

WHITEPAPER

Harness the Full Potential of Your Existing Video Conferencing Investments



Video conferencing makes sense.

In fact, it has for years. Companies and employees clearly see the value of face-to-face communication, and they continue to search for platforms that will help them connect with colleagues, partners, and customers worldwide. Unfortunately, implementation and use of video conferencing is often lagging.

Enterprises continue to make large investments in video solutions, with global business spending on video conferencing reaching \$3.8 billion in 2016. However, many of these investments sit idle due to interoperability issues with existing hardware and steep end-user learning curves. In fact, when employees find video conferencing software difficult to use, they will often abandon it in favor of traditional audio calls, email, or consumer video products such as FaceTime.

Business Benefits Abound

The business case for video conferencing is a convincing one. A survey of IT and operations professionals commissioned by BlueJeans* found that three in four professionals believe its use has a significant positive impact on their employees. Furthermore, well over half have enjoyed increased productivity (59%) and operational efficiency (55%) as a result of implementing the technology.

* Statistics taken from a 2016 survey titled "Live Video's Central Role in the Changing Workplace." A total of 5,000 employees, aged 18 and over, took part in the survey. They were selected from a range of job roles and levels, representing several industry sectors. The companies they work for range in size from 100 to 1000+ employees, and are located across the United Kingdom, France, Germany, the United States, and Australia.

Ultimately, business is about people. Organizations thrive on good conversations, mutual understanding, and effective collaboration. As such, it is noteworthy that two-thirds of IT and operations professionals have observed better internal morale after implementing video conferencing solutions, and 52% cite improved supplier/client relationships. Nine in ten believe video meetings build stronger relationships between participants than audio calls and meetings alone, and four out of five say the technology lessens the likelihood of miscommunication in their company.

THE INTEROPERABILITY DILEMMA

Video conferencing has an undeniably positive impact on business, so why is it not more widely used? The main obstacle is interoperability. Businesses have traditionally supported multiple systems for varying purposes, such as immersive telepresence systems for corporate conference rooms, feature-rich hardware platforms to connect with partners, and mobile and desktop solutions for employees. In addition, many enterprises have inherited other hardware-based systems due to mergers and acquisitions. With such system diversity, only 51% of IT and operations professionals are satisfied with the interoperability of their existing video conferencing hardware.

Lack of interoperability reduces the effectiveness of a video conferencing strategy, as meeting set-up is complicated, data sharing is difficult, and functionality on mobile devices is limited. Users simply do not have a consistent experience and oftentimes abandon the technology—wasting current investments and finding alternatives outside the scope of IT.



HARNESS THE POWER OF YOUR EXISTING VIDEO CONFERENCING INVESTMENTS

The impact of these problems on a business is significant. They slow down business processes, create communication barriers between employees and clients, and leave money on the table when investment in hardware goes unused. Fortunately, there are solutions available to address these issues.

The cloud-based video meetings service provided by BlueJeans works with your existing video conferencing investments to bring together anyone on a mobile device, laptop, or room system with a click of a link. The solution supports live, two-way video that enhances business conversations and makes use of tools already within reach of most business professionals, like a computer, webcam, or smart device.

The BlueJeans interface is compatible with all major standards-based hardware video platforms, providing the interoperability required for effective communications. Furthermore, it is flexible enough to support video conferencing strategies for every size group, business unit, and company. Services include:

- BlueJeans Meetings, which lets users connect with 1-150 colleagues across devices for easy, face-to-face collaboration anytime
- BlueJeans Events, which allows users to launch interactive all-hands meetings, town halls, and webinars for thousands of participants
- BlueJeans Rooms, which easily transforms meeting spaces into simple-to-use, video-enabled conference rooms

With the BlueJeans platform, you can transform traditionally disparate structures into one meetings platform, driving costs savings through staff efficiency and user adoption.

Delivering a Solution Employees Will Love

Without user adoption, new technology investments are guaranteed to fail. IT wants end-users to use the tools invested in and available to them, but employees will naturally gravitate to those tools that are easiest to use and that improve their productivity. This results in a situation where, while most companies recognize the benefits of video conferencing, current technology investments sit idle because they have physical and technical limitations as well as steep learning curves for end users.

