

CASE STUDY

Index Exchange Drives Employee Efficiencies Using All-In-One Video Platform

A global advertising marketplace where premium digital media companies transact ad impressions in real-time, Index Exchange was built on making things simple. Trusted by top advertising, marketing and tech companies, Index Exchange emphasizes neutrality, openness, and highly reliable technology. Thriving in the digital ad industry requires timely decision making and a transparent culture. That means reliable, easy-to-use meetings that sync with multiple devices and enterprise collaboration tools so every employee can work the way they want.

Multi-Party, Enterprise Video Conferencing

Director of IT, Kevin Leicht, and his team, manage BlueJeans video conferencing across employee desktops, mobile devices and room systems. Though primarily used for meetings between internal participants, sales and recruiting teams also use it for external meetings. “After upgrading our A/V equipment, BlueJeans use really picked up,” explains Leicht. Employees cite BlueJeans’ one-touch join as especially convenient and rely heavily on the screen sharing feature.

BlueJeans also facilitates bi-weekly, company town halls. After enduring poor audio and muting issues, as well as a limit on the number of attendees, they moved to BlueJeans Events, which easily accommodates multiple presenters located anywhere. This includes 10-15 globally dispersed conference rooms, for a total of 400+ attendees — who join by clicking a link with no audio troubles to report. In addition, a moderator dashboard lets administrators mute attendee audio, as needed, and promote presenters to speak. Events has reduced town hall issues by over 80%.



Industry: Digital Media

Challenges: Simplifying the conference room experience across global offices.

Improving ease of use and audio quality when virtually joining town halls.

Solutions: BlueJeans Events provide an easy to manage, SaaS platform for town halls.

BlueJeans Rooms support easy-to-use, consistent, high quality meeting experiences.

Results: In 2019, 96% of users rate their BlueJeans experience positive.

Over 80% reduction in issues related to town halls.

Over a million more minutes used than the year before, increasing employee efficiencies and supporting better global communication.

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– KEVIN LEICHT, DIRECTOR OF IT, INDEX EXCHANGE

Modernizing the Huddle Room Experience

Index Exchange primarily employs two types of room setups. BlueJeans Rooms, featuring the Dolby Conference phone, and traditional rooms using Polycom Trio 8800s running BlueJeans with iPads as control panels. Both options support an easy, consistent user experience. “We found huge improvements in user acceptance, satisfaction, and have experienced a lot fewer problems,” says Leicht. “It’s so simple for users; there’s not much to go wrong.” The Dolby Conference Phone established a dependable foundation. “It’s peace of mind for IT,” says Joseph Cotaj, IT Support Analyst. “With those units installed, reliability is never something we have to worry about.”

They’ve even deployed BlueJeans Rooms in international offices without remote IT personnel. Prior to BlueJeans, Ray Perez, an IT team member, had to keep track of unique IDs for each meeting. “The one-touch join is my favorite thing about BlueJeans,” he says. “Once a user hits the button, they’re in. There’s nothing else to do. People rave about it.”

One room, accommodating 15-20 people, featured a Logitech camera paired with a Polycom device. This room historically produced bad audio. Working around these issues wasted a lot of time. After converting it to a BlueJeans Room, with plug and play deployment, users were instantly hooked. “It took me 20 minutes to deploy,” explains Perez. As a result, meeting leaders cite BlueJeans Rooms as a key to better global communication.

Popular Tool Integrations and Valuable Meeting Analytics

Jumping into a quick, on the fly, BlueJeans meeting is important for employees. Using the BlueJeans integration with Slack, one command launches the BlueJeans app so users can moderate, or instantly join the meeting. “Slack users just click and they’re in a meeting. For me, it’s as good as the one-touch join,” offers Perez. Additionally, the BlueJeans’ click-to-join, webRTC link and Outlook calendar integration support employee efficiencies.

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Leicht and team also highlight Command Center, BlueJeans’ centrally managed analytics and usage dashboard. It offers easy, transparent troubleshooting and real-time meeting monitoring. The IT team looks at meeting minutes, high volume users and, most notably, user feedback. Since the beginning of 2019, 96% of users rate their BlueJeans experience positive. As usage continues to skyrocket, employees have used over a million more minutes than the previous year.

“The quality with BlueJeans is consistent,” Perez offers. “Its ease of use, and the time saved not supporting users trying to join, is amazing. And, the Huddle Room automatically updates itself. There’s no troubleshooting, no delays. It’s reliable and easy to support.” When the IT team meets with their BlueJeans reps, the support is highly valuable. According to Leicht, “they’re quick to respond, thorough, and keep our team updated on new features.” Future alignment with BlueJeans looks bright. “The BlueJeans product road map is very strong,” he concludes.

ABOUT INDEX EXCHANGE

Founded in 2003, Index Exchange is a fully customizable, transparent exchange technology, enabling digital publishers and suppliers to sell ad impressions programmatically and in real-time. An evolution of online media technology firm, Casale Media, Index Exchange equips enterprise sellers with custom architected solutions, fully transparent sell side management technology, and access to programmatic demand that is organized and certified into a clear and robust taxonomy.