

## CASE STUDY

# Michael Best Unifies Communications with BlueJeans Meetings

A full service law firm, Michael Best earns high marks for customer loyalty by being a long-term strategic partner — focusing on the client’s entire organization, not just the legal matters. By adhering to high service standards, the firm delivers exceptional client experiences. This standard means digital transformation is a must and improving video conferencing was high on the list. Led by Director of IT Operations, Jason Milligan, the firm kicked off their search for a replacement video conferencing service. The goal was to simplify internal employee firm-wide video collaboration.

## Simplifying Video in Conference Rooms

Michael Best consists of 12 offices, 25 meeting rooms, and 650 employees — including more than 250 attorneys. Prior to BlueJeans, they relied on LifeSize for room-based video conferencing and GoToMeeting for desktops, but users found the service inconsistent and difficult to join. Milligan decided to modernize the video meeting experience, firm-wide, by replacing both services with one. The initial appeal of BlueJeans centered on its easy-to-use reputation. “If I could walk into a room and just hit ‘join’ there would be less things to go wrong,” Milligan observes. Putting an easier join method in place would save time, while also eliminating the need for portable A/V equipment.

Also high on Milligan’s checklist was syncing the new service with their reservation system to streamline the process of meeting room reservations. With BlueJeans in mind, Milligan selected EMS, a new room reservation system that would integrate with the platform. “BlueJeans connected all the dots, from scheduling at a user’s desk, to entering the room and instantly joining the call,” he explains.



**Industry:** Legal

**Challenges:** Unify conference room and desktop collaboration in one solution.

Modernize and simplify firm-wide and client collaboration.

Integrate video conference platform with room scheduling software.

**Solution:** BlueJeans’ single platform unifies desktop and room systems, and integrates with popular workplace calendars and tools, along with software services.

**Results:** Replaced separate room and desktop services with one, reliable platform.

BlueJeans integrated with EMS room reservation software for easy, all-in-one scheduling.

The BlueJeans integration increased firm-wide usability of Outlook.

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– JASON MILLIGAN, DIRECTOR OF IT, MICHAEL BEST

### Transitioning to One-Touch Video Collaboration

According to Milligan, the transition to BlueJeans was “more organic.” Spreading out the deployment resulted in higher desktop usage than with GoToMeeting. “We were able to do it without much support. That speaks to the solution itself,” he offers. However, when needed, the responsiveness of BlueJeans’ support team was a plus. “We have been well taken care of along the way,” he notes.

Used primarily for intra-office room to room meetings between practice groups, BlueJeans Rooms with the Dolby Conference Phone streamlined the entire user join process, saving time and avoiding frustration in multiple branches. By refreshing most of the in-room devices with BlueJeans hardware, there’s now a simpler 1:1 relationship between device and meeting space. Instead of setting up multiple meetings with external participants, a single BlueJeans meeting link is sent for client interviews and conference calls. “Being able to join through the browser has been huge,” he says. Avoiding multiple meeting set ups reduced logistical nightmares for IT.

Increasing productivity in larger meetings, BlueJeans fosters better, more natural attendee participation. “Employees can promptly and seamlessly join department meetings and not miss important things being brought up,” adds Milligan. The BlueJeans mobile app allows traveling attorneys to join via smartphones and tablets. When recording depositions, BlueJeans not only worked well, but was easy to use. Screen sharing is another feature seeing frequent use.

### Multi-Office Participation and Tool Integrations

The firm also uses BlueJeans Meetings for periodic group video calls to maximize multi-party participation, sometimes involving all 12 offices. BlueJeans supports wireless presentation for a more seamless discussion, as well as uploads of recorded training sessions that provide easy playback on demand. “It’s just a better experience than in years past,” Milligan offers.

Milligan also uses Command Center, BlueJeans centralized analytics dashboard, for understanding firm-wide usage patterns, and for monitoring and troubleshooting live meetings. Additionally, BlueJeans integrates seamlessly with the firm’s collaboration tools, including Outlook. “The ability for BlueJeans to leverage such a productive relationship with Microsoft has been big for us,” says Milligan.

#### ABOUT MICHAEL BEST

Founded in 1848, Michael Best is a full service law firm with more than 250 lawyers providing clients with the exceptional legal service and business acumen that have defined the firm for generations. Providing excellent service within a highly competitive cost structure, they work in collaborative, cross-practice teams that focus not only on legal and regulatory matters, but also on operational issues, market opportunities, and competitive advantage. Clients range in size from small start-up ventures to global Fortune 500 companies, in different industries.