

# Collaborative Technology

## Citrix GoToMeeting Drives Face-to-Face Communication Online



People have spent a lot of time finding different ways to communicate with each other, from homing pigeons and Morse code to text messaging and video conferencing. But the best method of communication is still the oldest one: talking face to face in person.

### It works because it's so simple:

You look at the other person.

You talk.

You listen.

Your tone, facial expressions and body language fill in the gaps that words alone leave out. There's no static. No complicated controls or tedious setup. No predators attacking your messenger mid-flight.

But sticking strictly to this most-efficient form of communication leaves us with a very limited number of people to communicate with—because the earth is a big place. Thus the pigeons, text messages and the rest.

Companies like Mindjet understand just how vital collaboration is to success—that's why they rely on GoToMeeting with HDFaces high-definition video conferencing to make long-distance communication just like being there.

"I believe that GoToMeeting is really that key driver for successful collaborations," says Mindjet CMO Jascha Kaykas-Wolff. "It allows us to communicate in a very efficient way every day."

With GoToMeeting, you can share your screen with up to 25 people at a time anywhere in the world. You can talk to each other using the integrated VoIP and phone audio options. And you can see each other face to face with HDFaces video.

And best of all? It's so easy. Two clicks start a meeting. To invite others, simply send them a URL and an access code. To show your webcam stream, just click a big blue button. And you can even use it with your iPad, iPhone, Windows device or Android device.

No instruction book, no complicated code words, no sketchy, unreliable service. Just look, talk and listen. Your facial expressions and body language will breathe life into the conversation.

GoToMeeting connects your business's two most valuable assets: your people and their ideas. Because when communication is this easy and precise, people collaborate more. Sometimes exponentially more. Need to brainstorm with a team dispersed around the world

(or even around a large campus)? Use GoToMeeting. Want to connect personally to customers? Want to show your appreciation for a remote employee's hard work? A person-to-person GoToMeeting session speaks volumes more than a well-worded email.

"Business has been forever and irreversibly changed," Kaykas-Wolff says. "GoToMeeting is enabling this change through face-to-face communication."

Get your team on the same page, and keep it there. Make sure your customers remember you. Get your message across the first time, with no misinterpretation. That's what GoToMeeting can do for your business. It all comes down to getting to the simple essence of communication: Look, talk, listen. Because we believe that when you meet face to face, you're more likely to see eye to eye.

**Don't believe us? Check out what customers have to say at [www.meetingisbelieving.com](http://www.meetingisbelieving.com).**



“ I believe GoToMeeting with HDFaces has the quality and features that make meetings more productive. ”

Angie's List CTO  
Manu Thapar

Find out why businesses like Angie's List believe in the power of GoToMeeting — the extremely simple, extraordinarily powerful way to collaborate face to face in high-definition video. **Try it free today.**

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**GoToMeeting**  
by **CITRIX**