



Supporting All Employees with GoToManage

Web-Based Remote
Support for Your IT
Help Desk

GoToManage.

by **CITRIX**

Executive Summary

In 2011, your IT help desk will face challenges like never before in its efforts to support end users efficiently and cost-effectively.

Here's why:

More workers are on the go: When end users are installed in far-flung regional offices, business traveling or teleworking a few days a week, you can't just walk down the hall to fix their computers.

Issues are more complex: Tougher technical problems and more diverse technology invite a host of new challenges that require greater expertise and IT help desk finesse.

Budgets are tighter: All departments are feeling the effects of budget cuts, including the IT help desk. Additional headcount and desk-side visits will be the exception, not the rule, in 2011.

Citrix Online conducted a survey of 209 participants on the subject of IT help desk challenges, processes and technology use. Based on survey data, it's clear that Web-based remote support can help IT organizations support remote users effectively without driving up costs or requiring additional IT headcount.

Outlook for 2011: More Tightrope Walking

Today's IT help desk can be compared to a tightrope walker on a high wire. Dangling from both ends of the balancing pole are increasingly complex issues and a globally distributed workforce. As time passes, the wire just keeps getting longer and the load more precarious.

Moreover, the luxury of hiring additional IT help desk staff to help carry the load has all but disappeared. With the economic outlook for 2011, companies can anticipate another year of doing significantly more with the same resources or less – including headcount. How, then, will the IT help desk support a remote workforce and navigate complex issues efficiently?

While you might fantasize placing a large sign on the IT help desk door that reads: "Closed until 2011," the show must go on – even during difficult times. And a fully operational and highly efficient IT help desk is a critical component of successfully conducting business.



Most Critical Challenges

The chart below reveals the most important service delivery challenges for survey participants. Of the 209 respondents, roughly 27 percent are impacted by an increase in the number of remote workers. Nearly 20 percent are concerned about insufficient headcount for the current demand. And almost a third of all respondents find issue complexity to be a significant challenge for the organization.

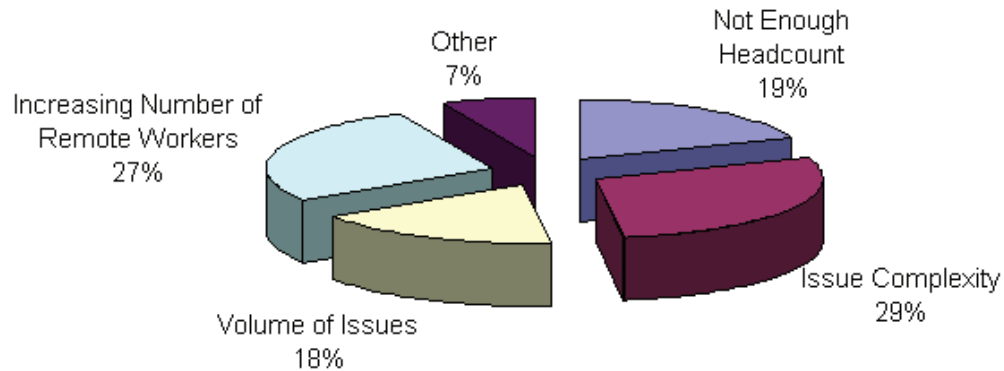


Figure 1: The most critical challenges for survey respondents.

Let's take a look at how IT organizations are attempting to address these top-of-mind concerns.

Premise-Based Software Versus Software as a Service

In the past, IT organizations tended to rely on premise-based software to support a handful of remote employees. Today, however, a burgeoning remote workforce and increasingly complex technical issues are making it difficult, if not impossible, to effectively mitigate distance with boxed software. That's why IT organizations are realizing that Web-based remote support is the key to cost-effectively supporting all employees, regardless of where they are located.

Here's where boxed solutions often fall short in efficiency and cost:

- Supporting employees whose devices do not have premise-based software pre-configured or are outside the firewall – often employees in this situation are either out of luck or have to forfeit a device for a week while it's shipped to headquarters for resolution.
- Supporting the support solution – premise-based software may actually drive up support costs because you have to manage the software.

With Software as a Service, service is considered part of your investment in the solution. We understand that your IT help desk is in the business of supporting your company's end users, not your support tool.

Most Important Criteria

We asked survey respondents to identify the most important criteria for choosing a remote-support solution. Security, ease of use and total cost of ownership rated highest in importance.

