

Genesis Care

Introduction

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



“Blue jeans has helped us to become a consolidated global company, reduced travel requirements and helped to make our teams work more efficiently”

Challenges

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

- Prompted to invest in BlueJeans after experiencing the following challenges:
 - An inability to easily connect their existing video conferencing investments across meetings
 - Too much IT support required for video meetings
 - Needing to consolidate audio/document/video conferencing systems
 - Poor collaboration across remote teams, external partners, agencies, and/or consultants
 - Needing to reduce travel expenditures
 - Poor usage, uptake, and adoption of current video conferencing investments
- BlueJeans replaced or was chosen over the following vendors:
 - GoTo Meeting
 - Skype for Business
 - Polycom
 - LifeSize
 - An audio conferencing provider

Use Case

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

- Uses the following App integrations with BlueJeans:
 - Microsoft Outlook
 - Microsoft Teams
 - Skype for Business
- Invested into BlueJeans because of its:
 - Ease of use (requires little-to-no training)
 - Integrations with collaboration, productivity, scheduling tools
 - Interoperability with video conferencing room systems
 - Consolidation of other meeting technologies
 - Ability to work in browsers with WebRTC and no app download required
- Finds value in the following BlueJeans capabilities/features compared to other vendors they have used:
 - User experience
 - Video quality
 - Reliability

Results

The surveyed company achieved the following results with BlueJeans:

- Agrees with the following statements:
 - BlueJeans helps them improve employee productivity with a simple user experience: agree
 - using BlueJeans helps teams complete projects faster: 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: agree
- Agrees with the following statements:
 - using BlueJeans to interview candidates helps them attract a modern workforce: 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: agree
 - BlueJeans enables teams to work productively how and where they want: agree
- Rates the annual dollar savings they've experienced since moving to BlueJeans:
 - audio conferencing provider/subscriptions: \$25K – 99K
 - legacy Web conferencing subscription: \$100K – 499K
 - legacy Webinar platform subscription: \$25K – 99K
- Saved \$200000 across all areas since using BlueJeans.
- Achieved the following quantifiable benefits since using BlueJeans:
 - Annual savings due to enhanced productivity
 - Annual travel savings

Company Profile

Company:
GenesisCare

Company Size:
Medium Enterprise

Industry:
Health Care

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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