

Case study

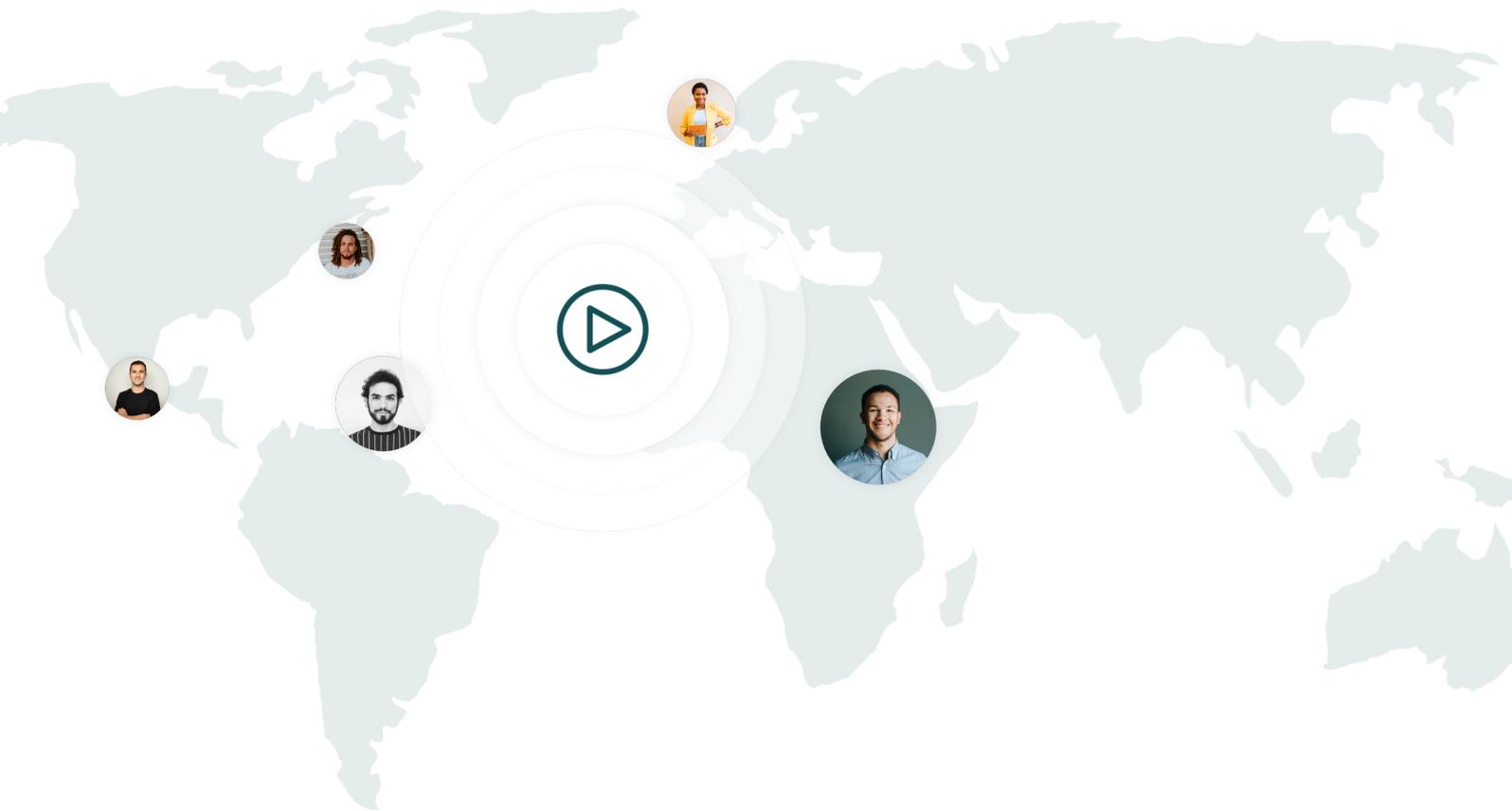


How Kinly took live events to the next level



About Kinly

Kinly is a global provider of AV collaboration services and support. After 20+ years of experience in the AV and video collaboration industry, they now have around 1200 employees working with over 2,500 clients across the world— a success we believe is the key to our own.



Kinly's offering

Kinly offers audio and video solutions, with the majority of its business coming through conferences, services for events and broadcasted EXPOs. The company supplies live broadcasting services for a range of industries such as:

- **Marketing companies**
- **Banks**
- **Educational institutions**
- **Governmental organisations**

In supporting these industries, Kinly has allowed government organisations and banks to reach people anywhere in the world and helped marketing companies remove the silos within a workplace so that information is accessible to those who need it. A silo mentality impacts trust and communication, and means organisations can't act quickly or take advantage of opportunities. With the implementation of the Quickchannel platform, Kinly has helped customers to collaborate and support their end users in the services they require.

