

## Small Business Professional Services Company

### Introduction

This case study of a small business professional services company is based on a July 2018 survey of BlueJeans customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“As a consultant, it has helped a great deal working with people remotely. It’s reliable!”

### 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 reduce travel expenditures
  - Too many endpoints to support with existing resources

### 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)
  - Video quality
  - Audio quality
  - Integrations with collaboration, productivity, scheduling tools
  - Interoperability with video conferencing room systems
  - Consolidation of other meeting technologies
- Finds value in the following BlueJeans capabilities/features compared to other vendors they have used:
  - User experience
  - Video quality
  - Audio quality
  - Not needing to be downloaded for external users
  - Integrations to other tools and systems

### 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: Strongly agree
  - Using BlueJeans helps teams complete projects faster: Strongly 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
  - BlueJeans enables teams to do their best work: Agree
  - Using BlueJeans to interview candidates helps them attract a modern workforce: Strongly agree
  - Using BlueJeans enables IT/AV teams to support more meetings with the same or fewer resources: Strongly agree
  - BlueJeans helps them build a stronger internal company culture: Agree
  - BlueJeans enables teams to work productively how and where they want: Agree
- Achieved the following quantifiable benefits since using BlueJeans:
  - Annual travel savings
  - Annual savings in offices/facilities investments

#### 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:  
**Professional Services**

#### 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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