

GoTo

The Age of Anytime, Anywhere: Flexible Working is a Must-Have

How SMBs can leverage purpose-built tools to connect and support the modern workforce.



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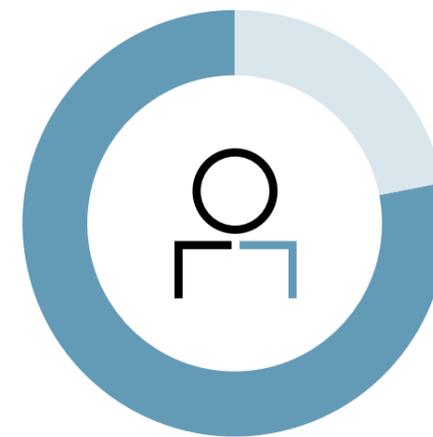
Support Work Where and How It Happens

There's a New Way of Working

Crucial to our Economic Backbone, SMBs Must Adapt

The 2020-2022 period has been a time of immense upheavals for businesses, employees, customers, and for workplaces around the globe. Small to midsize businesses (SMBs) represent over 70% of global employment and bring in more than 50% of GDP.¹ Unfortunately, they were among the hardest hit by COVID-19, facing hurdles from limited cash flow to disrupted business continuity. Now, as we become more accustomed to working with uncertainty, businesses must find a way to adapt.

In addition to product specialization and best-in-class talent, they need to unlock operational efficiencies that make work easier and more flexible.



70%

of global employment is represented by small to midsize businesses (SMBs)¹

What's changed is how people want to work, often challenging the status quo. People want flexibility and empowerment — more time away from the office, fewer in-person meetings, and greater reliance on technology for communication. In this climate, it is vital that SMBs embrace digitalization to keep employees happy, provide customers with outstanding experiences, and become sufficiently agile so they can capitalize on new opportunities as they emerge.

¹ Financial Express, 82% Traditional SMBs in Overall 48 Countries Reported Continued Rise In Cloud Usage This Year, 2021



Fortunately, there are tools that can help along the way.

Best-in-class, user-friendly technologies are no longer restricted to the ivory towers of large enterprises. Today, the cloud makes it possible to implement powerful, integrated solutions with the convenience of a Software as a Service (SaaS) deployment — no upfront costs, and a steady ‘price per user per month’ payment model. The cloud was a massive enabler for SMBs during the pandemic, with 82% of SMBs in 48 countries ramping up adoption.²

As we move forward and navigate the quarters that lie ahead, remote work software can help SMBs carry on the transformation momentum gained in the last few months, and cross new growth milestones.

Specifically, SMBs need cloud-hosted tools to navigate six ongoing trends.

²Financial Express, 82% Traditional SMBs in Overall 48 Countries Reported Continued Rise In Cloud Usage This Year, 2021

Key Trends Along the Way

1 The rise of the empowered employee
This period saw the rise of the truly empowered employee, equipped for autonomous decision-making and eager for individual fulfillment. By the end of 2022, 47% of all knowledge workers are expected to be working remotely, up from 27% in 2019.³ As SMB workers created their own work setups, their expectations, work patterns, and satisfaction drivers also evolved.

2 Democratization of digital, away from enterprise-only ivory towers
90% of SMBs have increased their reliance on technology during this period.⁴ From cloud phone systems and contact centers to online events, there is a digital tool in place for everything. The next step would be to consolidate these communication tools so that SMBs spend less on IT management and more on value generation. 90% of US companies say they're actively consolidating, planning to consolidate, or have already consolidated their remote work tools.⁵

3 Universal customer expectations and opening of new markets
Customer relationships fundamentally changed during this period, as we became accustomed to low-touch, online transactions across the board. From entertainment and groceries to apparel, utilities, and travel, research suggests that digital interactions increased by up to 31% for all industries.⁶ As a result, customers expect great online experiences and SMBs can access a larger digital audience when they embrace online customer interaction. 83% of SMBs now have at least some of their operations online, of which 95% shifted in the last year alone.⁷

³ Gartner, Forecast Analysis: Remote and Hybrid Workers Worldwide, 2021

⁴ IDC, Digital SMB Pulse Survey, 2021

⁵ IDG, Ensuring Productivity & Security in the New Remote Work Era, 2021

⁶ McKinsey Digital, The COVID-19 Recovery Will Be Digital: A Plan For The First 90 Days, 2020

⁷ Yahoo Finance, Survey: Small Biz Goes Digital, Web Seen Integral To Surviving COVID-19, 2021

4 Low touch, low touch, and more of low touch
Low touch is the ability to complete tasks with minimal interactions and no face-to-face meetings. Internally, there has been a transition to low-touch, remote processes, a trend that is expected to last. Research indicates that 25% of SMBs are looking to shrink their office footprint to build a hybrid workplace. By 2024, this trend will have accelerated by five years compared to pre-pandemic forecasts.⁸ Business owners and IT teams have had to adapt — and will continue to invest in low-touch-friendly tools that simplify admin tasks. Better work and less tech headaches are the goals.

