



“Integrating diverse solutions set, GoTo offers innovative approach in UCCaaS”

Mrinal Rai

GoTo

Overview

Headquartered in Boston, GoTo, formerly known as LogMeIn, provides UCaaS through its GoTo Connect solution. The rebranding was completed in February this year, with the portfolio simplified to make it clearer to clients. GoTo serves 800K customers globally and more than 1 billion users join meetings and webinars via GoTo UCC products. Clients can leverage its unique IT management and UCCaaS combination to provide high user experience and productivity with a consolidated technology stack.

Strengths

Focus on integration: GoTo integrates complex solutions such as GoTo Connect, GoTo Meeting and GoTo Webinar. It mainly targets the midmarket segment with affordable pricing options and has also recently improved its partner ecosystem, which enables additional benefits.

Innovative features: GoTo offers a unified meeting experience that allows integration with other collaboration solutions. It also offers advanced voice and telephony functionality support, including call blocking, forwarding and troubleshooting. GoTo Resolve provides monitoring and remote

support function and is now integrated with GoTo Connect, which allows users to raise tickets from within GoTo application. This is an example of a business communication and IT support management combination.

Contact Centre solutions: GoTo has also recently launched a contact center solution called GoTo Contact Center that provides insights into agents’ performance, call insights and management. It supports multi-channel communications including phone, video, web chat and social media.

Caution

GoTo offers a strong and promising portfolio of solutions covering both the contact center and UCC spaces. It also provides solutions to support enterprise IT management requirements. However, its recent rebranding and positioning need to be synced, and it will take some time for clients to understand the combined value proposition. At the same time, GoTo should be concerned about the intense competition in the space from large, established vendors.