

# Citrix Unveils New Developer Centre for GoTo Cloud Services

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Citrix Unveils New Developer Centre for GoTo Cloud Services

Market Demand Drives Customers, Partners, and Developers to Build  
and Enhance Their Service Offerings with Integration  
Capabilities for GoToMeeting, GoToWebinar and GoToTraining

SYDNEY, Australia. November 10, 2011 Citrix

announced today that its customers, partners and developers will now be able to  
integrate their services and applications seamlessly with its Citrix GoTo collaboration cloud  
solutions. The

new Citrix GoTo Developer Centre

is  
a free resource that enables the Citrix GoTo community to access valuable APIs, developer resources  
and best

practice tips so they can build strategic integrations  
and dynamic

mash-ups with the scheduling, registration, management and  
reporting functions of award-winning Citrix collaboration services like:  
GoToMeeting, GoToWebinar and GoToTraining.

Making it easy for third-parties

to easily build compelling cloud services ensures best-of breed solutions and processes will work in concert with the Citrix GoTo collaboration services.

This reduces complexity and duplicate work, streamlines workflows, saves time and money, and enables maximum results for meeting, webinar and training goals. For example, marketers hosting a GoToWebinar session can now instantly sync their registration and attendee data with their marketing automation and CRM systems to increase efficiency and accuracy. And trainers can tie GoToTraining functionality directly into their existing learning management systems, enabling access from one system for all their training administration and management. The new capabilities also enable better ways of working, improving workflow processes and actually changing the way work gets done.

As part of today's news,

Citrix is also pleased to announce integrations with a number of industry-leading application and business service providers including Eloqua, HubSpot, Marketo, TactusMD and Vitalize.

The launch of the Citrix GoTo Developer Centre marks an important new chapter for our business and that of hundreds of thousands of companies worldwide who rely on our collaboration tools every day to get business done, said Bernardo de Albergaria, VP and GM, Collaboration, Citrix Systems. By creating a broad partner community, we can achieve a multitude of benefits for our customers, including reducing complexity, eliminating data duplication, simplifying workflows and, most important, optimising the personal interactions that are key to their organizations' success.

We have seen tremendous uptake of our collaboration services in Australia and New Zealand and the launch of the Citrix GoTo Developer Center will enable our customers to more deeply integrate their GoTo collaboration solutions into their existing systems and platforms, said Seamus King, Country Manager, Citrix Online Australia and New Zealand. Customers can now integrate our meeting, webinar and training functionality directly into their CRM databases, learning management systems, corporate web sites, or any other third-party system for significant efficiencies. Our customers down under lead the world in adoption of collaboration services and we are pleased to offer additional ways for them

to derive value from our services.

## What Is New

### GoToWebinar:

For today's sales and marketing organisations, GoToWebinar is the leading solution for easy, do-it-yourself, cost-effective webinars for up to 1,000 attendees. Since it was released in 2006, GoToWebinar has been one of the fastest growing SaaS products in the market, and has rapidly become an integral part of the marketing automation mix for companies of all sizes.

### Enabling

GoToWebinar to seamlessly integrate with other marketing automation solutions will allow joint customers to:

### Leverage information

from webinars faster by instantly syncing attendee registration in session and, importing information quickly and easily into additional business systems.

### Save time and increase

efficiency by eliminating manual data entry, and administrative tasks between the webinar and the customer database.

### Increase data accuracy

by automating promotional and CRM activities

### The new open interfaces will allow partners

to integrate session data from GoToWebinar events with existing business systems, such as:

- o

- E-mail marketing systems

- o

Registration forms

o

Marketing automation software systems

o

CRM databases and solutions

GoToTraining:

The award-winning GoToTraining stands above competitive solutions for its effective, intuitive virtual learning experience. Using GoToTraining, organisers can develop and deliver learning experiences and outcomes that provide maximum value to their business while saving time, effort and money. Enabling integration with other learning solution providers will allow joint customers to:

Streamline

learning administration by eliminating redundant processes and reducing data entry errors

Simplify education and training

workflows between critical applications, creating a more seamless user experience for students and attendees

Expand revenue and market

opportunities by creating, marketing and reselling value-added solutions that benefit customers

The new open interfaces will allow

partners to develop APIs that provide existing learning infrastructure, learning portals, web sites and learning management systems access to GoToTrainings scheduling, registration, management and reporting functions.