5 Proactive and not passive collaboration
Collaboration was always among the key facets of productivity. What's changed is the nature of collaboration. Instead of sending a barebones email or conducting a brief video meeting, collaboration sessions are much more elaborate and proactive. Employees need integrated productivity tools, screen sharing, group messaging, persistent chat, status/availability updates, and more to continue to perform in a hybrid work environment. It's crucial that access to these tools is available wherever the employees are working — at home, at the office, or anywhere.

6 A new IT help desk to keep up with growing digital needs
All of these trends have a common theme: IT management and support as a backbone. As digital needs multiply, there is a risk of fragmentation, additional points of failure, and growing cyber threats. A new modern approach to IT management must emerge to streamline support and simplify how staff receive requests, triage problems, and fix issues quicker, wherever work happens.

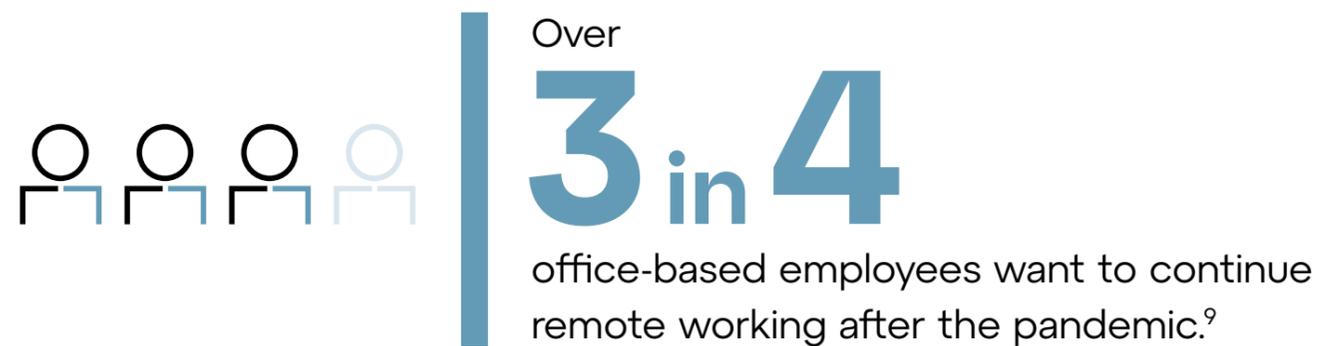
⁸ Gartner, Forecast Analysis: Remote and Hybrid Workers Worldwide, 2021

Going Digital:

From an Overnight Revolution to a Future-Focused Practice

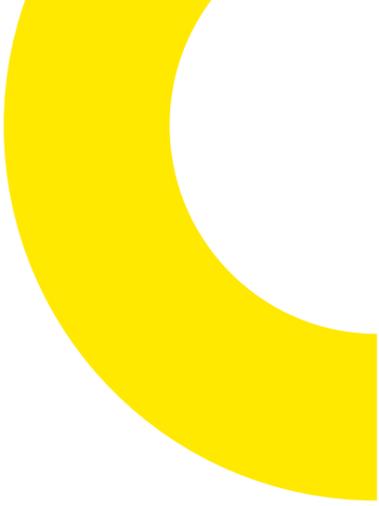
For most SMBs, the transition to remote working, online customer interactions, and this brand-new world order happened in a matter of weeks. But now, there is no going back. Recent research found that over 3 in 4 office-based employees want to continue remote working after the pandemic.⁹ This means that SMBs must prepare their digital infrastructure for the long haul, connecting frontline workers in the field, backend teams working from home, and executive teams based out of the HQ — with no downtime or productivity lapse, except during planned time off, of course.

The key to achieving this is a unified communication landscape that brings together employee communication, customer services, events, and IT support, while delivering flexible experiences to all.



⁹ World Economic Forum, Home or Office? Survey Shows Opinions About Work After COVID-19, 2021





Flexibility Is at the Center of this Conversation

The last two years have seen the rise of new and unexpected use cases for technology. For instance, employees sitting at opposite ends of the globe can work together on the same team without ever meeting face to face. Customers are now turning to online tools for every type of transaction, from daily groceries to high-end luxury purchases.

SMBs must invest in flexibility so that they can prepare for an equally dynamic (and promising) future.

At a foundational level, flexibility is now a key employee demand and will sway candidate decisions to join a team. Flexible work is the fastest-growing priority since COVID-19, with 7 out of 10 employees willing to refuse a job that doesn't allow hybrid working.¹⁰ However, flexibility must not come at a cost. Already under market pressure, SMBs should not undertake even greater overheads to provide their employees and customers with the experiences they deserve — and they don't have to.

This is where cloud-hosted unified communications, purpose-built for SMB requirements, come in.

