

WHITEPAPER

The New Reality of Video Conferencing

Advanced Technology Brings Interoperability and Simplicity
for Users and IT Leaders



Smarter. Faster. More Efficient.

Technology is rapidly transforming the playing field for organizations and their IT teams. Systems and software are faster, smarter, and overall more efficient, and security, reliability, and availability have vastly improved.

But it is not only infrastructure that is being impacted by new technology. The way organizations are collaborating internally and externally is shifting, which is impacting company cultures. New communication channels are being implemented to accommodate the 21st century workforce, which is comprised of employees who want smarter, faster, and more efficient ways to work. Advancements in technology have made video conferencing, a once complicated and risky tool, a preferred method of collaboration.

What does this mean for IT leaders supporting a modern workforce? This paper will focus on how today's video conferencing technology provides an easy-to-use, consistent user experience, seamlessly integrates with existing infrastructures, simplifies management and control, and is protected by enterprise-grade security.

Supporting Modern Work

Modern work processes require modern work tools. The speed of business, the intensity of competition, the needs of employees, and the demands of customers are forcing organizations to transform the way they work in order to stay competitive.

According to [“The Changing Nature of Organizations, Work, and Workplace,”](#) a report published by Whole Building Design Group, the entire structure, content, and process of work has changed in today's world. The report states that work is now:

- more cognitively complex
- more team-based and collaborative
- more dependent on social skills
- more contingent on technological competence
- more time pressured
- more mobile and less dependent on geography

Knowing this, how can work tools—or more specifically collaboration tools—support modern work processes? Collaboration tools must embrace the mobile worker, must connect dispersed work teams, must be technologically advanced, must be simple to use, and must enable real-time sharing and conversation.

To work smarter, faster, and more efficient, employees need an advanced collaboration tool at their fingertips. Today's video conferencing platforms are the solution, as they bridge the gap between modern work processes and collaboration tools.

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IT's Impact on Business Transformation

IT leaders play a critical role in managing collaboration tools as organizations continue to transform. Leaders must identify what supports company growth and what does not. Can email, instant messages, and conference calls provide adequate ways for employees to be successful and accomplish their objectives? In some instances, these methods are enough. But there are many situations when face-to-face communication is more beneficial.

Live two-way video provides the benefits of a traditional face-to-face meeting while accommodating a diverse workforce. Video communication is more and more prevalent in everyday lives—as evidenced by the use of FaceTime, Duo, and Facebook Live. While many enjoy the features of live video in their personal lives, it is a tool that can also make a huge impact in the workplace.

Five Must-Know Meeting Statistics

1. 43% of people spend some time working remotely. (New York Times)
2. 94% of business that utilize video conferencing for meetings say it increases productivity. (Wainhouse Research)
3. 77% of people say that next to meeting face-to-face, video conferencing is the most productive way to meet. (BlueJeans Global Survey, 2016)
4. 65% of people use content sharing features in more than half of their video calls. (Wainhouse Research)
5. Up to 50% of conference rooms will be enabled with video meeting technology by 2020. (Aragon Research)

Providing the Best Experience for Users and IT

Many organizations offer web conferencing as an option for team collaboration. Essentially an upgraded audio bridge, web conferencing allows participants to communicate as a group and share screens, but lacks the face-to-face component the modern workforce expects, rarely works across different devices, and often requires a complicated set of downloads. At the end of the day, web conferencing is not the most effective way to communicate.

Video conferencing, built specifically to increase collaboration, gives everyone a seat (and a face) at the meeting. With the right solution, laptops, tablets, smartphones, and conference rooms can connect to the same meeting and participants can communicate via HD video and high-quality audio. With video conferencing, quality communications previously only experienced when team members met in person is available every day from every location.

How Video Meetings Contribute to Employee and Company Success

ELIMINATES GEOGRAPHICAL CHALLENGES

Whether in different buildings, different cities, or different countries, video conferencing allows team members to collaborate as if they were sitting in the same room, leading to faster problem solving and more efficient project completion.

