

Pharmaceuticals Company

Introduction

This case study of a medium enterprise pharmaceuticals 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.



“Our usage of BlueJeans has grown dramatically. We have been able to make meetings more efficient and include remote people who are out of the office that would otherwise would not have been included. So the effectiveness of meetings has also increased.”

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
 - The need to reduce travel expenditures
 - Poor collaboration across remote teams, external partners, agencies, and/or consultants
 - The need to consolidate audio/document/video conferencing systems
- Purchased BlueJeans for it's:
 - Recommended by a peer/colleague
- Replaced the following with BlueJeans:
 - GoToMeeting

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:
Pharmaceuticals

Use Case

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

- Integrates 3 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, trainings, etc.)
 - Video-enablement of conference rooms
 - Hosting external meetings with customers, vendors, partners

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](#)

Results

The surveyed company achieved the following results with BlueJeans Network:

- Purchased BlueJeans over:
 - Skype for Business
 - Zoom
- Increased video conferencing by >100% (more than doubled) 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
 - Reduction in travel/budget
 - Increased number of endpoints supported with available resources
 - Acceptance of Video as the leading form of communications within the company. Video First.