

## Wurth Wood

### Introduction

This case study of Wurth Wood is based on an August 2017 survey of BlueJeans Network customers by TechValidate, a 3rd-party research service.



“BlueJeans has truly added benefit to all aspects of our business operations. From an IT perspective, BlueJeans is self-sustaining, requires little to no support and the users are avidly booking and conducting their meetings from all types of devices.”

### Challenges

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

- Top drivers for purchasing BlueJeans was:
  - The inability to easily connect existing video conferencing investments across meetings
  - Poor usage, uptake and adoption of current video conferencing investments
  - Too much IT support required for video meetings
  - The need to reduce travel expenditures
  - Too many endpoints to support with existing resources
- Purchased BlueJeans for it's:
  - Ease of use – requires little-to-no training
  - Video/Audio quality
  - Management & analytics functionality
  - Post-sale experience (onboarding, support, training)
- Integrates 2 different video conferencing systems into BlueJeans.
- Replace the following with BlueJeans:
  - GoToMeeting
  - Polycom

### Use Case

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

- Uses BlueJeans primarily in:
  - Hosting internal meetings (1-1, team meetings)
  - Large-scale video events (all-hands, company-wide meetings, trainings, etc.)
  - 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
  - Skype for Business
  - Polycom
- Increased video conferencing by 41-60% increase after implementing BlueJeans.
- Saw the following benefits with BlueJeans:
  - Improved usage of existing videoconferencing investments/technology
  - Improved collaboration across internal teams, external partners, agencies, consultants
  - Reduction in travel/budget
  - Consolidation of collaboration solutions (web, audio, video)
  - Reduction in trouble tickets for video conferencing support
  - Increased number of endpoints supported with available resources

#### Company Profile

Company:  
**Wurth Wood**

Company Size:  
**Medium Enterprise**

Industry:  
**Wholesale Distribution**

#### 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](#)