

A SUCCESS STORY: SECURE BUSINESS COMMUNICATION WITH GOTOCONNECT



'Connecting Media' is an IT consulting company that offers comprehensive digitisation solutions in the field of IT security, IT services and data protection. Their goal: to put companies in the best position for the digital future.

They support their customers from the first idea to the finished project, offering the appropriate building blocks for digitisation. Complex issues are presented simply and requests are implemented in a solution-oriented manner.



THE CHALLENGE

Connecting Media is a small business, but works with customers from the barber shop next door to companies listed on the German Stock Index (the DAX). They are not only limited to their region, but operate throughout the Germany/Austria/Switzerland area. And, according to Andreas Kunz, founder and managing director of Connecting Media, this was precisely where the greatest challenge lay.

Kunz began by explaining, "we were faced with the task of finding a provider for cloud telephone systems that not only met our requirements for IT security and data protection, but also our customers' requirements. We were also looking for a telephone solution that would save us work when it came to team integration."

"We had been dealing with the topic of cloud telephony for a long time but, since our foundation in 2017, we never had a provider on hand who was able to impress us across the board," said Kunz. But that was all about to change!



THE SOLUTION

GoToConnect's installation and integration made a lot of things easier for Connecting Media, "everything was right from the start – including the price, if you consider what the system can do," explained Kunz and went on to add, "I am so enthusiastic about GoToConnect that it's almost the only thing I pitch."

Kunz was particularly impressed by the ease of use and the user interface, "the system is very easy to use when compared with other providers. With GoToConnect, I don't have to spend two days sitting in training centres in order to properly understand where to put individual ticks," Kunz explained and added, "I'm a huge fan of the drag & drop editor by the way – I love it."

Kunz, a consummate technician, also made it clear that adding a new product to the portfolio is anything but a sure-fire success. "I am particularly sceptical when I bring a new manufacturer on board because then I have to spend time training. Put simply, I have to brief my technicians," Kunz emphasised at this point and added enthusiastically, "but this was not the case with GoToConnect. **Everything is very intuitive and I didn't waste time in meeting rooms, I just got the product straight out there.**"

The company has also made great progress in terms of customer service and professionalism. With the integration of GoToConnect, you no longer had just perceived availability, but actual availability.



THE RESULT

The introduction of a LogMeIn VoIP telephone system was a win for Connecting Media. "We wanted to position ourselves more broadly and professionally with GoToConnect and we have exceeded these goals. Our customers appreciate the practical accessibility and total security and our employees appreciate the ease of use and integration," Kunz emphasised.

With GoToConnect, Connecting Media has not only expanded its product portfolio, we have also improved many of our work processes – both internally and externally. "Thanks to GoToConnect's simplicity and its broad feature sets, we work much more efficiently. Technologically-speaking, there are no barriers to our taking over the service for the user which means we can look after more customers," Kunz explained.



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– Andreas Kunz, Connecting Media Managing Director and Founder

Would you like to learn more about GoToConnect?

Contact us to discover how to support your growing business at scale at www.goto.com.