These are integrated solutions that can provide a business with the entire spectrum of tools — from calls and meetings to virtual events, from contact centers to help desks and remote support. IT gains access from a single console without fragmented bits and parts to manage. Business owners can track their consolidated investments, self-serve, and discover new efficiencies. Employees and senior executives are equipped with the tools they need to complete tasks and analyze productivity data, all while staying engaged with colleagues and customers. Integrated solutions provide the perfect platform to support business growth.

Flexibility is at the center of this conversation, deploying a simple, consolidated toolkit to open a new world of possibilities.

This toolkit will include four solution components.

¹⁰ Gartner, Forecast Analysis: Remote and Hybrid Workers Worldwide, 2021

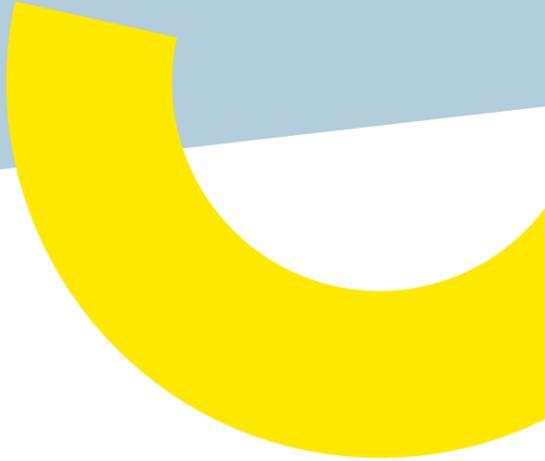
01

Maxing the “Unified” in UC

How SMBs can balance Unified Communications as a Service (UCaaS) consolidation with feature-rich experiences.



New Rules of Engagement in a Flexible-Work World



With less reliance on in-person meetings, technology is enabling even more of our communication and collaboration. Most workers are now using video conferencing for meetings every day. Workers are embracing messaging platforms for private and group chat. Phone systems are growing in usage with more calls coming in and more calls going out. Mobile application downloads for UC tools have grown by more than 1000%, underlining the importance of the mobile experience to the flexible worker. Working on the go is critical, across any-device, on any-network, from anywhere.

A successful flexible-work model requires more than just a work from home policy. If a business doesn't get its technology department right, it risks the true rewards of flexible IT. IT teams need to deploy the appropriate tools to enable how employees get work done. So, how do they create a consistent experience, anywhere? Unified Communications as a Service (UCaaS) plays a central role. It brings

together crucial communication and collaboration channels such as phones, video meetings, messaging, and file sharing on one platform that can be centrally managed. A colleague can easily access the same video meeting on their desktop or mobile app, whether in the office or while picking their child up from school. UCaaS not only accelerates digital transformation through easy-to-deploy tools on the cloud, but it can also integrate with existing systems.

Workers have been more forgiving and understanding in the short term, due to the rushed nature in which most businesses had to adapt to remote work. But, in the long term, employees will expect flexible online communication systems as a workplace staple. Whether operating from home, from the office, from a store, or from a service site, they'll want the same seamless experience without any fragmentation. Three key challenges stand in the way of achieving this.

Three Key Challenges for SMBs

1 Lack of digital maturity holds SMBs back
Digitalization is traditionally seen as an outcome of scale, which is why SMBs tend to miss out on the benefits. Before the pandemic, most non-enterprise-scale businesses were using legacy infrastructure. Less than 30% of SMB UC deployments were fully in the cloud, and this impacted access to tools from remote locations. It is estimated that businesses would lose out as much as 8,519 USD in value generation per employee due to inadequate digital maturity.¹¹ The last 24 months saw some remarkable and dramatically accelerated changes, but the starting baseline for maturity remained low.

2 Fragmented toolkits, low integrations, and feature duplication add to costs
The other side of the coin is too much digital. In a bid to strengthen the infrastructure amid market hype, it is easy to spend on a digital communication landscape that becomes fragmented, has duplicate features, and is difficult to integrate. Research indicates that the average SMB has 2.6 active UC

vendor deployments at any given time. Nearly half (46%) have three or more.¹² In addition to organizational overheads, the end-user (i.e., employee) experience also suffers. As we move towards a flexible future of work, such landscapes become cumbersome to navigate. Shadow IT could creep in, as employees turn to non-IT-approved tools in frustration. Duplicated features across siloed tools could add to avoidable expenses.

3 The stakes are higher than ever before
The stakes are high for any organization and even more so for small businesses. Over 75% of small and midsize organizations saw a revenue reduction during the last two years, with the majority (90%) facing a shortage in cash flow.¹³ Amidst these commercial and financial challenges, SMBs are faced with investment decisions to appease the increasing demands for flexible work. Employees are eager to put their best foot forward and stay productive. Without the right flexible work software to facilitate this, further challenges await.

