

## Educational Institution

### Introduction

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



“Because of BlueJeans, better communication means better workflow.”

### Challenges

The business challenges that led the profiled organization 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
  - Poor collaboration across remote teams, external partners, agencies, and/or consultants
- BlueJeans replaced or was chosen over the following vendors:
  - GoTo Meeting
  - Skype for Business

### Use Case

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

- Uses the following App integrations with BlueJeans:
  - Microsoft Outlook
  - Skype for Business
- Invested into BlueJeans because of its:
  - Ease of use (requires little-to-no training)
  - Video quality
  - Audio quality
  - Ability to work in browsers with WebRTC and no app download required
- Finds value in the following BlueJeans capabilities/features compared to other vendors they have used:
  - Not needing to be downloaded for external users
  - Ability to manage, monitor, and troubleshoot meetings, rooms and/or events

### Results

The surveyed organization 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: Strongly agree
  - BlueJeans enables them to get more value out of their existing video conferencing systems: Strongly agree
  - Using BlueJeans to interview candidates helps them attract a modern workforce: 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: Strongly agree
- Achieved the following quantifiable benefits since using BlueJeans:
  - Annual travel savings

#### Organization Profile

The organization 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.

Industry:  
**Educational Institution**

#### 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.

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