

## BlueJeans Partners with Equinix

Written by Roger Douglas  
18 May 2016

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With IDC predicting that by 2017 60% of enterprise UC-as-a-Service deployments will be cloud based, and Gartner forecasting the value of the UC market at \$42.4 billion by 2019, competition in the cloud-based UC space is strong. As modern meetings increasingly connect global teams and remote workers, any conferencing glitch (no matter how minor) could erode vendor credibility.

**BlueJeans Network** partners up with Equinix and joins the **Equinix Cloud Exchange** to quickly expand its global reach and provide high-performance connectivity to its cloud-based video offerings.

BlueJeans partners with Equinix as it begins a push to increase its share of the enterprise market, citing universal interoperability to connect more conference rooms, people and devices as a key selling point.

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With approximately 1.2 billion mobile workers worldwide, enterprises are focusing on extending the range of productivity services that can be deployed on and accessed by a diverse range of devices, whether for a one-to-one video meeting, or engagement supporting 5000 attendees with one-click access to live, multipoint, interactive video.

Dan Nater, VP Operations at BlueJeans, says, "We're so impressed with Equinix Cloud Exchange that we've nicknamed it 'rocket fuel for BlueJeans.' The direct connections we establish through Cloud Exchange are faster, more secure and more reliable than ever before. The increased safety and speed available through Cloud Exchange versus the public Internet has us aiming to greatly accelerate deployments among global enterprises."

BlueJeans deploys an Interconnection Oriented Architecture (IOA)<sup>™</sup> with Equinix in three regions to decentralize and distribute its infrastructure, enabling greater agility and scale by bringing data closer to end users. This results in lower latency and superior application performance-- and gives BlueJeans the ability to offer direct connection to its cloud-based services, as well as gain access to leading network service providers.

BlueJeans recently unveiled its **Enterprise Video Cloud**, a secure platform and extensible architecture that delivers business video communications on a global scale by uniting single-click video experiences with IT management tools and an ecosystem of integration partners. Equinix supports BlueJeans' Enterprise Video Cloud by offering global Tier-1 direct peering in North America, Europe, Asia and Australia.

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