¹¹ Metrigy, Unified Communications Management Endpoints: 2021-22, 2021

¹² Wainhouse, Survey Insight UC and Team Collaboration – ITDMs, 2020

¹³ International Labor Organization (ILO), The COVID-19 Pandemic and Its Impact On Small Business, 2020

How UCaaS Can Help

Unified Communications as a Service builds a complete infrastructure for communication service delivery on the cloud. From telephony to meetings and collaboration, businesses can get started with zero hardware installations and very low if any, upfront costs. It delivers:

An all-in-one platform

There is a singular platform for phones, meetings, and messages, accessible on desktop or mobile app. A single platform ensures that everyone has visibility into their colleague's real-time presence, even when they work from different locations.

IT savings in time and effort

UCaaS reduces dependence on on-premises infrastructure. SMBs no longer have to spend on overhauling or maintaining hardware, and IT can say goodbye to the efforts needed for hardware management. UCaaS also entails cloud-based service bundling, which means price per user comes down. Businesses gain from a single, transparently priced UCaaS license and predictable total cost of ownership.

Business growth, backed by data

Ultimately, UCaaS unlocks both mid-term and long-term growth for SMBs. Value-generating tasks — from collaborating on marketing campaigns to running sales calls — are simpler when there is a consolidated tool. The UCaaS vendor will automatically deploy upgrades via the cloud so that the business always has access to the latest tools — including data behind business operations and customer interaction. All activity is analyzed to reveal interesting and insightful analytics that help continuously improve performance.



An Essential Driver for Flexibility

Overall, the remote working period we have experienced has been positive. But remote working — as with office-based working — can still be stressful.

Remote work has taken a toll on some employees, with a 16% decline in worker engagement.¹⁴ UCaaS can help here, bringing employees together and fostering those crucial connections that are the bedrock of success for any SMB — while continually unlocking operational efficiencies for your business. As employees seek greater flexibility in how they work, when they work, and where they work, SMBs need communication tools that can keep up.

Enterprise-grade solutions no longer involve a formidable cost component or a minimum scale for adoption. In fact, at GoTo, we create UCaaS solutions that are powerful enough for the enterprise but are built to deliver value to SMBs. Our objective is to deliver a consistent work experience that has room for flexibility, but also provides businesses the cost savings and data insights they need to pursue growth. A unified platform for phone, meeting, and messaging, is at the heart of the UCaaS value proposition.

Is GoTo Phone, Meeting, Messaging right for you?

[Learn More](#)

¹⁴The Wall Street Journal, During Covid-19, Why Are Workers So Disengaged?, 2021

02

Ahead of the Customer Experience Curve

How SMBs can leverage Contact Center as a Service (CCaaS)
to engage with customers and close the gap



SMBs Must Compete Against All-New Benchmarks

The pandemic has introduced a whole new way of doing business, where digital reigns supreme. While research shows that 76% of customers still prefer phone service over other channels, having options is key.¹⁵ 61% of the grocery industry, for instance, is driven by digital access — online order and delivery. The majority of industries from banking to entertainment are shifting to a digital experience.¹⁶ This is setting a new benchmark for customer expectations.

The digital economy levels the playing field where businesses of every size and every industry are pooled together. The digital experience of your local bookstore will be compared to Amazon. On the upside, this also means there is a global market audience to gain from. An SMB's online portal could attract far greater reach and product demand than a brick-and-mortar-only store, provided it is supported by the requisite customer service.

This is where some SMBs may find themselves lagging. Even as the world moves towards powerful, enterprise-grade tools, complex feature sets aren't always designed with smaller organizations in mind. Meanwhile, customers continue to yearn for a personal touch. Just 9% of issues can be solved via self-service, and customers will turn to the phone (44%), chat messages (17%), email (15%), and the company website for post-purchase support.¹⁷

Can SMBs keep up? Thanks to recent advancements in technology, the answer is yes. A cloud-hosted Contact Center as a Service (CCaaS) can be instrumental in overcoming three long-standing challenges for SMBs to close the gap when compared to competitors. CCaaS is an integrated customer engagement platform hosted on the cloud that makes it easier for inbound/outbound teams to stay connected, engaged, and productive no matter their location.

¹⁵ Oberlo, 10 Customer Service Statistics You Need To Know, 2020

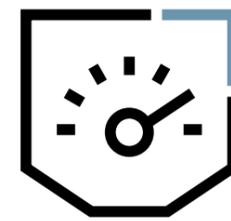
¹⁶ McKinsey Digital, The COVID-19 Recovery Will Be Digital: A Plan For The First 90 Days, 2020

¹⁷ Gartner Newsroom, Gartner Says Only 9% of Customers Report Solving Their Issues Completely via Self-Service, 2019

Are inadequate tools costing your business?

Customer service agents face challenges - Despite a push towards the cloud, 70% of businesses still use a basic phone system as their primary customer engagement platform.¹⁸ Meanwhile, as customer expectations evolve, there has been a 100% increase in the number of calls service reps found “difficult.”¹⁹ Without the right tools, service teams will struggle to deliver the support experience that customers have come to expect. The key to unlocking this experience is the adoption of flexible, cloud-based tools that are purpose-built for SMB service teams.

