



## “Where do you work?”

That question takes on a whole new meaning today. The answer used to be the name of the company you worked for and assumed you worked in their office building.

Today, more and more organizations are finding the freedom to let go and enable their employees to work with anyone from anywhere.

### *“Where do you work?”*

“I work from home,” “...on a commuter train,”  
“... from a café in Seattle,” “...from Central Park.”

Citrix Online solutions make it easy for businesses and individuals to harness inspiration wherever it strikes.

Instantly collaborate with remote peers or customers to brainstorm on a new idea. Work from home seamlessly with direct access to your office computer files. Thrill customers by fixing their issues in minutes — not hours or days. Train global channel partners on best practices without traveling to remote sites.

• • • • • Let's take a look at how we do that...

# CITRIX® | online

Work with anyone, anywhere.



While each Citrix Online solution is designed for specific function (running collaborative meetings, fixing issues remotely, or accessing office files from home), when used collectively, the benefits are magnified across your entire organization.

- Simple intuitive design drives internal adoption because there is no learning curve. Adoption in turn increases return on investment and sales.
- Centralized management and administration improves productivity and streamlines workflow across the organization.
- Strong authentication requirements and end-to-end encryption reinforces security compliance without burdening IT staff.

## Audio

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Notice in the graphic on page two that Audio encompasses the entire customer experience. That's because clear communication is at the heart of every Citrix Online interaction. Whether it's the standard VoIP and local toll calling built into the Collaboration suite or our standalone and toll-free audio options, we ensure your voice is heard. Basic features include:

- Web controls
- Phone controls
- Recording
- Outlook® integration
- Mute/unmute
- Reservationless conferencing
- Online account management
- International local toll calling

### HiDef Corporate® for Standalone Audio

For traditional conference calls where presentations or visuals are not being shared, HiDef Corporate offers several benefits:

- **Control:** Avoid the cost of operator assistance by managing the call yourself with the most robust web-based administration portal in the industry.
- **Recording:** Record and store calls in MP3 format at no extra charge.
- **High Capacity:** HiDef Corporate is the only reservationless, standalone audio conferencing service that supports up to 1,000 participants per call.

### Integrated Toll-Free Audio (available for Collaboration customers)

Providing meeting, webinar or training participants a toll-free number adds to the professionalism of any online session. Adding Citrix Online Integrated Toll-Free audio to any existing GoToMeeting, GoToTraining or GoToWebinar account gives participants three options for connecting (local toll, VoIP and toll-free). This leaves participants with a great impression while minimizing the number of toll-free minutes used.

Citrix Online Audio solutions are easy to use and there are never hidden fees — no minimum conference fees, no cancellation fees for large events and no fees for recording.



## Collaboration

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### GoToMeeting

In the past, the concept of delivering presentations in Seattle, Los Angeles, New York and Germany all in one day or even in a week could understandably send pulses soaring in accounting.

But with GoToMeeting® organizations can accelerate business, working with people around the globe, without ever leaving the office. It's the easiest and most cost-effective solution for multi-user organizations that need to host meetings online with up to 25 attendees. It allows businesses to be more flexible, productive and *grow* all while *reducing* costs.

- **Sales Demos:** Quickly follow up with interested prospects with live, engaging demos.
- **Follow-up Meetings:** Review sales agreements, tie up loose ends and close deals faster without traveling.
- **Collaboration:** Collaborate in real time on ideas, documents and projects with anyone, anytime.
- **Mobility:** Increase your mobility by attending GoToMeeting sessions on your Apple® iPad® tablet. Download the free app from the Apple App Store and join meetings on your iPad in seconds.

### GoToWebinar

Growing business on a shrinking budget might sound like an impossible puzzle. But with GoToWebinar® companies of all sizes are able to conduct do-it-yourself web events hosting up to 1,000 people for one flat rate. Reach and engage large audiences worldwide without leaving your desk.

- **Expand Your Marketing Reach:** Generate and nurture leads by educating your target market. Reach prospects in wider geographic areas.
- **Streamline Company Communications:** Conduct company-wide all-hands meetings online. Quickly update employees and partners on new programs and procedures.
- **Host Online Seminars:** Present to hundreds of participants without travel and logistical concerns. Easily coordinate with subject matter experts from across the globe.

