Citrix® GoToMeeting® Corporate 4.5 Reviewer's Guide

Featuring the New Addition of

Ultimate Audio Service

and Mac Support

About This Guide

Thank you for evaluating Citrix® GoToMeeting® Corporate 4.5. This guide is organized to introduce you to the new GoToMeeting functionality and help you effectively evaluate the online meeting, collaboration and administrative capabilities of GoToMeeting Corporate 4.5. The guide leads you through the process for setting up, using and administering GoToMeeting Corporate 4.5 and concludes with purchasing information.

Reviewer's Roadmap

We suggest you start your evaluation of GoToMeeting Corporate 4.5 by accessing the Administration Center and activating an organizer account for yourself. To begin, you must have an activation link from Citrix Online containing your personalized Administration Center URL. For specific information about activating your complimentary administrator account, please speak with your Citrix Online contact.

Once you have received your activation link, we recommend that you follow these steps for reviewing GoToMeeting:

1. Set up your administrator account by completing the brief registration form.
2. From the Administration Center, visit the Sign Up Organizers section to create a GoToMeeting Corporate organizer account.
3. Install the software on your PC or Mac® computer and begin organizing online meetings with peers, co-workers and clients. Meeting participants do not need to have accounts.
4. Conduct meetings to familiarize yourself with the new online meeting features available to organizers and attendees.
5. Return to the Administration Center and review the administrative features.

Online Meetings Made Easy™

Every business considering purchasing a collaboration solution needs to take a look at GoToMeeting Corporate. GoToMeeting Corporate enables users to conduct unlimited online meetings with up to 25 attendees per meeting—all for one flat fee.

This All You Can Meet® subscription approach differs significantly from that of other Web conferencing solutions, which often charge for each minute of use or require a separate seat purchase for each meeting participant. With GoToMeeting Corporate, you can hold *more meetings* with more people, because attendees do not need to have subscriptions to participate.

As an enterprise solution, GoToMeeting Corporate provides companies an easy way to centrally administer multiple organizer accounts. It can be deployed in minutes to multiple users and requires no training. With just a few clicks, any individual in the company can start using and benefiting from online meetings.

Note: Our single-organizer GoToMeeting product is currently available for purchase online. This solution is perfect for individual users who do not require corporate administration and management features.

GoToMeeting Corporate provides employees with greater access to online meetings. Patented technology enables meeting attendees to view any application running on the presenter's desktop in real time. Setup takes seconds and no maintenance is required, resulting in the quickest and easiest online meeting solution available.

With GoToMeeting Corporate you can:

- **Present:** Expand reach with online presentations that help sales and marketing professionals to gather prospects, engage their target audience and qualify leads.

- **Demonstrate:** Perfect for sales representatives who want to conduct live demonstrations of products for prospective customers or give one-on-one impromptu presentations during cold calls.

- **Collaborate:** Ultimate convenience for every professional who wants to collaborate in real time. Share any application on the presenter's desktop, even if the application is not installed on the attendee's computer.

- **Follow up:** Avoid an extra trip by conducting follow-up meetings online. Answer questions, tie up loose ends, review contracts and close deals faster.

Key Benefits

In the latest version of GoToMeeting Corporate, we've added **Ultimate Audio** functionality so that participants can access meeting audio with either integrated Voice over Internet Protocol (VoIP) or toll-based phone conferencing. GoToMeeting organizers will be able to set up and access these audio services quickly and easily without incurring additional charges. Ultimate Audio will also enable organizers to offer their participants a choice in their preferred audio method, allowing more people to actively participate in meetings.

In addition to our built-in Ultimate Audio features, GoToMeeting Corporate customers have the option of purchasing **Integrated Toll-Free Audio Service** from Citrix Online Audio. This toll-free audio service integrates seamlessly with GoToMeeting and with our VoIP and toll-based phone conferencing (all in the same session) to provide total flexibility in your audio choices.

The new version of GoToMeeting Corporate also includes **Mac Support**. Finally, Mac® computer users can both conduct and attend online meetings just as easily as PC users do. GoToMeeting Corporate's new native Mac application will now allow organizers to start one-click meetings with anyone right from their Mac desktops. This new Mac compatibility will help participants with Macs and PCs to better communicate with each other.

