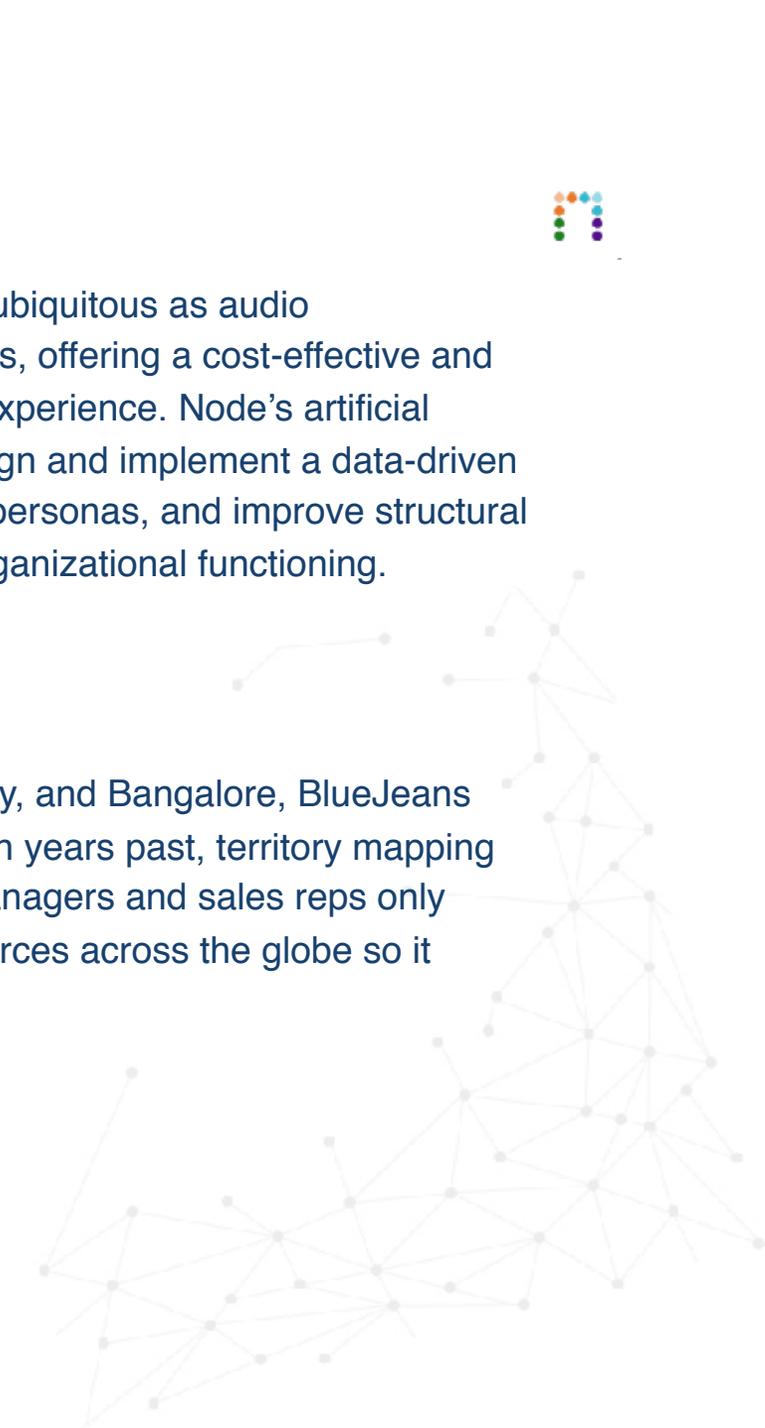
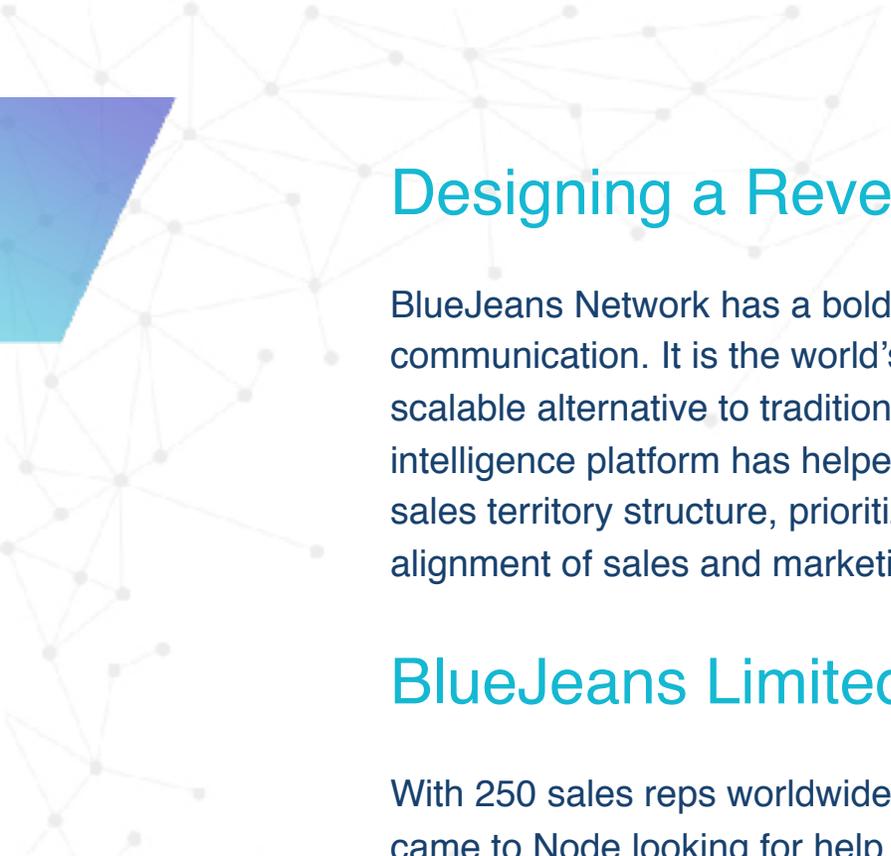