### GoToTraining

Companies are looking for talented team members and partners in all areas of the country, not just their own city. The challenge comes when it's time to train a dispersed team. Travel costs and downtime needed to attend training in person can be difficult to justify.

With GoToTraining® you can deliver a classroom experience online with up to 200 learners, anywhere in the world, quickly and effortlessly. In fact, GoToTraining helps organizations *expand* training programs and even use them to build or develop a revenue stream. Here's how:

- **Adoption:** Intuitive training set-up and online access from anywhere creates a comfortable learning environment.
- **Reach:** Reduce travel *and* reach more employees, customers and partners with real-time and recorded experiences.
- **Engagement:** Our easy-to-use interface is purpose-built for trainer delivery and an interactive user experience.
- **Growth:** The GoToTraining with RevStream™ integrated payment processing feature offers an easy fee-based option to draw new revenue sources from your expanded online capability.

## IT Services & Remote Support

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### GoToAssist

Every IT professional has struggled with trying to visualize what a remote customer is seeing on their screen or walk them through steps over the phone to correct the issue. GoToAssist® Corporate provides a comprehensive and secure remote-support solution for your multi-agent support organization. Simply connect to customers (whether they are on a PC, Mac® or Blackberry®) in a GoToAssist session and solve their issue in minutes instead of hours or days. Improve customer satisfaction, increase first-time call resolution and streamline operations with advanced administration, reporting and integration features.

- **Resolve:** Instantly connect with customers to resolve issues quickly.
- **Reduce:** Reduce call times and escalations.
- **Report:** Easily manage, monitor and report on service levels.
- **Connect:** Provide customers with multiple connection methods: web, chat, phone and email.

**GoToAssist Corporate FastChat™:** Connect with customers instantly right from your website. FastChat allows companies to immediately start supporting customers without downloading any software. In addition to faster response time, FastChat gives organizations greater flexibility to expand and customize connection methods, including chat-only support, to suit a diverse customer base.

### GoToManage

#### Remote Support with Integrated Monitoring

We've covered how GoToAssist enables agents to solve individual problems quickly. But what about the IT infrastructure? What if you could correct problems before they even happen?

That's where GoToManage® comes in. This solution provides both end-user remote support and proactive monitoring of the entire IT infrastructure. The remote support module enables both live on-demand support and unattended access to servers and workstations. The monitoring module is perfect for proactive monitoring of critical servers and services. It provides the ability to manage networks from anywhere at any time.

#### GoToManage Remote Support

- **Support:** Deliver live, on-demand support to both PC and Mac end users.
- **Connect:** Instantly connect to unattended servers and workstations at any time
- **Deliver:** Easily deliver IT services and support worldwide.

#### GoToManage Monitoring

- **Control:** Be in complete control of your IT ecosystem.
- **Reliability:** Ensure maximum uptime of critical servers and services.
- **Flexibility:** Manage your network from anywhere at any time.
- **Accountability:** Increase accuracy of hardware and software audits.



## Access & Cloud

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What does GoToMyPC® mean to the people that use it? It means you never have to worry that you forgot something important at work or stay late to finish up, because you're free to access your files and programs anytime, anywhere. Whether you are a small business or large corporation, GoToMyPC increases productivity by allowing employees to work in their familiar desktop environments remotely, improving morale, employee retention and work flexibility. Instantly work with your files, programs and network — from anywhere — just as if you were at your desk.

- **Ease of Use:** GoToMyPC is the ultimate combination of speed, reliability and simplicity in a remote access solution. Setup is automatic (no hardware or software to install), no training is necessary and free customer support is available 24/7.
- **Anytime Access:** With GoToMyPC, there's no reason to be stuck in the office late nights and weekends. Leave when you want, log in from home and finish your work when it's convenient for you.
- **Secure:** GoToMyPC is as secure as online banking. Every connection is protected by government-standard end-to-end 128-bit encryption and other optional security features. You can be sure that your critical data is always safe and secure.
- **Mobility:** With the GoToMyPC app for iPad, you can instantly work on your Mac or PC from your iPad using intuitive, iPad-specific functionality. Now you can travel light and still be productive — everything you need is just a touch away.



### For more information

To learn more about how Citrix Online solutions can benefit your organization, contact our Sales Office at 1 888 235 3826 or visit [www.citrixonline.com](http://www.citrixonline.com).

