

CASE STUDY

CIBNOR Unifies Multiple Locations with Interoperable Conferencing Service

Specializing in biological sciences and headquartered in La Paz, Baja California Sur, CIBNOR (The Northwestern Center for Biological Research) is a place of research and higher education. As part of a larger group of centers belonging to Consejo Nacional de Ciencia y Tecnología (CONACYT), it's considered one of Mexico's top think tanks. The network of centers includes approximately 4,800 scientific and technical personnel, 150 postgraduate studies, and approximately 17,000 students. CIBNOR's organizational structure reflects its pluralistic roots and belief in promoting leadership and innovation. It was in this spirit that Roberto Carlos Morales, IT Manager at CIBNOR investigated more efficient, reliable services for conducting modern, face-to-face video calls with researchers, students and professors worldwide.

Searching for Reliable Unified Communications

Morales sought to improve upon the reliability, audio quality and effectiveness of Skype for Business, which was being used by students and professors to conduct interviews and exams with mixed results. Researchers preferred to use traditional conference rooms. However, with only twelve point-to-point conference rooms, many had difficulty finding an available room with compatible equipment and often encountered system inconsistencies — meaning more help requests for IT. In these cases, they had no choice but to use Skype via their laptops, resulting in less than ideal meeting experiences.



Industry: Research and Education

Challenges: Simplify a user's ability to join via any endpoint and improve audio/video quality.

Bring single platform interoperability to multi-vendor, video conferencing solutions.

Solutions: BlueJeans delivers reliable, high quality audio/video, a consistent user interface and plug and play interoperability across multi-vendor endpoints.

Results: Increased video conference usage by 67% in three years.

Reduced IT support requests by 12%.

Saved approximately \$630,000 USD on travel and travel-related expenses.

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– ROBERTO CARLOS MORALES, IT MANAGER OF CIBNOR

Morales knew that the new conferencing service needed to be simple to use and reliable. It also had to connect 26 Public Research Centers (PRC) with an additional 104 sites (headquarters and multiple branches), in addition to 25 patents and technology transfer offices — all while delivering high value collaboration and making life easy for users and IT personnel. However, one of their research centers was already exploring a new unified communications and conferencing service that could do all of these things. That's when they discovered BlueJeans.

The Advantages of Modern Video Calling

After purchasing BlueJeans licenses, IT staff quickly discovered the platform's potential to change the way people throughout CIBNOR collaborate. Led by Morales, they promoted BlueJeans video calling and encouraged researchers, students and professors across centers and other, globally dispersed locations, to use the new service. "BlueJeans' ability to connect desktops and tablets with video conferencing equipment was very beneficial. Even when we experienced very low bandwidth, the app still supported productive, voice-only meetings," says Morales. He also cites Command Center, BlueJeans' comprehensive analytics and usage dashboard, as a

critical tool for not only determining travel savings (a government mandate) and calculating ROI, but justifying budget spent on BlueJeans.

Due to BlueJeans' cloud-based architecture, multi-vendor system interoperability, and consistent user interface, IT personnel and users alike quickly discovered how easy it is to deploy and use. The video and audio quality alone went far beyond what they were used to. In addition, conducting video calls from conference rooms became so simple for users that IT personnel were no longer burdened by ongoing monitoring and troubleshooting. "With a click, you're in a BlueJeans meeting using whatever device you have. It's so easy," explains Morales.

Diversified Video Calling Practices

While visiting Scotland, one researcher, Dr. Ricardo Pérez Enriquez, used BlueJeans to meet students and colleagues in Mexico, Iowa and California as well as collaborate with colleagues at the French branch. "BlueJeans allowed me to maintain efficient communication with colleagues and students in México and other countries. It's a simple and intuitive app," he notes. Scenarios like this have contributed to \$630,000 USD in savings on travel and travel-related expenses.

Originally adopted by CIBNOR for online learning and research, BlueJeans easily supports interactive webinars and long distance learning courses. Seeing BlueJeans' simplicity and reliability, other departments, like finance and accounting, also abandoned Skype and started using it to connect and collaborate with remote colleagues. This momentum has helped increase video conference usage by 67% in three years. With its consistent, one-touch user interface, BlueJeans is even used by the government, when needed, to communicate with and evaluate CIBNOR employees. Today, CIBNOR and the network of centers have 2,000 BlueJeans licenses and an ever expanding user base. "By continually evolving and innovating on what's possible, BlueJeans is helping people simply communicate better," says Morales.

ABOUT CIBNOR

Established in La Paz in 1975, CIBNOR is a research public institution and one of the country's most important biological science teaching and research centers. CIBNOR contributes to the development of Mexico through academic programs, research, and links to the public, private, social, and academic sectors. With four academic divisions: Aquaculture, Agriculture in Arid Zones, Fisheries Ecology and Environmental Planning and Conservation, CIBNOR provides international caliber, biological science training to students of diverse geographic and socioeconomic backgrounds. Its graduates are highly-skilled, analytical professionals who often enroll in advanced studies at the world's leading universities. As a public research center, CIBNOR generates and disseminates frontier knowledge, innovation and training of scientists and experts in the field of biological sciences and in the use, management and preservation of natural resources.

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