

# THE MODERN FACE OF COLLABORATION

The collaboration market is evolving. We've seen numerous mergers and acquisitions, enterprise investments and startup solutions in just the last year. What's driving these dynamics? And how can you ensure your business stays ahead?



## 4 trends redefining the collaboration space

The demographics and mindset of the modern workforce are changing quickly, influencing which tools they use and how work gets done.

### Text over talk



**75%** of millennials would give up calling on their phones just to keep texting. It's why messaging apps are increasingly popular at work.

### Comfortable on camera



**52%** of millennials regularly make video calls on their phones. They want face-to-face interaction, even on the go.

### Remote work on the rise



**38%** of full-time staff will be remote workers in the next decade. They're adopting tools to work how, where and when they want.

### AI to the rescue



**95%** of employees believe AI will automate some of their job responsibilities, meaning less time wasted on mundane tasks.

## Why meetings matter more than ever

Even with all these changes, meetings are still integral to business. They're where decisions are made, relationships are built and results are delivered.



**55** million meetings happen each day in the U.S., more than double the number from two decades ago.



**84%** of workers rated meetings as very effective or somewhat effective for workplace productivity.

## Introducing the New GoToMeeting

For the past 15 years, we've been squarely focused on building the best possible meeting experience for our users. Now, with an extensive series of updates to the platform, the new GoToMeeting delivers a flawless, engaging experience that's with you every step of the way – from scheduling to follow-up.



### Designed with you in mind

Shaped by thousands of customer conversations, meetings are seamless with intuitive in-session controls.



### The fastest meetings on the market

Joining a meeting is now 65% faster than before. Save time and get right to the point, so you can meet up and collaborate quickly.



### Unmatched audio clarity

Noise suppression and PSTN wideband make remote conversations sound like everyone's in the same room.



### Consistent across all endpoints

Whether you're on a PC, MacBook, or an Android or iPhone, your experience will be the same. No more fumbling or frustration.



### An all-new "Hub"

Your one-stop-shop for scheduling, sharing content, and communicating via chat, the Hub completely streamlines your workday.



### Build stronger relationships

Our video-first approach makes meetings more personal, so you can drive stronger connections with your peers.



### Enterprise ready

Customized branding gives your personal meeting room a professional look – perfect for those big meetings with external stakeholders.



### Boost post-meeting productivity

Our Smart Meeting Assistant – complete with notes, action items and highlights – ensures you're not wasting time on mundane tasks.



### Provisioning made easy

Leverage the Account Directory Connector to roll out feature sets to certain groups of employees with customized emails.



Interested in learning more? Let's chat about all the key features that matter to your business, and if it makes sense, our team will develop the perfect plan to bring the best version of GoToMeeting to your team.

Contact Sales



We were named a 2019 Gartner Meeting Solutions Magic Quadrant Leader!

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