And by combining technology with design, clients now have a solution that is changing the way people interact with each other, both in and out of the office. Using videos and broadcasts that stand out from the crowd with a custom video player, those engaging in the videos are getting the best possible experience regardless of their location.

Through the company's offerings, customers have been able to host a range of broadcasting opportunities such as talk shows and business meetings, graduation ceremonies and town hall presentations.

Undertakers, large government institutions and multinational companies have also benefited from Quickchannel's platform, using it to live stream funerals, conferences, training days, webinars and hybrid events.



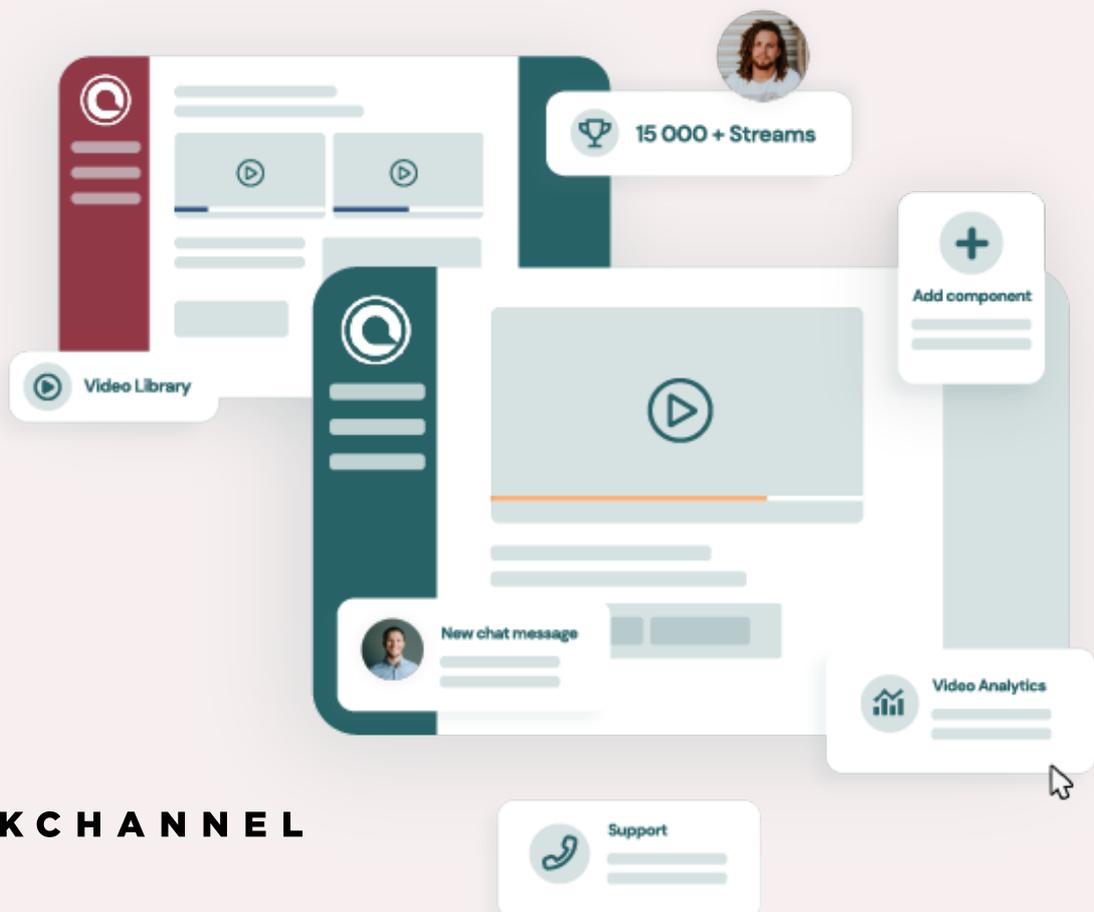


With demand for services at an all-time high, Kinly required a specialist to help it overcome some of the issues it was experiencing with its live video streaming services. With pressure to provide a versatile platform for its users, Kinly needed to streamline its customer experience and offer a strong service to its current clientele and reached out to online streaming and recording services provider Quickchannel for support.

Project Manager Jan Vogels was leading the project of finding the next generation streaming, recording and webcasting platform.



“I was impressed by the level of service and customer orientation from the Quickchannel team when we engaged with them. From our first meeting to starting out with their streaming platform, everything was both fast moving and professional”, explains Jan.