Legacy infrastructure holds back sales and outbound productivity - The switch to WFH was a watershed moment for all service teams, including outbound. Customers expect consistent and quality service regardless of where the agent is seated. Yet, WFH agents do not have immediate access to co-workers or supervisors who are sitting next to them. CCaaS would provide agents with the tools necessary to stay connected, improve engagement, and drive sales. Importantly, disengaged agents are 3 times as likely to be responsible for a difficult customer experience than their engaged counterparts.²⁰ Due to legacy infrastructure, they also miss out on the benefits of cloud-based tools that could multiply sales outcomes — for instance, research suggests that an auto-dialer tool can boost outbound productivity by 200-300% per hour.



auto-dialer boosts
outbound productivity by

200-300%

SMBs lose out on key data - It is a common misconception that data analytics and business intelligence are within the ambit of only large enterprises. There is a 3X rise in data being produced and managed by all companies, giving SMBs key insights for immediate action.²¹ For example, by measuring service quality across companies, it emerged that hold times have increased by 34% during the pandemic.²² But unless SMBs measure it, they can't manage it — which means that such a trend would remain unnoticed in a legacy, phone-centric service landscape. A modern CCaaS platform would give you the tools to unlock data and tap into these improvement opportunities.

¹⁸ Metrigy, GoTo Contact Center Custom Research Study, 2021

¹⁹ Harvard Business Review, Supporting Customer Service Through the Coronavirus Crisis, 2020

²⁰ Gartner, Why Service Reps Disengage and What You Can Do About It, 2021

²¹ Zendesk, Customer Experience Trends Report, 2020

²² Harvard Business Review, Supporting Customer Service Through the Coronavirus Crisis, 2020

How CCaaS Can Help

Contact Center as a Service or CCaaS makes a rich feature set available to SMB IT teams and small business owners in a convenient format. It can be deployed in just 24 hours, while ensuring that agents can communicate with customers via phone, video, and chat. As CCaaS is built in the cloud, it can be deployed with zero hardware installation and minimal setup efforts from the business.

Underneath the hood, it automatically monitors key aspects of service quality and agent performance. This provides SMBs with an accurate picture of strengths and weaknesses, through daily, weekly, and real-time reports. It also allows different stakeholders to customize the dashboard to show only the metrics they need.

According to research, a CCaaS service can help save up to 20% of costs and unlock more than 10% productivity gains when integrated with telephony²³. Telephony and other business systems integrations are another benefit of deploying CCaaS, facilitating a more seamless experience where there is no need to switch tools constantly.

As customers become increasingly more discerning, these capabilities will prove essential.

²³ Business Wire: Fidelity Survey Finds Small- and Mid-Size Businesses Can Charge a Premium for Excellent Customer Service, 2011



Discerning Customers Meet Attentive Businesses

In 2022 and beyond, sophisticated CCaaS is no longer just for big businesses. It packages the latest, most UX-friendly technologies into purpose-built plans for SMBs, such as our GoTo Contact solution that's priced up to 50% less than similar solutions. CCaaS prepares SMBs to compete at levels comparable to industry peers, regardless of size, by closing any gaps in service capability. Indeed, 88% of service teams found gaps in their technology infrastructure during the pandemic, which can be addressed through CCaaS in less than a day.²⁴

CCaaS will align your business with a new demographic of highly discerning customers by:

- Powering modernization while staying in budget
- Building on success through continuous data monitoring
- Reducing staff effort so they can focus on relationships
- Assuring reliability with 99.99% uptime
- Accommodating configurations needed for your unique business environment

Apart from end customers, SMB IT teams (or business owners) also gain from CCaaS. It will integrate with existing tools like CRM systems and be available for use in any location, allowing staff to move between remote, office, and hybrid work. As the world evolves after the pandemic and customer requirements shift, CCaaS lays the groundwork for a flexible and growth-focused business.

Is GoTo Contact right for you?

[Learn More](#)

²⁴IT Pro, Salesforce: Customer Service Teams Have Accelerated Digital Plans in 2020, 2020

03

Events Without an Address

How SMBs can grow their audience and unlock new opportunities



A New Definition of What it Means to “Host Events”

In just one simple webinar (i.e., single session presentations) a business can generate hundreds of leads, but surprisingly, this opportunity wasn't really capitalized on by the masses until the pandemic. Virtual events (multi-day, multi-session experiences) have also shown that they have the potential to connect SMBs with a larger, more engaged audience than they might encounter at an in-person event.

Now, businesses around the world are acutely aware of the power of online events. They are accessible to a vast group of people as there is no need to commute or travel. They also help generate content for future engagement, through recordings, on-demand videos, and summary reports. Digital channels allow small to midsize businesses to overcome mobility restrictions and continue to reach out to teams and customer communities in a flexible manner, no matter where they are situated.

