



Getting Your Tech to Pay Off:

IT trends to watch.

GoTo surveyed over 1,000 IT decision makers in companies with up to 999 employees. Data was gathered by research partner, Frost & Sullivan.

Main business objectives:

1

Growing revenue



83% of the organizations surveyed intend to achieve revenue growth by acquiring more customers

2

Improving operational efficiencies

3

Reducing costs

4

Increasing customer satisfaction

5 Trends to Watch This Year

1

Maintaining Hybrid Work

50% of respondents are using a hybrid work model



For businesses with fewer than 50 employees, an "in office" work model is most common

2

The Importance of Consolidation

83% consider consolidation of communication, collaboration, and IT management and support solutions to be important

93% have completed, planned, or in-progress consolidation efforts

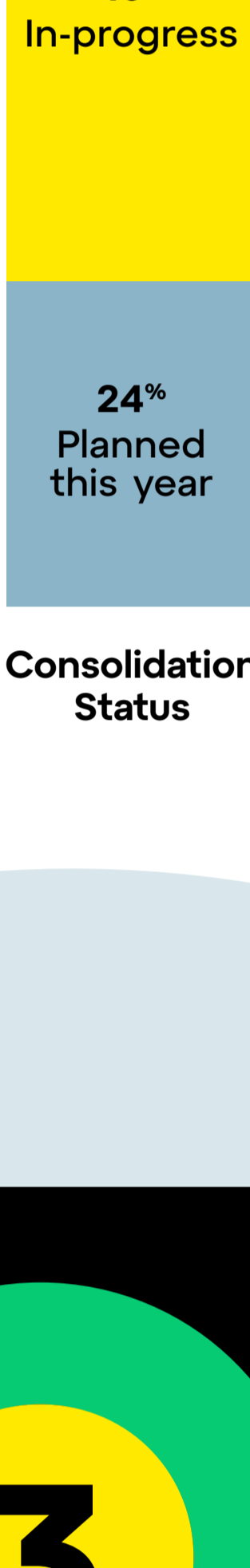
3 top reasons for consolidation:

1 Boost employee productivity

2 Ease the IT burden

3 Cost savings

Fewer tools to use, manage, and pay for.



Reducing IT Workload

3

92% want to reduce IT burden through the right software choice



65% of organizations saw an increase in IT workload versus last year

Reasons for increased workload:

1 More tasks to perform

2 More challenges related to remote/hybrid work

4

Switching Vendors

41% are planning to switch vendors this year

85% have changing vendors as high or very high on their list of priorities this year

Value for money is significantly more important for businesses with fewer than 50 employees.

Top 5 selection criteria for new IT software:

1 Value for money

2 Improves IT administration/management

3 Ensures performance and reliability

4 Increases employee productivity

5 Easier for IT hiring

To switch or stay? Reliability and trust are the top 2 loyalty drivers.

Reasons for staying with a vendor:

45% Reliability

40% Trust

35% Ease of use/familiarity with employees

28% Cost savings

5

Focus on the Customer Experience

66% of organizations have increased their customer experience technology budget

34% use 3 or more platforms to manage customer communications

To improve customer interactions, they intend to focus on:

1 Quality of communications

2 Faster responses

3 Efficient internal processes

4 Customer feedback



Stay ahead of the curve with GoTo.

GoTo is the only all-in-one solution for business communications and IT support, making IT easy and affordable.

- Enables hybrid work
- Reduces IT workload
- All-in-one tech
- Affordable
- Enhances customer experience

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