

3Q

Customer Story

Abraxas Informatik AG

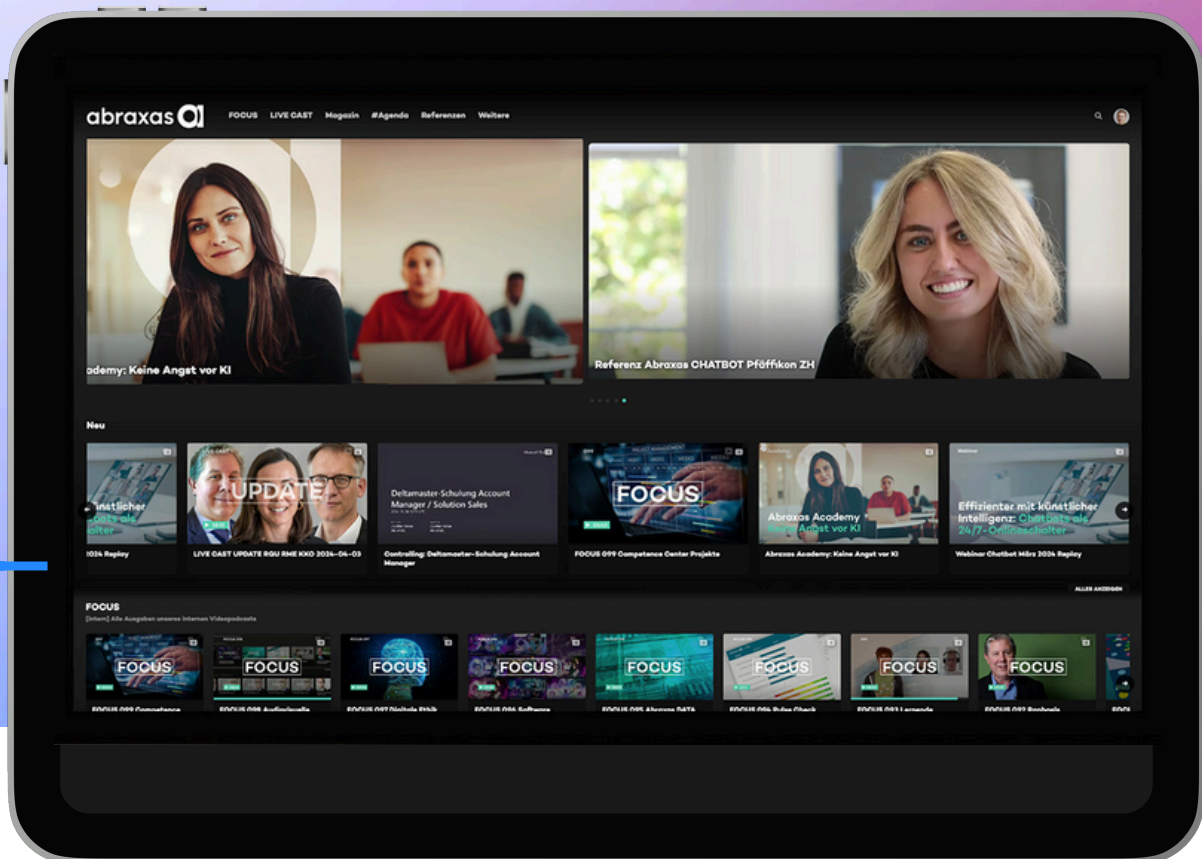


**Industry SaaS, IT Services Solutions
Livestreaming, VOD, Media Library**



Abraxas

Leading provider of ICT solutions for authorities in Switzerland.



Abraxas is the leading Swiss provider of end-to-end IT solutions for the public sector. The company, with headquarters in St. Gallen, connects the Swiss population, companies, authorities and administrations with secure and efficient services. Abraxas Informatik AG's customers include municipal administrations, cantons, police and other public administration organizations.



Video communication

Abraxas began investing in and expanding its video communication activities even before the Covid pandemic. During the pandemic, activities became significantly more extensive.

A large number of different video formats were created, such as an internal video podcast, a regular CEO broadcast, in addition to webinar recordings, internal training courses and external video formats. At some point, a comprehensive solution was needed to archive all the video content sensibly and to be able to play it via a high-performance and secure player.

The aim was to bundle all video content for both internal and external communication on one platform so that all video content can be managed in one place and delivered to various target platforms.





Security & Data Protection

Abraxas is a provider for the public sector. The company has customers who are very concerned about data protection and works with sensitive data. Therefore, Abraxas needed a European solution that meets the high security and data protection requirements.



integrability

Integration into the company intranet was a very important criterion when selecting the right streaming platform, as was the ability to connect the company SSO, both for the backend and, if required, for on-demand video playback of sensitive content.

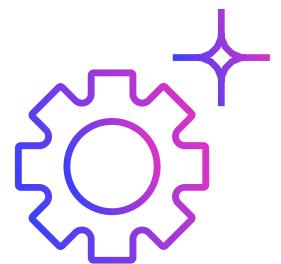
It was equally important for Abraxas to be able to integrate the video content well on all other target platforms.



All-in-One-Plattform

In 2021, Abraxas launched the 3Q platform for all video management of live streams and on-demand content. Abraxas uses the 3Q video platform for all video hosting, management, delivery, embedding and analytics.

In addition, Abraxas uses the 3Q frontend solution for an internal video library that is connected to the platform and is therefore accessible to all employees via SSO login.



Samuel Näf, Communication Manager

“We have a big focus on data protection and security requirements and 3Q offers us very granular setting options. With the security options and the location as a German provider with servers in Europe, 3Q scored points with us.”



improving video communication

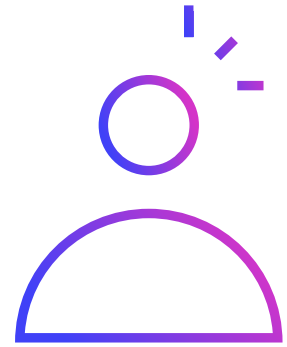
Previously, the communications team at Abraxas was faced with the challenge of keeping track of all content and distributing it securely across various channels. Since using the 3Q platform, the team has benefited greatly from being able to work more efficiently.

“The player's ability to evaluate and its performance provide valuable insights: we can now see exactly how many and how long our viewers have stayed and can adapt our video formats based on analyses. An exciting side effect: with the development of the internal media library, the demand and maturity of the organization in the area of video communication have increased significantly. We can see how the video format has become more popular and the organization's competence in the area of video has increased.”



Do you have questions?

Please contact us.



Julius Thomas
CEO

julius.thomas@3q.video +49-
30-120833020



Since 2009, 3Q has operated a powerful and reliable video platform: a central all-in-one solution for managing and distributing audiovisual media on the Internet. Live and on-demand.

The intuitive and easy-to-use platform offers an ideal complete solution for the entire audiovisual workflow. For SMEs & large companies. For small to large projects. And for everyone who values their streaming platform being 100% GDPR compliant.