Video conferencing is an effective form of communication for everything from interviewing candidates to team meetings to improving vendor and partner relationships. Yet, in a recent study, only 9%

of users found joining calls straightforward and nearly two-thirds found the technology unable to live up to its application promises. Something much change.

WHY EMPLOYEES AVOID VIDEO CONFERENCING

Despite the growing popularity of video conferencing solutions, organizations often find that there is a great disparity between user expectations and the actual experience.

End users fail to adopt conventional video conferencing solutions for several reasons. First, most enterprises support multiple technologies with differing interfaces, requiring users to receive training on each or rely significantly on IT for support. In the connected world in which we live, employees expect the same experience with video technology at work as they have come to love in their personal lives. Unfortunately, 53% of respondents in the BlueJeans study find current enterprise-grade technologies difficult to use. Furthermore, 34% are dependent on IT for set-up, essentially rendering it useless as a productivity tool.

Second, a lack of interoperability among existing systems across companies prevents seamless, flexible, and high-quality communications. Poor interoperability slows down business processes and creates communication barriers between employees, suppliers, and clients. Respondents to the study said poor interoperability of systems and technology resulted in difficulty in content sharing, lag time during calls, lost meeting minutes, and overall loss of productivity.

Furthermore, video conferencing solutions are often not set up to support a workforce that is mobile and remote. Employees expect to be able to conduct meaningful communications anytime, anyplace, from any device.

Technology that is difficult to use becomes technology that isn't used. Faced with video conferencing solutions that are not intuitive and straightforward, employees inevitably default to systems that are more familiar and do not require IT support, such as FaceTime, Skype, or even traditional audio calling. This means poor ROI and diminished realization of the benefits of enterprise video conferencing solutions.

In a world of continuous technological improvement, the video conference solution businesses choose must work cooperatively with different systems and platforms. Companies need the platforms they invest in to work together and accommodate new technologies over time. In addition, being able to connect with suppliers and clients who may or may not be using the same video conferencing solution is a prerequisite to good business. The right solution can do all the above.

HOW TO MAKE EMPLOYEES LOVE VIDEO CONFERENCING

If companies want to realize true ROI for video conferencing solutions, they will need to address the underlying causes of the disconnect between user expectations and experience. They must bridge the gap between potential and everyday practicality.

Employees want video conferencing solutions that do not require frequent IT support, and IT must find a solution that will work with existing video conferencing investments. This is where BlueJeans thrives. BlueJeans allows IT and operations to deliver a consistent, one-touch or one-click user experience so employees no longer have to learn a new interface every time they wish to join a meeting. In fact, they experience the opposite—the same, friendly join experience no matter which device they use.

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BlueJeans is a cloud-based video meetings service that allows companies to keep their existing video conferencing systems, while also providing a better meeting experience for users. The solution overlays existing conferencing investments and provides a frustration free, easy-to-manage platform for IT.

With industry-leading compatibility that removes the technical barriers between conference room systems, computers, mobile devices, and applications, BlueJeans makes every meeting an easy meeting. Plus, with a secure, global platform and scalable architecture that enables video everywhere, IT can be positive that users will use the platform in the way it was intended—to boost productivity.

BlueJeans makes collaboration easy by offering features such as screen sharing, meeting recording, whiteboarding, and chat. Users can launch or join BlueJeans video meetings from collaboration applications such as Slack and Microsoft Teams, and meetings can easily be scheduled via Google Calendar, Outlook, or Office 365. Furthermore, open APIs allow companies to add cloud-powered video communications to custom applications and workflows.

Monitoring and Managing Disparate Systems

As video conferencing grows as a communications tool, companies are keeping up with demand by deploying combinations of hardware- and software-based systems and by inheriting multiple systems via mergers and acquisitions. While this allows companies to scale quickly, problems often arise because each of these systems has its own proprietary monitoring and management capabilities. Most do not talk to each other or provide an adequate level of insights, which results in a situation where IT is unable to monitor a single platform to perform real-time troubleshooting, manage meetings, analyze usage, or build business cases for future investments.

