

3Q

Customer Story

Projektstark

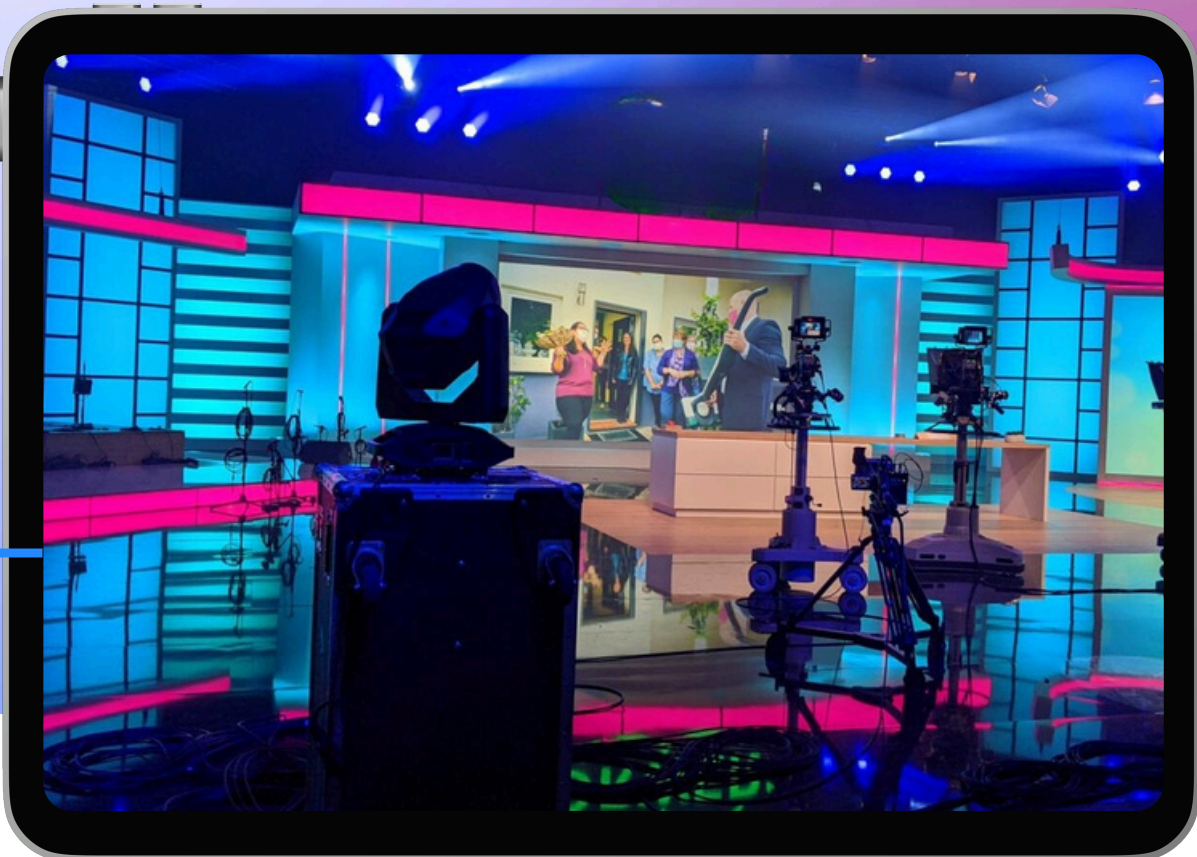


**Industry Agency Event Management
Solutions Livestreaming, VOD**



Projektstark

A full-service agency for event management.



Projektstark is a full-service event management agency. Founded in 2017 by four long-time freelancers with extensive experience in technology service providers and event agencies, the agency has since successfully established itself on the market. Projektstark sees itself as a production office for holistic 360-degree full service in live communication, but also as a specialist and consultant for individual disciplines.



Mission

When the pandemic hit the world and the entire business model was about to collapse at the beginning of 2020, the agency needed a solution. So the team at Projektstark looked into the topic of online events. Many different technical solutions were tested, but only one was convincing.

This was an interactive streaming website with the integration of an external player, which offered a wide range of possibilities. What became clear when we presented the different systems was that it is always the same boring concept that makes up an online event. With high demands on the implementation of events, the focus was on the content and its communication. This is how the Projektstark team went from being classic live communication specialists to real TV producers.

The agency was able to inspire many of its existing customers to try new approaches - including in the area of virtual events. These include Honda Automobil Deutschland, Verband der Chemischen Industrie, Telefónica Deutschland, Vorwerk Deutschland, Vorwerk Österreich, Siemens Healthineers, and many more.





Security

For Projektstark and its customers, reliability and data security are top priorities. Therefore, the online platform is completely encrypted and secured with two-factor authentication. But since all the website security is useless if the stream can theoretically be shared at will, the agency looked for a provider with the same demands on data protection and security standards.





3Q Streaming



With the end of the pandemic, the need for virtual events has decreased somewhat, but there are still many customers who implement informative events as streams or value the possibility of hybrid events in order to increase reach. To this end, Projektstark has adapted its web platform to hybrid needs with the developers.

With its streaming solution, 3Q offers all the security options we need and quickly proved to be a reliable partner.

The personal support when it came to preparing data protection documents and security documentation was excellent. 3Q also offers many tools and statistics for monitoring and billing, which are very helpful to us and our customers.

But even when it came to support for special solutions, we always had the feeling that we had a partner on an equal footing.





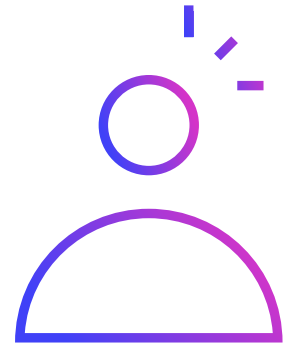
Sebastian Weis, Managing Director

“In combination with the direct and solution-oriented implementation of our needs and the good cooperation, there is no alternative to 3Q for us when it comes to live streaming. We live in partnership and 3Q offers this at a fair price, with 1:1 support. We will continue the partnership as before and grow together.”



Do you have questions?

Please contact us.



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CEO

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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.