

Lundin Petroleum

Introduction

This case study of Lundin Petroleum is based on a July 2018 survey of BlueJeans customers by TechValidate, a 3rd-party research service.



“Our staff across our countries of operation can easily collaborate with internal colleagues or third parties/partners, all fully under their own control and without the need of lots of training or IT support.”

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 consolidate audio/document/video conferencing systems
 - Poor usage, uptake, and adoption of current video conferencing investments
- BlueJeans replaced or was chosen over the following vendors:
 - Webex
 - GoTo Meeting
 - Polycom
 - Cisco (Telepresence or Spark)
 - An audio conferencing provider

Use Case

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

- Invested into BlueJeans because of its:
 - Ease of use (requires little-to-no training)
 - Video quality
 - Audio quality
 - Interoperability with video conferencing room systems
 - Consistent and unified experience across desktop, mobile, and rooms
 - Consistent and unified experience across Windows, Mac, iOS, and Android platforms
 - Post-sale experience (onboarding, support, training)
- Finds value in the following BlueJeans capabilities/features compared to other vendors they have used:
 - User experience
 - 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
 - BlueJeans saves them money by consolidating video, audio, and web conferencing costs into a single meetings platform: Agree
 - BlueJeans enables teams to do their best work: Agree
- Agrees with the following statements:
 - BlueJeans with Dolby Voice has improved meeting productivity due to better audio and noise reduction: 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
 - Legacy Web conferencing subscription: \$25K – 99K
 - Telephone or other audio conferencing equipment: \$25K – 99K
- Achieved the following quantifiable benefits since using BlueJeans:
 - Annual savings due to enhanced productivity
 - Annual travel savings

Company Profile

Company:
*Lundin Petroleum *

Company Size:
Medium Enterprise

Industry:
Energy & Utilities

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:

[BlueJeans](#)

[BlueJeans](#)