

## Fortune 500 Retail Company

### Introduction

This case study of a Fortune 500 retail 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.



“Wonderful tool to tie in existing products, and existing users, with internal and external partners without much training.”

### Challenges

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

- Top drivers for purchasing BlueJeans was:
  - Limited visibility into meeting status or reporting capabilities across VC platforms
  - Poor collaboration across remote teams, external partners, agencies, and/or consultants
- Purchased BlueJeans for it's:
  - Ease of use – requires little-to-no training
  - Management & analytics functionality
  - Post-sale experience (onboarding, support, training)
- Replaced the following with BlueJeans:
  - Cisco Webex

#### 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:  
**Fortune 500**

Industry:  
**Retail**

### Use Case

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

- Integrates 4 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:
  - Cisco (TelePresence or Spark)
  - Webex
  - Skype for Business
  - Polycom
- 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
  - Improved collaboration across internal teams, external partners, agencies, consultants
  - Reduction in trouble tickets for video conferencing support
  - Increased number of endpoints supported with available resources