



Evaluation

## Bluescape Enterprise

*A Hands-On Assessment of Bluescape Enterprise for Visual Collaboration*

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**BLUESCAPE** 

# Evaluation: Bluescape Enterprise

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## Evaluation: Bluescape Enterprise

### Executive Summary

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## Executive Summary

Bluescape Enterprise is designed to enable secure virtual workspaces that help an enterprise unify its content and conversations in a shared, persistent space that can be accessed from any device or location. Several Bluescape tools are designed around the concept of Bluescape's infinite canvas – and we find these do a great job of eliminating many of the pain points that can occur when working in such a large area. Users can quickly and easily zoom to canvases and objects that have comments or leaders associated with them. This makes for an efficient workflow. For large enterprises, Bluescape can function somewhat like a digital asset management (DAM) tool, with workspaces searchable by content, topic, or owner.

Bluescape has made a conscious choice to create a specific workflow: authentication to an interactive display flows through a browser-based device initially in order to limit the need for peripherals (keyboard) and to ensure security of content. This results in two complementary approaches to a Bluescape workspace: enterprise software residing on a PC connected to an interactive touch display, and browser-based content creation and management of workspaces.

We appreciate that Bluescape Enterprise provides a user experience that can be as simple or as complex as individual users might desire. The software will not be a limiting factor.

Specific areas we like:

- One overall workspace (users aren't required to flip through multiple pages) with the ability to create canvases within the workspace. To us this approach combines the best of two worlds.
- Typically, working in an infinite canvas can cause confusion among users. Sometimes it is difficult to decipher where other users have worked. Bluescape has addressed this with its canvas and presence / activity tools. In particular, the Activity function allows for zooming directly to objects that have comments.
- The ability to zoom directly to individual canvases is a great feature and time saver while working in a large workspace.
- Annotations stay with an object, even when annotating over a multiple-page document.
- The ability to escalate a whiteboard into a persistent workspace is a great tool.
- Management of workspaces and permissions is user friendly and requires little training. The ability to invite others outside of an organization as guests in workspaces is an invaluable function, making the platform more useful for a wide variety of inter-organizational use cases.

We believe that, for such a feature-rich product, Bluescape Enterprise offers a relatively low learning curve.

## Methodology

For this evaluation we tested Bluescape Enterprise software running on a Windows 10-based PC equipped with an Intel i7 processor with 12GB RAM, connected to a Dell C5518QT 4K display with FlatFrog In-Glass technology. We tested the browser-based version of Bluescape on both PC and Mac platforms, as well as iPads.

## Introduction

Bluescape is designed to enable secure virtual workspaces that help an enterprise unify its content and conversations in a shared, persistent space that can be accessed from any device or location. The Cloud-based platform is designed to support video, web pages, Office or Google docs, emails, Adobe documents, all within a workspace that auto-saves (remembering every action taken in a

## Evaluation: Bluescape Enterprise

### Introduction

workspace), individualized, simultaneous access to content, and interactivity with intra- and extra-enterprise colleagues.

The Bluescape Enterprise experience is built around the concept of the *workspace*, something like an infinite canvas, and *canvases* – which in Bluescape parlance is an area within a workspace. Also included in the software version is the concept of the whiteboard, where a user can create content and then place that content into a workspace.

Four primary approaches exist to working with Bluescape Enterprise:

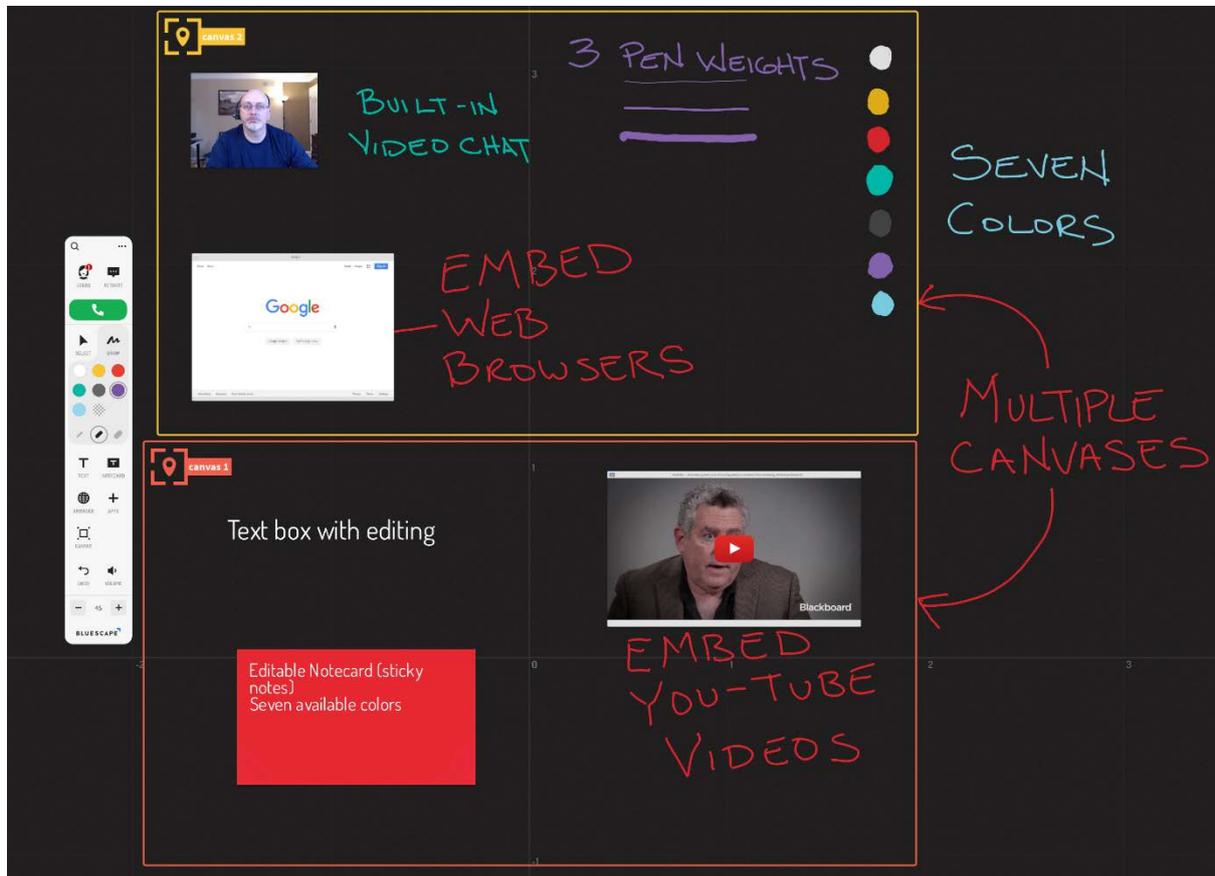
- Workspaces accessed via a touchscreen display with connected compute device (PC, NUC, etc.).
- Workspaces available on a computer utilizing a web browser accessing Bluescape in the cloud (and dumb monitor).
- Workspaces available on tablet apps, though functionality is far different on iOS and Android apps than on a full touchscreen device with full compute power.
- Whiteboarding on a touchscreen display utilizing Bluescape Enterprise software to create content locally and then insert that content into a workspace. This is more of an ad hoc approach to content creation.

