

Pharmaceuticals Company

Introduction

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



“BlueJeans has allowed our community to collaborate with colleagues across the world.

The days of phone conferences where people do not fully pay attention are over. With BlueJeans Meetings, everyone is engaged.”

Challenges

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

- Top drivers for purchasing BlueJeans was:
 - The need to reduce travel expenditures
 - Poor collaboration across remote teams, external partners, agencies, and/or consultants
- Purchased BlueJeans for it's:
 - Ease of use – requires little-to-no training
 - Video/Audio quality
 - Management & analytics functionality
- Replaced the following with BlueJeans:
 - GoToMeeting
 - Conference Plus

Use Case

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

- Integrates 2 different video conferencing systems into BlueJeans.
- Uses BlueJeans primarily in:
 - Hosting internal meetings (1-1, team meetings)
 - Large-scale video events (all-hands, company-wide meetings, trainings, etc.)
 - Public Webinars/Videocasts

Results

The surveyed company achieved the following results with BlueJeans Network:

- Purchased BlueJeans over:
 - Webex
 - Skype for Business
 - Zoom
 - Polycom
- 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 collaboration across internal teams, external partners, agencies, consultants
 - Reduction in travel/budget
 - Consolidation of collaboration solutions (web, audio, video)

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:
Medium Enterprise

Industry:
Pharmaceuticals

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](#)