

BLUE JEANS NETWORK
WEB CONTENT — USE CASES — SALES, HR
DRAFT 3
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Use Cases — Role-based Views

BLUE JEANS FOR SALES

Improve sales productivity with Blue Jeans. Sales professionals need cutting-edge productivity tools to harvest leads and to improve close rates in today's competitive environment. You need to interact with your customers and prospects face to face to maintain strong relationships, but time is limited. If you've worked hard to fill your calendar, you know that commuting between sales calls is time wasted.

Sure, you can connect on the phone, but audio-only calls just don't cut it for building strong relationships. Traditional video conferencing is better, but can present challenges when it comes to complexity and system compatibility. Your focus should be on sealing the deal, not on securing a connection.

That's where Blue Jeans comes in. Now you can amp up your productivity and customer relations with a high-touch video conferencing experience without any hassle. Blue Jeans can convert useless travel time into efficient, results-generating sales activity to help you:

- **Focus on your customers, not technology.** When you can visually read your customer's buying signals, you're in a better position to tailor your sales approach right in the moment. Blue Jeans supports all [the most popular business and consumer endpoints](#), like video-conferencing room systems from Cisco, Polycom, or Lifesize, and consumer applications such as Skype and Google Chat. With Blue Jeans, you can focus on your customer and forget about technology.
- **Create time for more customers in your day.** Meet your customers anywhere you or they happen to be — on the road, at a conference, or in the office. All you need is an Internet connection and a video enabled device. Blue Jeans increases your customer engagement-to-travel ratio without compromising effectiveness.
- **Make video conferencing as dynamic as your business.** Sales leads can be hot, and you can't miss an opportunity to meet when the customer's ready. Send a quick email invite and your customer can join your Blue Jeans meeting instantly with a simple click of a link; alternatively, they can receive a standard calendaring invite to join at a later scheduled time.
- **Invite influencers into your conversation.** Connect colleagues, support resources, and outside experts instantly to your video meetings. Bring in all the support you need — up to 25 different sites can join your meeting without breaking your sales stride.

Win new business as a unified team. Doesn't matter if your team members work from home, a field office, or the airport — you need your team to be able to



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collaborate real-time. With sales teams spread far and wide, separated by time zones and territories, tight collaboration is a must for all teams — from sales and [marketing](#) to engineering and external partners.

Blue Jeans unifies your team with video conferencing that strengthens face-to-face collaboration. It's all done in the cloud, without technology hassles or hiccups. Collaboration across geographic and organizational boundaries becomes a simple and seamless experience for everyone. From weekly forecast calls from the field using Skype or Google to new sales delivery training hosted in a specialized conference room, Blue Jeans allows you to make a personal connection, even when you can't physically be there.

Blue Jeans video conferencing service can be your productivity game-changer for real-time collaboration with colleagues and customers, making sure fast decisions are made and deals are won in record time.

To learn more, request that a Blue Jeans representative [contact you](#).

BLUE JEANS FOR HR

Create a “glocal” culture of engagement. The challenging economic climate continues, and HR leaders are looking for ways to optimize their most important asset: their people. You want your employees to innovate, collaborate, develop and perform. But with departments and project teams spread from coast to coast or around the globe, how do you create a culture where employees can feel truly engaged? According to Human Capital Management (HCM) industry experts Bersin & Associates, creating a “globalized local” or “glocal” model for HR will be a key priority for organizations throughout 2012.¹ And as the remote workforce continues to grow, building camaraderie is especially difficult with little opportunity for face-to-face interactions. Email and texting are today's tools for daily communications, but trusting relationships are not forged by emoticons.

Blue Jeans can help you create an engaging “glocal” company culture by connecting every employee with personalized video conferencing at a price comparable to audio-only conference technology. No more “dialing it in” for important company meetings — now colleagues can visually show up, interact, and really contribute to team meetings, no matter where they're located or what video-enabled device they choose.

You need your people to succeed — your people need effective communication strategies and practical collaboration tools to deliver real results. Blue Jeans can help.

Enhance learning and development. Learning and Development (L&D) departments have tightened the belt on employee training, moving more content

¹ Bersin, Josh. Strategic Human Resources and Talent Management: Predictions for 2012. Driving Organizational Performance Amidst an Imbalanced Global Workforce. November 2011. To purchase this report, visit <http://www.bersin.com/Practice/Detail.aspx?docid=15034&mode=search&p=Talent-Management>



from the classroom to self-guided e-learning or webinars. Even though these delivery options can be more cost effective, they don't create the best learning experience. Sharing information and answering questions in real time adds an important personal dimension that has proved to increase learning retention.

Blue Jeans video conference service brings cost-effective, live training to anyone in your organization, allowing you to:

- Bring learners together for consistent delivery and a quality learning experience.
- Engage students in active real-time dialogue without breaking the bank.
- Improve training ROI by reducing travel-related expenses.
- Ensure important proprietary information and intellectual property is protected through our secure cloud-based technology.
- Provide a more interactive experience than a one-way web-conferencing presentation.

Connect to talent faster than your competition. Your next great hire may not sit in your company's back yard. And plum talent is increasingly tough to find. To compete in this tight labor market, you need to connect with the very best candidates, no matter their location. But arranging expensive travel for multiple candidates over the course of several interviews can be costly and time consuming, potentially causing you to miss out on a juicy candidate.

In the race for talent, you need effective and highly personalized access to quickly move candidates through your recruiting process. With Blue Jeans, you can immediately create a video conference meeting with your candidate without having to involve IT or to master complicated and specialized video conference room technology. And because Blue Jeans supports almost any business or consumer video-enabled device, you don't have to worry about compatibility issues derailing your interview. Better yet, with Blue Jeans, everyone meets in the cloud. There's no need to "buddy" with anyone, so the candidate you pass on today won't be bothering you tomorrow. With Blue Jeans video conference recruiting, you can improve your time-to-hire and increase access to a broader and more highly qualified talent pool.

To learn more, request that a Blue Jeans representative [contact you](#).