Why Quickchannel?



Fantastic customer service and support



Functionality and flexibility in platform



High quality of the video streaming

“Quickchannel was able to facilitate an easy web platform which sets up a webcast, including a landing page–designer to build the webcast page. With this we can easily create customer branded experiences on our own. This solution is rare among other streaming providers and was an added benefit to us at Kinly.” says Jan Vogels.

Statistics and Data



500+ videos and events



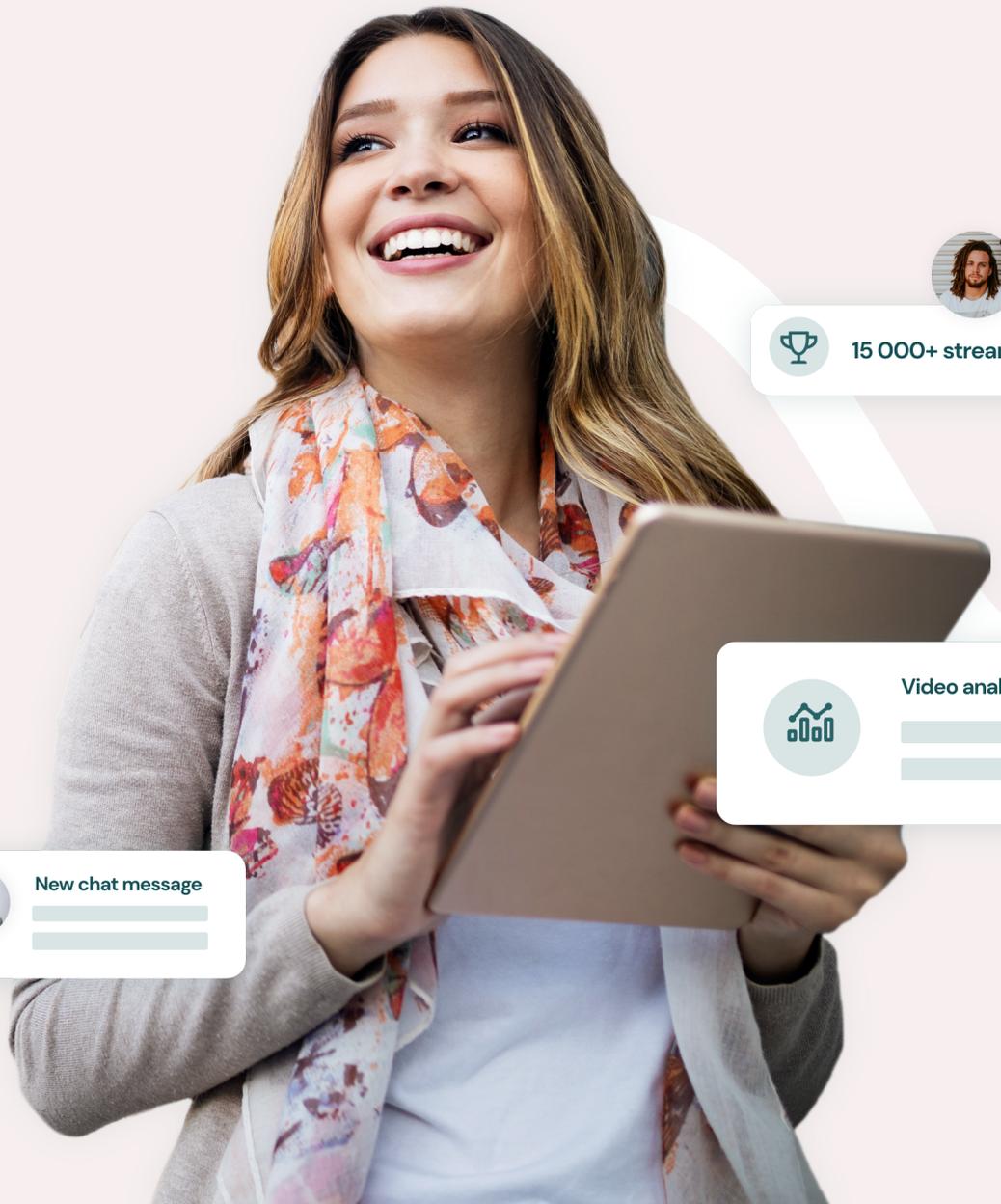
100 000+ viewers



2.5+ Million minutes streamed

Kinly's streaming and video usage in the Quickchannel Platform in two years

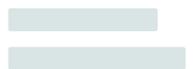
Make your streams come true



15 000+ streams



Video analytics



New chat message

