

## CASE STUDY

# BTG Moves Their Business Forward Using BlueJeans Video and Audio Conferencing

A global healthcare company focused on Interventional Medicine, BTG's medical technology helps physicians treat patients through minimally invasive procedures. Whether it's bringing significant medical advances to market or modernizing the way employees collaborate with internal stakeholders, partners, and customers, BTG takes innovation seriously. The key to success is the quality of their people and the way they work together. For Dan Woodhouse and the IT team, that meant identifying an easier, and more efficient, way for the entire organization to communicate and get work done.

## Consolidating the Software Stack with Modern Video Conferencing

Moving away from in-house and custom built IT services, Woodhouse and team focus on using more cloud-based services to meet company needs worldwide. Prior to this shift in strategy, the team managed a disparate communications environment featuring traditional, multi-vendor audio conferencing, and video conferencing supported by WebEx as well as Polycom endpoints. Using these tools required external audio bridge connections and dial-in numbers, often proving difficult for users as well as IT personnel to support and troubleshoot.

To compound the problem, BTG sometimes inherited technology and services as they acquired 7 new companies over a 7-year period. This resulted in fragmented users, interpersonal collaboration challenges, and no single solution for everyone to rely on. Finding a modern, reliable video conferencing platform quickly emerged as a top priority. That's when Woodhouse defined the purpose for such a platform. "We shouldn't just bring better video conferencing to the main offices, we should bring these capabilities to everyone—no matter where they are—across the entire business," he says. That meant not only identifying the right solution for today, but also for the future.



**Industry:** Healthcare

**Challenge:** Transitioning from multi-vendor audio and video conferencing services.

Bringing easy-to-use video, audio and web conferencing to everyone, anywhere, on any device.

**Solution:** BlueJeans' interoperability supports various endpoints, including mobile devices and room hardware, allowing one-touch connectivity featuring Dolby sound.

BlueJeans replaces existing audio and video conferencing services with an all-in-one conferencing solution.

**Results:** 50% company-wide adoption rate after the first month.

Saved £ 30,000 annually by eliminating redundant tools, reducing staff turnover, and increasing project delivery.

50% of all meetings company-wide use video conferencing.

We now run approximately 50% of our meetings using video, which we didn't expect. BlueJeans has enabled a big cultural shift in helping people simply communicate better.

DAN WOODHOUSE, HEAD OF IT SERVICES, BTG INTERNATIONAL

### Consolidating Video, Audio and Web Conferencing

With offices spread across 20+ sites, and a large field workforce in place, the new video conferencing platform had to be simple to use and easily accessible for everyone. “We wanted to deliver modern video conferencing. Anyone could do it from their car, their office—anywhere in the world. They could easily interact face to face, share content, collaborate live,” notes Woodhouse. That’s when BlueJeans entered the picture.

Though BTG leadership liked the concept of BlueJeans modern video conferencing, they were pleasantly surprised that no additional budget would be required to implement the new service. In fact, Woodhouse adds, “I didn’t need to ask management for more money because we’re actually going to save money with BlueJeans.” By delivering a single source of video, audio and web conferencing to every user, the BlueJeans meetings platform made pre-existing audio conferencing and collaboration software redundant, saving an average of £ 30,000 annually.

### BlueJeans Meetings Accelerate Adoption and Improve Efficiency

Originally, the IT team planned to migrate to BlueJeans Meetings from their existing services over a 6-month period, however, after just the first month, their adoption rate climbed to 50%. Given such positive user feedback, the rollout period was shortened from 6 to 3 months. The deployment also included BlueJeans Rooms, which

delivered a high quality room system experience by featuring immersive Dolby audio with best of breed interoperability.

BlueJeans has particularly benefitted field employees, enabling them to provide more effective, face to face updates while on the go. BlueJeans’ meeting efficiencies also helped improve staff retention and accelerate the delivery of projects. “We now run approximately 50% of our meetings using video, which we didn’t expect. BlueJeans has enabled a big cultural shift in helping people simply communicate better. We can have calls with people in transit – which we previously couldn’t have,” Woodhouse notes. As far as the IT team is concerned, BlueJeans comprehensive analytics and reporting dashboard, Command Center, has provided a welcome change from supporting and managing multiple collaboration tools.

#### ABOUT BTG INTERNATIONAL

Founded in 1948, BTG is a global healthcare and technology company focused on Interventional Medicine to help physicians treat patients through minimally invasive procedures. Their mission is to provide new, imaginative ways to treat disease; making a difference for patients with products that advance the treatment of cancer, vascular conditions, and severe emphysema. They also invest in clinical evidence that helps demonstrate the value of their treatments to patients, doctors, and healthcare systems.