GoToMeeting: Using

the new developer resources, partners and customers will be able to access administrator/reporting and organiser APIs that integrate meeting management, scheduling and historical data into existing infrastructure and third-party systems. For example, the new open interfaces will allow partners to integrate meeting information with corporate web sites.

Vertical

Integrations to Create and Innovate Better Ways of Working In addition to improving general business applications such as marketing automation and training, Citrix sees great potential for GoTo product integration across a wide range of vertical use cases, including healthcare, education and human resources. For example, Tactus MD, a Marietta, Georgia provider of electronic health record software, TactusMD EHR,

that serves primarily pediatric practices, is building an integration with GoToMeeting to bring real-time telemedicine to rural areas of its physician network.

This combined platform will allow seamless access to electronic health record information, in conjunction with high definition of the patient and transmission of other critical data, providing the consulting specialist with the necessary information to make timely and accurate diagnosis, and in some cases, the ability to make critical decisions that deliver urgent, life-saving care.

What Analysts, Customers Have to Say: According to Forrester Research, the key for broader collaboration technology adoption in the workforce is seamless integration into business processes. This can mean adding collaboration technologies to the product life-cycle management software to allow product managers to track events and facilitate interactions. Linking these tools will help improve metrics such as time-to-market because workers will be able to find people and information in the context of their workflows.[1]

The opportunity has emerged to take the marriage of web conferencing with sales and marketing to the next level. Broad adoption of SaaS-based CRM solutions and the complementary emergence of marketing automation systems have created the perfect opportunity for Citrix customers to embed the GoTo collaborative services into sales and marketing automation, which can be indispensable in terms of convenience delivered, time saved, accuracy gained and metrics captured. Andy Nilssen, Senior Analyst and Partner, Wainhouse Research.

Integrating our electronic health record software with an application such as GoToMeeting with HDFaces will give physicians the capability to meet instantly regardless of location and provide real-time consultations for patients with specialists. This cost-effective combination will support patients in rural locales, dramatically reducing travel or delay time without compromising quality of care. Combining GoToMeeting with HDFaces with our health information exchange (HIE) will provide our doctors one-click access to patient data, e-prescribing, lab test ordering and billing/coding through our unique workflow-based software, as well as access to the rich web, audio and video capabilities of GoToMeeting. This is a very compelling combined platform for real-time telemedicine collaboration. Dr. Anthony J. Mari, Founder and CEO, TactusMD Inc.

Pricing and

Availability

Access to GoToMeeting, GoToWebinar and

GoToTraining developer resources are available at no additional cost through the Citrix GoTo Developer Centre at <https://developer.citrixonline.com/>.

For Citrix GoTo partnership inquiries, email your specific request to [businessdevelopment@citrixonline.com](mailto:businessdevelopment@citrixonline.com).

Related Links

Citrix GoTo

Developer Centre

GoToMeeting Integration Services: Fact Sheet

GoToWebinar Integration Services: Fact Sheet

GoToTraining Integration Services: Fact Sheet

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About

Citrix

Citrix Systems, Inc. (NASDAQ:CTXS) is a leading provider of virtual computing solutions that help people work and play from anywhere on any device. More than 250,000 enterprises rely on Citrix to create better ways for people, IT and business to work through virtual meetings, desktops and datacentres. Citrix virtualisation, networking and cloud solutions

deliver over 100 million corporate desktops and touch approximately 75 percent of Internet users each day. Citrix partners with over 10,000 companies in 100

countries. Annual revenue in 2010 was \$1.87 billion. Learn more at [www.citrix.com](http://www.citrix.com).

The

Online Services Division of Citrix provides secure, easy-to-use cloud-based solutions that enable people to work from anywhere with anyone. Whether using GoToMeeting to hold online meetings, GoToWebinar to conduct larger web events, GoToTraining to train customers or employees, GoToMyPCto access and work on a remote Mac or PC, GoToAssist to support customers or GoToManage for IT support and management, businesses and individuals are increasing productivity, decreasing travel costs and improving sales, training and service on a global basis. For more information, visit [www.citrixonline.com](http://www.citrixonline.com).

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[1]

The State of Collaboration Software Implementations: 2011, Forrester Research, Inc. March 21, 2011.