We note that, by design, the UX differs between Bluescape Enterprise software and browser-based access to Bluescape. The software user interface is graphically more pleasing, while the browser version is more utilitarian. Bluescape Enterprise software is focused on interacting with content on interactive touch displays and being more immersive than the browser version, adding a layer of security by limiting the ability to “go fetch” content. (We note that Bluescape received in early November 2019 ISO/IEC – International Organization for Standardization / International Electrotechnical Commission – certification, the gold standard for best practices in information security management.) Browser access is designed to be the workhorse for workspace creation and content importing. In addition, features like audio / video integration and the ability to work with a variety of file types add to the collaboration features and creative opportunities available in the Bluescape experience.

## The Bluescape Experience

Bluescape Enterprise has several familiar tools found in typical whiteboarding programs, along with some features designed specifically to enhance usability within an infinite workspace. The following figure illustrates a subset of Bluescape features as experienced on an interactive touch display.

Bluescape Enterprise Features



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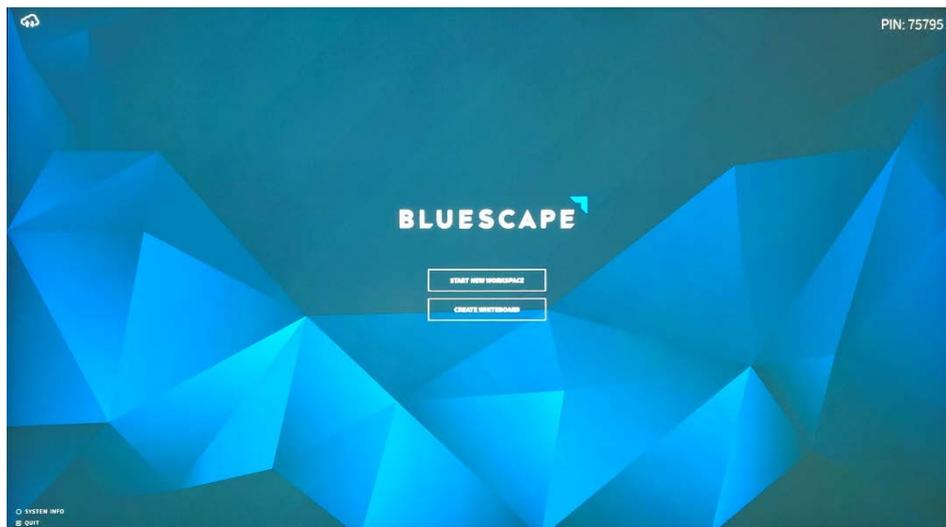
Specific tools pictured above and described later include text editing, inking and pen work, insertion of YouTube videos and other content, and various pen weights, and as mentioned before, the ability to have multiple canvases within a single workspace.

Once installed, Bluescape software is launched by double tapping a Windows desktop icon. This presents two options at first use: 1) *Start New Workspace*; or 2) *Create Whiteboard*. Once a user has created his or her first workspace(s), one of those may be selected to become the "Home" workspace and will appear every time a session is launched.

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### The Bluescape Experience

#### Bluescape Splash Screen

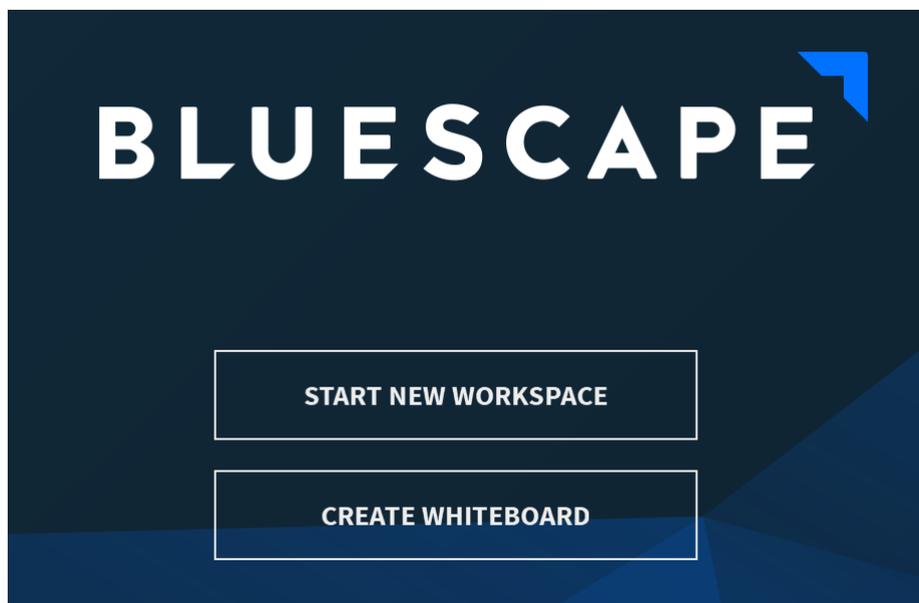


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A PIN is located to the top right of the splash screen; this PIN is used within the web portal to load a workspace to a display. At the bottom left of the splash screen are two options: *Quit*, which closes Bluescape and takes the user back to the desktop, and *System Info*. The System Info option displays information about the PC on which the software is loaded, including RAM total and what is in use, Operating system, disk space and CPU usage.

The following figure shows the two primary options available on the splash screen in greater detail.

