

**GoToMeeting™**  
CORPORATE



PRODUCT OVERVIEW

## Citrix GoToMeeting Corporate

Citrix® GoToMeeting™ Corporate is the new breed of online meeting technology. It transforms the way online meetings are conducted through its unique approach to functionality and cost. GoToMeeting Corporate is the easiest, most secure and most cost-effective online meeting solution available. Its All You Can Meet™ flat-fee pricing is an industry first and provides organizations with a tremendous ROI while dramatically increasing employee productivity. GoToMeeting Corporate makes it easy for business professionals to meet and present information online to anyone, anywhere in the world. After using GoToMeeting Corporate, you'll never see online meetings the same.

GoToMeeting Corporate is a new breed of online meeting technology with unsurpassed ease-of-use, security, performance and cost effectiveness.

#### GoToMeeting Corporate highlights:

- Allows you and your employees to host or attend a meeting in seconds
- First to offer All You Can Meet™ flat-fee pricing
- Deploys to the enterprise in minutes, not days or weeks
- Provides industry-leading 128-bit AES encryption
- Encourages frequent and efficient meetings and collaboration sessions
- Offers a new level of value and ROI never before achievable

“GoToMeeting looks polished and inventive.”

— PC World, February 17, 2004

As organizations expand geographically and communication barriers disappear thanks to technological advances, enterprises have myriad choices for providing communication tools to their workforce. The business climate has never been more competitive, so it's imperative to find solutions that directly impact the bottom line. Organizations need to ensure that employee productivity remains high and that communication with customers stays strong by investing in online meeting and collaboration tools. However, high costs, complex products and low employee adoption are typically associated with these investments, prohibiting many businesses from justifying the purchase of an online meeting solution – until now.

GoToMeeting Corporate enables individuals and organizations to easily meet and present information online, significantly improving communication to anyone, anywhere in the world. The most accessible and easily managed online meeting and collaboration product on the market, GoToMeeting Corporate gives organizations a significant competitive advantage by helping them become more flexible than they ever imagined. Users can deliver presentations, collaborate on documents, perform product demonstrations and safely share confidential information from anywhere, at any time.

Because GoToMeeting Corporate is extremely easy to implement and manage, it reduces the total cost of ownership for organizations of all sizes. No pre-installation or configuration by meeting organizers or participants is necessary, and GoToMeeting Corporate is the only online meeting product that is encrypted end-to-end using 128-bit AES encryption to ensure that login information and meeting data remains secure. The secure, Web-based Administration Center provides a central point of control and real-time usage reports to facilitate easy management of GoToMeeting Corporate.

#### **INCREASE PRODUCTIVITY**

Optimize customer presentations, business planning meetings, staff meetings and brainstorming sessions, regardless of where participants are located.

#### **REDUCE OPERATIONAL COSTS**

Decrease travel and customer acquisition expenses — employees spend time maximizing revenue opportunities rather than traveling or waiting in airports.

#### **SIMPLIFY MEETING SETUP**

Meeting organizers and attendees can begin communicating in seconds.

#### **BOOST SALES**

Increase sales by enhancing interaction with and providing better satisfaction to customers, partners and prospects.

#### **MAXIMIZE ROI**

Experience a faster and greater ROI than with other online meeting solutions. Not only is GoToMeeting Corporate used more frequently by more employees, which increases productivity throughout your organization, but it also delivers All You Can Meet™ pricing to maximize your online meeting investment with every use.

## PRICING

GoToMeeting Corporate is the only product with distinctive All You Can Meet™ pricing that makes it easy for every employee to host frequent online meetings. GoToMeeting Corporate is priced so your business can use it more without paying more, offering a new level of value and ROI never before achievable. There are no restrictions on usage, so individuals can meet as often and for as long as they like and gain maximum productivity from the solution. An accurate invoice with a predictable fee comes standard with every GoToMeeting Corporate purchase, an unprecedented service in the industry.

