BlueJeans

Solium Puts Video Communications First for Global Offices

Solium wanted to foster a video-centric culture based on the notion that traditional audio-only conference calls are simply not adequate for the modern workforce. The leadership team firmly believes that emotions and body language are omitted or misinterpreted and that engagement suffers when employees cannot see the person they are speaking with. With that in mind, Solium initially invested in 30–40 Lifesize cameras for its conference rooms. This solved part of the equation but left employees joining meetings from their desks and external parties out of the mix. Solium needed a real-time video solution that was easy to use, universally accessible, and integrated with their existing hardware infrastructure.

Transitioning to the Cloud

During a customer meeting, the Solium team was first introduced to the BlueJeans cloud-based video conferencing service. They liked what they saw and realized that the platform could address the existing obstacles of their hardware-only solution. Solium deployed BlueJeans company-wide, retired their GoToMeeting licenses, and within six months were enjoying more than 250,000 minutes of video meetings per month. With the platform, employees throughout the company can collaborate on laptops, mobile devices, and room systems—with up to 100 participants in each meeting.

Integrating Enterprise Applications

Since BlueJeans integrates into Solium's existing SSO service, employees were able to easily adjust to their new video platform. With the ability to join meetings either via video or over the phone, employees were

Industry: Technology — Software

Challenge: Provide an environment where employees can use video from any device.

Solution: Implemented BlueJeans to work with existing Lifesize hardware and allow external parties to join meetings from laptops and mobile devices.

Results: Addressed the existing obstacles of the hardware-only solution without required an overhaul of existing technology.

Retired GoToMeeting licenses, saving money in the IT budget and allowing the team to focus on managing one solution.

Use more than 250,000 minutes of video meetings per month for sales calls, employee recruiting, internal team meetings, and more.

> BlueJeans has solved our historical problems by making video easy, accessible, and secure. It works extremely well for us as a communications tool, enabling us to engage all of our employees quickly and efficiently.

– MARCOS LOPEZ, CEO AT SOLIUM

able to graduate to video at their own pace, ensuring that BlueJeans was adopted throughout the entire organization as employees became more comfortable with it. Employees were also able to use BlueJeans to complement Solium's use of Atlassian HipChat. With this integration, a chat session can easily evolve to a video meeting with a click of a link, cutting down on email volume, increasing efficiencies, and connecting employees across geographically dispersed locations.

Enabling Collaboration Across Departments

With thousands of dollars invested in conference room hardware, Solium knew that their new video conferencing solution needed to integrate with what they already had in place. BlueJeans did just that, ensuring that those rooms became even more productive collaboration centers. With a combination of current Lifesize hardware and BlueJeans software, Solium employees can now use their conference rooms (and their laptops and mobile devices) to leverage video for sales calls, employee recruiting, marketing webinars, and company town hall events.

ABOUT SOLIUM

Solium Capital is best known for Shareworks, a software platform that provides an integrated, cloud-based solution for equity plan management. Solium assists both public and private organizations in managing their equity plans and can count companies like General Motors, Barclays, Atlassian, and Hootsuite amongst its customers. With over 500 employees worldwide, the company has offices across Canada, the United States, the United Kingdom, Australia, France, and Spain.

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