

*“With our previous system, the video quality was pretty bad. People literally hated video conferencing. Now, using GoToConference, it’s like night and day.”*

**Quintin Bulnes**  
Desktop Engineer, Information Technology  
Advisor Group

 **Problem**

You’ve heard this before: When one door closes, another opens. Call it a cliché, but that old adage about new opportunities arising from unexpected challenges proved spot-on true for Advisor Group. The national network of broker-dealers for years was owned by AIG. Operating under such a massive umbrella must bring major benefits, right?

Not necessarily.

For Advisor, sold by AIG in 2016, being untethered from those global corporate moorings unleashed exciting possibilities – and new conferencing technology topped the list. **Their legacy system had horrible audio and video quality**; it was so bad that employees asked to just make a phone call instead of a video conference. Needless to say, the newly independent company was eager to explore their video conferencing options.



Advisor Group is among the largest networks of independent broker-dealers in the United States with four broker-dealers and over 5,000 affiliated advisors.

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 **Solution**

And explore it they did, testing products from Cisco, Zoom and others before landing on – and loving – GoToConference.

“We had been using another system – we felt tied to a big mothership for video conferencing,” said Quintin Bulnes, desktop engineer at Advisor Group. “Then we became independent and were able to do whatever we wanted to best fit our needs. **The best option for us was to go with GoTo for ease of use, simplicity of equipment and, of course, the biggest factor for us, cost.** That was the main thing that made us navigate away from Zoom, as well as some issues with the audio-visual integrator.”

Today Advisor Group has nine conference rooms outfitted with the GoTo system, enabling users across the company to access the entire suite of tools, whether for large, internal team meetings, casual chats with vendors or confidential one-on-ones with outside clients.

 **Result**



**Greater productivity**



**Better communication**



**Reduced costs**

It’s been a winning solution for all of the above. Productivity, communication and the bottom line have all improved since adding GoToConference, according to Bulnes.

“It’s been seamless, and I think the entire suite of products integrates very well,” Bulnes said. “It’s easy to implement. It’s easy to use. It has reduced costs. It’s a better meeting experience. **The GoToConference platform has definitely enhanced overall internal communication and external communication.** It positively impacts the expansion or future growth of the company in many areas.

“We are an innovative company, and this platform fits our model and our corporate values,” he added. “It enhances our innovation and our capability to let potential clients know, ‘You come with us and take advantage of these great technologies that will further enhance your individual business experience.’”

Want to learn more about GoToConference?  
Call us toll free at **1 888 646 0014** or visit [www.gotomeeting.com/features/gotoconference](http://www.gotomeeting.com/features/gotoconference).