

# Large Enterprise Media & Entertainment Company

## Introduction

This case study of a large enterprise media & entertainment company is based on a June 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.



“Since using BlueJeans, our directors do not need to travel as often to attend Board Meetings.”

## 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
  - Limited visibility into meeting status or reporting capabilities across VC platforms

## Use Case

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

- Uses the following App integrations with BlueJeans:
  - Microsoft Office365
  - Microsoft Outlook
- Invested into BlueJeans because of its:
  - Ease of use (requires little-to-no training)
  - Video quality
  - Audio quality
  - Management & analytics functionality
  - Consistent and unified experience across desktop, mobile, and rooms
  - Consistent and unified experience across Windows, Mac, iOS, and Android platforms
- Finds value in the following BlueJeans capabilities/features compared to other vendors they have used:
  - Video quality
  - Audio quality
  - Reliability
  - Ability to use on mobile
  - Not needing to be downloaded for external users

## 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: 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: Strongly 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 with Dolby Voice has improved meeting productivity due to better audio and noise reduction: Strongly agree
  - BlueJeans helps them build a stronger internal company culture: Strongly agree
  - BlueJeans enables teams to work productively how and where they want: Agree
- Rates the annual dollar savings they've experienced since moving to BlueJeans:
  - Audio conferencing provider/subscriptions: \$25K – 99K
  - Video Conferencing Hardware, e.g. MCU or Telepresence systems: \$25K – 99K
  - Telephone or other audio conferencing equipment: \$25K – 99K
  - Maintenance contracts for audio/visual conferencing hardware: \$25K – 99K
- Saved over \$100,000 across all areas since using BlueJeans.
- 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:  
**Large Enterprise**

Industry:  
**Media & Entertainment**

### 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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