

BlueJeans for the Enterprise

Enabling a video culture with BlueJeans Enterprise Video Cloud

Cloud-based services are the new normal. Even within large and complex enterprises, today's CIO wants IT to focus on the core competencies of their organization, rather than act as a "jack of all trades" to support each and every application.

While most enterprises use cloud services for applications like CRM, many IT directors and CIOs raise some good questions when considering video communications as a cloud service. Can the vendor deliver consistent end-to-end user experience? How do we integrate with existing applications and on-premise equipment? And what about security, service, and support?

Extending Your Enterprise to the Cloud

The BlueJeans Enterprise Video Cloud is a secure, global platform and extensible architecture that extends a video culture internally and externally. Uniting single-click video experiences, powerful IT management tools, and a rich ecosystem of integration partners, the BlueJeans Enterprise Video Cloud delivers business video communications on a global scale.

Service Intelligence

Every cloud service must earn the trust of their customers. After all, you are delegating the responsibility for a key component of your collaboration strategy to a third party! Just as you would interview a new candidate for your staff, you must also assess the skills, experience, and character of a cloud service.

We believe in the philosophy "trust, but verify." Not only do we promise consistent and reliable performance, we provide the service intelligence tools to prove it. The BlueJeans Command Center dashboard delivers more than 70 performance metrics — including bandwidth consumption

There's more to BlueJeans than Meetings.



BlueJeans Relay

BlueJeans Relay is a software-powered solution that integrates video conference room systems, calendar applications, and the BlueJeans cloud. With BlueJeans Relay, meeting participants can see and touch-to-join scheduled meetings from any standards-based conference room system without dialing, pairing, or entering a meeting ID.



Command Center

BlueJeans gives IT directors deployment control with Command Center, an interactive dashboard that delivers Live Meeting Control and service intelligence derived from more than 70 meeting, endpoint, and network performance and quality metrics.



BlueJeans Primetime

BlueJeans Primetime supports interactive video events that scale from dozens to thousands of attendees, an ideal platform for all-hands meetings, product launches, and large events with both local and remote participants.

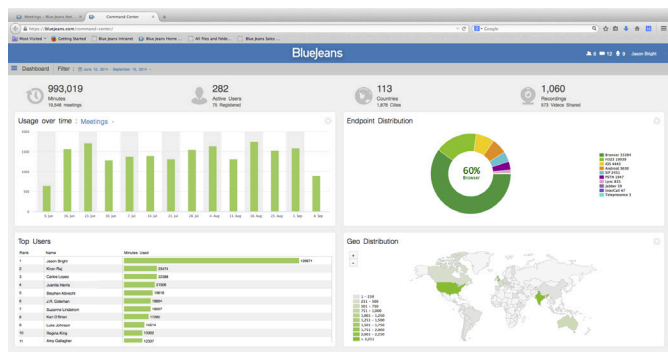


Customer Success & Support

BlueJeans offers extensive service options like deployment planning, training, meeting and event assist services, and access to dedicated Customer Success Managers and Enterprise Solutions Engineers.

and latency, jitter, and loss measurements — for every room system and individual participant in every meeting... even for remote users and guests. With Command Center, you get the historical and real-time information you need to manage your deployment, measure adoption, verify performance, analyze trends, and identify trouble areas before they become trouble tickets.

In their assessment of BlueJeans, Wainhouse singled out Command Center for special praise: “In a word, the BJN Command Center is exceptional. Via Command Center, administrators gain access to real-time and historical information not available from competing video bridging services — or even customer premise video bridging solutions for that matter.”



Command Center displays service intelligence for your BlueJeans deployment, including performance metrics like bandwidth consumption, frame rate, and packet loss for every participant in every meeting.

Reliable Performance

BlueJeans understands that the security and performance of an enterprise’s video communications solution is held to a higher standard than best-effort services like Skype™ and Facetime®. This is why we offer service options like:

- **“On-Net” Performance:** In environments where cloud services must perform as securely and reliably as an on-premises deployment, BlueJeans offers private peering service options to deliver video communications services over QoS-enabled MPLS links.
- **Security:** With SSO, PIN-protected virtual meeting rooms, AES-128 encryption, and SOC 2 Type 2 compliance, BlueJeans delivers a secure collaboration platform that integrates with your preferred security rules and tools.
- **Service and Support:** The BlueJeans customer success and support organizations serve as extensions of your

About BlueJeans

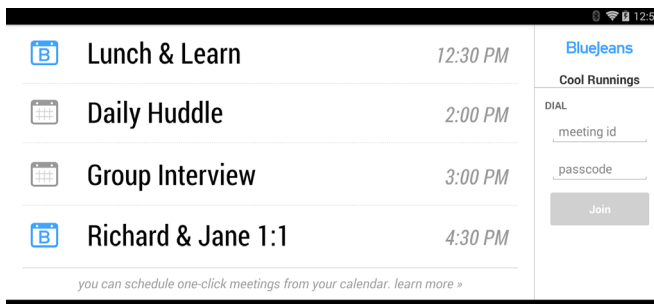
At BlueJeans Network, our mission is to make video communications as easy and pervasive as audio communications, enabling more effective collaboration at work, at home, and on the road. Our cloud-based conferencing service makes this possible by enabling customers to connect with each other seamlessly anytime, anywhere, and from practically any device.

own IT resources. With our video communications and integration expertise at your disposal, coupled with industry-leading ease-of-use, you can reduce the support burden on your helpdesk and IT staff.

Premise-to-Cloud Integration

Every IT investment should solve a problem or make possible a new opportunity, and you might be surprised by how many ways BlueJeans can help you. For example, would you like to reduce the number of vendors and contracts required by your existing audio and video communications tools? BlueJeans offers audio bridging and web conferencing tools in addition to video, and even integrates with audio bridges from leading service providers.

How about reducing the number of support requests to troubleshoot problems or run meetings? BlueJeans offers a consistent user experience on every device, from the smart phone to the conference room, with innovative capabilities like calendar integration and touch-to-join meetings with room systems from most any vendor. You can even customize your BlueJeans deployment with your own branding, landing pages, and alignment with security rules.



BlueJeans Relay integrates calendar applications, conference room systems, and tablets for touch-to-join simplicity.

Summary

Enterprises trust BlueJeans because we serve as an active partner and resource for your overall collaboration strategy. Video communications are an immersive experience that enable employees to work more collaboratively and make businesses more efficient. BlueJeans offers interactive, multi-directional visual communication services through a cloud-based platform. With on-net service options, robust security and deep expertise, we deliver a cloud solution for conversations, meetings and events at a global scale. That’s BlueJeans for the Enterprise.