In the last two years, the global use of webinars has tripled. In the beginning, there were concerns around audience engagement, technology accessibility, and whether users want to devote so much on-screen time to events and webinars organized by SMBs. These worries are now laid to rest as 99% of marketers cite webinars as key to their future plans, with 72% witnessing a direct impact on their revenues.²⁵

The intrinsic nature of digital events and webinars makes them ideal for SMB needs. At a basic level, they are easy to set up, requiring only a microphone, a webcam, and good lighting. Rapid digital proliferation around the world means that nearly everyone has a device through which to consume business content. Recognizing this, 26% of SMBs are actively considering complete digitalization of their products, services, and experiences.²⁶

²⁵ Business Wire, Global Report Shows Use of Webinars Triples, Driving Digital-First Engagement Across Industries, 2021

²⁶ Cargo, The 2021 SMB Study, 2021

A New Definition of What it Means to “Host Events” (continued)

However, many SMBs, particularly those that may be light on IT resources and budgets, need help to become more established at delivering online events. Multi-session and multi-day virtual events are associated with complex production requirements, infrastructure costs, and hosting needs that are often perceived to be out of reach for SMBs. Meanwhile, 70% of businesses want a consolidated platform for all of their virtual content but most of them are compelled to do it internally due to people and technology limitations.²⁷

With consumers and employees looking to consume even more digital content, businesses need to find a solution. To tap into this opportunity, SMBs will benefit from a simple webinar and virtual events platform that can automate management, provide a secure experience, deliver data-driven analytics, and support their newfound flexibility.



99%

of marketers cite webinars as key to their future plans

²⁷ BizBash, Industry Survey: The State of Virtual and Hybrid Events One Year Post-Pandemic, 2021



Most Event Management Technologies Aren't Designed for SMBs

Online events, despite their accessibility lure, can involve high production costs

A properly organized and executed event can capture many eyeballs. Internally, it could encourage employees to tune into training sessions, town halls, and engagement events. They can help strengthen customer relationships at a time when in-person interactions are difficult.

Webinars add to an SMB's body of digital content, attracting traffic and engagement over time. However, the cost of hosting a full-fledged virtual event with keynotes, presentations, and breakout sessions was usually formidable with SMBs often outsourcing to a third-party agency. To achieve the desired quality, they needed to invest in costly production support. Others (60% of SMBs) took the budget-friendly route and use their video conferencing tools for webinars, despite the absence of important features.²⁸

Video conferencing and webinars are often conflated, causing sub-par outcomes

When video conferencing platforms are used for webinars instead of a purpose-built webinar tool, it results in sub-par experiences for both the event host and the audience. For example, the audience might want to get their queries answered through a moderated Q&A session — a feature available in webinar tools, but not in video conferencing tools. Analytics for a video meeting will not be as detailed as audience attendance and engagement analytics for a webinar, making it difficult to measure ROI. Video conferencing tools typically won't support the degree of customizability and branding needed, nor do they include event-specific security features. SMBs also need to integrate their CRM platform with events and webinars to be able to unlock their full potential. Without CRM integration, event ROI from video conferencing tools will be disappointing, taking away from future initiatives.

²⁸ Metrigy, GoTo Virtual Events Custom Research Study, 2021

Most Event Management Technologies Aren't Designed for SMBs (continued)

Analytics — the biggest ROI driver — remains complex and unactionable

Virtual events and webinars are a mine of valuable insights, waiting for business owners and marketers to act on them. A consolidated platform would create a single data source that can connect with the business CRM to help identify leads. These leads can be tracked before and after the event to convert attendance into real revenues. Interactive tools can help engage with the audience during the event, and this engagement, too, can be tracked using the right platform. This is precisely why SMBs are eager to unify their live and on-demand event capabilities into one solution. However, most SMBs have to use 2+ tools as solutions aren't typically designed with their needs in mind.²⁹

²⁹ Metrigy, GoTo Virtual Events Custom Research Study, 2021





Discover A Powerful, Secure, and Cost-Optimized Solution

Fortunately, the cloud has removed the barriers to entry for cutting-edge webinar and event management technologies. It is not necessary for businesses to subscribe to a plethora of features when they need only a select few, and they do not need to compromise in terms of capacity or audio and video quality. A global survey revealed that 85.3% of businesses firmly believe that virtual events will outlast the pandemic.³⁰ A cloud-based webinar and event management platform for SMBs can support this by:

- Automating online event management to reduce reliance on external vendors or IT
- Providing flexibility with pre-recorded sessions, customized branding, and access on any device
- Enforcing security through role-based access and password protection
- Clearly conveying the message with industry-best video, audio, and uptime
- Creating a single pane of glass for audience analytics and lead tracking

This would not only simplify an average marketer's workload and reduce IT dependence, but it would also help SMBs meet annual event budgets.

