

BLUESCAPE AND BRIDGE CORE

Secure Visual Collaboration Across Documents, Videos & Images

Challenge

In today's digital world, the workplace is changing rapidly. The need to share "real-time" information is becoming increasingly vital, especially when dealing with national security topics. Working in silos is the norm for many workers who complete their own responsibilities and tasks. The government struggles in several areas, some of which are common to any large organization, while others remain unique to the federal mission.

The concept of Visual Intelligence was born by common needs:

- Keeping up with the pace of technological change and effectively leveraging cutting edge innovations to achieve their mission or goals.
- Consuming, analyzing, and synthesizing large amounts of varying types of data into actionable intelligence.
- Attracting and retaining premier talent. Some government entities have severe limits on what technology can be used onsite for security reasons. Recruiting is ultimately affected.
- Creating a real-time common operating picture (COP). This is one of the most important capabilities for warfighters, medical providers, and analysts. There are precious few solutions that can deliver on the promise of a COP by providing a platform supporting a totality of information around a topic or incident.

It is important to note that the deployment of leading-edge technologies will not solve specific problems if processes, procedures, and outdated work practices are not also addressed.

Solution

In 2015, **Bridge Core (BCore)** began partnering with Bluescape to enable government leaders to share information, collaborate on that information, and make up-to-date decisions rapidly in a digital environment. Many technology tools are too siloed in their capabilities once the information reaches the decision layer of the organization. Bluescape gets back to basics and lets the technology move out of the way

BCore customers face many challenges – from the humdrum of everyday business to unique solution sets. Bluescape is nonprescriptive in the way it allows people to create their work environment. In other words, sometimes not having the perfect bespoke tool is the best option you can have. Bluescape is more of a workbench than a hammer. It lets customers visually decide what they need, and to design and make decisions from there.



When a Bluescape user presents their information, from all their different tools, in one presentation layer, people focus on the critical message, not the switching of apps and technology.

Not only is Bluescape cutting edge technology itself, but it can also become a platform for other technologies, providing a solution upon which varying types of information from niche tools can be viewed and analyzed in one visual, interactive space. It serves as a vast unstructured platform for different types of data. It can function as that virtual war room, conference room, or ops center that so far has been lacking a shared visual experience.

Bluescape creates a common operating picture to immediately track and disseminate the details of events that require the swift attention and action of government personnel and resources. It provides the real-time capability and ubiquitous access needed to answer the strategic questions of executives as well as the tactical questions of the division management.

Applications

Briefing of operational capabilities to executive management

Good government managers know they need to have a portfolio always available to demonstrate the value of their organization, and this helps to maintain and increase their budgets. Bluescape has served as the platform to provide these capabilities briefings to government executives. The smooth transitions across documents, videos, and images have made Bluescape a preferred briefing tool within some forward-thinking offices.

Asynchronous coordination of information during the coronavirus pandemic

There has been a significant uptick in interest in collaboration tools since the pandemic began. A **BCore** client has taken the approach of reducing their onsite workforce by creating alternating work shifts in the office. Colleagues now have a need to share information asynchronously across week-long shifts. Bluescape provides a content-rich platform to support this need. The Bluescape canvas is a common area on which everyone can share content, view other content, and make edits that all can see. Decision-makers and product development teams can improve global communication and problem-solving efforts with partners and executives worldwide.

Brainstorming, design, and review of projects

When COVID-19 began to impact government operations in March 2020, a government office of medical support needed an immediate action plan to track and report the novel coronavirus across the workforce. The resulting plan was briefed to the medical director office within 30 minutes, a tight turnaround for such a massive-scale problem. How? The collaborative capabilities of Bluescape allowed a design/plan to be edited by participating nurses and doctors in real-time, all at the same time. The team coordinated the results from multiple locations, met the tight deadline, and delivered the brief all within the same Bluescape workspace. There is no other enterprise-level, secure application that could have provided the flexibility and real-time collaboration capabilities needed to accomplish this massive task in such a short amount of time.



Results

Bluescape brings teams closer together and enables them to share information, collaborate on that information, and make decisions faster. No matter what position one is in, Bluescape gives everyone a voice at the table when working in the Bluescape digital workspace.

Bluescape is customizable to work best for individuals as they relate to their teams.

Available tools often define their end-product and journey of completion. Bluescape lets people be creative and show their work as best suits them. Small teams get on the same page quickly without needing to follow pre-established guidelines of other monolithic applications. A presentation in Bluescape can use slides, photos, professional PDFs, and handwritten notes. The information communicated is what counts.

Bluescape has enabled teams who have adopted the technology to analyze quality information more quickly and to make better, faster decisions. Adoption is the key word. The ROI of any tool will be determined by how broadly the tool is adopted within an organization's daily battle rhythm.

Future

"Secure remote" is the new term for how organizations, including the US government, will be doing business post COVID-19 with the increased focus on work-from-home policies. The operation center of the future will provide relevant data in near real-time. There will be touch-enabled devices everywhere, from large video walls down to monitors on everyone's desks.

People want Bluescape technology. It will pave the way for the next phase in visual and interactive interfaces. Bluescape will fit in seamlessly anywhere people meet, discuss, and present.

Bluescape refuses to be a niche product tailored for one particular use case. Every aspect of every business uses the conference room. A meeting place of ideas is crucial to business and government missions alike. Bluescape enhances the conference room concept by providing a feature-rich and flexible real-time platform.



"Show me, don't tell me where things are happening in the world."

Bluescape allows users to put things on a digital map, circle places of interest, and walk a decision-maker through the event process.

Executive Leader, USG



The Organization

Bridge Core was founded out of the urgency to build secure, tailored solutions to address the Federal Government's top mission needs. Visionary executives continue to need game-changing technologies, coupled with the effective use of those tools, to meet their objectives and build the workplace of the future. **Bridge Core** leverages industry technology and proven adoption techniques to change how the government works on a day-to-day basis. Because of the relationships **BCore** has built and the desire to 'live the mission' in support of the national defense, they have brought that revolution across the threshold and into the Federal Government. The results have been nothing less than transformational. **BCore** bridges the gap between industry and federal, between disparate data silos and integrated visual solutions.

About Bluescape

Bluescape creates collaboration solutions that help distributed teams perform their best—at work, on the go, and at home. Its virtual work platform empowers colleagues to see the big picture, make better decisions, and drive positive results. Customers include Fortune 100 companies, government agencies, higher education, and leaders in media and entertainment. A Silicon Valley-based company, Bluescape has offices throughout the US and Canada. Bluescape is headquartered in San Carlos, CA. The company was founded in 2012 and is a wholly-owned subsidiary of Haworth. Visit bluescape.com and follow us on Twitter, LinkedIn, and Facebook.

"I start my day at my Bluescape wall (large touchscreen monitor). In only a few moments, I can quickly focus on the important topics by viewing the day's priorities, sign off on required actions, view my daily schedule, and prepare for upcoming meetings."

Tyler Laverick, Co-Founder/CEO, Bridge Core