BlueJeans: Building for Growth



Designing a Revenue-Generating Machine

BlueJeans Network has a bold vision: to make video conferencing as seamless and ubiquitous as audio communication. It is the world's leading provider of cloud video conferencing solutions, offering a cost-effective and scalable alternative to traditional technologies and a user-friendly, enterprise-grade experience. Node's artificial intelligence platform has helped BlueJeans identify its total addressable market, design and implement a data-driven sales territory structure, prioritize top accounts, strategically develop ideal customer personas, and improve structural alignment of sales and marketing - all leading to increased revenue and improved organizational functioning.

BlueJeans Limited By Its Ability to Scale

With 250 sales reps worldwide and regional offices in San Francisco, London, Sydney, and Bangalore, BlueJeans came to Node looking for help in how to assign reps to specific geographic regions. In years past, territory mapping had been painful and a challenging exercise. A lack of buy-in from front-line sales managers and sales reps only added additional difficulty. BlueJeans needed to more effectively allocate sales resources across the globe so it could continue to grow revenue at a breakneck pace.

End of Year Planning: Aligning Sales and Marketing



Node helped BlueJeans establish powerful alignment across marketing and sales and build a data-driven strategy to support territory design and end-of-year planning. The first step was identifying the key buying signals for BlueJeans customers and building a model to measure the impact of each signal on buying behavior: deal sizes, win rates, and sales cycles. By understanding its total addressable market within each market segment and the revenue opportunity in each zip code, BlueJeans has been able to effectively cut territories and strategically prioritize reps' time. Node has also enabled BlueJeans to effectively pair its talent with its best prospects and deliver personalized and relevant outreach at scale. Mike Kerr, VP of Customer Support, "[This technology has landed us] leap years ahead of what we had been able to do in the past."

MAPPING BLUEJEANS' TOTAL ADDRESSABLE MARKET

Node helped BlueJeans understand its TAM across each market segment including: current customer penetration, the most lucrative market niches, competitive success, and the total revenue potential.

14M Potential Customers Globally

\$369B A footprint associated with \$369B in forecasted annual contract value

2/3 Two thirds of companies recommended by Node did not exist in BlueJean's CRM system

Driving Key Results with Node



The impact of adopting Node has been transformative for BlueJeans, with the company generating increased pipeline velocity in Salesforce within weeks of deploying Node. BlueJeans was able to recoup the entire cost of Node within a mere three months of deployment. The company now boasts a well-informed territory cutting strategy specific to every zip code. Equally important, BlueJeans has been able to organize its sales, product, and marketing teams around four newly-established core sales plays (informed by Node's recommended ICPs). These plays have experienced tremendous buy-in on the part of the sales team. According to Kerr, "Reps have been glowing in terms of the reviews." Reps are now equipped with micro-targeted messaging that is immediately actionable, and can understand not only whether a particular customer is high value or not, but why they are characterized as such, and proceed accordingly.

DEFINING BLUEJEANS' ICPs

BlueJeans leveraged Node to better understand its Ideal Customer Profiles (ICPs). Prior to adopting Node, BlueJeans' ICPs were exclusively informed by basic firmographic data. Node helped the company adopt a more strategic approach with ICPs based on workforce characteristics:



Industries with a high concentration of global knowledge workers represent ~40% of BlueJeans' TAM



Asana users are up to 3.9x more likely to become a BlueJeans customer



An organization with a strong pre-existing video conferencing culture is more likely to become a customer