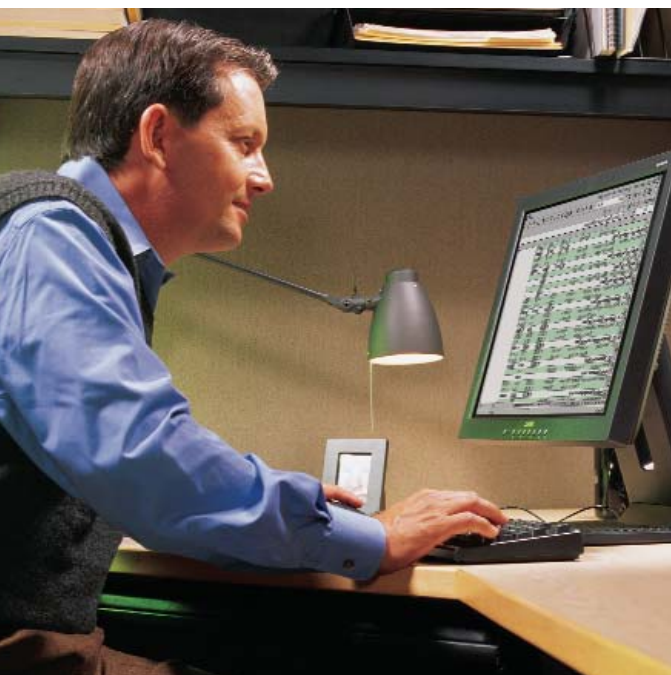


GoToAssist™



PRODUCT OVERVIEW

Citrix GoToAssist

Citrix® GoToAssist™ revolutionizes the way support, consulting and IT professionals deliver technical help to their customers across the globe. With GoToAssist, organizations can provide a superior customer experience by offering fast, easy and secure remote-support services.

Revolutionizing the Delivery of Support, Consulting and IT Services

As consumers, we've all experienced the frustration of being led through an inefficient phone-based support session that only succeeds at wasting our valuable time. Often it takes just one negative support experience for a company to lose a customer for good. With the cost of obtaining a new customer estimated to be 5 times more than the cost to retain an existing one, customer satisfaction is a priority.

For an organization to be successful, it has to keep employees productive, critical systems operational and customers satisfied at all times. With GoToAssist, purpose-built for support and based on industry best practices, organizations can provide a superior customer experience every time. GoToAssist is consistently chosen by customers due to a faster time to connect with end users, faster time to resolve support incidents and overall ease of use. GoToAssist's powerful incident-diagnosis, resolution and survey tools enable companies to deliver world-class support and services.

With the ability to remotely view and control your customer's desktop, you can resolve issues faster and gain a stronger relationship with your customers, giving you a competitive advantage. What's more, with built-in surveys and the Management Center's monitoring and reporting functionality, you can access instant feedback and historical trends that empower you with a view of the support process and the ability to make better business decisions.

GoToAssist is most useful for organizations that need to:

- Handle increasing call volume with the same or reduced budget
- Reduce incident-handling time and avoid costly escalations
- Avoid travel
- Support non-technical end users efficiently
- Support business-critical applications and environments
- Accurately measure customer satisfaction
- Ensure secure session data transfer and storage



“GoToAssist lets us solve very difficult problems faster. And our clients just love it. I would highly recommend GoToAssist.”

— Stephen P. Blythe, President, Blythco

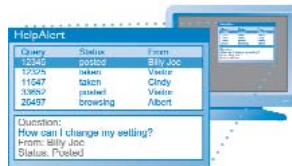
How it works:

Step 1:



Step 1: Through a customized GoToAssist Web portal, the end user submits a support request that appears in your GoToAssist Web-support queue. When the end user's query appears in the queue, the GoToAssist thin-client is downloaded to the end user's device with the end user's permission.

Step 2:



Step 2: Your representative can immediately diagnose, troubleshoot and resolve the incident using a variety of incident-resolution tools.

Step 3:



Step 3: At the end of the session, the end user immediately evaluates the support experience, enabling your organization to capture session metrics and maintain a high standard of customer satisfaction and loyalty.

KEY FEATURES

MULTIPLE CONNECTION METHODS

Web Mode: Empower your end users to quickly and easily request support from the Web or your product interface to facilitate a fast, easy transition from self-service to assisted service.

Phone Mode: Rapidly invite an end user already on the phone to a remote-support session. Phone Mode provides the option for multiple simultaneous remote-support sessions.

HELPALERT™ AUTOMATIC ROUTING TECHNOLOGY

Rapidly route end-user inquiries to the appropriate support department or representative and easily determine which level of support to deliver.

CHATLINK™

Representatives can engage in up to 8 simultaneous chat sessions with end users or other representatives to resolve calls quickly. Add pre-scripted messages or URLs to reduce response time for frequently asked questions.

2-WAY DESKTOP VIEW OR CONTROL

The representative can view or share control of the end user's desktop – or vice versa – even in multi-monitor desktop environments.