As you evaluate GoToMeeting Corporate 4.5, you'll likely discover the following benefits.

GoToMeeting Corporate:

- Remains the **easiest-to-use** collaboration product on the market
- Provides users on any Internet connection the **best experience available** today
- Helps companies achieve **an even greater return on investment** than before – getting more great features (including integrated VoIP!) for the same All You Can Meet® subscription
- Includes administrative capabilities that make it **even easier to manage**
- **Continues to outshine its competitors** by combining practicality with cost-effectiveness
- Maintains **industry-leading security** as an integral part of its technology
- Dramatically increases **sales, marketing and training productivity** and effectiveness
- **Unites PC and Mac users** in online meetings like never before

Evaluating GoToMeeting

Creating Meetings

The intuitive interface of GoToMeeting Corporate enables users to begin organizing and attending meetings within minutes, with options to open a meeting immediately or schedule one for later.

Meet Now

GoToMeeting Corporate makes instant meetings possible by providing a variety of Meet Now buttons and menu options:

- Click the **Host a Meeting** button on the www.gotomeeting.com Web site.

- Click the **Start** button next to the meeting from within the My Meetings dialog box on the www.gotomeeting.com Web site.

- Double-click the orange GoToMeeting icon on your desktop and click the Meet Now button.

Figure 1: Organizers can choose from options available from the GoToMeeting Suite.

Schedule a Meeting for Later

Scheduling a meeting is simple and straightforward. Organizers enter basic meeting information, including the meeting date and the start and end times. For additional security, organizers can create an optional meeting password that attendees must enter before joining a meeting. Clicking the **Recurring Meeting** checkbox allows a meeting ID to be reused for future meetings.

Figure 2: Organizers enter basic meeting information and can include an optional toll-free conference-call number.

Ultimate Audio

GoToMeeting now offers an extended choice of built-in audio conferencing services. With the integrated GoToMeeting audio features, you can choose between Voice over Internet Protocol (VoIP) and toll-based phone conferencing or allow both options.

Integrated Toll-Free Audio Service

GoToMeeting Corporate customers can now enhance their online meeting experience by adding Integrated Toll-Free Audio Service to their GoToMeeting sessions. Flat-rate toll-free packages purchased from Citrix Online Audio make it fast and easy to provide attendees with a toll-free conference call number.

Capabilities

- Lets you set up the meeting and the toll-free call in one click

- Enables seamless recording, without any additional software

- Integrates muting controls with the Web conferencing interface

- Automatically shows toll-free numbers in all meeting communications (invitations, Outlook® email and calendar, control panel, etc.)

- Works with built-in VoIP and toll-based audio options – You can mix and match them!

Controlling Audio Costs

Combining toll-free with built-in VoIP and toll-based audio options allows you to choose the most affordable way to accommodate your attendees.

For example, you can give your toll-free number to valuable prospects, set up your employees to use VoIP and offer the toll-based option to international attendees (enabling them to pay a local toll instead of the more expensive long-distance charges associated with a U.S.-based toll-free number).

There are multiple toll-free audio packages to choose from, so you can pick what you'll need and plan your costs in advance.

Conducting Meetings

When the organizer begins a meeting as the presenter, he/she has a variety of controls allowing him/her to share his/her screen, view and manage attendees, chat with attendees, access and control integrated phone and VoIP audio conferencing, and invite other attendees once the meeting has started. A privacy shield prevents attendees from viewing the presenter's controls, which may contain sensitive information such as private chat text.
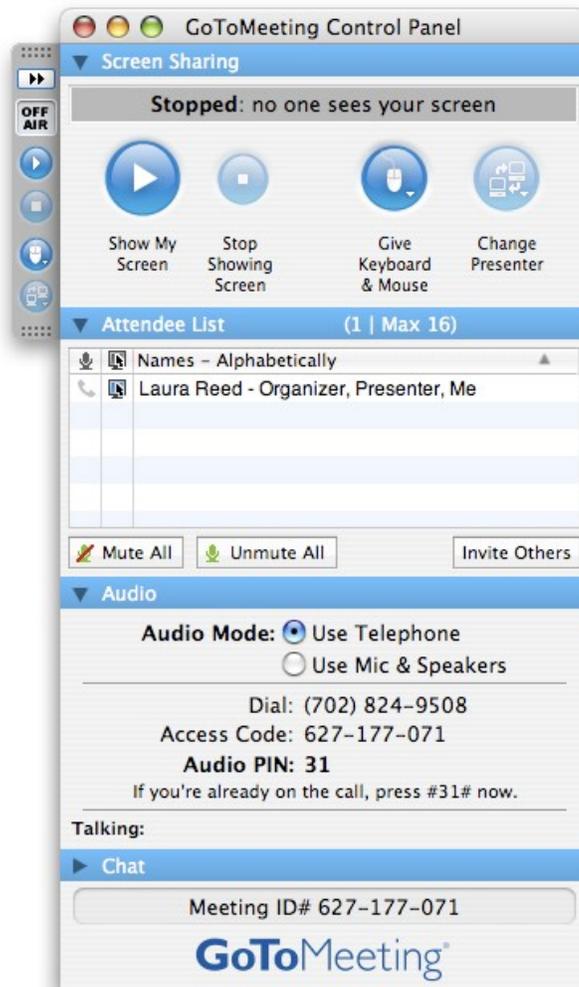

