bandwidth

BlueLight Leverages Bandwidth App Platform, Gives Campus Students a Modern Way to Get Home Safely

BlueLight is an everyday safety service that also provides enhanced emergency calling on college campuses.

BlueLight takes advantage of the mobile phone that is already in everyone's pocket with a simple yet powerful app that allows users to get in touch with the nearest authorities more quickly than ever before. The app routes calls to first responders, using GPS technology to transmit the caller's location. BlueLight can also notify friends or loved ones when they're "on their way," keeping everyone updated throughout the travel episode.

SITUATION: BIG IDEA, FRESH START

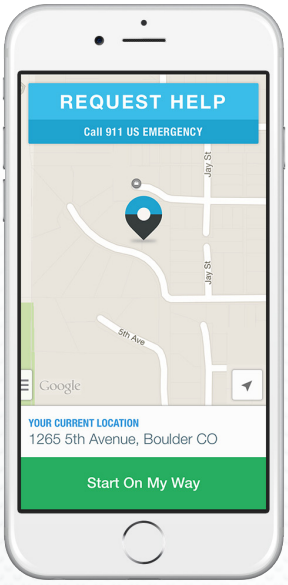
BlueLight was founded in 2013 by CEO Preet Anand, who believed that the two main standards for accessing emergency help on college campuses—blue call boxes and running to the nearest landline phone—didn't make sense anymore, considering that just about every student on every campus across the country is walking around with a mobile phone in their pocket.

After a year of product development, iterations and user testing, BlueLight was searching for a voice and messaging API partner that could help it evolve with future versions of the application. It wanted a platform provider that would dive in and help tackle challenges as they came up, and a resource that could scale for what was poised to be a very big growth story.

SOLUTION: GETTING TO MARKET—THE EASY WAY

In 2014, BlueLight approached Bandwidth for help in enabling voice calling in the latest version of its application. In Bandwidth, it found a partner that offered access to a large inventory of local phone numbers across the continental United States, readily available whenever a user needed to make a call. It also found the only provider in the market with both an easy-to-use voice and messaging API platform and control and ownership of the underlying carrier network. That meant a level of high-touch support that was unmatched among platform providers.

BlueLight



> *"When we ran into an issue, Bandwidth assigned a developer to work with us right away. That rapid, continuous partnership and conversation allowed us to drive to a solution really quickly. Typically you'd be going back and forth in an email chain just waiting for the next response. With Bandwidth, we had 1-1 support until the problem was solved."*
>
> **Preet Anand**
> **CEO & Founder**
> **BlueLight**

In working with Bandwidth to develop its next product iteration, the BlueLight team enjoyed the sense of collaboration and commitment the Bandwidth team brought to the table. As challenges arose or the BlueLight developers hit a critical decision point, the Bandwidth team was right there working to figure out next steps together. At one point during testing, the BlueLight team found that certain calls were not going through as planned. Instead of spending multiple days going back and forth with service tickets, emails and "trial and error" solutions, the Bandwidth team got on the phone with BlueLight and spent 36 hours in constant communication with multiple resources involved—until the team worked out the bug together.

"Working with Bandwidth has been a really good experience. When we've run into technical challenges, the great thing has been Bandwidth partnering with us to figure out the right solution, and sometimes even making changes on their side," said Preet Anand, BlueLight CEO & Founder.



RESULTS: STRONG USER ADOPTION, CONTINUOUS PRODUCT ENHANCEMENTS

Since making the move to Bandwidth, BlueLight has grown its reach and is now on 80 campuses nationwide. The app routes dozens of emergency calls per month and the number of users has been increasing at a rate of more than 100%, month over month. What's more, BlueLight has been requested at 450 additional campuses across the country and there's no sign of that trend slowing down.

BlueLight is pleased with both its growth projections and the continued partnership opportunities with Bandwidth. Adding a campus to the BlueLight network is complex, involving multiple data points with little room for error. Bandwidth continues to support these telephony integrations with a backend system that's fully automated, easy-to-use and most important—flexible.

"One of the things Bandwidth is really showing is its commitment to the platform. They are making developer support more and more of a priority. In some situations, there's not a black and white answer as far as the 'right' next step in app development. Other times, you hit a snag. Bandwidth continues to work with us through these challenges, providing a very high level of technical support and collaboration," said Anand.

ABOUT BANDWIDTH

Bandwidth's network and cloud-based APIs power voice, 9-1-1 and messaging services for many of today's most recognizable brands including Google, Skype, Ring Central and many others. Bandwidth customers can choose between three distinct platforms to access the company's network and services, depending on the degree of telecom infrastructure a customer wants to outsource versus handle in-house. Regardless of the platform used, Bandwidth's tools and software-driven approach provide instant access to a nationwide network, so customers can search for and provision thousands of numbers in seconds.