REMOTE DIAGNOSTICS

Collect system information, including operating system details; total and available memory; applications and services currently running; and more — with just one click. Customize to include version details for specific applications, key information from the registry and the contents of specific text files.

FILE TRANSFER

Instantly exchange files, folders or a combination of files and folders to apply patches or send URLs and updates to the end user or receive log files from the end user.

REBOOT/RECONNECT

Restart the end user's system and automatically reconnect to the support session in progress.

WHITEBOARD

Your representative and end user can draw, highlight or type on each other's screens to show exactly where the problem is or explain how to resolve the issue.

SESSION TRANSFER

A representative can seamlessly transfer a session directly to another representative or to an entire support team for faster resolution and to reduce the need to schedule callbacks.

SESSION RECORDING

Session recordings can be used for evaluation, training and archival purposes, enabling compliance with governmental and industry regulations such as the Gramm-Leach-Bliley (GLB) Act, the Health Insurance Portability and Accountability Act (HIPAA) and Sarbanes-Oxley.

CUSTOMER AND REPRESENTATIVE SURVEYS

Survey customers and representatives immediately following a session to gather actionable feedback and measure return on investment (ROI).

MANAGEMENT CENTER

Monitor, measure and evaluate team, subteam and individual representative metrics, chat session logs and real-time reports.

MANAGER'S DASHBOARD

Monitor incoming queries and teams, subteams or representatives at a glance in real time through your personalized dashboard to ensure team performance goals are being met.

MEASURE-YOUR-SUCCESS REPORTING

Help desks and contact centers are often tasked with achieving higher customer-satisfaction targets related to higher revenue and lower costs to business-line managers. GoToAssist addresses this need for reliable customer-satisfaction statistics by instantly capturing end-user feedback through post-session surveys and incorporating business-driven reporting.

EXTENSIVE INTEGRATION

GoToAssist enables easy integration with your support website, as well as leading service-desk applications, such as CRM, Knowledgebase, ACD or other applications.

BEST PRACTICES RESOURCE CENTER

GoToAssist customers have exclusive access to the GoToAssist Best Practices step-by-step program — at no additional charge. This online customer resource center contains useful information designed to help maximize and accelerate ROI in four easy steps.

CITRIX GoToASSIST

RAPID ROI

GoToAssist enables organizations of all sizes to achieve a rapid ROI, often within weeks. The GoToAssist service includes free access to our Best Practices Resource Center and our expert Client Services team to help you deploy your remote-support solution, carefully measure ROI and strategically optimize results. Our customers consistently report:

- Increased first-call resolution rates by as much as 70 percent
- Reduced overall incident-handling times by up to 95 percent for more complex cases
- Lower total call volumes due to fewer repeat calls
- Thousands of dollars saved in travel costs
- Customer satisfaction consistently in the 90 percent or higher range

GoToAssist rapidly and seamlessly integrates with your existing support environment. Most representatives require less than an hour of training. GoToAssist's open APIs enable easy integration with most leading service-desk applications and can be leveraged to enable self-service, knowledge base and remote-monitoring systems to provide greater overall value to your organization.

INDUSTRY-LEADING QUALITY OF SERVICE

Simply put, GoToAssist provides the best overall customer experience delivered on demand through a secure network of five data centers worldwide. No hardware or software is required, so your organization can be up and running in days. The GoToAssist advantage is comprised of the following:

- Easy to Connect— GoToAssist works over dial-up and broadband, even in IT lockdown environments.
- Fast into Session — GoToAssist's thin-client download is 50 to 75 percent smaller than other similar solutions.
- In-Session Speed — Instant screen refresh is due to patented data-compression and shortest-path routing algorithms.
- Persistent Connections — Patented session-brokering and session-maintenance technology and a fully redundant global network ensure uninterrupted sessions.

BEST PRACTICES SECURITY

GoToAssist provides a highly secure connection with end-to-end, government-approved, 128-bit Advanced Encryption Standard (AES) encryption. In addition, GoToAssist includes best practices security measures, including permission-based support modes, unique session logins and the recording and storage of all remote-support sessions, end-user data and chat logs.



About Citrix Online: Citrix Online, a division of Citrix Systems, Inc. (Nasdaq: CTXS), offers the leading Web-based access, support and collaboration software and services. The division offers Citrix GoToMyPC®, the easiest-to-use solution for remote, secure and managed desktop PC access over the Web; Citrix GoToAssist™, the industry-leading remote-support solution; and Citrix GoToMeeting™, the easiest, most secure and cost-effective solution for conducting online meetings. Citrix Online products are used by more than 10,000 companies worldwide, including Verizon Online, Siemens, Cablevision and Microsoft Business Solutions. The division is based in Santa Barbara, California, and is on the Web at www.gotomypc.com, www.gotoassist.com, www.gotomeeting.com and www.citrix.com.

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For more information on GoToAssist, please visit www.gotoassist.com

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