

WHITEPAPER

Five Ways to Grow Your Business with Video Conferencing Technology

To satisfy the need for growth through innovation and productivity, IT leaders must transform the way workers connect.



In today's world, growth is a mandate.

Enterprises must capture market share quickly or else they will become obsolete. To capture and sustain growth opportunities—whether they arise through innovation, mergers and acquisitions, or efficiency improvements—companies have adopted methodologies such as Agile, DevOps, and Scrum. These approaches drive collaboration and increase productivity by changing the way people interact and work.

But the workplace is also changing. Mobile, cloud, and social technologies are enabling people to work from anywhere, on any device, at any time. And to capture and sustain growth opportunities in this new workplace, companies must adopt technology that quickly brings people together for greater productivity and innovation.

That is why video conferencing and meetings technology is having a breakthrough moment.

In fact, 58% of IT leaders say they plan to invest in telepresence—video technologies to give geographically separated participants a sense of being together in the same location.

This paper examines how IT leaders can create and support the corporate growth mandate with fast, agile video meetings technology.

Transform to Grow

As [McKinsey has reported](#), growth comes before everything else. It yields greater returns, predicts long-term success, and matters more than margin or cost structure. Leaders understand the mandate—94% of senior executives in a [2016 survey by Strategy&](#) said that growth is a priority, with 30% citing it as their top priority.

To grow, companies are seeking ways to create new services and product streams. That starts by improving the customer experience. Successful businesses recognize that they must optimize face-to-face interactions that occur throughout relationships, such as sales calls and client meetings, while also improving operational efficiency.

Organizations are also growing through mergers and acquisitions, which present another opportunity to transform how work is done. As teams and processes merge, IT leaders must successfully eliminate barriers, foster connections, and accelerate business value.

The Future of Work

The pace of work is accelerating. Business leaders in all sectors are promoting growth by adopting modern methodologies such as Agile and Scrum, which work because they are fast, cross-functional, and optimal for distributed teams. However, leaders in distributed teams must pay particular attention to collaboration technology in order to keep the team focused.

In its 2015 article, "[Global Teams That Work](#)," Harvard Business Review wrote that global teams face higher levels of "social distance" than teams that share a location. Coworkers who are geographically separated cannot easily connect and align, so they often struggle to develop effective interactions.

"If you don't have a really agile team and process in place... you're going to have a really hard time staying the same size, let alone growing."

MORGAN BROWN
CO-AUTHOR OF HACKING GROWTH

"Mitigating social distance therefore becomes the primary management challenge for the global team leader," the article states. "The modes of communication used by global teams must be carefully considered, because the technologies can both reduce and increase social distance. Video meetings, for instance, allow rich communication in which both context and emotion can be perceived."

The Need for Transformative IT Solutions

Just as they embrace new practices and methodologies, leaders must also transform the productivity toolset for the future of work. Incremental changes are not enough; CIOs and IT executives need to reimagine the workplace without walls and distances and support fast, dynamic processes.

IT organizations are divided into two camps: "Those that thrive by effectively leveraging digital technologies, new business models, and entrepreneurial cultures; and those that are saddled by technical debt, plodding business processes, and lack of a digitally fueled vision for the future."

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Productivity Tools Must Be Powerful and Convenient

In the workplace, technology must not only enable transformation, it but must also minimize friction. Technology must streamline the work flow, enabling IT to view activities, exercise control, support users, and easily compile intelligence on adoption, utilization, and ROI.

The user's experience must also be transformative. Rather than having to adapt their workflow to accommodate a standalone solution, team members should be able to join a video meeting right from a communications application they are using, such as Microsoft Teams, Slack, or Workplace by Facebook.

Barriers to participation must disappear. Companies make an important leap in CX when they initiate face-to-face connections without requiring the customer to download an app. An advanced video platform should enable users to join via WebRTC and thwart hackers and unauthorized users through encryption, access control, and network security.

Video Technology Today

Video meetings offer a unique growth opportunity because they connect people face-to-face, where they can pick up on non-verbal cues and communicate with much higher fidelity than written or audio-only communications.

However, the audio element is an essential part of the equation. Technology that delivers in-person sound quality creates superior meeting experiences that enhance comprehension and increase participant productivity—allowing enterprises and individuals around the world to experience more productive video meetings.

And while video conferencing has been available for more than 20 years, the tools have had, until recently, severe limitations including expensive equipment requirements, complexity of use, connectivity issues, low-quality video and audio, and lack of IT control. This should no longer be the case.

A Solution that Works

The future of work demands a video meetings platform that:

- Provides great video and superior sound quality
- Is easy to use, with little or no user training necessary
- Requires no special equipment or software, and can be used on any device without setup
- Supports any meeting type, from a one-to-one video call to a multi-location company-wide town hall
- Enables IT to easily manage the platform
- Minimizes disruption for employees and allows video meetings to launch from any popular productivity application

Five Ways Video Technology Creates and Supports Growth

A flexible, easy-to-use video meetings platform helps business achieve outcomes that directly support growth opportunities. The video technology for the modern workplace should:

1. SUPPORT AGILE PROCESSES

Agile teams collaborate across traditional boundaries and move rapidly through development cycles. When team members can quickly assemble for face-to-face discussions spanning multiple dispersed locations, the power of collaboration is unleashed. In addition, the right meetings technology enables organizations to deploy hot walls, or always-on video connections, that essentially turn two workplaces into one.

