. Do you struggle with dropped calls?
7. Do you have a remote/flexible workforce + how do you support them?
8. Do you have any maintenance costs with your existing provider?
9. Does your current solution allow for business growth? (easy onboarding, access to latest software, low costs, high productivity, employee satisfaction)
10. Tell me about your facilities and locations, is it just the one site? How many employees are there, do they work remotely, travel?

**IT Support Group Discovery Questions:**

1. Who are you responsible for supporting? How many end users?
2. How do you do this today? What tools are you using?
3. What type of devices (OS)?
4. What type of people do you wish to support?
5. Are the users restricted on their machines?
6. How do they reach out to you?
7. CRM system?
8. Mobile devices or tablets?
9. Hardware issues?

## Elevator Pitch

GoTo is the only all-in-one solution for business communications and IT support. GoTo makes all the business communications and IT support software SMB's need to connect and support their employees and customers easily. Built for small-to-medium-sized businesses, but powerful enough for the enterprise, GoTo's portfolio, which includes GoTo Connect, GoTo Resolve, Rescue, and more, powers nearly 800K customers' unified communications & collaboration (UCC) and IT management & support needs.

## Objections & Rebuttals

**Affordability**

With the added benefit of a single app at a simple price and one trusted vendor for your IT essentials, what we offer unmatched affordability and ease of use.

**Reliability**

With a zero-trust security architecture, 99.999% uptime, and 24/7 dedicated support, we have been trusted for reliability and security since 2003

**Simplicity**

With integrations like Slack, Teams, and Instagram, plus a global network of partners to help you to connect from anywhere.