Figure 3: Presenter controls provide an easy way to manage the meeting while in session.

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Desktop Viewing

The presenter broadcasts a view of his/her desktop to meeting attendees for presentations, training or collaboration. Through desktop viewing, the presenter can show any application or file for presentations, software demonstrations and document reviews.

Attendees view the presenter's desktop through a simple and resizable meeting Viewer. The Viewer displays 24-bit color, providing crisp and clear color display for more effective presentations. The Viewer is also automatically scaled to local display settings.
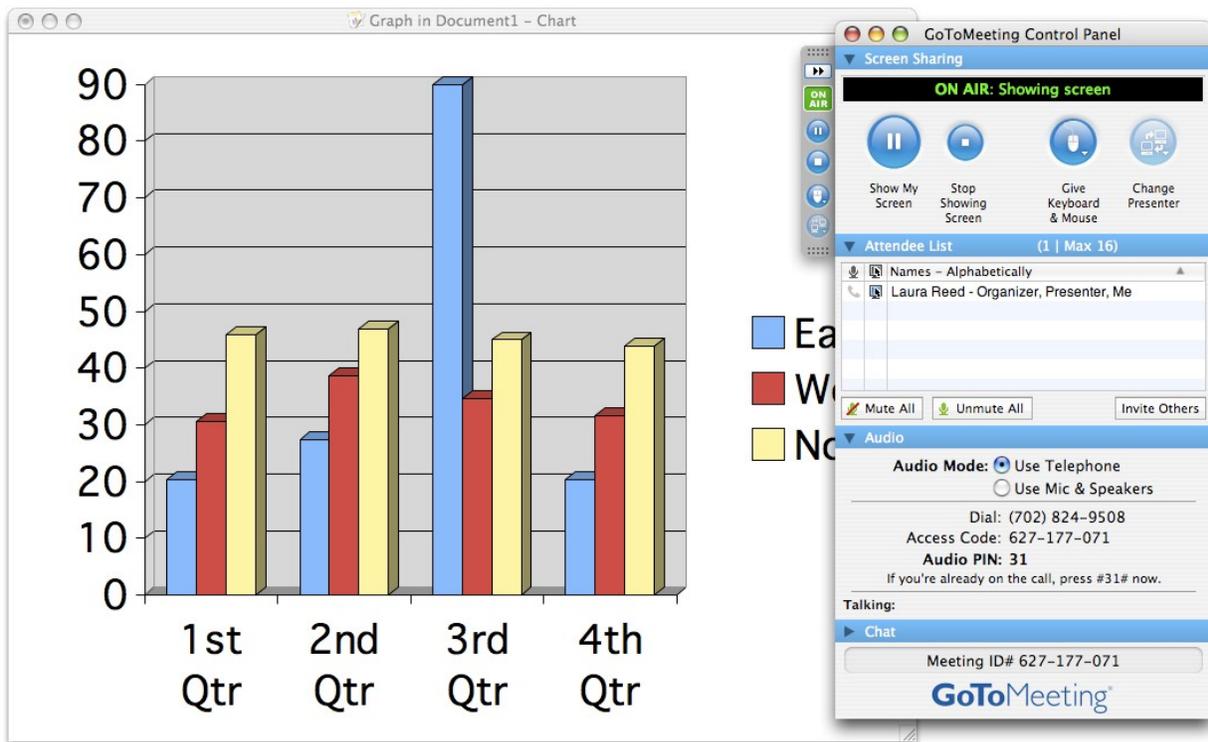
Figure 4: Screen Sharing on the Viewer Window