2. INCREASE INNOVATION

Video meetings take multisite communications to a new level, and companies that facilitate face-to-face communication see improvements everywhere. For example, a children's hospital connects nurses on helicopter transport teams live with hospital-based physicians to improve pre-transport diagnosis and preparation. Elementary schools are connecting with students in other countries to learn about science together. And judges are hearing (and deciding) case from outside the courtroom. Video conferencing is truly everywhere.

3. ENABLE PRODUCTIVITY

Work processes invariably decelerate when all team members cannot participate. Meetings are delayed, and crucial feedback comes later by email. The right video meeting solution supports multiple locations and device types without expert moderation so

everyone can participate, no matter where they are. A large social media technology company, for example, uses video meetings to improve personal contact among employees in 25+ office locations, ensuring that growth does not dilute the organization's intimate, fast-moving culture.

4. IMPROVE CUSTOMER EXPERIENCE

When customers and partners can jump right into a video meeting that might include staff from multiple teams and locations, the company meets customer expectations for superior service. The right video meeting solution means not having to make customers download any software, and yet offers excellent transmission quality. For example, an email technology provider has impressed new prospects by holding video meetings that enable individuals to use whatever device they prefer. And a financial provider brings together its customers, consultants, and hedge fund managers via video for crucial, time-sensitive investment meetings.

5. REALIZE M&A VALUE SOONER

Many of the problems that might hinder the blending of two organizations can be solved with a flexible video meeting platform. Making face-to-face meetings effortless leads to faster, more inclusive discussions for better decision-making and ultimately more successful mergers and acquisitions. When there is no software to deploy, the platform is available immediately, and organizational blending is accelerated.

BlueJeans Brings Teams Together

BlueJeans is the meetings platform for the modern workplace and the first cloud service to connect desktops, mobile devices, and room systems in one video meeting. Thousands of companies from growing businesses to Fortune 500 leaders use BlueJeans every day for video, audio, and web conferencing meetings and large interactive events, so people can work productively when and how they want. BlueJeans offers its customers an experience that is:

Simple. Designed with both IT and end-users in mind, BlueJeans is simple for everyone who uses it. Meetings can be initiated with a single touch, without requiring participants to download an app. Participants can join a BlueJeans meeting wherever they are—without leaving Outlook, Google Calendar, Slack, Skype For Business, or wherever they may be. And they can discover live or recorded meetings within their Workplace by Facebook group feeds, unlocking communication silos.

When things are easier for end users, they should be easier for IT too. Implementing BlueJeans means that there are fewer helpdesk tickets, less troubleshooting, and less time spent managing multiple vendors. BlueJeans simplifies meetings for IT by offering a Command Center that serves as a single resource for video, audio, web conferencing, webinars, and streaming analytics. And BlueJeans lets you leverage your existing investments so that video meetings and events can be enabled for a wide range of device types—from the most sophisticated conference room systems to the basic smartphone.

Modern. High-quality HD video meetings from BlueJeans featuring superior Dolby Voice audio makes participants truly feel like they are sitting at the same table. Users also have exceptional control over content and video sharing, enabling users to have the same

meeting they would have if everyone was together in one room. Additional features like digital assistants and interactive whiteboards ensure that BlueJeans meetings are far from traditional—they are intelligent meetings that greatly improve productivity.

Trusted. 100 percent cloud-based, BlueJeans is a globally scalable solution with multilevel protection. At the conference level, administrators can control access with single sign-on (SSO) integration. Meeting organizers can manage participation with meeting invitations and passcodes and block participants if necessary. At the infrastructure level, BlueJeans leverages standards-based AES 128-bit encryption on all video connections to meetings, and recordings are encrypted at rest using 256-bit encryption. Both BlueJeans and its data center providers are SSAE16 SOC2 Type II compliant.

Meetings for the Modern Workforce

It is a business reality... conversations that ought to happen often don't, particularly when there are geographical or organizational boundaries in play. However, with a video meeting platform that is nearly automatic to use from any desktop or device, the barriers to collaboration and communication are eliminated.

Growth is imperative, and companies must transform the way they do business in order to move more quickly and outmaneuver voracious competitors. IT leaders must deliver solutions that empower workers to be more productive, to innovate, and to help grow the company. That means collaborating without limits or friction, connecting face-to-face with customers instantly, and meeting together in any combination, from one-to-one meetings in the same city to all-hands meeting spanning multiple continents. Video conferencing is the way to do it.

About BlueJeans

The first cloud service to connect desktops, mobile devices, and room systems in one video meeting, BlueJeans makes meetings fast to join and simple to use, so people can work productively where and how they want. It is the meeting solution teams trust to do their best work.

BlueJeans Meetings

Collaborate effectively with video, audio, and web conferencing from anywhere. Instantly join, host, or manage meetings from a conference room, your desk, or a mobile device.

BlueJeans Rooms

Transform any room into an easy-to-use video conference space. Increase workforce collaboration with rooms that require little to no end-user training and provide effortless IT management.

BlueJeans Events

Host and livestream interactive events, town halls, and webinars for large audiences around the world. Engage up to 15,000 attendees with immersive video, Q&A, polling, and moderator controls.

Discover how BlueJeans modernizes meetings and makes your teams more productive.

www.bluejeans.com/trial