

CASE STUDY

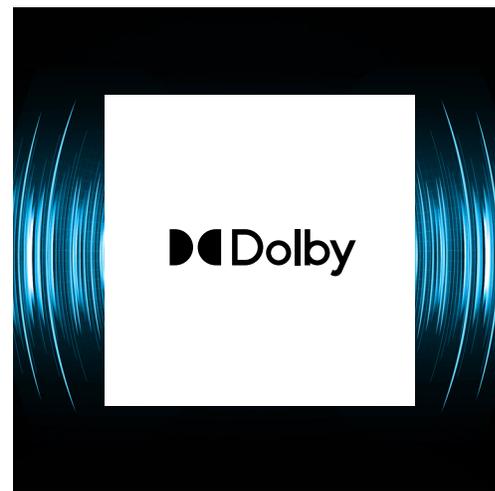
Dolby's Meeting and Event Experiences Come Alive with BlueJeans

Few organizations understand sound and video better than Dolby Laboratories. The company develops innovative audiovisual technologies that offer immersive experiences, whether you're watching a movie, listening to music, or playing a video game. Naturally, its employees expect only the best audio and video quality for their communication tools.

So, when Dolby's previous communication solution didn't meet their expectations, employees complained — for good reason. The previous solution was a combination of a meetings platform and collaboration devices that allowed point-to-point video calling between conference rooms. It was vastly inadequate for a company with offices around the world, and a corporate culture that prizes collaboration. Bringing employees and teams together for meetings often posed a logistical challenge.

"We have always been very collaborative," says Curt Hodge, Senior Director of IT Global Infrastructure at Dolby. "We're a company full of senior engineers, scientists, and researchers who come up with great ideas. But they don't do this in a bubble, and they don't sit in the same office together. Rather, they are spread across the globe — from the US to Europe, Australia, and China."

The collegial and collaborative nature of Dolby's workplace requires constant communication and the ability to bounce ideas off each other. So, whenever Hodge and his team asked business leaders about their IT infrastructure pain points, their collaboration tool was always top of their list of concerns.



Industry: Technology

Challenges: Dolby needed a solution that would allow its offices and teams around the world to easily make video calls and collaborate. Its previous solution only allowed point-to-point video calls within conference rooms, making it difficult to use and for teams to get together.

Solutions: The company deployed BlueJeans Meetings and BlueJeans Rooms for its collaboration platform, and BlueJeans Events for large internal gatherings.

Results: Dolby engineers, scientists, and researchers across more than 30 offices easily collaborate to develop immersive sound, voice, and imaging technologies. An average of 2,000 users have been able to host meetings and global events at the touch of a button. Overall, the company has reduced its total cost of ownership in IT infrastructure since they started using BlueJeans.

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– CURT HODGE, SENIOR DIRECTOR OF IT GLOBAL INFRASTRUCTURE, DOLBY

“The first thing that would come up was that the platform was too hard to use, or the audio or video quality was bad, and it wasn’t meeting the needs of people working from home,” says Hodge. To address these issues, Hodge and his team accelerated their rollout of BlueJeans Meetings and Rooms, which were then in the pilot phase. “That made the complaints go away almost overnight,” says Hodge. “Our teams have since been able to easily jump on calls and use BlueJeans to collaborate and share ideas.” BlueJeans Meetings was rapidly adopted across the company, and now has an average of about 2,000 users.

Reducing Costs and Providing Ease of Use

Replacing its former collaboration tool with BlueJeans reduced Dolby’s total cost of ownership. In particular, the company has saved money by reducing the costs of purchasing and maintaining its video conferencing devices. “We’re saving a significant amount of money on devices alone each year because BlueJeans works well with lower-cost huddle room solutions,” says Hodge.

BlueJeans has also provided a good alternative to traveling during the COVID-19 pandemic. This has reduced operating costs and Dolby executives have realized that depending on the type of meeting, employees can accomplish almost as much in a virtual meeting environment as an in-person meeting.

“I think we’re going to come out of this pandemic with a whole new approach to travel, because we’ve learned that BlueJeans can fill a gap that maybe people didn’t realize it could,” says Hodge. Importantly, BlueJeans has given Dolby employees a consistent experience and the ease of use they were looking for. “They can set up and join meetings from anywhere, whether on their mobile phones or other devices,” says Hodge.

Offering an Immersive Experience

As BlueJeans comes with Dolby Voice[®], it provides a clearer and richer audio experience. Dolby Voice suppresses background noise to minimize distractions and maintains a consistent volume level for all speakers, soft or loud, so everyone can be heard. It’s easier to follow conversations because the spatial audio technology lets participants hear each voice distinctly, making the experience similar to meeting in person.

“The fact that BlueJeans doesn’t get in the way of running or attending calls and meetings also makes the experience more immersive,” says Hodge. “I’m not hearing any static. The technology just kind of blends or disappears into the background, and that makes everything more natural and less fatiguing given how much time we are spending in calls now.”

Dolby clients and other external stakeholders are also happy with their BlueJeans experience. “By and large, the feedback we get from our external partners who are new to using BlueJeans is, ‘Wow, this is great,’” says Hodge. “There’s always some kind of comment about how they’re not happy with the tool they’re using and how BlueJeans seems much easier to use.”

Engaging Employees Through Events

The company also implemented BlueJeans Events recently, using the platform for large internal gatherings such as all-hands meetings and activities with business groups. According to Hodge, Events has become a vital component when business group leaders connect with their teams across different offices. Since the COVID-19 pandemic started, they have relied more on Events’ interactive features, such as chat, Q&A, and polls, to engage employees. “We hold question and answer sessions with our leadership team, and that’s where people ask questions and vote during polls,” says Hodge. “It allows them to provide input on what they want the leaders to talk about. And I think Events has been a key part of keeping our communication and connectivity while we’re spread out due to the pandemic,” adds Hodge.

Dolby is now planning to use Events to regularly engage employees. After training business leaders’ executive assistants with BlueJeans’ help, these staff members can organize and manage events without technical support. “We mostly sit there quietly in the background, just making sure there aren’t any issues,” says Hodge. “It’s great to see. It’s easy enough for them to take control.”

Keeping BlueJeans

Despite using other platforms, Hodge expects Dolby to continue using BlueJeans as its main video conferencing solution — especially for collaboration and discussing plans, designs, and business matters. “BlueJeans is our premium meetings solution,” says Hodge. “That’s how I see it going — we will continue to use it as our tool for meetings.”

ABOUT DOLBY LABORATORIES

Dolby Laboratories (NYSE: DLB) is based in San Francisco, California with offices around the globe. From movies and TV shows, to apps, music, sports and gaming, Dolby transforms the science of sight and sound into spectacular experiences for billions of people worldwide. We partner with artists, storytellers, developers, and businesses to revolutionize entertainment and communications with Dolby Atmos, Dolby Vision, Dolby Cinema, and Dolby.io.