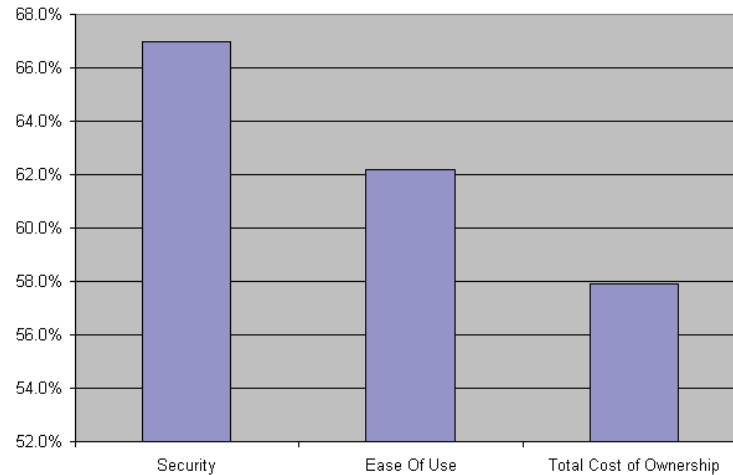


Figure 2: Survey respondents identify the most important criteria for choosing a remote-support solution.

Let's take a look at how Citrix® GoToManage® efficiently and cost-effectively addresses these top three criteria.

Security

With remote support, tough security is essential. Period.

Protecting the integrity of your confidential data and critical systems – and that of your end users – is serious business. That's why GoToManage uses industry-standard SSL and 128-bit Advanced Encryption Standard (AES) encryption, approved by the U.S. Government National Security Agency to protect classified communication.

GoToManage encrypts session data end to end and, unlike other remote-support products, GoToManage security can never be turned off. In addition, GoToManage employs best practices security measures, including permission-based support; overriding end-user control; and one-time unique connection codes, as well as encrypted, password-protected storage of GoToManage sessions, system diagnostic data and chat logs.

That's security you can count on.



Ease of Use

GoToManage makes it easy for end users to access support by offering a one-click session start. If you're already on the phone, you can easily invite the end user to join a GoToManage session, and in one click, you're ready to go. Or, allow the end user to request support directly via your Web portal. The process of launching a GoToManage session is instant, intuitive and, best of all, easy.

Once you're in a session, Two-Way Screen Sharing and Remote Control enable you to view and share control of your end user's device or applications, including multiple-monitor desktop environments – with the end user's permission, of course. Alternatively, you can show your desktop to the end user while retaining sole mouse and keyboard control.

Even launching a GoToManage session is simple and intuitive, regardless of how inexperienced end users may be when it comes to technology or where they are located.

Here's how it works in three simple steps.



How GoToManage Works

End users will be amazed at how quickly and easily the IT help desk is able to connect, diagnose and resolve complex issues using GoToManage.

Here's how it works:



Step 1: The end user calls in and is given a unique connection code to enter on a designated Web site.

Step 2: With the end user's permission, the GoToManage thin-client downloads to the end user's remote device.

Step 3: The IT support rep can view and control the end user's computer.

Once in a session, the IT support rep can immediately diagnose, troubleshoot and resolve complex issues; install or upgrade software; and provide training using a variety of GoToManage tools, including:

- Remote Diagnostics
- Chat
- File Transfer
- Remote Viewing and Control
- Reboot / Reconnect



Total Cost of Ownership

GoToManage follows the Software as a Service (SaaS) delivery model, with an emphasis on service. When you invest in Web-based GoToManage, you also receive a suite of services that significantly drives down the total cost of ownership (TCO) of your remote-support solution, including:

- **Best Practices Resource Center:** This online resource center contains useful information designed to help maximize and accelerate your return on investment.
- **24/7 Support:** We support the software so you can stay focused on your business. Call or email us anytime.
- **Free Upgrades:** When new versions of the software are available, we roll them out to you for free.
- **99.9% Uptime:** GoToManage runs on redundant servers hosted by Citrix, which means that you can rely on virtually always-on service.

With the SaaS delivery model, you can avoid costly resource drains while providing effective remote support to all of your end users.

Conclusion

The year ahead will bring a new set of challenges to your IT help desk. Your ongoing efforts to support end users efficiently and cost-effectively will be infused with the demands of a burgeoning remote workforce and increasingly complex technical issues. Is your IT help desk prepared to navigate this new territory?

With Web-based GoToManage, you can easily provide secure remote support to all your end users – regardless of where they happen to be – and keep your total cost of ownership low. That's what Software as a Service is all about.

If you'd like to learn more about GoToManage or to learn more about Web-based remote support, please visit www.GoToManage.com or call 1-877-582-7016. If you're calling from outside the United States, please call +1-805-617-7372.

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