IT requires a solution that offers an easy way to get detailed information about what is happening across an entire video conferencing deployment in real-time to identify and mitigate problems, provide historical data, and spot usage trends to easily plan for increased usage.

CAPTURING THE ECONOMIC VALUE OF VIDEO USAGE

Aggregating data from traditional video conferencing deployments where many different systems are used is a challenge. The information is either not available at all, or resides in multiple places, making it difficult to collect. When this is the case, it becomes increasingly difficult to make the business case for using and expanding video conferencing solutions across the enterprise. How do you demonstrate the value of video conferencing to the business if you cannot easily provide management with basic information such as number of sessions, number and types of endpoints, location of meeting endpoints, and total session time across all systems?

This information is critical when trying to quantify travel cost savings or show that video conferencing increases productivity by making collaboration easier. Having this information readily available allows IT and



upper management to determine the ROI of existing video conferencing investments and to plan for future investments.

It is clear that IT needs a solution that aggregates all this information across platforms, presents it in real-time in a graphical dashboard, and allows the details to be easily shared. Such a solution can identify usage patterns and help plan for capacity expansion, while also providing management with succinct cost savings and ROI details.

KEEP THEM COMING BACK

Users will abandon company-provided communications tools if problems are not immediately fixed or repeatedly occur. Identifying network issues, troubleshooting, and problem resolution in real-time is a must in any business today.

Easy access to session information across an organization's video conferencing system is essential when users conduct business via video conferencing. Fast action is needed when a participant has

trouble joining a meeting, session quality for some participants is below par, or one participant is connected from a noisy location that makes it difficult to hear. This requires a management system that lets support staff instantly zero in on specific sessions, identify problems and root causes, and remotely troubleshoot and fix any issues.

Unfortunately, most legacy solutions do not offer much help in this area. Different systems have proprietary tools, or do not offer the level of monitoring and control required by modern IT organizations.

HOW BLUEJEANS CAN HELP

Modern organizations require real-time and historical information, as well as quality metrics on every single infrastructure investment. BlueJeans provides the intelligence to drive a successful video conferencing strategy.

With BlueJeans Command Center, administrators can monitor and manage across standards-based video conferencing platforms to provide real-time and historical information about all in-meeting activities and metrics about every session. Command Center offers interactive dashboards that aggregate data from all the video conferencing systems in use and display statistics such as service utilization over time, geographical participant distribution, endpoint distribution, key feature utilization, and top features or departments. Using Command Center, administrators also have access to moderation controls to monitor and manage live meetings.

Using the BlueJeans Command Center, organizations can:

- Monitor historical utilization and plan for future use
- Receive proactive alerts and feedback scores
- Resolve meeting support requests in real-time
- Identify problems and root causes with 70+ performance metrics
- Provide proof of value by measuring time, travel, and carbon savings

With the improved monitoring and management provided by Command Center, IT now has the robust resources needed to fully understand enterprise-wide utilization, identify and remotely solve immediate problems, and make informed investment decisions —something not possible with legacy conferencing providers.

This combination of live service intelligence and centralized meeting management lets companies quantify the benefits of video conferencing and provide high quality session experiences so users will make full use of the service. BlueJeans is simple for users and manageable for IT teams, a combination that will make your entire team for more productive.

About BlueJeans

The first cloud service to connect desktops, mobile devices, and room systems in one video meeting, BlueJeans makes meetings fast to join and simple to use, so people can work productively where and how they want. It is the meeting solution teams trust to do their best work.

BlueJeans Meetings

Collaborate effectively with video, audio, and web conferencing from anywhere. Instantly join, host, or manage meetings from a conference room, your desk, or a mobile device.

BlueJeans Rooms

Transform any room into an easy-to-use video conference space. Increase workforce collaboration with rooms that require little to no end-user training and provide effortless IT management.

BlueJeans Events

Host and livestream interactive events, town halls, and webinars for large audiences around the world. Engage up to 15,000 attendees with immersive video, Q&A, polling, and moderator controls.

Discover how BlueJeans modernizes meetings and makes your teams more productive.

www.bluejeans.com/trial