#### Bluescape Splash Screen Main Options



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## Workspaces

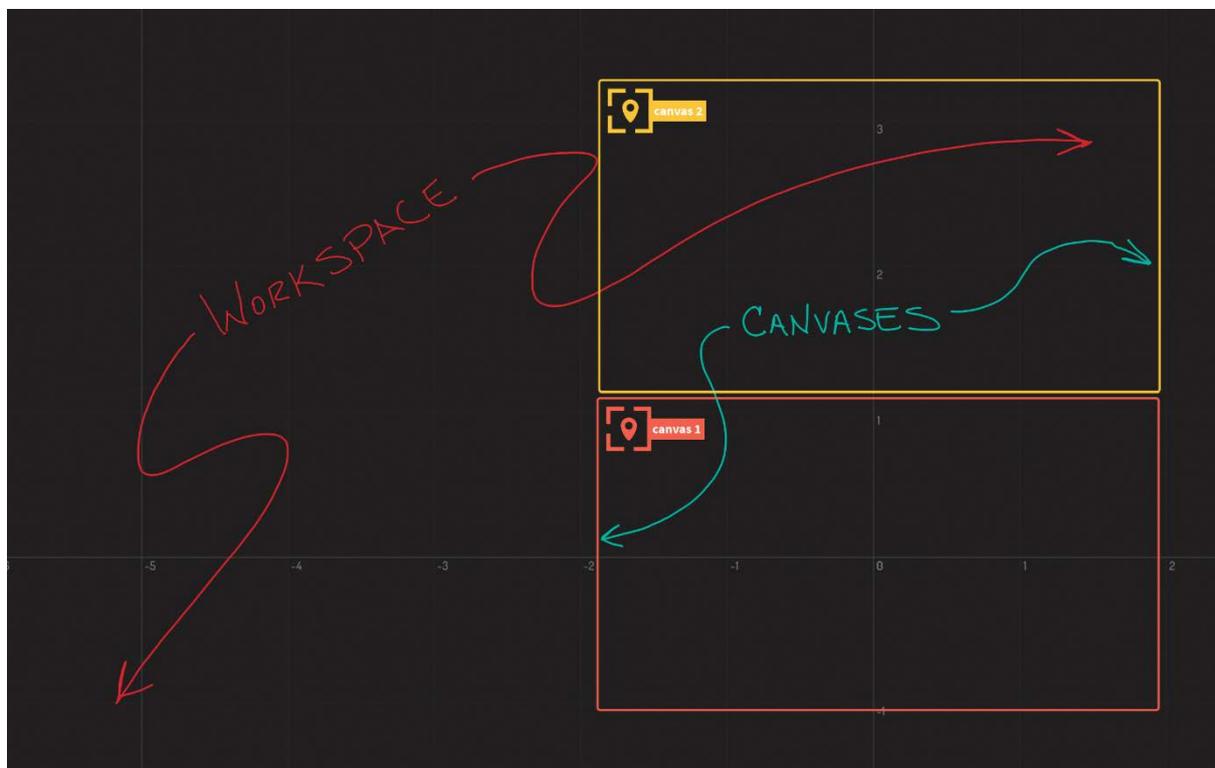
From the splash screen a user selects *Start New Workspace* and a new blank workspace is created. Alternatively, a workspace can be sent from the Bluescape management web portal to a touchscreen display running Bluescape software.

### Workspaces vs. Canvases

While a “Workspace” is the overall infinite area creators work within, canvases are separate, finite, definable areas within the workspace. Bluescape likes to make the analogy that canvases are like “folders in a drive” – each canvas in a workspace represents a 'rendered' interactive and collaborative collection of elements – as if a folder were filled with files in an opened state.

To create a canvas in a workspace, a user zooms in or out to the area desired, and from the toolbar selects the *Canvas* option, and then he or she can name the canvas.

### Bluescape Canvas Workspace and Canvases



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As shown above, canvases are defined by a colored border and can be named by the user to make logical sense within a workflow. Note that canvases can vary in size.

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Bluescape Workspace Software UX from a Touchscreen

### Bluescape Workspace Software UX from a Touchscreen

#### Bluescape Workspace Toolbar

A Bluescape workspace has a floating toolbar that can be moved around the screen by touching it with a finger, holding down, and moving the toolbar around the space.

#### Bluescape Workspace Toolbar



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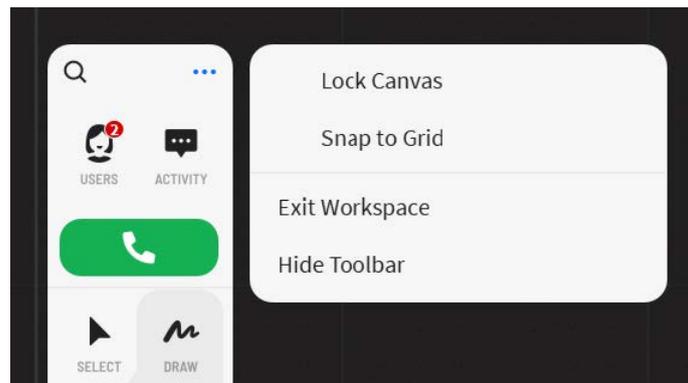
Functions on the toolbar include the following:

- Search – allows for text-based search within the current workspace.
- Ellipses icon – includes the following options: Lock canvas (turns off zooming and panning ability) and snap to grid (allows for snapping a browser, notecards, and text boxes to the onscreen grid for alignment).

## Evaluation: Bluescape Enterprise

Bluescape Workspace Software UX from a Touchscreen

### Bluescape Workspace Toolbar Ellipses Menu



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Other functions on the toolbar include:

- Users – displays current users in the workspace and has a slider for auto-following the leader. Following another user automatically pans and zoom the workspace as the leader performs content work.
- Activity – displays comments made on objects.
- Phone icon – allows for directly connecting to others in the workspace over video and audio using Bluescape’s integrated, proprietary video conferencing tool.
- Select icon – provides a grouping tool. Activating this and tapping an object places a “glowing” rectangle around the object. Selecting objects subsequently adds them to the glowing rectangle, placing them in a group. This rectangular box is visible to local and remote users as both an identifier of what is selected and a means of grouping for moving all objects highlighted. Tapping any single object within the rectangle removes it from the group. (On the browser-based version of Bluescape, other commands such as *Lasso* and *Marquee* replicate this functionality).

### Workspace Grouping

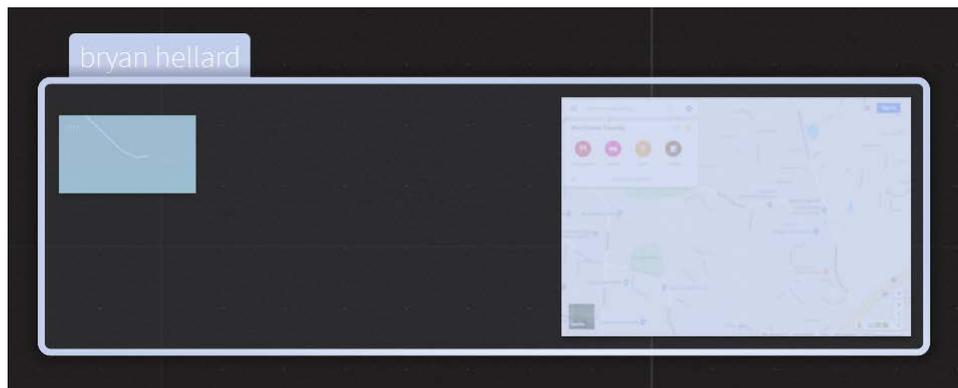
A group of objects can be scaled and moved together while each object maintains its relative location to the other objects in the group. Whereas many competing platforms require a user to drag an object over the top of another to group them and that removes the object’s positional relationship with other objects in the group, Bluescape’s approach delivers a better means of managing objects. Basically, the step of grouping objects is more efficient than what we have seen in some other ideation products simply because it reduces the number of steps necessary to work with grouped objects and makes them more manageable. We also note that users can group objects by dragging one object on top of the other. They essentially become one object, that then can be disassembled (*Detach* command in Bluescape terminology) using a context menu available by long pressing on the group.

