



# BLUE JEANS DELIVERED BY CENTURYLINK®

## OFFERING VIDEO ENDPOINT INTEROPERABILITY TO THE MASSES

Video conferencing is undergoing a significant transformation. Expensive, on-premise video conferencing systems are giving way to easy-to-use, cloud-based services. Traditional premise-based systems lack the scalability, interoperability and reach demanded by an increasingly mobile workforce, the rise of bring-your-own-device (BYOD) and the consumerization of IT.

Blue Jeans Network® video conferencing service is a high quality, secure, cloud-based video collaboration platform engineered to extend video collaboration beyond the boundaries of specialized conference systems. Its system-agnostic approach allows for interoperability with virtually all standard-based video endpoints. This non-proprietary approach enables you to easily scale your video conferencing capabilities while leveraging your existing video equipment investments. Blue Jeans delivered by CenturyLink enhances the service by adding flexible access methods. You have the option to connect via the public Internet or CenturyLink® Cloud Connect, which allows CenturyLink® IP VPN customers to connect directly with Blue Jeans Network's video conferencing service, combining the reach of the public Internet with the inherent security, predictability, control and quality-of-service benefits of a private network. Blue Jeans delivered by CenturyLink helps provide a simple, cost-effective method to leverage video across your organization.

### Business Solutions

**Reliability, Quality and Security:** These are the core foundational elements of the standard Blue Jeans Network video conferencing platform. With Blue Jeans delivered by CenturyLink, you benefit from enhanced video call quality, reliability and security because the voice and video feeds are delivered over CenturyLink's private network, which is physically isolated from the public Internet and offers guaranteed bandwidth, latency and class of service (COS). CenturyLink provides network diversity, routing fail-over, dual provisioning and load balancing; 24/7 network monitoring alerts and alarms, and proactive notification to ensure proven quality of service.

**Cost Effective:** Blue Jeans delivered by CenturyLink can help dramatically reduce the cost of supporting multi-party video conferencing over on-premise solutions. There are no capital investments in infrastructure, and the burden of maintenance and support are transitioned off of the customer. Additionally, you can leverage your existing CenturyLink network investment to lower conferencing costs by keeping your traffic on-net with CenturyLink.

**Interoperability:** Blue Jeans delivered by CenturyLink is device and system agnostic and integrates with virtually all standard-based endpoints. This allows you to leverage your existing video conferencing room and equipment investments with enhanced capabilities and capacity. CenturyLink understands employees need access to safe, reliable video conferencing and our solution helps provide exactly that.

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## CenturyLink® Adaptive Network Security

- Scalable and secure enterprise-grade cloud architecture
- On-net conferencing option can provide additional cost savings and predictable budget planning
- Blue Jeans supports up to 25 video or audio endpoints in standard meeting. The Large Meetings add-on feature supports up to 100 endpoints
- Microsoft Outlook Integration – schedule Blue Jeans meetings without ever having to leave Outlook
- Support for a wide range of video endpoints, including desktop and mobile
- Helps increase utilization of existing video systems
- Intelligent transcoding supports endpoints with proven video quality
- Real-time HD content sharing, including videos
- Easy web-based management capabilities - mute participants, change layouts, drop attendees, lock your meeting, add participants and share your presentation
- Easy administration settings – add, manage or remove accounts, set security levels, monitor usage, specify desired supported endpoint types
- Blue Jeans Command Center – comprehensive service intelligence dashboard that delivers real-time and historical meeting activity and quality metrics
- Recording capabilities – record your Blue Jeans meetings, store and access recordings online for playback
- Reporting capabilities – export meeting details to track usage, identify power users and monitor activity
- 24/7 global customer care support and operator assistance

## Why Choose CenturyLink?

**Leverage your Current Investments:** The collaboration network is the same telecommunications network used by data and voice customers. This means you can leverage existing VPN and voice networks for operating expense savings.

**Single Vendor Management:** CenturyLink's global footprint and comprehensive portfolio of Collaboration services are designed to simplify deployment, adoption, support and billing.

**Increased Security, Performance and Flexibility:** CenturyLink® Cloud Connect solutions create a secure, reliable path for you to realize the scalability, efficiency and flexibility of the cloud, without compromising performance, productivity or revenue.

**Increase Reliability and Uptime:** Our secure, end-to-end, real-time communication network can help minimize your risk of disruption and downtime.

**Designed to Support Future Growth:** Easily adapt your conferencing network as your business grows and demand for high-quality, reliable unified communications and collaboration applications and services increase.

**Superior Customer Service:** The long tenure of the average Collaboration services team member means you benefit from our industry expertise and premium customer service.

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