



# Maxing the “Unified” in UCaaS

**YOUR TWO MINUTE RECAP**

We’re living in a digital democracy where people have the freedom to switch between remote, office, and hybrid working. Low-touch, user-friendly tools unify teams and simplify workflows. Communication and collaboration are unconstrained, where creativity happens in person and online. But only if the IT is up to the task.

To meet the needs of this flexible workforce and ever-more digital customer base, SMBs need **IT to be an enabler, not an obstacle.**

## 3 seismic shifts

**1**

**Employees** have embraced their ‘work from anywhere’ world and won’t be going back to the 9 to 5

**2**

**Customers** are adapting to digital transactions with SMBs, but have expectations shaped by enterprise titans

**3**

**SMBs** increased reliance on tech that enables low-touch, remote processes

**75%**



of office-based employees want to continue remote working post-pandemic<sup>1</sup>

**83%**



of SMBs now have at least some of their operations online, of which 95% shifted in the last year alone<sup>2</sup>



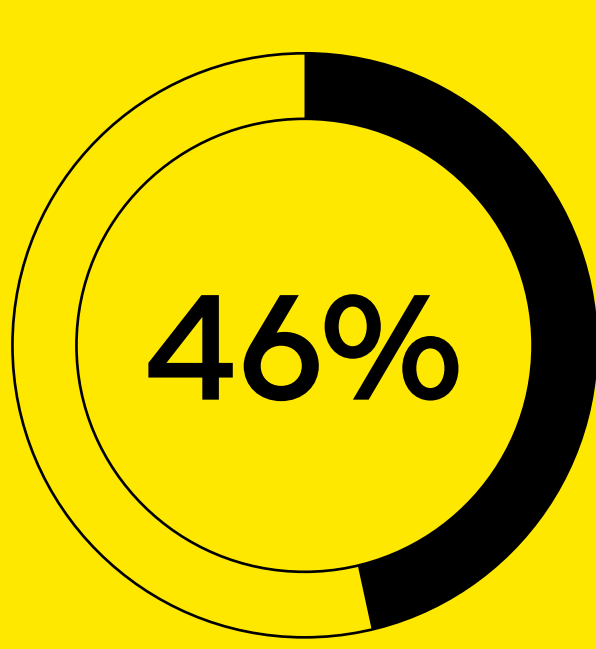
## 2 significant consequences

**1**

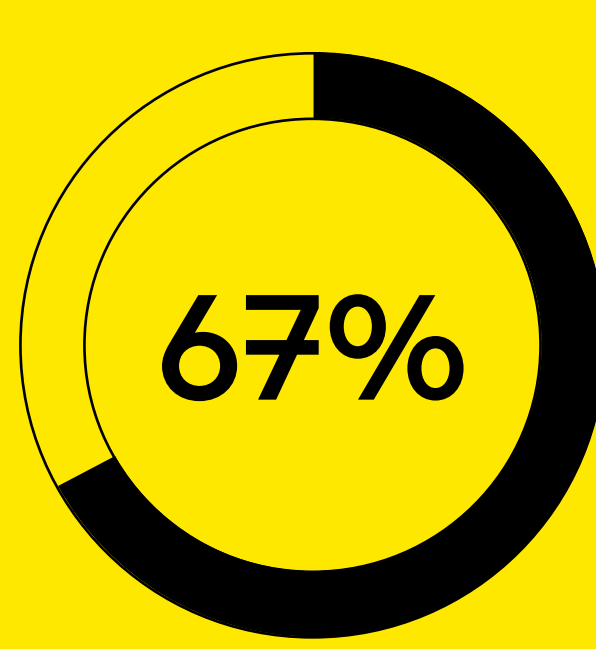
**Not enough digital** and too much of the wrong kind of digital (fragmented, duplicated, and Shadow IT)

**2**

**IT teams lack time and resources** to support the newly liberated workforce



of SMBs have three or more active UC vendor deployments at any one time<sup>3</sup>



of IT managers feel overwhelmed trying to support remote workers<sup>4</sup>

## 1 reliable solution

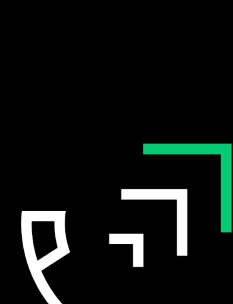
Thanks to the cloud, best-in-class, user-friendly communication technologies are no longer just for big enterprises. Now, even the smallest of SMBs can afford powerful, integrated solutions with all the convenience of software as a service (SaaS).

GoTo’s Phone, Meeting, Messaging solution provides all-in-one communications in a single, centrally managed app.



**A cloud phone system**

with customizable call routing and dial plans



**A video meeting solution**

for up to 250 people



**A messaging tool**

for private or team chat and file sharing

## Why GoTo?



Affordable



Easy to use

99% up-time performance



Reliable



24/7 support



Best-in-class security

## Get in touch

Is GoTo Connect right for you?

[Get a Demo](#)

[Or watch the webinar on demand →](#)

<sup>1</sup> World Economic Forum, Home or Office? Survey Shows Opinions About Work After COVID-19, 2021

<sup>2</sup> Yahoo Finance, Survey: Small Biz Goes Digital, Web Seen Integral To Surviving COVID-19, 2021

<sup>3</sup> Wainhouse, Survey Insight UC and Team Collaboration – ITDMs, 2021

<sup>4</sup> JumpCloud, IT Trends Report: Remote Work Drives Priorities, 2021