

The GoTo logo is displayed in a bold, black, sans-serif font. A thick yellow horizontal bar is positioned directly beneath the text.The ACP logo consists of the letters 'ACP' in a white, italicized, sans-serif font, centered within a dark grey square. A thin red horizontal line is located below the square.

## Success Story: ACP Holding Austria GmbH

“GoTo Webinar convinced us with a combination of functionality, stability, and ease of use – from both a sales and marketing perspective.”

### Martin Mairhofer

Sales Specialist Modern Workplace at ACP

Founded in Vienna in 1993, ACP has grown to become one of the leading IT service providers in German-speaking Europe. With more than 2,500 employees across over 50 locations, ACP specializes in delivering IT infrastructure, software solutions, and services to B2B clients and public sector organizations. In the 2024/25 fiscal year, the ACP Group recorded revenues of 1.05 billion euros.

<https://www.acp-gruppe.com/>



### Challenge

As ACP accelerated its digital transformation in recent years, a key challenge emerged: reaching customers efficiently, personally, and professionally amid limited opportunities for in-person contact. The task was to translate traditional events into digital formats - without sacrificing quality or the personal touch.


For Martin Mairhofer, Sales Specialist Modern Workplace at ACP, the requirements were clear: “Digital customer communication requires a scalable, reliable, and interactive platform - on an ongoing basis.”

The platform needed to offer stability and reliability, even with large numbers of participants, be user-friendly for hosts, presenters, and attendees, and include interactive features like polls and Q&A sessions.




### Solution

ACP evaluated several providers and, following a structured selection process, chose GoTo Webinar. The decision was driven by GoTo Webinar’s intuitive interface, reliable performance, seamless integration into existing workflows, and rapid implementation.



“GoTo Webinar won us over with its combination of functionality, stability, and ease of use – from both a sales and marketing perspective,” says Mairhofer.

ACP’s goal was more than just adopting a new tool, but they wanted to create a digital platform that would strengthen both customer loyalty and lead generation. Their webinar strategy aimed to deliver relevant expertise regularly and enable scalable communication, regardless of location or time.



“The platform is so flexible that we can efficiently deliver a wide variety of formats - from short expert sessions to multi-hour online events.”

**Martin Mairhofer**


Sales Specialist Modern Workplace at ACP



## Results

According to Mairhofer, deploying GoTo Webinar at ACP was “smooth and required no additional effort.” The platform’s intuitive structure and GoTo’s support eliminated the need for extensive training or external assistance.

Interactive features like polls and Q&A, along with detailed analytics on participant behavior, were embraced from the very start. Automation for follow-ups and easy integration into marketing campaigns were also well received. Thanks to precise metrics for success and data-driven content optimization, ACP quickly achieved notable improvements:

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- *Higher attendance at digital events*
  - *Increased engagement rates*
  - *Positive participant feedback on interaction and content relevance*
  - *Shorter planning cycles and reduced effort for event management*

Building sustainable dialogue with customers and prospects has helped ACP position itself as an innovative and solutions-oriented IT service provider - even across digital channels.

Today, GoTo Webinar is a core part of ACP’s communications strategy, not only for internal purposes but also as a solution ACP recommends and implements for its customers, in line with ACP’s standards for professional communication: modern, efficient, and interactive.

“As a systems integrator, we stand behind the solutions we truly believe in - and GoTo Webinar is a prime example,” says Mairhofer.



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