

### Blue Jeans Overview

Blue Jeans is a real-time collaboration platform for the modern workforce. It delivers a video-centric experience with all the business tools needed to meet face-to-face from any device, share presentations and content, and stay productive.

### Blue Jeans Accomplishments

#### The Blue Jeans service is built for scale

- World's largest multipoint video bridge
- Over 1.5M minutes of service used per day and over 50k meetings per weeks
- Used in 1200 cities, 200 countries, on all 7 continents
- Captured over 30% of videoconferencing services market in just 2 years
- Broadest interoperability in the market
- First video collaboration integration with Salesforce

### Business Benefits

- Richer human interaction leading to deeper customer/partner relationships
- Faster, more effective meetings
- True BYOD - meet from anywhere on any device
- Maximize ROI on existing video infrastructure
- A single platform for all things business collaboration (one tool for all types of meetings)
- Minimal IT support required, self-service model

### Top 5 Reasons Blue Jeans is Better than the Rest



#### 1. True Cloud Service

- No hardware or software to install or manage
- No dependency on 3rd party solutions
- Developed and managed by Blue Jeans in global Tier 1 data centers

#### 2. Interoperability

- H.323 / SIP room systems (Polycom, Cisco, LifeSize, etc.)
- Desktop UC (Lync, Jabber)
- Browser support (IE, Firefox, Chrome, Safari)
- Mobile clients (iOS, Android) and PSTN

#### 3. Quality

- High quality (HD) video and content sharing from any device

#### 4. Ease of Use

- One interface for audio, video and web meetings
- Every worker has the ability to join a meeting from the conferencing tool they are most comfortable with

#### 5. Value

- One tool for audio, video and web available in flexible pricing plans
- Dynamically scales with your organization
- No rigid or fixed deployments