

Northstar Cooperative Inc

Introduction

This case study of Northstar Cooperative Inc is based on an October 2018 survey of BlueJeans Rooms with Dolby hardware customers by TechValidate, a 3rd-party research service.



“We had the Cisco SX-10 system installed and never used it in 8 months. Our Cisco vendor installed it and walked away with no training or support. BlueJeans is super easy and very intuitive to use. Support and training were fantastic. We have pushed our vendors and business partners to use BlueJeans to meet with us and they all love it as well. We rolled out a new 401k Plan with it, Connect with the Federation Members across the country with it, and will save \$28,000 doing benefit meetings with BlueJeans for our 265 employees in 3 states.”

Challenges

The business challenges that led the profiled company to evaluate and ultimately select BlueJeans Rooms with Dolby hardware:

- The complexity of their room system’s limited user adoption

Use Case

The key features and functionalities of BlueJeans Rooms with Dolby hardware that the surveyed company uses:

- Confirmed that currently 1-5 of their conference rooms are outfitted with a Dolby Conference Phone.

Results

The surveyed company achieved the following results with BlueJeans Rooms with Dolby hardware:

- Most significant benefits of their BlueJeans Rooms with Dolby hardware:
 - Significant increase in room system adoption
 - Starting meetings on time without hassle
 - Audio clarity and video performance, allowing for shorter meetings
 - Dramatic reduction in the time it takes for managing conference rooms
- Impact of listed benefits, on their organization:
 - Room system adoption has increased significantly
 - Starting meetings on time without all the meeting join hassle
 - Ending meetings earlier because of the audio clarity and video performance
 - Management of conference rooms has gone down dramatically
- Compared to their previous room system hardware, they are much more satisfied with their Dolby hardware.
- Overall, they are very satisfied with their BlueJeans Rooms with Dolby hardware.

Company Profile

Company:
Northstar Cooperative Inc

Company Size:
Medium Enterprise

Industry:
Agriculture

About BlueJeans Rooms with Dolby hardware

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 Rooms with Dolby hardware](#)