

## Small Business Professional Services Company

### Introduction

This case study of a small business professional services company is based on an August 2017 survey of BlueJeans Network customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Finally, BlueJeans was the software that we actually felt good to deploy to EVERYONE. When we used GoToMeeting, it was like “you NEED video conferencing? Oh, OK, but... you’re not going to like it...”

### Challenges

The business challenges that led the profiled company to evaluate and ultimately select BlueJeans Network:

- Top drivers for purchasing BlueJeans was:
  - Too much IT support required for video meetings
  - Limited visibility into meeting status or reporting capabilities across VC platforms
  - Poor collaboration across remote teams, external partners, agencies, and/or consultants
  - Many of our clients use it
- Purchased BlueJeans for it's:
  - Ease of use – requires little-to-no training
  - Video/Audio quality
  - Recommended by a peer/colleague
  - Many of our clients use it and we want to impress them!
- Replace the following with BlueJeans:
  - GoToMeeting

### Use Case

The key features and functionalities of BlueJeans Network that the surveyed company uses:

- Integrates 2 different video conferencing systems into BlueJeans.
- Uses BlueJeans primarily in:
  - Hosting internal meetings (1-1, team meetings)
  - Large-scale video events (all-hands, company-wide meetings, pieces of training, etc.)
  - Video-enablement of conference rooms
  - Hosting external meetings with customers, vendors, partners

### Results

The surveyed company achieved the following results with BlueJeans Network:

- Purchased BlueJeans over:
  - Cisco (TelePresence or Spark)
  - Webex
  - Zoom
  - Google Meet (Hangouts)
- Increased video conferencing by <20% (less than 20% increase in videoconferencing usage) after implementing BlueJeans.
- Saw the following benefits with BlueJeans:
  - Improved usage of existing videoconferencing investments/technology
  - Improved collaboration across internal teams, external partners, agencies, consultants
  - Consolidation of collaboration solutions (web, audio, video)
  - Reduction in trouble tickets for video conferencing support
  - Decreased wasted meeting minutes
  - Increased number of endpoints supported with available resources

#### Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:  
**Small Business**

Industry:  
**Professional Services**

#### About BlueJeans Network

BlueJeans Network is the most advanced way to enable video conferencing in the workplace or on the road. The goal is to make video as easy and pervasive as audio communications and create visual experiences that people love. While the audience that uses BlueJeans has expanded to businesses of all sizes, the core customers are enterprises who need reliability, security, and scale they can trust.

Learn More:

[BlueJeans](#)

[BlueJeans Network](#)