The following image shows two objects grouped together along with the name of the individual who assembled the group.

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Bluescape Workspace Software UX from a Touchscreen

### Bluescape Workspace Grouping



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### Ideation Functionality

Among the features on the toolbar that specifically relate to ideation / content creation and annotation are the following:

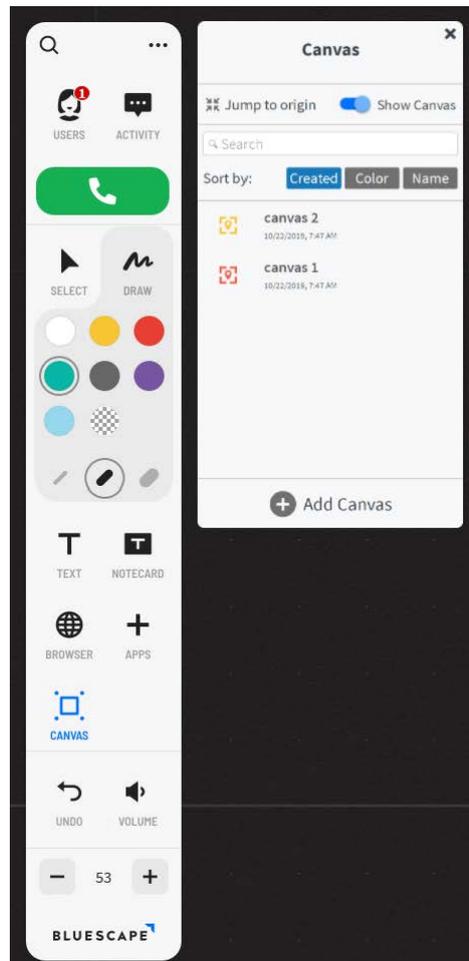
- Pen color selection
- Pen weight selection
- Text box
- Notecard
- Web browser
- Apps (import YouTube videos or a clock app)
- Canvas – selecting the canvas icon presents a dialog for the user to create or select a canvas. Bluescape zooms directly to a canvas once it has been selected.

## Evaluation: Bluescape Enterprise

### Working Within a Bluescape Workspace

The following figure illustrates how a user selects from multiple canvases.

#### Workspace Canvas Selection



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Other toolbar functions include *Undo*, *Volume*, and *Zoom (in or out)*.

## Working Within a Bluescape Workspace

### Annotation (Drawing) Quality

Bluescape's annotation features are highly accurate, but we experienced some lag when annotating on the touch display if drawing too quickly. Fingers can be used to annotate and both fingers and the stylus can be used at the same time for annotation. We tested up to ten points of finger-based annotation and the software works well.

Three pen widths are available. Bluescape's approach to pen widths differs from what we've seen in some other products, where the pen width is static regardless of zoom level. As a content creator zooms in or out, in Bluescape any new drawing is visually consistent with the drawing on the display even as existing drawings and annotations already created change in size. This means essentially there are unlimited possibilities for working with widths of pen on the screen. If trying to maintain uniformity of annotation width, users need to be zoomed to the same level each time they annotate. This is a minor complaint, but an important one if users desire pen width uniformity.

#### Eraser Quality

The eraser icon is represented by the gray, transparent patch below and to the right of the color selection palette.

As with the pen, there are three sizes of eraser that remain consistent regardless of zoom. Erasing is quick and we appreciate the smallest eraser setting as it is very precise. Fingers (single or multiple) as well as the stylus can be used to erase (individually or both at the same time). We do notice that the actual erasing of content tends to lag a bit behind the movement of the finger or stylus, especially when attempting to erase quickly.

#### Zooming

Zooming is performed dynamically with the two-finger pinch technique. Alternatively, the plus and minus icons on the toolbar can be used to zoom in 25% increments. We found no method to zoom out to view all the content with one tap. Panning around the workspace is performed with a single finger dragging as appropriate. Both zooming and panning perform accurately and to our expectation.

#### Background

Two background colors are available in a software-based workspace, black and light gray (in contrast to the browser and mobile app versions, which each provide a fixed black color). We have found that black is easier on our eyes and the annotations are more visible than when using the gray background, though if users work with dark content, we can see that gray may be more appropriate in certain circumstances. Changes to the background color are local only and do not affect the view experienced by remote collaborators.

#### Text Boxes

The *Text* command creates an editable text box in a workspace. Text can be comprised of one of 64 colors and background colors comprised similarly of one of 64 color options. (An option is available in the browser version whereby text box background and character color can be modified using hex values, allowing for unlimited color choices.) Alternatively, a text box can be kept transparent. There are six font options. Text boxes themselves cannot be rotated but can be moved and scaled.

#### Notecard

Bluescape calls its sticky note function *Notecards*. When a user taps the Notecard icon, he or she is presented with a choice of seven card colors. Tapping a color presents a card on the screen. From there, a user can annotate on the card. If the user wants to type text on the Notecard, he or she must go through the steps above and then *long press* the card to expose its menu and tap *Edit*. An onscreen keyboard then is presented for entering text. We note that only one font is available in a Notecard, so we recommend annotating on Notecards and leaving creation of text-based information to the Text command if users desire access to more font options. Like text boxes, Notecards cannot be rotated but can be moved and scaled.

#### Browser

Tapping the Browser icon presents a web browser, which can be used to import a website into the workspace. The resulting browser object can be resized in the same way that any object in the workspace can be resized, and on a touchscreen, it can be moved around the workspace with a finger. If the website contains videos, they are played at a fluid frame rate.

