

## CASE STUDY

## Spotlighting Illumina's Collaborative DNA

Revolutionizing genetic analysis for clinical research, biotechnology, and pharmaceutical companies, Illumina's mission is to improve human health by unlocking the genome. Their globally dispersed workforce of over 8,000 solves scientific problems through a culture of innovation. Illumina uses the entire BlueJeans platform for collaboration, all-hands events, and huddle-ready rooms with BlueJeans and Dolby Voice. Connecting 7 countries, 16 distribution centers, and a remote workforce, Illumina's fast-paced business has grown with the help of BlueJeans support and scalability.

### Ditching the Dial Tone

It didn't take long for Illumina's incoming CIO and Head of Global Facilities, Norm Fjeldheim, to recognize a company-wide opportunity for better communication. The first of many strategic technology acquisitions, Fjeldheim explored options for replacing outmoded telecoms and web conferencing. Three key considerations influenced this change: employee satisfaction, adoption, and productivity.

The limitations of audio-only collaboration were especially noticeable when employees worked across multiple campuses. Given the deadline driven environment of a billion-dollar company, and the need to align teams, a face-to-face meeting solution was needed. "BlueJeans has been a core part of our technology shift. It enables people to collaborate virtually, not just over audio," Fjeldheim said.

Before deploying BlueJeans Meetings company-wide, Fjeldheim explained how adoption rates were much lower when using legacy conferencing vendors. "Looking at where we were, at something like 5,000 meeting hours per month, we've doubled that with BlueJeans. That's been a testament to how popular the platform is."



**Industry:** Biotechnology

**Challenge:** Replace existing collaboration and audio software to meet the needs of a growing global workforce. Introduce new CEO and improve interactivity during large internal events.

**Solution:** BlueJeans platform deployed across all campuses and global offices. BlueJeans Rooms with Dolby Voice used in over 200 huddle and breakout spaces. Events solution used for all monthly town halls.

**Results:** Increased adoption rates and usage among Illumina's workforce. Efficiency and productivity gains through ease-of-use across all global sites.

Successful CEO introduction with BlueJeans Events. High product performance results in monthly town hall events.

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– NORM FJELDHEIM, CIO AND HEAD OF GLOBAL FACILITIES

### San Diego to Singapore, Illumina Works from Anywhere

Responding to employee expectations of remote work and mobility, Illumina's CIO observed a pattern. "Three years ago, when I arrived, I realized people didn't sit in one place to work. They moved around," Fjeldheim said. This meant that deemphasizing individual workspaces was necessary for their growing global workforce. This type of flexibility extends beyond huddle rooms — it allows employees to literally work from anywhere using BlueJeans. "We've seen this used constantly, and it's really changed efficiency. People who are traveling can still participate in decision making. People can work from home and not be trapped at their desks." Fjeldheim added, "it's increased the velocity of the company" by maximizing productivity regardless of location. "They're not siloed; decisions are sped up. It's been an overall productivity gain. And, an overall employee satisfaction gain."

### Huddle Rooms, Out of the Box

One of the first things a visitor notices at Illumina's San Diego campus — aside from immaculate furnishings and a sense you're in the future — is that there are no offices. It's an open floor plan designed to improve accessibility

and collaboration. That said, Illumina takes its huddle spaces seriously. In fact, they've outfitted over 200 spaces with BlueJeans and Dolby Voice Room. Illumina's "work from anywhere" mindset is also reflected in how employees use their conference rooms to work with coworkers in multiple offices, often across time zones.

Adam Trout, Illumina's Manager of the AV Engineering group, said the simplicity of BlueJeans Rooms with Dolby Voice was a key factor in driving up usage. Employees never have to worry about poor audio and video quality using BlueJeans Rooms with Dolby Voice. Rather than connecting to multiple tools, employees use the one-touch join feature on the Dolby Conference Phone to start hassle-free meetings.

Adam also loves how BlueJeans Rooms with Dolby Voice was a quick, out-of-the-box installation process. "From an IT perspective, the Dolby Voice Room enabled us to develop an all-in-one solution that we could deploy easily. It's all parts that are pre-packaged and integrate with each other, rather than trying to piece together disparate pieces of hardware. With the BlueJeans and Dolby Solution, it's a one package deal — it makes everything easier."

## Innovative Genes

Associate Director of Employee Communications, Dana Maxwell explains the internal forces behind the office space. “Every day, our employees drive scientific innovation. We embrace change and create projects at breakneck speed. We like to move fast, and we like to collaborate,” Maxwell said. Successful business outcomes rely on quality information and the transmission of knowledge between multiple parties. “The better information our employees have, the more connected they are and aligned to our priorities, the better decisions they’re making,” Maxwell added.

In addition to using BlueJeans for global communication, Illumina integrates their meetings with Workplace by Facebook. Workplace is the platform for many of Illumina’s groups discussions, instant messaging, and relevant news feed updates. “What’s great about BlueJeans is that we’ve been able to go live in one of those groups and instantly connect with employees worldwide,” Maxwell said. Since occasional schedule overlapping prevents some employees from attending the live meeting, on-demand recordings are available. “If you happen to miss the meeting or want to re-watch parts, you can go onto Workplace and not really miss anything.”

## CEO Intro and Proof of Concept

Shortly after deploying BlueJeans Meetings, a leadership change within the company created urgency for a large town hall event. Illumina’s brand-new CEO, Francis deSouza wanted to introduce himself to the entire company, wanted to do it virtually, and wanted every site to participate and be able to ask questions — all within his first month with the company. In retrospect, Fjeldheim laughed about the unbelievably fast turnaround that made the town hall

possible. “We had no infrastructure and wanted to deploy to every site in a month.” Although Illumina’s IT department was against the clock, Fjeldheim vividly remembers this critical introduction with BlueJeans Events. “It was the craziest proof of concept I’ve ever been through. BlueJeans just came in and made it happen. The CEO was so happy with the new technology that we’ve hosted a virtual town hall every month since,” Fjeldheim said.

## System Data Under a Microscope

Illumina makes great use of Command Center, BlueJeans’ analytics dashboard. Adam Trout explains how he gets a complete view of their BlueJeans deployment regardless of office or endpoint. “Command Center allows us to pull metrics and data to see the overall health of the system. We get a transparent look into who is using it, how the system is performing, and the level of adoption we’ve been able to achieve.” The data generated and the reports that come with Command Center lets Adam and team provide important context when allocating meeting resources and understanding benefits like cost savings.

### ABOUT ILLUMINA

Illumina is improving human health by unlocking the power of the genome. Our focus on innovation has established us as the global leader in DNA sequencing and array-based technologies, serving customers in the research, clinical and applied markets. Our products are used for applications in the life sciences, oncology, reproductive health, agriculture and other emerging segments. To learn more, visit [www.illumina.com](http://www.illumina.com) and follow @illumina.