³⁰ PR Newswire, Global Survey of 100 Brands Finds Virtual Events Will Outlast the Pandemic, 2021

Preparing for a Virtual-First Future

Across the board — in every industry, customer, or employee, regardless of the size of your business — event attendees have embraced flexibility. Online events encompass simple webinar presentations and more robust multi-session, multi-day virtual events that allow audiences to increase engagement, tune in from anywhere, or even watch on-demand. SMBs that adapt to this virtual-first future have an incredible opportunity at hand, to build new relationships, fortify existing ones, and keep workforces invested in the businesses' future.

GoTo delivers a unified webinar and virtual event management platform that makes your initiatives affordable and accessible, with predictable pricing and a scientifically curated toolkit. The value of digital is proven; 89% of marketers rate webinars as the top digital channel to generate qualified sales leads.³¹ Our SMB-centric platform unlocks this gamut of benefits without swelling your overheads.

Is GoTo Webinar right for you?

[Learn More](#)

³¹ Business Wire, Global Report Shows Use of Webinars Triples, Driving Digital-First Engagement Across Industries, 2021



04

Support Work Where and How It Happens

How SMBs can remove fragmentation and discover
simple yet powerful IT management



Flexible Work Has Changed Employee Demands

In 2022, the average employee experience is very different from what it looked like three years back. Instead of a fixed 9-to-5 workday, they may log in at a time and place of their convenience to complete independent work. Collaboration has moved online from boardrooms, and customer expectations, too, are changing. Powering all of this is a robust digital infrastructure, running 24/7 to make business happen in the new normal.

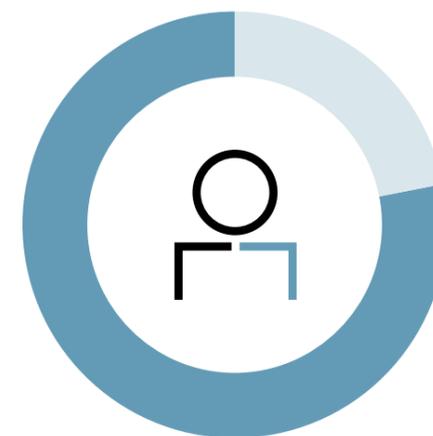
Digital infrastructure and IT management were always important for business operations — but now, IT plays a central role. 72% of SMBs have expanded their online presence since 2020. Increased digitalization has helped to boost productivity (62%), data security (54%), and the overall agility of the business (60%).³²

But what about the IT teams responsible for running this infrastructure?

Mostly, they have successfully adapted, with 72% reporting that IT service management can be effective when done remotely.³³ Yet, underneath, the needs of remote work are taking its toll. 67% of IT

managers feel overwhelmed trying to support remote workers and juggle multiple balls such as user identities, devices, and productivity systems.³⁴ Companies seem to be investing more in their IT budgets but need a corresponding ROI to justify the expense.

A purpose-built solution that helps SMBs simplify IT management for the era of flexible work is a pressing need.



67%

of IT managers feel overwhelmed trying to support remote workers and juggle multiple balls such as user identities, devices, and productivity systems.³⁴

³² TechCircle, 72% of SMBs Have Increased Online Presence In the Last Year: Salesforce, 2021

³³ ManageEngine, The State of ITSM in the COVID-19 Pandemic Survey Report, 2021

³⁴ JumpCloud, IT Trends Report: Remote Work Drives Priorities, 2021

Timely IT Management is Now Business-Critical, but Challenging

Technology sprawl, already growing, has finally reached a tipping point

As companies increase their investment in digitalization, there is a tendency to purchase multiple SaaS tools, establish different help desk systems, and rely on various channels for IT support. Research indicates that 53% of IT teams use multiple tools to resolve simple support tasks.³⁵ This adds to the technology sprawl and strains productivity when switching between systems.

Employees may not turn to formal IT channels, adding to the fragmentation

Besides fragmentation at the backend, employees choose non-IT channels to seek support as per their preference. Tickets that come through non-IT channels add to IT's already sizeable workload.

An evolving hybrid work environment complicates the security scenario

Security was a top concern when businesses switched to remote work. This is because of both non-compliant employee behavior (45%) and an increase in software vulnerabilities (31%) due to the introduction of new tools.³⁶ As flexible work evolves and we gradually move towards a permanently hybrid model, IT teams face an uphill task. They must now support business continuity regardless of the worker's location while enforcing security policies until the very last mile.

³⁵ IDG, Modernizing IT Support for Flexible, Hybrid Work, 2021

³⁶ Survey: Remote Work Leads to Increase in Security Issues, 2020



Why SMBs Need a Platform to Streamline It All

An IT management solution that's designed for SMB needs would answer these problems in a comprehensive and affordable way. Indeed, consolidated solutions and technology bundles are a top priority for SMBs. More than 1 in 3 businesses have selected this approach to simplify IT management in a remote working world.³⁷

The solution would bring together four elements:

- Remote access and support to seamlessly solve any tech issue on any device or network.
- Conversational ticketing to create and manage support tickets right from workplace messaging apps, integrating IT support into everyone's workflow.
- Zero trust security to add an additional layer of security with identity-based access controls to lock out malicious activity.
- Background device management to pull diagnostics, access command prompts, and manage files from deployed hosts without a remote session.