IMPROVES INTERNAL COMMUNICATIONS

Company leaders can quickly share important information via video conference. Being visible to all employees, no matter where they may be, adds integrity to the message, saves time, and boosts morale.

RETURNS THE HUMAN ELEMENT TO COLLABORATION

Being face-to-face builds a sense of purpose and teamwork, which leads to higher production levels across the team.

REDUCES COSTS THROUGH CONSOLIDATION OF TOOLS

Without the need for numerous pieces of equipment and multiple providers, the company saves money and employees save time.

For IT leaders, user experience and system management are critical components of any meetings solution. As such, a high-quality video conferencing tool must provide:

IMMERSIVE EXPERIENCE

- HD video, clear audio, and screen sharing capabilities
- Interoperable with existing video endpoints including laptops, mobile devices, and room systems

EASE OF USE

- Fast, one-touch join simplicity, from any device
- Consistent experience across all devices
- Integration with current collaboration tools

EASY MANAGEMENT

- Simple to deploy company-wide and scale to all employees
- Effortless management with centralized reporting, analytics, and troubleshooting

SECURITY

- Global network with enterprise grade AES-encryption
- SOC2 and SOC3 compliance

Consolidation, Interoperability, and Centralized Management

Without a doubt, collaboration via video conference benefits both the organization and individual employees. Knowing this, implementing and

maintaining a quality communication channel should be, and often is, a high priority for the IT team.

Fortunately, the issues of the past often associated with video conferencing are just that... issues of the past. Today's cloud-based video meeting technology eliminates the pain points previously associated with video collaboration and allows IT leaders to consolidate to a single technology that supports both business objectives and user needs. A consolidated solution reduces complexity, results in higher efficiency, and lowers costs—additional benefits of transitioning the company to video conferencing technology.

Interoperability is another critical feature that simplifies video conferencing solutions. Leading video technology removes the barriers between different video conferencing systems, platforms, and devices. Users should have a similar experience and should be able to communicate with clients and colleagues regardless of which system or endpoint they may be using.

Additionally, a centralized management component makes video conferencing technology simpler for the IT support team. Effective video conferencing solutions provide a “dashboard” that allows the IT team to add users, monitor meetings, troubleshoot accounts, and view meeting analytics.

Getting Started

There are multiple options when choosing video conferencing technology, but not all have the capabilities needed for a growing, diverse workforce. BlueJeans seamlessly delivers immersive, easy-to-use video meetings that are secure, scalable, and supported on every device.

CONSOLIDATED SOLUTION

BlueJeans integrates high-quality video, spatial audio, and HD content sharing into a single solution. With a flexible meetings platform designed for every situation, there is no need to purchase and maintain multiple tools.

INTEROPERABILITY

BlueJeans provides multi-vendor and multi-device interoperability so pre-existing technology does not get in the way of connecting people with one another. With BlueJeans, users can join meetings the same way, from laptops, mobile devices, or room systems.

EASE OF USE

With BlueJeans, users have a consistent meeting experience, no matter which device they choose to use. And because BlueJeans integrates with common productivity applications like Outlook, Google Calendar, Slack, and Workplace by Facebook, users can start meetings with just one click.

CENTRALIZED MANAGEMENT

Rich reporting and analytics combined with centralized moderation and live meeting control is available through a powerful dashboard. The BlueJeans Command Center gives IT staff and senior leadership the service intelligence they need to identify and solve problems, measure ROI, and make informed decisions.

STABLE ARCHITECTURE

The BlueJeans architecture was born in the cloud and built with long-term goals in mind. The solution has the resiliency and flexibility to operate on a global scale and grow with your business. From meetings with a few people to meetings with thousands, you can be sure that BlueJeans will work.