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### Bluescape Workspace Browser-Based UX

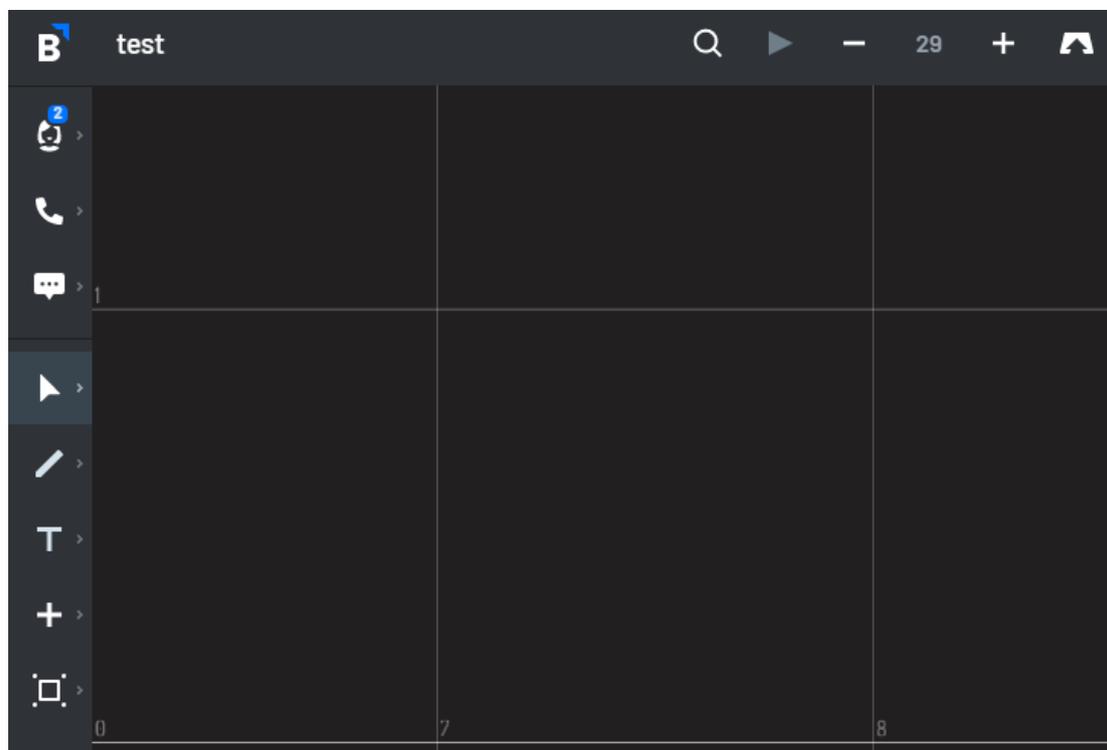
## Bluescape Workspace Browser-Based UX

The user interface of the browser-based version of Bluescape looks very different than the software version, but most of the same tools are present. Bluescape support Chrome, Safari, Edge, and Firefox browsers.

Along the top of the browser are the following tools from left to right, as shown in the following figure:

- Bluescape “B” icon – selecting this allows the user to exit the workspace. Alternatively, users can simply close the browser window.
- The name of the specific workspace being worked on.
- Search (for searching text boxes within the workspace).
- Present – If one or more objects is selected with the lasso or marquee tool, the present button displays that selection full screen, one object at a time. If the person presenting is being auto-followed as the session leader, the objects are presented full screen on the follower’s display. (This works in both browser and software versions.)
- Zoom out
- Zoom level
- Zoom in
- Send to Wall – clicking this presents a dialog box to enter a PIN that has been provided from a workspace session displayed on an interactive touch display running Bluescape software. Once the PIN is entered, the browser or tablet workspace session is immediately presented on the touchscreen display workspace.

### Bluescape Browser-Based User Interface



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### Bluescape Workspace Browser-Based UX

Along the left side of the browser are the following tools from top to bottom:

- Users – Displays how many current users are in the workspace. Selecting the icon lists names of current users in the session and allows selection of a user to make the leader and to follow. Additional functions support auto-following the onscreen view of the leader and enabling a leader to see how many users are following.
- Phone icon – Allows users to connect via audio and video with co-collaborators using Bluescape’s proprietary video conferencing software.
- Activity – Displays comments made on objects in the workspace. Further clicking on a comment zooms the workspace to the object where the comment was made.
- Select – Provides options for individual, marquee and lasso selection.
- Draw / erase – Displays seven pen colors available in three sizes (and three sizes of eraser).
- “T” icon – allows for text box / Notecard insertion.
- Plus (+) sign – Enables the ability to upload files. In the browser version of Bluescape users can upload documents and images directly from a PC or from online storage services such as Box, Dropbox, Google Drive, and OneDrive. This command also provides options for uploading websites, Google Images, and YouTube videos.
- Canvas selection – Enables selection of a canvas, with the same functionality described earlier for the software version of Bluescape by providing a list of canvases. Clicking on a canvas in the list zooms to it in the workspace.

### Working Within a Bluescape Browser Workspace

In a typical Bluescape workflow, users start a workspace in the browser to source content (import of images, documents, etc.). Once the workspace is started and content is imported, users can move to working with the software version on an interactive flat panel or continue working in the browser. The browser workspace workflow is largely the same as described earlier available in the software version of the product, with a few differences. One major difference is that the browser version allows for uploading documents and images to the workspace, an option not available on the software version.

We find that certain functions may be preferred by those accessing Bluescape Enterprise from their browsers on a traditional (non-touch) Windows PC, while other functions may be preferred by those using an interactive touch display. The browser-based version is superior for importing content and moving it around, whereas the software version working with a touchscreen is superior for annotation, drawing, and erasing.

### Working with Imported Document Objects

Selecting the Plus sign (+) icon in the browser while in a workspace allows for importing documents or images. Bluescape supports Microsoft Office documents (imported as objects from Word, Excel, and PowerPoint, PDFs, Google Documents, and images such as PNGs, JPGs, TIFFs, animated GIFs, and videos such as MP4s and MOV files). Once imported, these objects can be annotated, with all annotations remaining connected to that object even when the object is scaled or moved within the workspace. When one manipulates multiple-page documents, the annotation stays on the page on which it was performed.

Once documents are imported, they become static. Any changes made to the base document outside of Bluescape aren’t reflected on the inserted version. In other words, objects imported into Bluescape are not linked to their source, and instead function as unique objects within the workspace.

## Evaluation: Bluescape Enterprise

### Bluescape Workspace Browser-Based UX

Several options are available for objects. These options can be accessed by selecting an object in the browser-based version or selecting (long pressing) one in the touchscreen software version.

#### Bluescape Object Tools – Browser Version

**Bluescape One Pager**

Connect better to create better.

Bluescape visual collaboration software helps companies create better.

The Bluescape virtual workspace lets teams across the room or across the globe interact in real time.

