

## Success Story:

# Allocate Software

“We are a technology business, so customers expect to be able to connect with us easily. Different customers have different preferred technologies, so being able to plug in to whatever software they use was vital to the continued running of our business. Thanks to the expertise of Marlin Communications and the versatility of GoTo products, we can now continue inter-office meetings and customer collaboration via high-quality remote videoconferencing.”

**Nicola Woodman**

Director of Business Systems and Internal IT, Allocate Software

Allocate Software is a leading provider of Human Capital Management software, designed to help customers manage large, multi-skilled workforces in fast-changing environments, particularly in healthcare. Founded in 1991, the company employs more than 650 people in the UK and Ireland, Germany, Australia, North Macedonia and the Nordics.


[www.allocatesoftware.com](http://www.allocatesoftware.com)



### Challenge

Nicola Woodman, Director of Business Systems and Internal IT at Allocate Software, says: “Last year, we wanted to find a standardised videoconferencing solution for all our global offices, so attendees could get the same ‘in-room’ experience without the need to travel. We were already using GoTo Meeting, GoTo Webinar and GoTo Training, so we asked what they could offer.”

GoTo was just introducing its new GoTo Room videoconferencing solution, and offered Allocate Software a trial of the product. It combines advanced GoTo software with high-performance hardware in a single bundle, to create an integrated room-to-room videoconference experience.



Nicola continues: “GoTo Room was exactly what we needed, and we purchased 11 bundles for our offices globally. It worked perfectly and enabled our people to attend high-quality in-room conferences from different locations. Then Covid-19 struck. With only a few people working from our offices, we needed to keep them connected to colleagues, customers and partners, all of whom were in different locations using Microsoft Teams, Zoom or other software. We quickly needed to expand our GoTo Room videoconference functionality so it could connect with all of these diverse platforms.”



## Solution


Allocate Software contacted Marlin Communications, a leading unified communications technology specialist and GoTo partner, to help devise a solution.

William Wood, Head of Pre-Sales at Marlin Communications, says: “We help businesses become more agile through remote or hybrid working, and focus on helping them optimise the technology they already have.”

For Allocate Software, that meant finding a way to connect its GoTo Room system securely with Microsoft Teams and other videoconferencing software.”

Marlin Communications introduced BlueJeans CVI Gateway, a cloud-based video interoperability solution, which allowed GoTo Room to connect seamlessly and securely with other platforms. Allocate Software also added GoTo Connect cloud-based telephony to its GoTo Room devices, so they could be used as phones to connect to other conferences.

Together, this integrated solution enabled Allocate Software to hold meetings and videoconferences involving a mix of internal staff and external participants, all using different software.

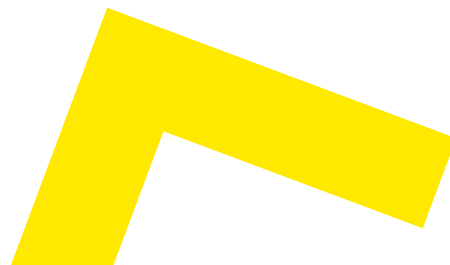


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**Nicola Woodman**  
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Allocate Software





## Results

Nicola says: “The interconnectivity we now have built into our GoTo Room system enables people from anywhere to connect with us via their preferred platforms. That has enabled us to carry on our business as close to normally as possible.”

Previously senior management and board meetings would involve people flying in from all over the world to attend. Having an integrated remote videoconferencing solution has enabled those meetings to continue, while providing the same quality of interaction as an in-person experience.

Nicola adds: “It was important that Marlin Communications was technology agnostic, as we wanted a solution that worked for our particular circumstances and existing technology. We needed to have the flexibility to communicate with people on different platforms, and Marlin Communications was able to knit all of the technology together in the optimum way for our business.”

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*Marlin Communications is an independent provider of Unified Communications & Collaboration solutions including voice, video, connectivity, network security, business mobiles & contact centre for businesses of 50 – 5,000 staff. The company has the in-house consultancy, design, and deployment capability to bring these technologies together and create the best solutions for your business.*

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