GoToMeeting®
CORPORATE

Improving the productivity of virtual employees

How GoToMeeting Corporate helps you manage a remote team

CITRIX® | online

Executive Summary

Today's workforce is no longer corralled inside the traditional corporate facility. In fact, the mobile workforce is growing so quickly that by 2011, IDC expects U.S. mobile workers to make up 73 percent of the total U.S. workforce.[1] These "free-roaming" employees might be working out in the field or at home, sitting in a satellite office or constantly on the go within a corporate campus environment. Whatever the description, however, remote workers and a mobile workforce have become the rule, not the exception, and companies face new terrain in managing these virtual employees.

Mobility presents obvious benefits for companies and employees. First, worker flexibility is a powerful perk in attracting and retaining top talent. Many companies offer mobile work plans alongside other benefits, such as salary increases or premium health/dental packages. Second, companies realize serious increases in productivity from virtual employees. That's because mobility enables companies to leverage different working styles or support employees in the midst of major life events, such as the birth of a child or a prolonged illness. This, in turn, reduces absenteeism and raises morale. Finally, implementing a mobile work policy reduces commuting costs for employees, thereby increasing employee satisfaction and retention. It also reduces carbon footprints, which is good for the planet. Plus, less time commuting means more time actually working.

The benefits are plentiful, to be sure. But as a manager, director or executive who manages virtual workers, how do you enable effective communication between distributed employees? Let's take a closer look at how Web conferencing enables you to get virtual employees and teams on the same page faster, move projects along more efficiently and make your employees more productive.

> Remote workers and a mobile workforce have become the rule, not the exception, and companies face new terrain in managing these virtual employees.
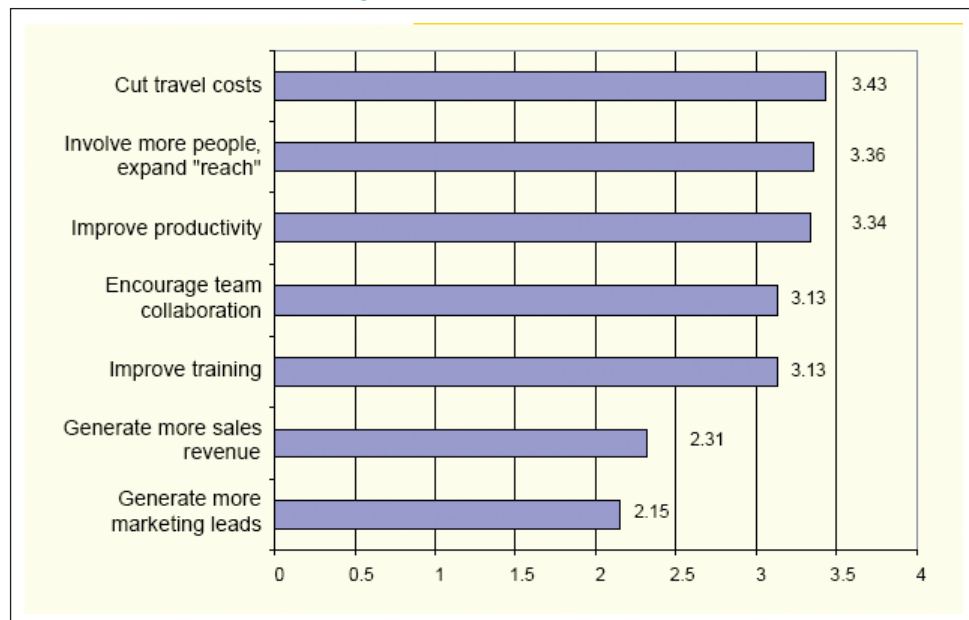
Why Web Conferencing?

Figure 1: Top Reasons for Web Conferencing

2

According to Wainhouse Research[2], an independent market research firm, the top four reasons companies are turning to Web conferencing include: cutting travel costs, involving more people or expanding reach, improving productivity and encouraging team collaboration. (See Figure 1.)

Virtual employees are playing a large role in the demand to incorporate Web conferencing into the business tools portfolio. And it's easy to see why — the abilities and benefits of Web conferencing are a perfect match for virtual employees' communication and collaboration needs.

Improving productivity with Web conferencing

Whether employees are tightening up a contract, laying out product specs or collaborating on an important presentation, let's look at how your mobile employees can use Web conferencing via Citrix® GoToMeeting® Corporate to instantly improve productivity and get the job done.

To begin, you'll need to schedule a Web conferencing session, and this can be done in a matter of seconds. Figure 2 illustrates the simple steps required: Enter a subject description, select a date and time, select your audio options (conference call and/or Voice over Internet Protocol (VoIP)) and click Schedule. You can even set up a recurring Web conferencing session by selecting "Recurring meeting" — it's that easy.

Web conferencing enables you to get virtual employees and teams on the same page faster, move projects along more efficiently and make your employees more productive.

Figure 2: Scheduling a Web Conferencing Session

During a Web conferencing session, you and your employees can effectively collaborate with each other and instantly share anything on your computer screens. Files, applications, Web sites and more can be made visible to attendees and facilitate effective real-time collaboration. (See Figure 3.)

Of course, collaboration wouldn't be complete without on-screen annotation tools. GoToMeeting Corporate enables you and your attendees to draw, highlight and point to items of interest on the screen. Also, you and your attendees can chat in real time privately (person to person) or publicly (broadcast to all attendees). Best of all, if attendees want to run with ideas before inspiration slips away, seamlessly transfer control of your keyboard and mouse or let attendees share their desktops by switching presenters.

Figure 3: Screen Sharing Capabilities

Plus, GoToMeeting Corporate's Desktop Recording feature provides an archive of Web conferencing activities, which keeps everyone — even those who couldn't attend the live session — on the same page.

Conclusion

As more employees join the mobile workforce, companies need a cost-effective solution for enabling efficient communication and collaboration among distributed team members. Web conferencing gives everyone on your team the ability to make informed, collaborative decisions and complete projects much faster. See for yourself how Web conferencing will transform your team's ability to communicate, collaborate and get the job done.

For more information about GoToMeeting Corporate for managing your remote team, please call 1-800-372-6207; or, if you are calling from outside the U.S., dial +1-805-690-2340.

_____

[1] IDC, Worldwide mobile worker population 2007-2011 forecast, Doc # 209813, December 2007.

[2] Wainhouse Research, "Collaboration with Teams and Partners: Achieving Productivity Gains Inside and Outside Your Business," 2007.

About Citrix Online

Citrix Online provides secure, easy-to-use online solutions that enable people to work from anywhere with anyone. Whether using GoToMyPC® to access and work on a remote PC, GoToAssist® to support customers or GoToMeeting® to hold online meetings and Webinars, our customers – more than 35,000 businesses and hundreds of thousands of individuals – are increasing productivity, decreasing travel costs and improving sales, training and service on a global basis. A division of Citrix Systems, Inc. (Nasdaq: CTXS), Citrix Online is based in Santa Barbara, California. For more information, visit www.citrixonline.com or call +1-805-690-6400.

CITRIX® | online

A Division of Citrix Systems, Inc.