

Mdc Berlin

Introduction

This case study of mdc-berlin is based on a June 2018 survey of BlueJeans customers by TechValidate, a 3rd-party research service.



“BlueJeans has connected us across many countries.”

Challenges

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

- Prompted to invest in BlueJeans after experiencing the following challenges:
 - Needing to reduce travel expenditures
- BlueJeans replaced or was chosen over the following vendors:
 - Webex
 - GoTo Meeting

Use Case

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

- Invested into BlueJeans because of its:
 - Ease of use (requires little-to-no training)
 - Audio quality
- Finds value in the following BlueJeans capabilities/features compared to other vendors they have used:
 - User experience

Results

The surveyed organization achieved the following results with BlueJeans:

- Agrees with the following statements:
 - BlueJeans helps them improve employee productivity with a simple user experience: strongly agree
 - using BlueJeans helps teams complete projects faster: strongly agree
 - BlueJeans saves them money by consolidating video, audio, and web conferencing costs into a single meetings platform: strongly agree
 - BlueJeans enables them to get more value out of their existing video conferencing systems: strongly agree
 - BlueJeans enables teams to do their best work: strongly agree
- Agrees with the following statements:
 - using BlueJeans to interview candidates helps them attract a modern workforce: strongly agree
 - using BlueJeans enables IT/AV teams to support more meetings with the same or fewer resources: strongly agree
 - BlueJeans with Dolby Voice has improved meeting productivity due to better audio and noise reduction: strongly agree
 - BlueJeans helps them build a stronger internal company culture: strongly agree
 - BlueJeans helps them grow revenues faster: strongly agree
 - BlueJeans enables teams to work productively how and where they want: strongly agree
- Rates the annual dollar savings they've experienced since moving to BlueJeans:
 - maintenance contracts for audio/visual conferencing hardware: \$25K – 99K
 - proprietary video conferencing services: \$25K – 99K
 - Professional Services: \$25K – 99K
- Achieved the following quantifiable benefits since using BlueJeans:
 - Annual travel savings

Organization Profile

Organization:
mdc-berlin

Industry:
Educational Institution

About BlueJeans

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:

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