

CASE STUDY

Digital Realty Enables a Digital Workplace for Employees and Customers with BlueJeans

About Digital Realty

Digital Realty is the largest owner/operator of data centers in the world, operating 280 data centers in 22 countries. Digital Realty provides data center, colocation and interconnection solutions to customers globally, serving as the trusted foundation for digital business for customers in sectors ranging from cloud and information technology services, to communications and social networking, to financial services, manufacturing, energy, healthcare and consumer products. Digital Realty enables a digital workplace for its employees and customers by leveraging both BlueJeans and PlatformDIGITAL™, its global data center platform. Digital Realty is the only global provider offering the full spectrum of data center solutions — from a cage or cabinet up to a multi-megawatt hyper-scale facility. The company serves as a single source for clients' data center needs around the globe — from San Francisco to Singapore, from Sydney to Sao Paulo.

Powering Growth

As Digital Realty grew, the company assimilated multiple conferencing solutions as a result of several acquisitions. For Ed Diver, Chief Information Officer, and his team, modernizing collaboration tools was an important step to continue the company's growth momentum. Digital Realty chose BlueJeans as a video conferencing solution as it was reliable, secure and easy to use. Deploying BlueJeans also eliminated the cost of managing multiple outdated conferencing platforms. With the onset of the pandemic, as Digital Realty played a critical



Industry: IT and Services

Challenges:

- Consolidate multiple conferencing solutions; improve reliability, ease of use, cost and security
- During COVID, keep employees safe, keep data centers running and maintain sales momentum

Solutions:

- BlueJeans Meetings for internal collaboration and external customer engagement including virtual data center tours
- BlueJeans Events for first secure virtual board meeting and enabling connection with employees and customers

Results:

- CIO confirmed BlueJeans enhanced the team's ability to make sales during the pandemic
- Transition smoothly to WFH model during COVID-19 with a 98% satisfaction rating for BlueJeans

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– ED DIVER, CHIEF INFORMATION OFFICER, DIGITAL REALTY

role ensuring resiliency of digital services, the company relied on BlueJeans as the platform that would help keep employees safe and connected to colleagues and partners across the globe, while ensuring continued customer service and support.

As Digital Realty turned to BlueJeans, BlueJeans also expanded its footprint on Digital Realty’s PlatformDIGITAL to ensure it could provide a high quality and reliable collaboration experience to its customers at a time when effective remote collaboration is more vital than ever.

Seamless Transition to Remote Work

Digital Realty has over 1,200 active users, with more than 13 million minutes conducted over BlueJeans since the beginning of the year. Originally, the main goal for the BlueJeans deployment was to reduce reliance of different platforms that would not work well together. BlueJeans’ standards-based, interoperable platform helped calibrate the different offices, devices and systems together in one cohesive, easy-to-manage deployment. BlueJeans also drove down travel expenses and the cost of having multiple collaboration services. Additionally, BlueJeans enabled employees who are spread all over to world to

engage with each other in a more meaningful way over video due to the simplicity and quality of the service. With the onset of the pandemic, Digital Realty was well placed to transition seamlessly into a fully remote, work-from-home model using their existing BlueJeans deployment. “Our network and overall technology stack were ready to go remote. Having the BlueJeans platform really made it possible to continue our business seamlessly,” says Ed Diver.

Diver and his team wanted to ensure that essential employees who had to be physically present in their data centers were empowered to do their job flawlessly, while still being connected with the rest of the organization. On-site employees used BlueJeans Meetings on their laptops and mobile devices for day-to-day communication with the rest of the organization. Experts who were not able to physically go into the data center were able to troubleshoot by communicating with on-site employees, such as onsite data center engineer and guards, using BlueJeans on their mobile devices. This guaranteed continued service and minimized disruptions during a critical time, as Digital Realty provided the digital infrastructure on which people were relying more than ever before.

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– DERIN CUNNING, SENIOR DIRECTOR OF IT ENGINEERING AND OPERATIONS, DIGITAL REALTY

Successful Selling with Video Tours

The IT team at Digital Realty was able to complement the company’s business growth despite travel restrictions and limited access to physical data centers during the pandemic. Using BlueJeans on mobile devices, Digital Realty provided virtual tours of the data centers to potential customers, which led to multiple new deals. “We have been able to impress our customers with how we adapted our operations during the pandemic,” says Diver.

Derin Cunning, Senior Director of IT Engineering and Operations, echoes that his team has been able to position the ability to connect customers to data centers using BlueJeans as a competitive advantage. “Customers can directly interact with someone who is present inside the data center,” says Cunning. “It is really useful to include this virtual walk-through so customers can truly see what we have to offer. This is infinitely more engaging than doing a slide presentation.”

User Satisfaction at Scale

Digital Realty was able to implement a large-scale, global BlueJeans rollout in a matter of weeks when they first deployed the platform. This rapid deployment was possible due to a coordinated effort between the IT team and BlueJeans’ onboarding specialists, who provided useful guides, materials and in-person training in their global offices. Digital Realty had approximately 2,400 meetings per week before the pandemic struck. After work-from-home became the norm, this jumped to approximately 4,300 meetings per week. Even with such a rapid uptick in usage, Cunning and his team received a 98% positive rating (gathered from over 19,000 ratings) and 4.7 Q-score average for BlueJeans.

One of the key explanations for the high user satisfaction score is BlueJeans’ audio and video quality. Cunning, an audio engineer in his previous career, can attest to the difference of the audio quality due to the Dolby Audio codec in BlueJeans. Even during low-bandwidth scenarios, users are able to continue the conversation because of audio prioritization by the application.

When users do experience a low-quality call, Cunning and his team utilizes BlueJeans Command Center for quick ticketing and issue management. Command Center's powerful toolset and analytics enable Cunning and his team to drill-down into the root causes of a poor meeting experience. The IT team considers Command Center to be a critical tool at their disposal at a time when the majority of employees are connecting remotely from their homes.

Shaping the Future with Virtual Leadership Summits

The pandemic has led to Digital Realty expanding their BlueJeans deployment into BlueJeans Events. The first major event conducted over the Events platform was the Virtual Leadership Summit. Typically, this multi-day meeting brings all the leaders in Digital Realty from around the globe to one city, enabling collaboration to shape the strategy of the company. The flawless experience from the first virtual event has paved the way for Digital Realty to conduct more of these high-profile events virtually, saving the company money and time spent on travel and logistics, while still providing the interactive space for the decision makers of the company to have valuable conversations with each other. Additionally, with most in-person events cancelled to the pandemic, Digital Realty's Marketing group is extending virtual engagements by conducting webinars with customers, partners and other stakeholders using BlueJeans Events.

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