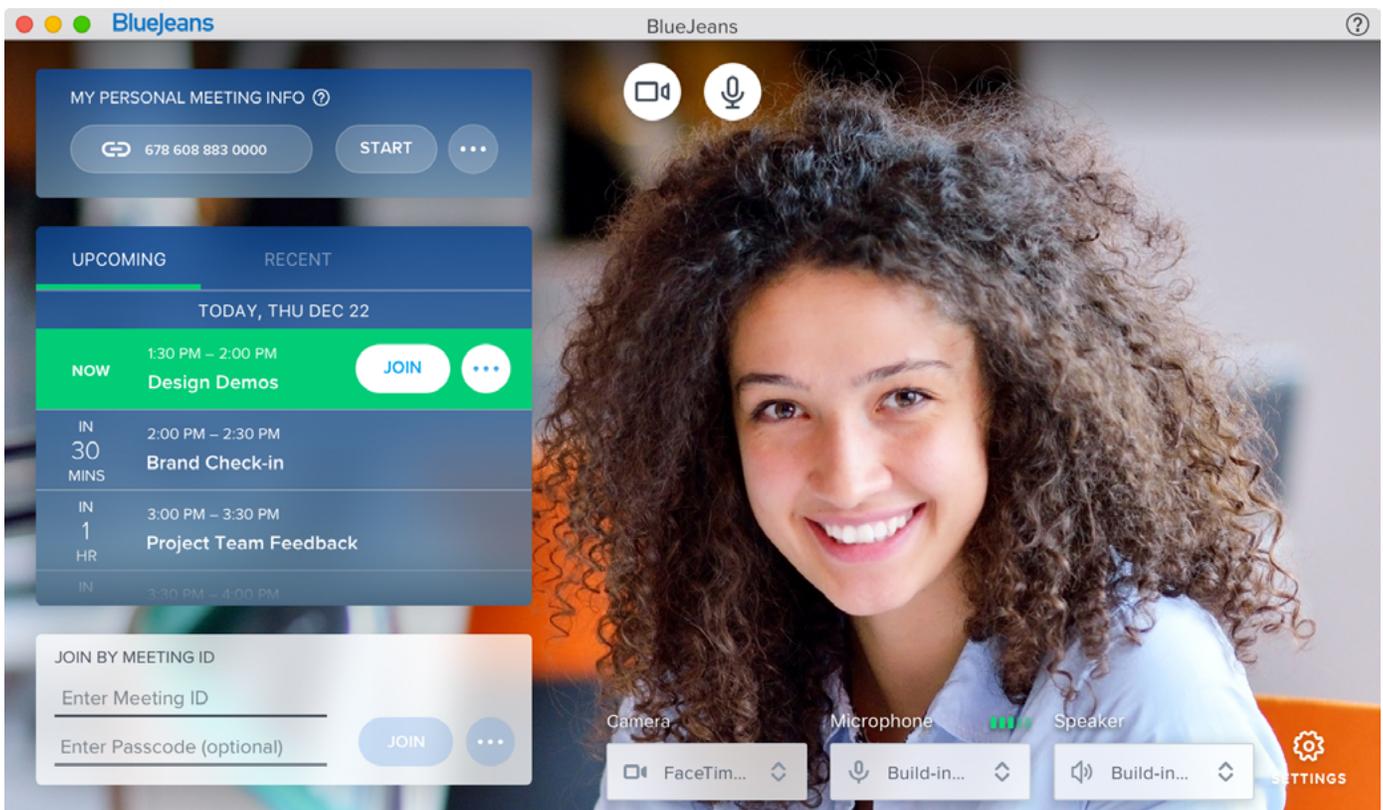
The New Reality of Video Conferencing

Video conferencing is a new reality for the modern workplace. As with all types of technology, collaboration tools have changed dramatically in the last decade and users now require new ways of communicating with one another.

The speed, convenience, and capabilities of traditional digital methods have replaced traditional face-to-face methods. But with cloud-based meeting solutions, live two-way video is an excellent option for bringing that face-to-face collaboration back. Ease of use and

compatibility with other tools and devices makes face-to-face video meetings easier and more effective than traditional audio calls or web conferences. BlueJeans ensures that your workforce can meet when they want, how they want, with the technology they need to be productive.

There is value in preserving face-to-face interaction between people. An easy to use, unified solution is key. Maximize productivity with video conferencing from BlueJeans.



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