**Why Bluescape?**

Bluescape is easy to access, easy to use, and lets you:

- Meet, design, and develop ideas in real time
- Securely share and access your content from any device, anywhere
- Bring multiple sources of information together quickly and effortlessly
- Reduce and avoid miscommunication among teams
- Work with the systems and tools you already love
- Work from your laptop, tablet, smartphone, or even large touch-screen displays

**Who needs Bluescape?**

Organize, share, collaborate, and in a highly visual way:

- Architects
- Consultants
- Designers
- Filmmakers
- Marketers
- Product Developers
- Researchers
- Scientists

**Top reasons you'll love it.**

- Meetings are more efficient.
- Communication is easier
- Better decisions can be made faster
- It's always available—anywhere, anytime
- It's scalable and secure for all kinds of businesses

*"With Bluescape, teams can make decisions together and explore ideas in a highly visual way that feels entirely natural."*

—Scott Poulton, Chairman, Bluescape

**Top reasons your tech team will love it, too.**

- Bluescape's cloud-based software is hardware and software agnostic
- Compatible with any device—iOS, Android, MacOS, and Windows
- Works with interactive video walls and large displays and accommodates infinite touch points
- Applications range from Mobile and Personal Workstations, to Huddle-Rooms, Innovation Centers, Collaboration Suites, Conference Rooms, Training Rooms, Executive Briefing Centers, Command and Control Centers

**Take us for a spin.**

We'd love to show you how Bluescape can help you connect teams and create better. Email us to get started: [sales@bluescape.com](mailto:sales@bluescape.com).

Bluescape.com | Email: [sales@bluescape.com](mailto:sales@bluescape.com) | Address: 999 Skyway Road, Suite 145, San Carlos, CA 94070 | Phone: 888.507.0030

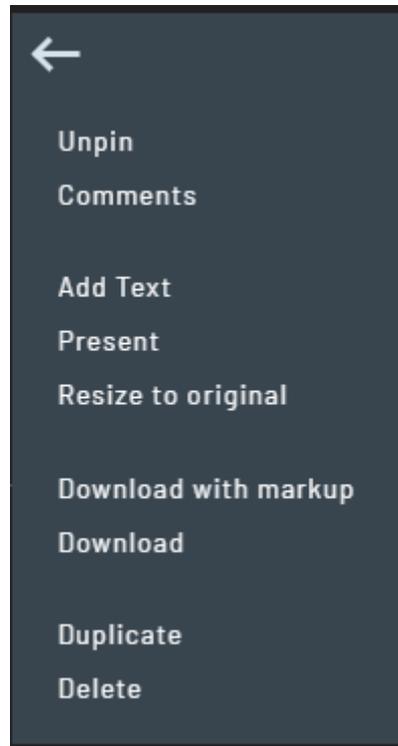
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#### Hamburger Menu for Objects

The following figure displays options available via the hamburger menu.

##### Object Hamburger Menu



The hamburger menu contains the following:

- Pin / Unpin
- Comments (to be shared with others).
- Add Text
- Present
- Resize to original
- Download with markup
- Download
- Duplicate
- Delete

Other options pictured below the hamburger icon (see the earlier Object Tools image) that are available include:

- Show / add comment
- Present
- Pin – locks the object in the workspace so it can't be moved or scaled
- Download – downloads the document in its original file format

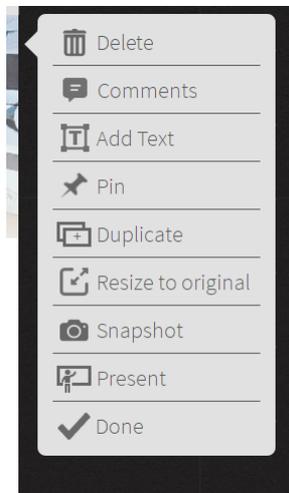
The bottom of an imported document shows the number of pages it contains and provides three methods of jumping to a desired page: 1) typing the page number; 2) selecting the left or right arrows; or 3) dragging a slider bar.

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### Video Chatting in a Workspace

The software version contains the same tools but adds a Snapshot feature. The Snapshot feature (see options below) creates an image of an object. In the case of a multiple-page document, snapshot creates a single image of the page being shown when the snapshot is taken.

#### Bluescape Object Tools – Software Version



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## Video Chatting in a Workspace

Bluescape users can initiate a video call with other users while in a workspace. This utilizes a version of the webRTC-based OpenTok platform for delivery of real-time video or audio-only conferencing between users in that specific workspace. Starting a call is performed by selecting the *Call* icon on the toolbar and then either the *camera* icon for a video chat or the *microphone* icon for an audio only call. This function is available in both the software version and browser-based version. We found the quality of the OpenTok service to rival that of many software-based video services, but it may not be best for organizations with devices not tested or supported. So the OpenTok integration is a legacy service that, while useful, is just that: legacy. Bluescape currently has integrations with Cisco Webex and Zoom, with others on its roadmap.

## Workspace Management

Workspaces are managed from within a Bluescape Enterprise web portal. In the portal, workspaces can be created, deleted, or renamed. Users can be invited into workspaces and permissions can be set from the portal. The portal is also where browser-based users enter workspaces.

### Inviting Users to a Workspace

Several user account levels are available to Bluescape customers:

- Owner – top level access to the organization.
- Admin – typically used for user management.
- User – workspace creators and users.
- Guest – users outside of the organization. Access only to individual workspaces to which they have been assigned.

## Evaluation: Bluescape Enterprise Workspace Management

Every user requires an account to be able to access workspaces. To add users:

- Click the “people” icon from the portal under permissions.
- Click the “plus” sign for collaborator.
- Type email address for user – current usernames auto-populate in the field.
- Click the flyout to give the user a role for the workspace.
- Click add.

Added users who currently have an account will see the workspace after a browser refresh. Invited users without an account receive an email with instructions regarding how to create an account.

### Bluescape Web Portal

Workspaces

Search  Organization: All Sort by: Modified

Workspace Name	Permissions	Modified	Organization	Active
blh Owner: bryan hellard		9/16/2019	Demo: Wainhouse Research	
Getting Started with Your Free Trial [2019-... Owner: Bluescape Admin		9/12/2019	Demo: Wainhouse Research	
wr lab Owner: bryan hellard		9/12/2019	Demo: Wainhouse Research	
DEMO: Virtual Mission Control Room (DVC) Owner: Matthew Arndt		8/22/2019	Demo: Wainhouse Research	
Demo: Campaign Development Owner: Matthew Arndt		8/22/2019	Demo: Wainhouse Research	

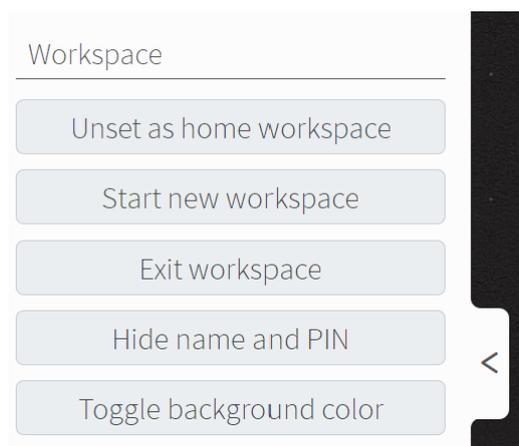
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Existing workspaces cannot be opened directly from within the software; instead, they are opened from the web portal or mobile app, as these entry points enforce authentication requirements and ensure only authorized users are accessing any particular workspace.

