

Small Business Energy & Utilities Company

Introduction

This case study of a small business energy & utilities 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 gave us the ability to conference with vendors and business that was not possible before.”

Challenges

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

- Top drivers for purchasing BlueJeans was:
 - Too many endpoints to support with existing resources
- Purchased BlueJeans for it's:
 - Ease of use – requires little-to-no training
- Integrates 3 different video conferencing systems into BlueJeans.

Use Case

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

- Uses BlueJeans primarily in:
 - 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
 - Polycom
- Increased video conferencing by <20% (less than 20% increase in videoconferencing usage) after implementing BlueJeans.
- Saw the following benefits with BlueJeans:
 - Reduction in travel/budget
 - 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:
Energy & Utilities

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](#)