

Educational Institution

Introduction

This case study of a educational institution is based on an August 2017 survey of BlueJeans Network customers by TechValidate, a 3rd-party research service. The profiled organization asked to have their name blinded to protect their confidentiality.



"Blue Jeans has enabled us to greatly expand the range of what we can do – in teaching, research, collaborations, outreach. We have a reliable tool that permits us to try new things that expand the impact of the university."

Challenges

The business challenges that led the profiled organization 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
 - Desire to expand the use of video to encourage collaboration with domestic and foreign partners, expand offerings in the classroom and outreach to various communities and audiences
- Purchased BlueJeans for it's:
 - Ease of use – requires little-to-no training
 - Video/Audio quality
 - Management & analytics functionality
 - Security features/certifications
 - Post-sale experience (onboarding, support, training)

Organization Profile

The organization 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.

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:

[BlueJeans](#)

[BlueJeans Network](#)

Use Case

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

- Integrates 6 or more different video conferencing systems into BlueJeans
- Uses BlueJeans primarily in:
 - Public Webinars/Videocasts
 - Video-enablement of conference rooms
 - Hosting external meetings with customers, vendors, partners
 - Teaching – guests in classrooms, semester-long live connections with distant partners, meetings, interviews, dissertation defenses

Results

The surveyed organization achieved the following results with BlueJeans Network:

- Purchased BlueJeans over:
 - Zoom
 - Google Meet (Hangouts)
- Increased video conferencing by >100% (more than doubled) after implementing BlueJeans.
- Saw the following benefits with BlueJeans:
 - 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
 - Reduction in travel/budget
 - Increased number of endpoints supported with available resources
 - Expanded opportunities to collaborate with distant partners, improve connections with the world