## BENEFITS

- Dramatically increases productivity by adding presentation and collaboration capability to everyday communication
- Boosts sales by enhancing interaction with and providing better satisfaction to customers, partners and prospects
- Reduces or eliminates unproductive travel time and costs
- Offers unlimited online meetings for one flat fee with All You Can Meet™ pricing
- Achieves a faster and quicker ROI than any other solution
- Facilitates use, with no end-user training or configuration required
- Provides an Administration Center for a central point of control and robust real-time usage reports
- Deploys a complete online meeting solution to the enterprise within minutes

## END-USER KEY FEATURES

- Desktop Viewing — Broadcast a view of your PC desktop to meeting attendees for presentations or collaboration. Show others any application or file on your PC.
- Share Keyboard and Mouse Control — Seamlessly transfer control of the presenter's keyboard and mouse to other users. Collaborate on documents with colleagues in real time.
- Instantly Change Presenters — Easily view other attendees' desktops by switching presenters on the fly. Improve meeting productivity by allowing attendees to share ideas easily.
- Chat — Chat with meeting attendees before or during a meeting. Collaborate without disrupting the meeting in progress.

- Easy Integration — Start or join meetings through email or instant-messaging applications. Seamless integration increases productivity by enabling you to start meetings in seconds.
- Free Voice Conferencing — Setting up audio conference calls is automatic and requires no user intervention. A single access code is used for both the meeting and the conference call.

## SECURITY FEATURES

- End-to-End Encryption — Secure communication architecture uses industry-standard SSL and U.S. government-standard 128-bit AES encryption to ensure total confidentiality.
- User Authentication — Users are authenticated using strong passwords and unique meeting IDs to ensure that they are authorized meeting attendees.
- Optional Meeting Password — The meeting organizer is able to specify a unique meeting password that is only shared with authorized attendees for your most sensitive online meetings.
- Secure Presenter Control — The presenter always has complete control when optionally sharing his or her keyboard and mouse with attendees, and can regain control from the attendees at any time.

## ADMINISTRATION

- Quick and Easy Deployment — Deploy to multiple users in minutes: No pre-installation, training or configuration is required. With just a few clicks, any individual in the organization can start using GoToMeeting Corporate.
- Secure Administration Center — The secure SSL Web site provides end-user and account-management tools as well as centralized control for easy administration and deployment.
- Easy User Management — Exercise advanced control over your organization's use of GoToMeeting Corporate with the ability to easily add and edit GoToMeeting Corporate accounts.
- Reporting — Obtain a variety of detailed reports to track meeting information and usage statistics. Robust and intuitive reports enable you to perform trend analysis and calculate daily ROI.

For more information on GoToMeeting Corporate, please visit [www.gotomeeting.com](http://www.gotomeeting.com)

## WHY USE GOTOMEETING CORPORATE?

GoToMeeting Corporate can be deployed to almost any business unit within the organization because, thanks to All You Can Meet™ pricing, product-usage restrictions and unpredictable costs are no longer issues. The ability of individuals from sales, marketing, finance, IT and executive management to benefit from the value of online meetings is a powerful advantage that can now be realized and measured. Several common usage scenarios for GoToMeeting Corporate include:

- During a cold call, a salesperson conducts an impromptu PowerPoint presentation with your prospective customer.
- A remote team reviews and alters an important presentation, then schedules a subsequent online meeting to conduct a trial run of the presentation.
- During a scheduled online meeting, a sales representative conducts a live demonstration of your product to a prospective client.
- Remote employees collaborate on a document or spreadsheet with staff located at the central office during a scheduled weekly meeting.
- Your financial team members collaborate and review sensitive documentation with each other, as well as with clients, employees, investors and financial analysts.

## THE GOTOMEETING CORPORATE DIFFERENCE

- Easiest to Use — The streamlined interface makes it extremely easy for presenters and their online meeting attendees to meet right away.
- Most Cost Effective — With All You Can Meet™ pricing, there are no limits on meeting duration or frequency and no “overage” charges. As a result, your users meet more often and increase their productivity. Deployment in minutes minimizes IT operational costs.
- Most Secure — Industry-standard security features ensure that confidential meeting information remains private. Security is built in, with no additional configuration necessary.
- Easiest to Manage — The feature-rich Administration Center is simple to use and requires no end-user training or configuration.



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