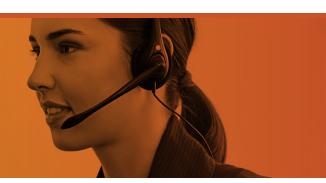




"The audio integration has been absolutely top quality and has made such a big difference over our previous experience."

Simon Eldon Global Infrastructure Manager Euromonitor International





## **Problem**

With 1,000 employees spread worldwide, simply scheduling meetings can induce headaches. And **if the online meeting malfunctions mid-presentation**? Migraine city. Such was the plight of market research firm Euromonitor International.



## **Solution**

GoToMeeting solved the frequent audio issues and licensing model restrictions that plagued the company's old meeting tool, said Simon Eldon, Euromonitor's global infrastructure manager.

"There is a real need for us to be able to communicate not only internally but also with clients and prospective clients," Eldon said. "Having a system that would let us do that efficiently and effectively was a key part of our decision to adopt GoToMeeting. And it's been a big win.

"The interface is easier to use, more intuitive," Eldon added. "And I'm able to roll out availability to every employee. **GoToMeeting is now a standard part of our work environment**, and the adoption rate has been huge."









Improved sales efficiency



Big cost savings

"We've seen a huge reduction in the number of support tickets about online meetings, and there's been a lot of time saved for our sales team particularly," Eldon said. "As we've educated users on how to use the system efficiently, helping drive a lot of contract employees away from alternatives, we've also seen a significant reduction in the overall cost of VoIP services."

EUROMONITOR INTERNATIONAL

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