

## Episode 30: Transforming Collaboration for the Future of Work

You are listening to the HCLTech Digital Workplace Podcast, the place where industry experts, analysts, and veterans help us identify, understand, and prepare for the upcoming digital workplace technologies and trends. If you haven't subscribed to the channel already, do it now for regular updates. This episode starts in 3, 2, 1.

**Sumit** – Hello everyone, and a very warm welcome. I'm Sumit, and this podcast episode, it's going to be fairly interesting as our guest will talk about transforming the future of collaboration. Our guest for today is **Mathew Philip, Senior Director and Global Head of GSI business, GoTo.**

Mathew, welcome, and thank you for joining us.

**Mathew Philip** – Thank you so much, Sumit, for having me here on this podcast series. It's a real privilege to be here.

**Sumit: Tell us a little bit about GoTo's journey and your role and how you have seen the company scale.**

**Mathew:** I'd like to begin by providing a brief overview of the Board GoTo and what I do. GoTo, formerly known as LogMeIn and still widely known by that name, has been enabling businesses to do their best work from anywhere since 2003. Long before remote work became a buzzword, our software was powering two decades of remote work.

And we began in Budapest, Hungary, with an exciting origin story. Martin, our founder, was a system administrator who needed to travel between Buda and Pest, two cities in Hungary separated by the Danube River, to update the server systems at 3:00 a.m. He realized the potential for secure remote server access, leading to the development of the first remote access software. GoTo has come a long way since then and we now generate more than a billion dollars in annual revenue.

The company is headquartered in Boston, Massachusetts, and we have over 3000 home offices spread across North America, South America, Europe, Asia, and Australia.

Last year was a very special year for GoTo because we rebranded from LogMeIn to GoTo. We launched GoTo Resolve, our flagship IT management and support solution. We acquired Mirador, a mobile device management technology provider, and we also had some great innovations coming up in Rescue. With all of this, we also officially supported a billion sessions across a portfolio of IT products, which is a testament to the value and usage customers are seeing with our products.

My journey began with GoTo five years ago, as I helped them establish the GSI business in India. I now have the responsibility of expanding the business globally, having worked for GSIs for two decades. Over the past five years, we have built partnerships with global system

integrators and won in the marketplace, enabling businesses to adapt to the new normal. GSI collaborations will continue to be important in GoTo's global enterprise strategy.

**Sumit – Hybrid Work is the way to go, but it is not without complexities. What are enterprise challenges from a collaboration & support standpoint that GoTo aims to solve?**

**Mathew Philip** – Let me quickly discuss two or three issues that businesses are facing as they transition to hybrid work.

The first is the increasing IT burden because of remote and hybrid work. Second, how do you ensure productivity with such dispersed workforces? And third, how do you minimize the cybersecurity threat risks? So let me talk a little bit more about each of these now.

The increasing burden on IT is driven by hybrid work. GoTo's survey shows 50% of respondents use hybrid work, indicating increasing prevalence. As remote and hybrid work becomes more prevalent, businesses face challenges due to dispersed workforces. The survey indicates IT teams and providers face increased workload and pressure due to remote and hybrid work adoption. Businesses seek tools to help IT teams troubleshoot infrastructure and network issues, minimize problems, and connect with end users when problems arise. And our product Rescue is a remote support tool that provides secure access and remote support to enterprises. It features screen and camera sharing, allowing IT administrators to visualize and communicate with employees while solving problems. We've just launched another new feature in Rescue, a new life translation service that allows technicians to communicate with end users in any language supported by Google Service in real-time. This feature is particularly relevant for global organizations with employees speaking different languages.

The second challenge is the productivity challenge. Gartner predicts a 25% decrease in in-person meetings by 2024 due to remote work and workforce demographics, affecting 60% of enterprise meetings. The growth of Collaboration technology is driven by innovation for a more productive workforce. Covid increased remote work demand, leading to increased software integrations and collaboration technologies, resulting in significant growth in enterprise applications and software integrations. GoTo offers IT management, support, collaboration, and communication tools for remote and hybrid workers, enabling seamless productivity and overcoming challenges in the workplace.

The third, minimizing cybersecurity threats is a crucial topic for businesses today. Particularly when it comes to the SaaS industry, the rise of cyber threats and platform misuse is a big issue. Cybersecurity and data protection are crucial for companies, and GoTo recognizes the importance of addressing these challenges. To address these security concerns, we implemented advanced technologies and security measures, including zero trust access in our software, ensuring network access requests are verified before granting access. In addition, GoTo enhances IT solutions security with multifactor authentication, banking-grade encryption, and single sign-on fun features, ensuring maximum protection for users. Our

dedicated security incident response team ensures swift and coordinated responses to security incidents, ensuring the highest level of security for customers. This approach reflects our compliance with industry standards like SOC 2 and GDPR, making us a trusted partner in the SaaS industry.

Now, let me give you an example. HCLTech, a customer of ours, has been using Rescue, our remote support solution, for three years. The company has experienced significant benefits in agent productivity, reduced average handling time, and an enhanced employee support experience. Rescue solution has been used by HCLTech to support its global workforce, showcasing the benefits of our solution.

Another case is where Rescue has been effectively used by FUJIFILM to improve customer satisfaction and cost savings in the Asia Pacific region. It addresses two top challenges businesses face in hybrid work, and GoTo helps businesses address these issues. Rescue's web-based remote support solution boosts customer satisfaction and reduces costs.