Corporate Administration and Deployment

Administration Center

The Administration Center enables administrators to rapidly deploy and manage GoToMeeting Corporate accounts. Use the Administration Center to:

- Sign up organizers (up to the limit on your account) through an easy-to-use email invitation process.
- Manage organizers and control their online meeting and Webinar access.
- Generate reports about meeting usage in your company.
- View information related to your company account.

Note: Before you begin using the Administration Center, you must first activate your GoToMeeting Corporate administrator account. Instructions for activating your account are provided in an email sent to you by your Citrix Online contact.

To use Administration Center features, log in to your GoToMeeting Corporate account. The Administration Center is accessible from any Web browser and is secured with 128-bit SSL encryption. Strong passwords are required.

Figure 5: The Administration Center

Deploying GoToMeeting Corporate and Managing Users

Rolling out GoToMeeting Corporate to employees is easier and faster compared to other Web conferencing solutions. Because an administrator can deploy our solution in minutes, companies can limit the time and effort required by the IT department. Administration can be accomplished easily, even by non-tech-savvy individuals in your organization.

To deploy GoToMeeting Corporate, enter the email addresses of the organizers you wish to invite on the *Sign Up Organizers* page, confirm your choices and send the new organizers email invitations. The email invitation recipient needs only to click the activation link within the email to become a GoToMeeting Corporate user within the organization. End users can be up and running within seconds because the GoToMeeting Corporate installation is automatic and requires no pre-configuration. Within minutes, users are ready to organize online meetings without any training whatsoever.

Note: By activating your GoToMeeting Corporate administrator account, you will automatically create a GoToMeeting Corporate organizer account for yourself with the same email address and password.

Figure 6: Rolling out GoToMeeting Corporate is as simple as 1-2-3.

Managing Organizers

The Administration Center provides centralized management of GoToMeeting Corporate. Administrators can enable, suspend and edit the use of GoToMeeting Corporate through the Administration Center.

Administrators can access the Administration Center to perform all account-management duties anytime, from wherever they are. The easy-to-use interface, time-saving centralized billing and account-management features help to reduce total cost of ownership (TCO).

Figure 7: Easily search and view organizer information, change status or move organizers.

GoToMeeting Corporate Technical Information

System Requirements

For PC-based participants:

- Internet Explorer® 6.0 or newer, Mozilla® Firefox® 3.0 or newer (JavaScript™ and Java™ enabled)
- Windows® 2000, XP, 2003 Server, Vista or Windows® 7
- Cable modem, DSL, or better Internet connection
- Minimum of Pentium® class 1GHz CPU (512 MB of RAM or better recommended) (2 GB of RAM for Windows® Vista)

For Mac-based participants:

- Safari™ 3.0 or newer, Mozilla® Firefox® 3.0 or newer (JavaScript™ and Java™ enabled)
- Mac OS® X 10.4 (Tiger®) or newer
- Cable modem, DSL, or better Internet connection
- PowerPC G4/G5 or Intel processor (512 MB of RAM or better recommended)

Participants wishing to connect to audio using VoIP will need a fast Internet connection (384 kbps or better), a microphone and speakers (a USB headset is recommended).

To record a meeting on a PC, the following is required:

- Windows Media® Player Version 9.0 or newer
- Minimum of 800 x 600 Super VGA (1024 x 768 or higher screen resolution recommended)
- 1 GB of hard disk space (recommended)
- Fast Internet connection (384 kbps or more recommended)
- Sound card (If you're using Ultimate Audio)
- Microphone and speakers (If you're using VoIP)
- Telephone attachment device (If you're not using Ultimate Audio)

Note: Meeting recording is not currently available for Mac users.

Security and Architecture

The GoToMeeting Corporate architecture is designed for maximum security, performance and reliability.

Security Features

GoToMeeting Corporate is the most secure online meeting product available. Advanced communication architecture uses industry-standard SSL and U.S. government-standard 128-bit AES encryption. Confidential information cannot be viewed by anyone except meeting attendees.

