

# Penn State University – College of The Liberal Arts

## Introduction

This case study of Penn State University – College of the Liberal Arts is based on an August 2017 survey of BlueJeans Network customers by TechValidate, a 3rd-party research service.



“BlueJeans has enabled us to be able to produce course share classes at a much more professional level than we could without it or with other competing services.”

## Challenges

Penn State University’s Video Conferencing Challenges

- 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
- Limited visibility into meeting status or reporting capabilities across video conferencing platforms
- The need for synchronized audio and video for language classes.

Penn State University purchased BlueJeans for its:

- Ease of use – requires little-to-no training
- Video / Audio quality
- Management & analytics functionality
- Ability to schedule concurrent meetings – critical for someone supporting an organization.
- Ability to create interoperability across 4 existing different video conferencing systems

## Use Case

Penn State University uses BlueJeans to:

- Host internal meetings (1-1, team meetings)
- Conduct large-scale video events (all-hands, company-wide meetings, trainings, etc.)
- Hold public Webinars / Videocasts
- Video-enable multiple conference rooms
- Host external meetings with customers, vendors, partners
- Conduct classes and course share between multiple universities

## Results

Penn State University selected BlueJeans over:

- Webex
- Skype for Business
- Zoom
- Polycom
- Google Meet (Hangouts)

...and they achieved the following results following implementation:

- More than doubled video conferencing usage
- 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
- Experienced a reduction in travel / budget
- Consolidated multiple collaboration solutions (web, audio, video)
- Reduced trouble tickets for video conferencing support
- Decreased wasted meeting minutes
- Increased number of endpoints supported with available resources
- Delivered smooth, uninterrupted course share experiences going from slide show to videos to other content.
- Provided a very professional classroom experience for a language and cultures class with multiple universities

### Organization Profile

Organization:  
**Penn State University – College of the Liberal Arts**

Industry:  
**Educational Institution**

### 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:

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