**Sumit** - Great, Matthew. These are really powerful insights and I couldn't concur more specifically around our seamless support and the emerging cybersecurity threat landscape. So thank you for sharing these.

**Sumit - Speaking from your experience and the lens of collaboration, what are the trends that you are witnessing now and how is GoTo making the collaboration more immersive for its customers?**

**Mathew Philip** - Some of the key technology trends in collaboration technology include trusted, secured digital connections for people and devices worldwide, with zero trust security. Rapid deployment and scaling of solutions are crucial for businesses to adapt to the changing world. Innovative capabilities are essential for businesses to grow and evolve. GoTo is making collaboration more immersive, while IT leaders are focusing on entering new markets and defending their homes against competitors. These solutions enable businesses to adapt and thrive in the ever-changing business landscape.

What are their key priorities? First is increasing their operational efficiency. Expanding businesses requires improving operational efficiency to address complex operations and productivity issues. The second is reduced cost. Businesses face pressure to reduce costs while offering workforce mobility and flexibility. Third is the shift to the cloud. The pandemic has accelerated cloud adoption across various technology layers, including software, applications, platforms, infrastructure, and services, affecting business transformation strategies across software, applications, platforms, infrastructure, and services. And finally, the priority for businesses is on employee experience, as happier employees lead to happier customers. They invest in solutions to ensure employee productivity.

So to summarize, the four focus areas are employee experience, cloud shift, cost reduction, and operational efficiency. GoTo develops solutions for businesses to meet their priorities.

GoTo has introduced numerous new features to prepare businesses for future advancements. These include innovations like the integration between Rescue and Google Translate, offering real-time multilingual support, easy deformed language setup, and customizable glossaries. These features are designed to enhance the technology's capabilities and cater to the evolving needs of businesses.

Second, GoTo has integrated with ChatGPT to improve customer engagement solutions' chat functionality, enabling more natural, human-like responses. The integration is in its early stages, aiming to streamline complex scripting processes using simple human language, preparing it for the future.

We have also made the support experience with Rescue more immersive for the users through our video support functionality using Rescue Lens. Rescue Lens enhances the support experience by allowing agents to remotely view iPhone, Android, or Windows cameras, enabling live video feeds, annotations, and audio to resolve issues. This enhanced journey enhances the user experience and improves the overall user experience. GoTo will continue to invest in research and development to stay at the forefront of innovation, providing intelligent solutions for customers to maximize their digital potential.

**Sumit – From a strategy standpoint, tell us about GoTo's partnership with HCLTech and how it is a game changer for enterprises globally.**

**Mathew Philip –** I think this is one of the most important questions for me in this podcast. The partnership journey with HCLTech began five years ago and has been valuable and rapidly growing. Since then, HCLTech has successfully adopted our collaboration and IT support tools for internal employee support and customer enablement in their hybrid work and digital transformation journey. HCL Tech integrates remote IT support tools like Rescue into its digital workplace offerings, enhancing PS and deployment capabilities. In 2021, HCLTech was recognized as the Rescue GSI, new partner of the year by GoTo.

HCLTech's mission aligns with GoTo's, focusing on enabling enterprises to create a hyper-adaptive, resilient workplace for seamless customer experiences on any device. This aligns with GoTo's mission of designing software that connects and supports customers and employees across devices from anywhere. GoTo and HCLTech's synergies form a strong foundation for a growing partnership, enabling businesses to thrive in the new normal, fostering productivity and innovation.

**Sumit –** Great. My key takeaways are staying productive and thriving in the new normal, that's a great story.

**Mathew Philip –** And doing it together, that's the most important right.

**Sumit** – If I may have to draw your attention to the current prevalent competitive involvement. So what in your opinion differentiates GoTo from the competition in collaboration and communication space? So if I may have to ask you, what are GoTo superpowers?

**Mathew Philip** – GoTo's inherent strength lies in its lineage of building remote work software for the last two decades. As a company with a long history of remote work software development, it has been a key factor in the growth of remote work technology. Our SaaS platform prioritizes user experience, security, privacy, and compliance to reduce friction in remote and hybrid work environments while ensuring sensitive information remains safe.

GoTo's comprehensive IT management and support portfolio, combined with business communication software, creates a connected ecosystem for seamless, secure operations and flexible work. This simplifies the IT stack and enhances employee experience, leading to increased productivity. GoTo excels in reliability and stability, offering 100% uptime, 24x7 dedicated support, and a zero-trust security approach.

GoTo also offers a better administration experience for IT and administrators compared to competitors. Our source of information for this is Gartner, they report on critical capabilities for unified communications as a service. And finally, how big superpowers are our GSI partners like HCLTech, who are doing some amazing work in the area of digital transformation for their global customers. So, Sumit, these are some of our superpowers as well as how it differentiates us from some of the competitors.

**Sumit** – This is wonderful, Matthew, and thank you for sharing your insights with us today. I'm sure these insights will be very helpful to business and IT leaders in approaching a holistic and successful collaboration and communication strategy.

So thank you again for your time and we hope for an opportunity to host you again very soon.

**Mathew Philip** – Thank you so much once again for having me as part of this very prestigious HCLTech Digital Workplace Podcast, and it is a real privilege being here. Look forward to being a part of this again.

Thank you so much.

This episode of the HCLTech Digital Workplace Podcast has ended. But be sure to subscribe for more insights on how to identify, understand, and prepare for a world of possibilities around the new and upcoming digital workplace technologies and trends. Don't forget to rate and review this episode so that we can keep bringing you the most relevant content.

Thank you for listening.