GoTo

Arbinger Institute

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The Arbinger Institute is a global training, coaching, and consulting firm helping individuals, teams, and organizations shift from the default self-focus referred to as an inward mindset to the others-inclusive focus of an outward mindset. Founded in 1979, Arbinger's programs and methodology are based on 45 years of research in the psychology of human behavior and motivation and over 35 years of experience working globally with organizations in the corporate, healthcare, education, government, public safety, and nonprofit sectors.

Challenge

When the Arbinger Institute's VoIP contract was coming up for renewal, James Prince, Director of IT Infrastructure, realized it was time to consider other options.

"Our previous system left a lot to be desired," Prince explained. "Their softphone client was antiquated, and we had many end-user complaints about how the app worked and its lack of features. And on the admin side, if I wanted to add a new line, change user settings, or troubleshoot anything, I couldn't do any of that on my own. I was completely powerless to make any changes in the system. Instead, I had to call in change requests to their support team — and it was usually a 24-hour to one-week turnaround on those tickets."

Solution

Prince considered several solutions before choosing to implement GoTo Connect. "We looked at different options, but it came down to the fact that GoTo has its own servers and can do load balancing and prioritize VoIP traffic. Whereas with other providers, we were concerned that if internet bandwidth wasn't good, the system wouldn't prioritize VoIP," Prince said.

GoToAssist also played a role in Prince's decision, especially as it related to consolidating under a unified platform. "It was a natural choice to go with GoTo because while we were looking at VoIP options, we were also switching our remote support software. GoToAssist is a perfect fit for our remote support needs. I know how "heavy" a tech stack can get when you start piecing it together, so I liked being able to keep our software packages under the same umbrella," he commented.

"I feel like I'm actually in control of my VoIP."

James Prince
Director of IT Infrastructure,
The Arbinger Institute

Prince continued describing the benefits that GoToAssist bring to the Arbinger Institute, including how it can be easily leveraged from anywhere, "While we mainly use GoToAssist internally for IT support, we also use it for our servers. It bypasses the need to go through multiple layers. Normally, I'd have to connect to a VPN and then use a remote desktop, making sure that remote desktop services were installed. Instead, I just enter my GoTo console, log in to GoToAssist, and can access all the computers that I have permanent access to. Even if I'm somewhere far away in a different country, as long as I have Wi-Fi or a cell connection, I'm able to log on and manage that server remotely."

> *The admin issues that plagued Arbinger's previous VoIP system are now a thing of the past. Prince stated, "With GoTo Connect, I'm easily able to add users. I can easily buy more phone lines. The admin console has been so helpful to me because I'm like, 'Wow, I can do everything in here!'"*

Prince also appreciates how easy it is to customize GoTo Connect to meet Arbinger's needs. "Calling trees are insanely simple. And it's easy to go in and select my dial plan – I can add whatever steps I need in a visual layout — a flow chart style. It makes it so much easier to build and manage these types of things. And I feel like I'm actually in control of my VoIP," he said.

Result

GoTo has been especially helpful for Arbinger as it navigated the global pandemic. As Prince explained, "Not everybody is under the same roof anymore. Even now, we're hybrid — we have many people still working from home or working in different states. Having GoToAssist makes it simple for us to onboard new employees; we have them click on the client, install it, and then we take over. And it's not just like screen sharing with other apps where you have limited control of what you're able to see and do. GoToAssist gives us full control; if we need to do a restart to install updates, it reconnects. When it gets back online, it alerts us. We don't have to worry about having the user there to reconnect and re-login to everything."

Prince was able to implement GoTo Connect and GoToAssist single-handedly — and its ease of use has helped him quickly get new team members up to speed. "It was just me doing the implementation," he said. "But recently, we hired a new IT infrastructure admin, and training him was easy. I was able to sit down and show him how to set up one user, and now he's able to do it on his own moving forward. The platform is super intuitive and easy to use."
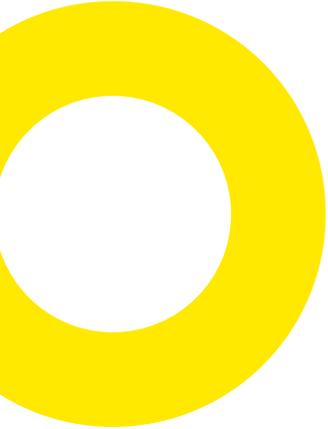
Users across the organization have given positive feedback about the transition to GoTo Connect and its features. "Internally, it was a pretty smooth transition — I sent out a calendar link for people to schedule time with me to set up the new client on their computer. Overall, people feel like this was a seamless transition. Many didn't realize that there was a change, except for the fact that they have new softphone clients. And I think most people have liked the changes — the softphone is more powerful, so they're able to do more with it. The mobile app is great, too, allowing our employees to make calls using their office lines when they're on the road," Prince concluded.

"Not everybody is under the same roof anymore. Having GoToAssist makes it simple for us to onboard new employees. GoToAssist gives us full control."

James Prince
Director of IT Infrastructure,
The Arbinger Institute

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