

CASE STUDY

Les Mills Standardizes Global Video Conferencing with One-Touch Meetings

Combining modern fitness training with the latest digital technology, Les Mills delivers instructor led, group fitness classes and on demand, virtual workouts for millions of health conscious participants worldwide. Seeking the latest cloud technology to support company-wide communication and standardize employee collaboration, the Infrastructure and Cloud Services team, led by Mike Mason, Global IT Projects/Tech Lead, focused on adopting a modern meetings tool that employees could easily access from anywhere in the world, through any device. That's when BlueJeans' consistent, easy-to-use video, audio, and web conferencing platform helped transition Les Mills to a single platform supporting improved collaboration.

Standardizing Video, Audio, and Web Conferencing Across One Solution

Prior to BlueJeans, Les Mills employees used a wide variety of audio conferencing tools, including GoToMeeting, Skype for Business, and Lync Meetings. Add in the complexity of operating popular, on premise room systems, employees could only conduct a meeting after answering numerous IT questions about the particular setup to ensure it would actually work. "Are they using compatible room hardware? Does someone need to connect via an audio bridge? Every meeting scenario was different. It was always complicated," notes Mason.

Just when Mason and team had found a new and improved audio or video conferencing solution, it ended up falling short of expectations or adding even more connectivity requirements. "I wanted to standardize on one meetings product where we could invest our time and training. That way, everyone would get familiar with it, and it would be simple to use," says Mason.



Industry: Fitness

Challenge: Leveraging existing investments like audio conferencing tools and audio/visual room equipment.

Standardizing video and audio conferencing tools on a single platform at a fixed cost.

Solution: BlueJeans meetings platform delivers state of the art interoperability by connecting existing room systems, devices, and laptops, all at a fixed cost.

Results: As the business scaled, BlueJeans easily accommodated additional users, meeting scenarios and endpoints for a 65% increase in video calls from 2017 to 2018.

Employees connected with thousands of fitness instructors worldwide for modern, convenient video meetings.

IT personnel can easily analyze usage, provide live support, and troubleshoot via one, all-in-one dashboard.

Video conferencing should be as easy as picking up a telephone. When it's that easy, the barriers to using it are removed. That's BlueJeans.

– MIKE MASON, GLOBAL IT PROJECTS/TECH LEAD, LES MILLS

Cost Certainty Using Existing Audio/Visual Investments

The ability to leverage existing investments and software stack was a major requirement for any new meetings platform. This meant existing room systems as well as complimentary audio/visual equipment and software could be reused. By delivering state of the art interoperability with existing room systems, like Polycom, Lifesize, and Cisco, BlueJeans made standardizing on one platform easy.

Previously, the IT team allowed employees to choose their own video or audio conferencing software tools. However, this hid the true business cost of using various meeting services. Not only did these costs fluctuate from employee to employee, but were difficult to track and often incurred charges for each use. This made cost transparency and tracking a must have for the new platform. "It was important to have a global system in place with fixed costs, right from the beginning, so employees could use it as much as they needed without having to think about cost," notes Mason. Mason and team also use Command Center, BlueJeans all-in-one analytics dashboard to remotely monitor live meetings, report on usage, and troubleshoot. This helps the team save time by pin-pointing problem areas, solving issues before they escalate, and drastically improving their ability to manage the BlueJeans deployment.

Developing A Video First Culture

A single meetings platform that's easily accessible to everyone encouraged a "video first" culture that spread

steadily from employee to employee. Connecting every endpoint across the BlueJeans platform removed the frustration common with previous, disparate tools, and legacy room systems. This is something that prior communications tools could not do. In fact, a few years after introducing BlueJeans, nearly every meeting is video conferencing. "Video conferencing should be as easy as picking up a telephone. When it's that easy, the barriers to using it are removed. That's BlueJeans," says Mason.

Mason and team wanted a solution that gave users the freedom to use whatever method they wanted to connect and that's exactly what BlueJeans does. If a user wants to connect via Skype for Business, they can use BlueJeans. It is equally simple for users wishing to connect via popular browsers like Safari or Chrome. "With BlueJeans, every meeting is universal. The meeting could be audio-only, a video call or whatever you need it to be, and it's actually designed to work that way," declares Mason.

ABOUT LES MILLS INTERNATIONAL

Headquartered in Auckland, New Zealand, Les Mills offers immersive, on demand workouts and fitness training to millions of participants every day. By merging physical and digital workout programs, including cycling and strength training, Les Mills helps people fall in love with fitness while promoting health, fitness and well-being. Combining great music and cutting-edge science, their popular workout classes are led by 130,000 certified instructors and licensed by 20,000 partners in 100 countries worldwide. Les Mills brings every workout to life.