

## CASE STUDY

# Red Hat Collaborates Globally to Bring Thousands Together

As a multinational business with more than 13,000 employees spread around 85 offices globally, effective communication on a large scale is key for keeping the collaborative culture alive throughout the organization. Red Hat champions a collaborative working environment as a central part of its culture, but the company needed a way to elevate that spirit from individual conference rooms to the international community of employees.

Tasked with integrating teams across multiple continents, the IT team at Red Hat sought an easy-to-use, professional solution that would connect thousands of participants simultaneously and maintain worldwide accessibility among both employees and customers. In addition to needing a video conferencing platform to collaborate internally, Red Hat was also looking for a way to broadcast large-scale external-facing interactive meetings and conferences. After researching multiple platforms, BlueJeans became the clear choice for both meetings and events.

## Collaborating Around the Globe

Since introducing video conferencing with BlueJeans, collaboration at Red Hat has grown exponentially. As the company continues its global expansion, live video bridges the gap between thousands and empowers employees with a tool that allows them to meet, collaborate, and move the business forward, no matter their individual locations.

Red Hat uses more than 10 million minutes of BlueJeans each month, according to Joe Griffo, Network Engineer at Red Hat. Employees use the meetings platform to host day-to-day meetings from their desks, mobile devices, and video-enabled rooms, and BlueJeans Events is used to broadcast company town halls and hold monthly department all-hands meetings.

As Red Hat continues its expansion in the United States and across the world, BlueJeans allows employees to instantly bridge the gap between thousands in order to make cooperative and seamless decision-making possible in real time.



**Industry:** Software

**Challenge:** Wanted to easily integrate internal teams across multiple continents and broadcast large-scale external-facing interactive meetings and conferences.

**Solution:** Determined that BlueJeans was the clear choice since both internal meetings and external events could be managed with one system.

**Results:** Grew collaboration with teams across the world with employees using more than 10 million minutes each month.

Opened Red Hat Summit to thousands of remote participants to connect open source communities.

Consolidated other collaboration tools and integrated video conferencing with Google Calendar for more seamless workflows.

Communicating with people on video is way better than audio because you see body language, you see faces, you see things you don't always pick up on audio. I try to drive that point home.

– JOE GRIFFO, NETWORK ENGINEER, RED HAT

### Bringing People Together

While everyday meetings are essential for a thriving business, Red Hat uses BlueJeans Events to have an even greater impact on employees, customers, and the public. BlueJeans has enabled Red Hat to connect entire open source code communities through live video broadcasting and events.

For instance, the company broadcasts Red Hat Summit — its annual user conference — using BlueJeans to allow people from across the globe to experience the event. Using the platform, Red Hat can connect thousands of people who otherwise could not participate and allow them to view the conference. In this way, they are able to showcase the latest and greatest in open source technology to people around the world.

### Consolidating Time and Tools

One of the many reasons Red Hat chose BlueJeans was because the tool is easy to use and integrates seamlessly with both Gmail and Google Calendar, while also allowing the company to consolidate other collaboration tools.

To ensure that BlueJeans continues to provide value to Red Hat, Joe Griffo depends upon Command Center. Statistics from the platform allow him to report on usage trends such as service availability, call quality ratings, minutes used, and endpoint mix. “Command Center is critical for me to access that information,” Griffo noted. Using it, he can determine how BlueJeans is working for the company, ultimately allowing him to drive costs down throughout the organization.

Red Hat and BlueJeans Support keep a consistent dialogue, as BlueJeans often provides in-person assistance for conferences and large events. As a result of the close relationship, BlueJeans often incorporates Red Hat's feedback in its product roadmap to deliver features and functionality that help maximize the benefits of live video for their team's success. In this way, BlueJeans and Red Hat will continue to work closely to provide the best possible experience for employees, clients, and the open source community.

#### ABOUT RED HAT

Red Hat, Inc. is a multinational software company that provides open source software products to the enterprise community. Founded in 1993, the company has its corporate headquarters in Raleigh, North Carolina, with thousands of satellite offices worldwide.

Best known for its Red Hat Enterprise Linux operating system, Red Hat also creates, maintains, and contributes to many open source and free software projects. Ultimately, Red Hat sells subscriptions for support, training, and integration services that aid customers in using open source software.