One exception to this is if a workspace is set to appear as a “Home” workspace. In a workspace utilizing the Bluescape software, there is a small arrow icon on the left side of the display. Selecting the arrow presents a few menu options, including the ability to set the current workspace as the home workspace. This creates a third option of *Enter Home Workspace* on the splash screen that then appears along with Start New Workspace or Create Whiteboard. If there is a workspace set to Home, it will launch automatically when the software is started.

## Evaluation: Bluescape Enterprise Workspace Management

### Bluescape Home Workspace



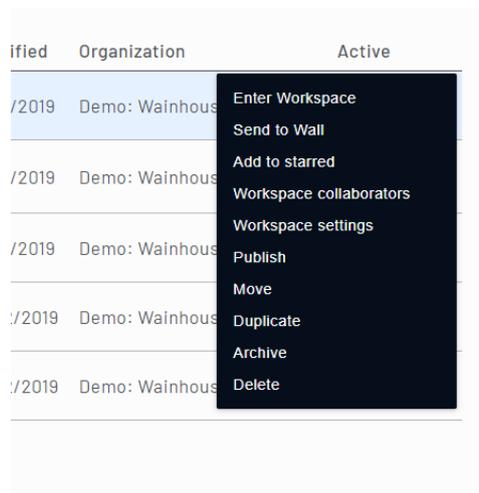
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#### Opening a Workspace

To open an existing workspace on a touchscreen, users log into the online portal (from any PC, it doesn't have to be connected to the touch display), click the ellipses icon associated with the workspace they want to work on and click *Send to Wall*." As mentioned previously, the only way to open an existing workspace with the software is to have that workspace set to "Home."

To open an existing workspace in the browser version, users log into the online portal, click the ellipses icon associated with the workspace they want to work on, and select *Enter Workspace* as shown below.

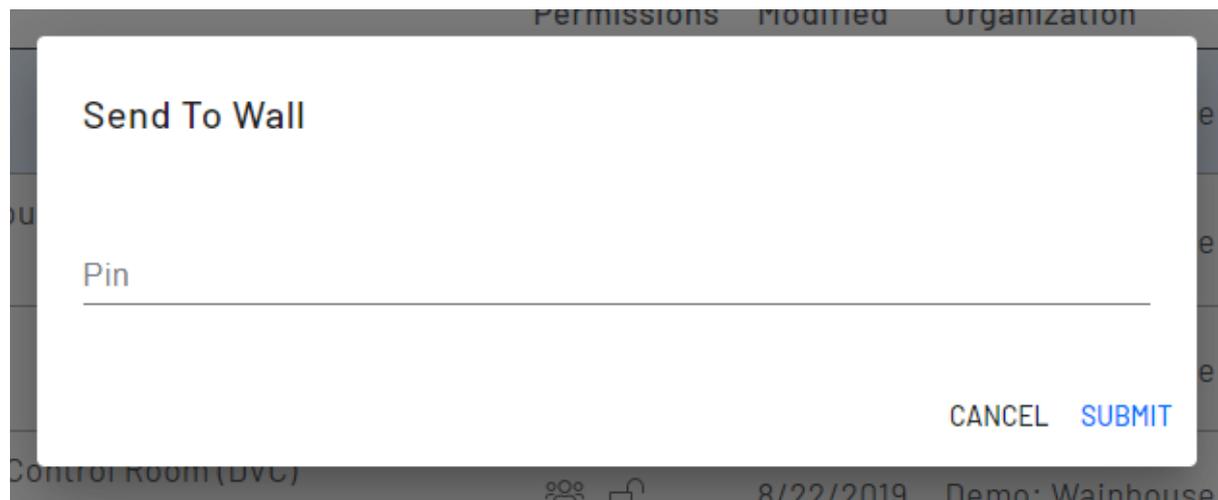
### Bluescape Web Portal Workspace Options



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Selecting *Send to Wall* presents the following screen for entering the PIN that is displayed on the touchscreen's UI:

### Bluescape Send to Wall



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Typing the PIN loads that workspace into the software and shows it on the touchscreen display. For security purposes, the PIN changes every time a workspace is loaded or exited.

## Whiteboard Function

Selecting *Create Whiteboard* from the software splash screen opens a non-zoomable whiteboard session. The whiteboard function contains many typical tools used for general whiteboarding and most of the tools available in a workspace.

The whiteboard function is only available on the software version and not in the browser version.

### Working Within a Bluescape Whiteboard

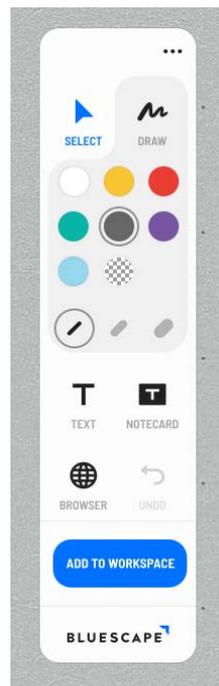
The whiteboard functionality generally contains the same tools as the workspace tools. A few key differences exist between the two in that a few items are not available in Whiteboard. These workspace tools are not included:

- Users – Because only one local user can access the whiteboard there is no need for the user button. There cannot be remote users accessing that whiteboard.
- Activity – Comments cannot be made on objects.
- Phone Icon – Video and audio calls are not available.
- Canvas – Canvases cannot be created.
- Zoom Controls – Whiteboards cannot be zoomed in or out – they are static frames with specific fields of view.

Otherwise, whiteboard features replicate those available in a workspace. The tools function the same and the whiteboard lends itself to ad hoc ideation sessions in which users can create temporary whiteboard content. Think of whiteboards as one big “sketch pad.”

A feature available in the whiteboard is *Add to Workspace* – tapping the *Add to workspace* icon creates a new workspace and inserts the current whiteboard contents into it with a canvas “frame.” This moves the user out of the whiteboard function and the new content exists only in the new workspace, no longer in the whiteboard. Adding the whiteboard to a workspace is the only way to save content on the whiteboard.

