

CASE STUDY

Facebook Rolls Out BlueJeans to Modernize Online Meetings

When you look at some of the most successful companies that have emerged from Silicon Valley, one common theme across all of them is a strong start-up culture, stemming from the founders and early employees. One of the biggest success stories in recent years has been Facebook. Founded in 2004, the company continues to expand rapidly across the globe with nearly 2 billion active users. To serve these subscribers globally, Facebook has operations in 78 cities and continues to expand its global presence.

With unprecedented growth and success comes greater responsibility to ensure that the original vision and corporate values are maintained across the company. Given the global nature of Facebook operations, it has traditionally been challenging to get people from diverse backgrounds and cultures to collaborate efficiently and maintain the high levels of performance that typically characterize the Facebook culture. Geographical distances and technology barriers make it even harder.

Embracing Modern Online Meetings

One way that Facebook has addressed these issues is with a single software platform that supports video, audio, and web conferencing. As the company has grown, it has become increasingly important to maintain its open, intimate, and fast moving culture. One of the key strategies in this effort is the use of live video calling. The ability for employees across the company to see each other and screen share content in online meetings fosters a much more collaborative environment than email, chat, and audio-only calls alone.

Facebook already had a number of video conferencing rooms available at its headquarters and larger sites, but was looking for a way to expand the reach of video. Employees at smaller locations and those who worked remotely did not have access to video conferencing rooms, and often preferred desktop and mobile technologies. The solutions available to



Industry: Social Networking

Challenge: Maintain company culture across multiple countries worldwide and encourage easier, convenient employee collaboration.

Solution: Introduced the BlueJeans software platform to support video, audio, and web conferencing and allow employees to quickly and easily join meeting with only one click.

Results: Allowed employees to meet from various endpoints, including desktop computers, mobile devices, and traditional video conferencing rooms.

Gave every Facebook employee access to his or her own personal meeting room, making it possible to meet with groups up to 100 people.

Enabled Facebook to maintain company culture across growing teams and multiple continents.

bridge between these two worlds were cumbersome and expensive. Classic room-based conferencing systems could only connect to other room-based systems, but not to desktops. And mobile devices could only connect to other mobile devices—not to desktops or room systems. But then, Facebook found BlueJeans Network.

Scaling Video Conferencing for Every Employee

With BlueJeans, Facebook can enable video conferencing and virtual meetings for all of its employees, from whichever endpoint they prefer. A single online meeting can handle up to 100 participants in different locations, whether they join from desktop computers, mobile devices, or traditional conference room systems. Every Facebook employee has access to his or her own personal meeting room in the BlueJeans cloud that can be used to schedule and host video, audio, or web conferences on demand. Participants simply join a meeting through a URL with one click.

With a cutting-edge solution like BlueJeans, Facebook can continue its rapid expansion and not worry about having its unique culture diluted over time. Today at Facebook, employees across the globe see each other more frequently and work more collaboratively in their BlueJeans.



ABOUT FACEBOOK

Facebook is the leading social network in the world. Its mission is to give people the power to build community and bring the everyone closer together. Billions of people use Facebook to stay connected with friends and family, to discover what's going on in the world, and express what matters to them. Facebook has over 70 offices worldwide.