Fortunately, these capabilities aren't limited to only enterprise-facing solutions. GoTo Resolve, an all-in-one IT management solution, addresses today's support challenges facing SMBs by empowering their help desk teams to provide equitable, consistent IT support wherever work happens.

³⁷ AppDirect, Survey Finds SMBs Are Accelerating SaaS Adoption, See Greatest ROI Working with a Technology Advisor, 2021

True Flexibility Hinges on Agile IT

With flexibility at the core of your business strategy, IT is a primary backbone. It ensures that a business website or online store is up and running 24/7, without any unplanned downtime. It optimizes online performance so that customers receive the very best experience and return time and time again. And now, it allows employees an incredible degree of flexibility without disturbing the flow of work. Employees can move between the office, home, and onsite locations — and get support using the same messaging tools they work in every day. Features like unattended access and multi-session handling reduce the mean time to resolve (MTTR) for issues, improving the ROI from technology investments.

The other major benefit of investing in a consolidated IT management and support solution is security. There is no security tradeoff when allowing workers to be flexible. Rather, banking-grade encryption, single sign on (SSO), multi-factor authentication (MFA), and a zero trust approach to remotely access devices ensure that there are multiple layers of checks and balances to shut down any attempt at unauthorized

access. This was the number one IT challenge for SMBs last year, faced by over 50% of businesses.³⁸ That's why GoTo Resolve is built with a security-first mindset, giving SMBs and end users the peace-of-mind they deserve.

There is no doubt about it: business operations are pivoting around flexible work and IT must be sufficiently agile to support this shift. An overwhelming 94% of workers say that they would benefit from flexibility in the long-term.³⁹ GoTo helps SMBs satisfy this key employee need while maintaining a keen focus on remote productivity. Using our solutions, you can avoid duplicated technology investments, and turn IT support into a truly seamless experience.

Is GoTo Resolve right for you?

[Learn More](#)

³⁸ Kaseya, 2021 IT Operations Survey Report, 2021

³⁹ Deloitte, Workplace Flexibility Survey, 2020

Conclusion: How SMBs Can Turn Flexibility into a Competitive Advantage

When the going gets tough, the tough get going.

That's precisely what small to midsize businesses achieved, showing remarkable resilience and an ability to adapt. Most business owners continue to feel optimistic about the future and only 9% have a negative outlook.⁴⁰ Digitalization — consolidated through a singular UC solution — is essential for success.

In the last two years, we have seen four shifts in the workplace that will continue to have far-reaching impacts. Communication and collaboration have moved online, with employees seeking convenient tools that can help save time and boost productivity. Service teams must now leverage cloud-based systems to better serve the digitally-empowered customer. Events no longer have a fixed address, which gives rise to new opportunities for webinars and virtual events. Finally, IT teams must support this entire breadth of operations through remote IT management tools.

Fortunately, the technologies needed in this transition are well within the reach of SMBs. At GoTo, we make IT easy, anywhere, with tools that have enterprise-grade capabilities but with none of the barriers to entry you would typically face.

⁴⁰BlueHost Blog, New Survey Finds Small Businesses Are Resilient and Adaptable, Despite Global Pandemic, 2020



Single license, fewer hassles

A bundled solution means that procurement teams and business owners do not have to worry about multiple licenses. This also avoids the risk of cost and features duplication from technology fragmentation.



Ease of access, everywhere

The solution is set up for location-agnostic access right out of the box. Flexible-work software connects and supports your employees and customers. It is easy to use and deploy, wherever work gets done.



Reputation for reliability

With GoTo's 99.99% up-time performance, 24/7 dedicated support, and a zero-trust approach to security, SMBs can have peace of mind. The tools also feature best-in-class security through measures like banking-grade encryption and SSO/MFA — no compromise.



Pressure-tested portfolio

Pre-built integrations via the cloud ensures that there is one solution for everything, powerful enough for the enterprise, but built to deliver value to SMBs. IT teams can manage all digital operations through a centralized console, with unified visibility and metrics. Even as employees and front-line teams work from different locations, this keeps everyone on the same page.



Return on investment

A purpose-built tool would make sure that the implementation timeline and costs are in line with SMB budgets. The GoTo solution can be deployed in 24 hours or less and is 50% more affordable than similar solutions in the market.

As Gartner mentions, embracing “radical flexibility” will be a key determining factor for success for businesses in the future.⁴¹ To support this, you need the right set of tools from the right vendor — that place employee experience at the center of all solution delivery.

⁴¹ Gartner, Knowledge Workers Aren't the Only Ones Who Want Flexibility, 2021

GoTo

Ready to take workplace flexibility to the next level?

[Learn More](#)

