

“We’re global with customers and offices worldwide. For us, the simple setup, ease of use, cost structure and flexibility of GoToConference were perfect.”

Ryan Pettaway
DevOps and Support Engineer
CloudHealth Technologies



 **Challenge**

With phenomenal market growth and a workforce set to double by year end, CloudHealth Technologies was looking to scale everything across the entire business. That included not just North America and the global Boston headquarters, but also international offices in London, Australia and Israel (with new locations on the horizon). Conferencing capabilities were needed to support the company’s worldwide presence and adhere to its high performance standards, for the benefit of customers as well as internal communications.

“We wanted an efficient, simple way for people to connect, whether it was teams collaborating across time zones, an employee working remotely or someone having a conversation with a customer,” said Ryan Pettaway, DevOps and support engineer at CloudHealth Technologies. “The company now has a strong international presence, so teleconferencing offered more flexibility; people could dial in directly or use their webcam. We strive to be as efficient as possible and maintain a high rate of innovation, **so it was important that sharing presentations, hosting meetings and general collaboration be easy.**”

And it wasn’t just seamless presentations and group meetings they were after – CloudHealth Technologies hoped to find a solution that would enable employees to sync up, ad hoc-style, on the daily.



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 **Solution**

Enter GoToConference.

CloudHealth was already a big fan and frequent user of GoToMeeting, holding more than 50 seats company-wide for the tool. So when it came time to expand their meeting options, GoToConference was the obvious choice, said Pettaway.

At their Boston HQ, the company now has three rooms completely outfitted for GoToConference with a fourth soon to follow. And their rate of expansion hasn’t slowed: CloudHealth Technologies will relocate its headquarters to allow for ongoing growth in the coming year, in addition to opening new offices around the world.

“We did shop around to see what else was out there, but GoTo provided the best value based on the needs of the business,” Pettaway said. “It also allows us to be more mobile than having a fixed system in a conference room, and the fact that we already had GoToMeeting made it even easier. It was the right decision, and it has supported us as we scale the entire company. It has also given us a more interactive presence across the company, with GoToConference running during the workday so people here in Boston can interact directly with people in London. They can be live there from nine to five, so they can see each other and interact.”

 **Result**



Enhanced communication



Cost savings



Improved flexibility

Enhanced communication among both colleagues and clients is the icing on top for CloudHealth Technologies. The organization is also saving money by using GoToConference – not to mention boosting efficiency, thanks to ease of setup and use, and gaining major flexibility by enabling people to join from remote locations.

Call it a conferencing hat-trick. All that and nary a need for training.

“The system comes configured with GoToMeeting. **You just plug in the devices and cables and you’re good to go,**” Pettaway said. “Not having to worry about new equipment, I didn’t have to do much in terms of training, or be there constantly during implementation. It’s pretty intuitive. That was definitely a win.”

Ready to roll out simple, affordable video conferencing in your team rooms? Call us toll-free at **1 888 646 0014** to get started.