

CASE STUDY

With BlueJeans, Météo-France Simplifies Its Use of Video Conferencing While Reducing Costs

Météo-France is the French national meteorological service. Headquartered in Paris, it has operations in Toulouse and other parts of France and employs about 2,700 people.

The growing popularity of video conferencing, amplified by a surge in use due to the COVID-19 pandemic, urged Météo-France to find a way to reduce the costs of its video conferencing services and existing infrastructure. The agency also wanted to simplify access to virtual meetings by employees who worked largely from home, and by external stakeholders who were sometimes unfamiliar with the video conferencing technology or were using incompatible tools.

Météo-France was also facing problems with converting audio and video recordings made in non-standard formats, which it needed to quickly remedy. In addition, it sought to optimize its use of 20 meeting rooms equipped with proprietary video hardware, since it could only use these room systems for internal meetings.

Having Instant Access to Virtual Meetings and an All-Inclusive Licensing Model Through BlueJeans

Météo-France decided to migrate its existing Cisco WebEx video conferencing solution to another more flexible and open platform, largely to free users from having to download software on their workstations. It also wanted to be able to record meetings in a standard format so it could immediately use the recordings.



Industry: Public Sector

Challenges: Météo-France wanted to simplify employees' and external stakeholders' access to virtual meetings and reduce the costs of its video conferencing services.

It also wanted to be able to record meetings in a standard format and optimize its use of existing meeting rooms.

Solution: The agency switched from its previous video conferencing solution to BlueJeans Meetings. It is also investing in BlueJeans Events to enable greater interactivity.

Results: Employees and external stakeholders can now join virtual meetings without downloading a video conferencing app.

Météo-France has reduced the cost of its video conferencing license per user by 300% and increased its number of users fourfold.

It has been able to integrate BlueJeans with 15 of its meeting rooms and can now record meetings in a standard format.

“One of the strengths of BlueJeans is the one-click access to video conferencing via any browser.”

– RÉMY GIRAUD, HEAD OF INFRASTRUCTURE AND
MANAGEMENT INFORMATION SYSTEMS, MÉTÉO-FRANCE

BlueJeans provides standard recordings in MP4 format, which is open and royalty free, simplifying content use and post-production. Users at Météo-France can now edit content without needing to install a proprietary player on their workstations to listen to recordings.

“One of the strengths of BlueJeans is the one-click access to video conferencing via any browser, thanks to the WebRTC standard that exempts users from having to install an application on their workstations without losing quality and the richness of features,” says Rémy Giraud, Météo-France’s Head of Infrastructure and Management Information Systems. “Many other systems force you [to install a software solution] or even impose it, which is not in accordance with our policy.”

BlueJeans supports WebRTC regardless of browser type, and provides a consistent user experience, whether one is using an app or a browser. In addition, it guarantees a unified experience across all functions in any device — computer or mobile.

BlueJeans’ pricing model is based on a license cost per host. This offers everyone the full functionality of BlueJeans Meetings with no limit to video conferencing time or number of participants, and without additional costs for services such as storing recordings in the cloud.

“The licensing model of BlueJeans allows us to meet our strict, non-scalable annual budget commitments,” says Rémy Giraud. “We know exactly how much BlueJeans services are going to cost us over a period of time.”

BlueJeans Meetings has also allowed Météo-France to utilize 15 meeting rooms furnished with Cisco and Polycom equipment using the SIP (session initial protocol) or H.323 standard in audio-visual communication. Previously, Météo-France could only use these rooms within its offices as they were based on a proprietary infrastructure that was closed to any external participants. Now, its room systems can interoperate with BlueJeans Meetings seamlessly at no additional costs, enabling collaboration with other organizations.

By listing and documenting all the IP addresses of its cloud servers, BlueJeans also meets Météo-France’s security requirements. This allows users working remotely to join meetings without connecting to a virtual private network and passing through the agency’s Toulouse network, improving their connection speed and performance and avoiding all potential points of congestion. And with total transparency of BlueJeans’ infrastructure location, Météo-France retains control over its data flows while optimizing the quality of its meetings.

Reaching up to 11,000 BlueJeans Meetings a Month

Météo-France's switch from Cisco Webex to BlueJeans Meetings and deployment of additional licenses went smoothly.

BlueJeans has enabled the agency to cut its meeting costs while increasing the number of users. In particular, it has reduced the cost of its license per user by 300%.

"During peak periods, BlueJeans ensured meeting quality with up to 700 people connected simultaneously across different sessions, a testament to the strength and capacity of its infrastructure to scale up," says Rémy Giraud. "Today, BlueJeans has increased our number of users fourfold and made it easier for external participants to connect, who only have to press the invitation link to join a meeting if they don't have the app."

Screen sharing and one-click access through a browser are daily advantages that Météo-France users enjoy, especially when connecting to meetings from standardized workstations. Météo-France avoids installing third-party software on these critical systems to maintain the availability of business applications.

By opting for BlueJeans Meetings, Météo-France has also freed itself from access problems and compatibility issues that marred its closed and time-consuming proprietary solution. Overall, BlueJeans has effectively met Météo-France's needs in terms of ease of access, recording meetings in standard formats, cost control, and optimizing meeting rooms that were installed more than 10 years ago but had been underutilized for external calls.

"We particularly appreciate the quality and relevance of the support provided by the BlueJeans teams and the creation of new functionalities demanded by the increased use of video conferencing since the start of the pandemic," concludes Rémy Giraud.

BlueJeans Meetings now includes an expanded gallery view that displays up to 25 participants at a time, with the option of paging and turning on virtual backgrounds. It comes with a secure meeting feature that allows users to send an identity verification link at the start of a meeting.

Météo-France is also enabling greater interactivity across all its offices and teams by investing in BlueJeans Events for its Managing Director's internal communication. BlueJeans Events combines the best of video conferencing, content sharing, and streaming into a single service that brings together up to 50,000 participants and includes immersive videos, Q&A sessions, polls, and monitoring functions.

ABOUT MÉTÉO-FRANCE

Météo-France is the French national meteorological service. With around 2,700 employees, it endeavours to protect the population and support public policies and the development of weather-sensitive activities by accurately forecasting relevant weather and climate phenomena. Météo-France must constantly innovate and adapt to meet new challenges created by the impacts of climate change on weather and people's daily lives. It needs to make its forecasts in a more granular and targeted way to enable clients and principals — whether public, private, or institutional — to adapt and make the right decisions. This means having many daily meetings between teams, and with clients such as major French players in transportation or energy production, as well as institutions such as civil security or councils.