

CODIE AWARDS – LogMeIn – Best Business Technology Pivot

LogMeIn’s category-defining products unlock the potential of the modern workforce by making it possible for millions of people and businesses around the globe to do their best work simply and securely—on any device, from any location and at any time. A pioneer in remote work technology and a driving force behind today’s work-from-anywhere movement, LogMeIn has become one of the world’s largest SaaS companies with tens of millions of active users, over \$1.3 billion in annual revenue and approximately 2 million customers worldwide who use its software as an essential part of their daily lives.

When the pandemic initially hit and companies worldwide were forced to go remote, LogMeIn was in a unique position to help its customers, employees and communities because it creates tools that allow people to work from anywhere. LogMeIn began offering its remote work products free of charge through “Emergency Remote Work Kits” created for critical and frontline providers – including hospitals/healthcare organizations, cities/governments, schools/educational institutions and nonprofits. The kits included solutions for virtual meetings, webinars and virtual events, IT support and management of remote employee devices and apps, and remote access to devices in multiple locations. Additionally, existing LogMeIn customers were able to expand their agreements to include GoToMeeting, GoToWebinar, GoToMyPC and other tools to cover their entire employee population at no additional cost. And LogMeIn did all this while also successfully transitioning nearly 4,000 global employees to fully remote work, while also managing an unprecedented increase in product usage. Use of LogMeIn’s remote access products increased 300%, video conferencing and meetings usage (including use of products like GoToMeeting and GoToWebinar) spiked 10x over pre-COVID 2020 norms, and remote support usage surged as much as 50% week over week.

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Thousands of organizations took LogMeIn up on this offer of free support, including both those at home – like the State of Massachusetts, City of Somerville and The Urban College of Boston – and those abroad, such as global infrastructure solutions provider Gannett Fleming and UK healthcare electronics company IntriCon. In total, LogMeIn helped nearly 8,000 organizations and donated over \$40 million dollars’ worth of software to companies around the world to help them stay unified during this time. This allowed LogMeIn to enable inspiring cases of rising against the odds – whether cities embracing remote work and virtual events to protect the health of citizens, K-12 schools shifting to remote learning to connect faculty and students, or healthcare organizations making the shift to telemedicine.

Giving back is one of the main pillars of LogMeIn’s culture and the company has been tireless in pursuit of this mission, particularly throughout the pandemic. In addition to giving away over 1.2 million software licenses, LogMeIn has been matching time and resources from employees giving back to the Greater Boston community. During LogMeIn’s third annual Employee Match Campaign, LogMeIn and

employees were able to donate \$153,000 in one week to organizations with a focus on Diversity, Inclusion and Belonging.

LogMeIn's Corporate Social Responsibility Program, Mission Possible, heavily ramped up its efforts to provide opportunities for employees to volunteer virtually, as well as dozens of grants to organizations focused on critical areas. Grant recipients include the Boston Foundation's COVID-19 Response Fund; the Arizona COVID-19 Community Response Fund; several food banks, such as Santa Barbara Food Bank; shelters and organizations at the front lines of the crisis; and international organizations and hospitals in locations like Hungary, Australia, Germany, the UK and Guatemala. Closer to home, LogMeIn has also increased funds to organizations like BUILD Boston, Hack.Diversity and KodeConnect, which all focus on supporting and igniting the potential of underserved youth and minorities.

Culture is both the foundation of LogMeIn and the glue that holds the company together across teams, geographies and time zones. Just as LogMeIn works to deliver connectivity and remote collaboration for its customers, the company applies that same focus internally, emphasizing the importance of innovation and meaningful relationships to ensure all employees feel engaged, valued and motivated.

COVID-19 fast-tracked a long-brewing trend: the need for greater workplace flexibility. Right away, LogMeIn began offering an array of resources, from monthly self-care days off, virtual social events, to a working group focused on addressing COVID-related challenges. Gathering data and soliciting ongoing, internal feedback have been major components of how LogMeIn keeps a pulse on employees' well-being. The company has conducted two internal surveys globally; one to figure out how best to support employees while remote, and the second to understand how they prefer to work in a post COVID-19 world.

LogMeIn first used the information to develop new resources catering to employee needs, including a unique working persona program which they launched this spring. As part of this, employees assigned themselves one of six "personas" to indicate how they like to engage with colleagues while working from home. Whether that persona is "working as a new hire," or "working with young children," the goal was to create more awareness for individual situations and create a better WFH experience for them.

In October 2020, LogMeIn announced that the company will transition to a fully remote-centric workforce as part of its long-term working strategy once it's safe to return to the office. This included a framework that factors in the legal, practical and sustainable factors that inform the company's remote work policy and transitioning offices to become locations where employees gather for "off-site" type activities and face-to-face collaboration, versus where all employees work five days a week.