

Real Estate Company

Introduction

This case study of a medium enterprise real estate 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.



“BlueJeans is very easy to use and easy to communicate with other workers.”

Challenges

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

- Top drivers for purchasing BlueJeans was:
 - The inability to easily connect existing video conferencing investments across meetings
 - The need to reduce travel expenditures
- Purchased BlueJeans for it's:
 - Ease of use – requires little-to-no training

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)
 - Public Webinars/Videocasts

Results

The surveyed company achieved the following results with BlueJeans Network:

- Purchased BlueJeans over:
 - Polycom
- Increased video conferencing by 41-60% increase after implementing BlueJeans.
- Saw the following benefits with BlueJeans:
 - Improved usage of existing videoconferencing investments/technology
 - Improved visibility and reporting of enterprise-wide video conferencing usage
 - Improved collaboration across internal teams, external partners, agencies, consultants
 - Reduction in travel/budget

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:
Medium Enterprise

Industry:
Real Estate

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](#)