

CASE STUDY

Fanatics Saves Two Weeks of Working Time Annually with BlueJeans

Fanatics' innovative approach allows for quick delivery of sports merchandise for all of the country's major sports leagues, including the NFL, MLB, MLS, NBA and NHL. Recently, it took speedy delivery to a new level by partnering with Uber to bring fans celebratory merchandise immediately following a big win, earning a Fast Company 2018 Most Innovative Company award.

Breaking down collaboration silos

An innovative e-commerce brand, Fanatics partners with professional sports leagues, leading collegiate programs, and some of the biggest globally recognized soccer clubs. However, their internal collaboration tools did not meet the usability and reliability needs of a modern, distributed workforce. The inability to capture real-time metrics to isolate and resolve issues further compounded adoption and productivity.

For Fanatics, the fans come first. The ability to support a growing and dispersed organization requires a reliable, cost effective way to collaborate across sites. Quickly setting up and joining meetings improves employee productivity and bolsters Fanatics' ability to deliver value to their customers.

Modernizing technology and making meetings easy

Part of this digital transformation initiative meant modernizing collaboration technologies, moving away from on-premise servers to a dependable, scalable cloud-based service. Fanatics wanted their internal technologies to boost productivity and better reflect the innovations they were making as a retail brand. "BlueJeans is a centerpiece of our collaboration environment," said Anthony Pearson-Vinn, Fanatics'



Industry: E-commerce sports retail

Challenge: Fragmented collaboration technologies with no way to easily measure usage

Inconsistent video and audio quality with limited visibility to troubleshoot and identify root cause

Complex user interface on legacy tool made adoption difficult

Solution: BlueJeans' cloud-based solution connects employees with athletes, partners, suppliers and each other

BlueJeans Rooms units can be easily deployed and configured

Results: BlueJeans has 94% approval rating from Fanatics employees

Saves approximately 2 weeks of working time a year due to easy, one-touch join flow

Makes meetings accessible from Slack, Office 365 and Cisco enabled room systems

Our workforce has become more mobile, more agile and more productive thanks to BlueJeans.

– ANTHONY PEARSON-VINN, CORPORATE SYSTEMS MANAGER

Corporate Systems Manager. By integrating with workplace tools like Office 365, Slack, and Cisco room system hardware, BlueJeans quickly became integral to daily, enterprise-wide collaboration.

Given that Fanatics employees are regularly meeting with people outside the corporate network—athletes, retailers and licensing partners—the ability to quickly connect with one touch from any device was a key factor in selecting BlueJeans.

Connecting employees, improving productivity and measuring results

Fanatics retired their legacy web conferencing and made BlueJeans the chosen meeting solution for their employee base. The IT team transitioned to BlueJeans over a 4-week period. Since then, BlueJeans has received a 94% approval rating. Pearson-Vinn estimates employees average two weeks a year in time saved due to one-touch meeting connections from anywhere, including mobile devices. Since deploying BlueJeans, adoption has seen nearly a 3x increase in video conference usage. Regarding employee preferences, 60% of meetings are hosted through the BlueJeans app, 20% are joined over the phone (PSTN), and 10% are joined from conference rooms.

Using Command Center, BlueJeans built-in dashboard, the Corporate Systems team can accurately measure usage, centrally manage their BlueJeans deployment and report on ROI—something they couldn't do with their previous

web conferencing service. In addition, the team identifies performance issues and proactively reaches out to affected users.

Beyond improving productivity for existing employees, Fanatics quickly provisioned hundreds of accounts for new employees to support collaboration between new business units without manually deploying new hardware or software.

As Fanatics grows across geographies and offices, executive communications, and the supporting technology, becomes more critical. Fanatics' CEO regularly uses BlueJeans Events to host global, all-hands meetings through live video. With superior moderator controls, BlueJeans allows Fanatics to host professional-grade broadcasts that include Q&A chat, interactive presenters, and meeting recording for easy playback. They also use Events to facilitate remote trainings for their expanding employee base.

ABOUT FANATICS

Fanatics is a leader in licensed sports merchandise, providing fans with their favorite team apparel and jerseys across retail channels—whether that's shopping online, on your phone, in stores, in stadiums or on-site at the world's biggest sporting events.