Bluescape Whiteboard Toolbar



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## Analysis

Several Bluescape tools are designed around the concept of Bluescape's infinite canvas – and we find these do a great job of eliminating many of the pain points that can occur when working in such a large area. Users can quickly and easily zoom to canvases and objects that have comments or leaders / co-creators associated with them. This makes for an efficient workflow. For some large enterprises, Bluescape can function somewhat like a digital asset management (DAM) tool, with workspaces searchable by content, topic, or owner.

Bluescape has made a conscious choice to limit the software version's functionality – to ensure security of content and as mentioned, to avoid the need for a keyboard when using an interactive touch display. This makes sense as a design element, though we wonder if it might be possible someday to have ways of providing secure individual access to import content to a touch display. We also note that the Bluescape mobile app recently has been replaced with an all-new version, and it likely will evolve over time but currently offers only limited functionality.

The inclusion of a video chat tool, while not perfect, aids in collaboration without the need for third-party services – but most organizations that have their own meeting services will want to scale with those, not the integrated, proprietary Bluescape service. An API is available for integrating Bluescape with platforms like Slack and Microsoft Teams (among others), and the Webex and Zoom integrations are a great start at ensuring in-workspace, real-time communications. That API also can be used for building automated syncing and versioning workflows (particularly with digital asset management systems), middleware, and extracting and analyzing data via artificial intelligence, using Bluescape as a platform.

Finally, we like Bluescape Enterprise especially because the user experience can be as simple or as complex as individual users might desire. The software will not be the limiting factor.

### What We Like

- One overall workspace (users aren't required to flip through multiple pages) with the ability to create canvases within the workspace. To us this approach combines the best of two worlds.
- Typically, working in an infinite canvas can cause confusion among users. Sometimes it is difficult to decipher where other users have worked. Bluescape has addressed this with its canvas and presence / activity tools. In particular, the Activity function allows for zooming directly to objects that have comments.
- The ability to zoom directly to individual canvases is a great feature and time saver while working in a large workspace.
- Annotations stay with an object, even when annotating over a multiple-page document.
- The ability to escalate a whiteboard into a persistent workspace is a great tool.
- Management of workspaces and permissions is user friendly and requires little training. The ability to invite others outside of an organization as guests in workspaces is an invaluable function, making the platform more useful for a wide variety of inter-organizational use cases.
- The Follow and Lead functions enable users to see the other user's view in real-time.
- A Present function allows users to leverage Bluescape as a more traditional presentation tool, showing objects at full-screen size and allowing for left and right navigation.
- We believe that, for such a feature-rich product, Bluescape Enterprise offers a very low learning curve.

### Areas for Potential Improvement

- There is no way to import documents or pictures into a whiteboard or workspace from the Bluescape software. The workflow is to do all the heavy lifting in the browser version. We understand why Bluescape has built the workflow in this fashion, but it does require some extra steps on the user's part.
- The UX differs between Bluescape Enterprise software and the browser-based version of Bluescape. The software user interface is graphically more pleasing, while the browser version is more utilitarian. But as noted earlier, the software is designed to be utilized on touch screens, while the browser is designed to be the workhorse for workspace creation and content importing.
- The mobile app is a fledgling still to be built out.
- The ability to comment on material is not currently available in the software version of Bluescape. Commenting should be an important and integral part of the Bluescape workflow.
- While this is a minor complaint, we find as mentioned earlier that the eraser tool is challenging to recognize as an actual eraser. This is an easy enough fix.
- While no palm rejection support is provided by the software, other products do support palm rejection (with appropriate hardware).

### Ratings

Our ratings are based on our experience working with Bluescape Enterprise as a platform for local and remote collaboration. The following table represents WR's take on Bluescape Enterprise. Solid Harvey ball, 4 = 4, highest rating. 0 = 0, lowest rating.

## Evaluation: Bluescape Enterprise

### Ratings

#### Bluescape Enterprise Rating

Feature	Rating
Zoom	●
Canvases	●
Canvas size	●
Resizing element	●
Rotating Elements	○
Commenting	●
Import	◐
Export	◐
Writing Precision / Accuracy	●
Multiple pen touch	●
Pen widths	◑
Pen colors	◑
Highlighter	○
Grouping objects	●
Predefined templates	◐
Notecards	●
Text Boxes	●
Compatibility	●
Latency	◐
Touchscreen finger annotation	●
Touchscreen finger erase	●
Audio Quality	◐
Video Quality	●
Ability to use pen and eraser simultaneously	○
Ability to follow / lead during collaboration sessions	●
Overall user-friendliness	●

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Bluescape Enterprise is designed to enable secure virtual workspaces that help an enterprise unify its content and conversations in a shared, persistent space that can be accessed from any device or location. The Cloud-based platform is designed to support video, web pages, Office or Google docs, emails, Adobe documents, all within a workspace that auto-saves (remembering every action taken

## Evaluation: Bluescape Enterprise

### About Us

in a workspace), individualized, simultaneous access to content, and interactivity with intra- and extra-enterprise colleagues. We think many enterprises whose employees work with large quantities of visual content will value the Bluescape approach to providing a new type of container for heterogeneous content. And perhaps most compelling is how Bluescape Enterprise fits neatly into all three layers of the WR Ideation value stack – presumably with more to come.

## About Us

### About the Authors



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**Bryan Hellard** is a Researcher at Wainhouse Research where his primary focus is product evaluation and testing. He has 20 years of experience in the industry across several roles including product engineering and management, R&D, and end user consulting. Prior to Wainhouse Research, he was President of True View Video where he developed video conferencing-related products and consulted with end users on best practices for collaboration. He lives in the Cincinnati, Ohio area.

### About Wainhouse Research

**Wainhouse Research** is an independent analyst firm that focuses on critical issues in the unified communications and collaboration market. The company provides end-to-end coverage of the UC&C industry, with areas of focus covering unified communications, enterprise video, meeting room collaboration, personal & web-based collaboration, and audio-conferencing market segments. The company acts as a trusted advisor providing strategic advice and direction for both the UC&C industry and its enterprise users. For further details contact [sales@wainhouse.com](mailto:sales@wainhouse.com) or see <http://www.wainhouse.com>.

### About Bluescape

Bluescape secure virtual workspaces unify your content and conversations in a shared, persistent space that can be accessed from any device or location. Dispersed teams can now work better together—and stay on the same page—no matter where they do their work. Easy to learn and use, Bluescape is your hub for real-time conversation and content collaboration — across the country or around the globe. Search, messaging, and file sharing are all built-in. For more information, visit [www.bluescape.com](http://www.bluescape.com).

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## **Evaluation: Bluescape Enterprise**

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