Security Feature	Capability	Benefit
End-to-end encryption	Advanced secure communication architecture uses industry-standard SSL and U.S. government-standard 128-bit AES encryption.	Confidentiality of online meetings is protected from eavesdropping by anyone. Your meetings can be conducted confidently in a trusted online environment.
User authentication	User accounts are authenticated using strong passwords and unique meeting IDs.	Password-based user authentication protects your account from misuse. Unique meeting IDs protect against unauthorized meeting attendees.
Lockout for failed log-in attempts	Your account is protected from unauthorized use. If the wrong account password is entered three consecutive times within a five-minute period, the account will be locked for five minutes.	Automatic lockout prevents access by malicious users trying to guess an account password.
Inactivity time-out	Screen sharing is shut down after a set period of inactivity (i.e., no keyboard or mouse movement).	Your privacy is protected if you forget to close a meeting and still have screen sharing activated.

Firewall Support

GoToMeeting Corporate works with existing security and firewalls. No network or firewall configuration is necessary. Organizers and attendees can meet without the hassle of configuring IP addresses or firewall settings. Network administrators don't need to change or configure firewall ports, which could potentially compromise security.

Performance

GoToMeeting Corporate uses proprietary bandwidth-adaptive compression technology that makes it possible to meet with people using a variety of Internet connections. Overall, GoToMeeting Corporate provides performance that is vastly superior to other, less-sophisticated products. The built-in security architecture is also designed to ensure that there is no performance degradation, regardless of Internet-connection speed. The fault-tolerant architecture of GoToMeeting Corporate also provides high reliability and availability.

VoIP Best Practices

Audio quality can vary based on your audio software/hardware manufacturer as well as your operating system. When using VoIP, the following best practices are recommended:

- It is important to test your sound quality and audio settings using the GoToMeeting Audio tab before your online meeting.

- For optimum sound quality, a headset is recommended, preferably a USB headset for ease of use.

- If a headset is not available, a microphone is required, preferably a USB microphone for ease of use.

- If using a microphone, it should be at least 1.5 feet away from any speakers built-in or connected to your computer.

- Unplug any devices, such as a Webcam, that have a built-in microphone.

- The use of a Webcam microphone is not recommended.

Purchasing GoToMeeting Corporate

How GoToMeeting Corporate Creates Value

GoToMeeting Corporate makes it easier for everyone to benefit from the value of online meetings, with unsurpassed ease of use, security, performance and cost-effectiveness.

- **Increase sales.** GoToMeeting Corporate increases sales by enhancing interaction and increasing satisfaction with customers and prospects. Companies can use GoToMeeting to close business more quickly by holding one-to-one sessions with qualified leads and customers.
- **Increase productivity.** GoToMeeting Corporate dramatically increases employee productivity and efficiency. Optimize customer presentations, business planning meetings, staff meetings or brainstorming sessions regardless of where participants are located.
- **Reduce travel and operational costs.** Because meetings can be held online with anyone, anywhere, GoToMeeting Corporate significantly reduces operational costs through reduced travel and customer-acquisition expenses. Employees can now spend time focusing on revenue opportunities rather than traveling or waiting in airports.

Subscription Model

GoToMeeting Corporate is sold per individual organizer. Each Organizer ID is associated with an All You Can Meet® flat fee that enables a named user to deliver as many online meetings as they wish.

The payment structure includes upgrades, maintenance and support. Subscription discounts apply as additional organizer accounts are purchased. GoToMeeting Corporate is highly scalable—there are no limitations on the number of organizer accounts available for an organization to purchase.

About Citrix Online

Citrix Online provides secure, easy-to-use online solutions that enable people to work from anywhere with anyone. Whether using GoToMyPC® to access and work on a remote PC, GoToAssist® to support customers or GoToMeeting® to hold online meetings, GoToWebinar® for larger Web events and GoToTraining™ for interactive online training, our customers – more than 35,000 businesses and hundreds of thousands of individuals – are increasing productivity, decreasing travel costs and improving sales, training and service on a global basis. A division of Citrix Systems, Inc. (Nasdaq: CTXS), the company is based in Santa Barbara, California. For more information, visit www.citrixonline.com or call +1-805-690-6400.

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