

Swiss Webcasting Platform Adds Videoconferencing for Remote Meetings and Virtual Events

Overview

xtendx is a Swiss company that was founded in 2004 to provide a feature-rich video platform for large organizations. These clients require a protected environment with secure streaming and storage. xtendx designed the Simplex platform to address the needs of enterprises (including those in highly regulated areas like finance and pharma) as well as educational institutions and government entities (such as the Swiss Parliament).

Popular platforms like YouTube may prove adequate for publishing marketing and consumer education videos, but they lack advanced functionality and privacy required for other classes of content. With Simplex, clients can produce interactive webcasting with live and on-demand streaming, digital asset management to record and publish high quality videos, and a secure portal for controlled access to media content. Clients can also call on the xtendx team for customization and hands-on support from concept to execution.

Key Benefits

- Meet increasing demand for videoconferencing tech for remote work and virtual events
- Deliver feature-rich WebRTC solution designed for enterprise without high costs
- Ensure secure, protected environment, data privacy, and regulatory compliance (including GDPR)
- Integrate with webcasting for a total video solution blending polished and personal communication
- White label Veeting for xtendx and downstream clients, supporting brand consistency
- Add many new use cases for business, education, and government
- Support collaboration between development teams, improving both solutions

Opportunity

xtendx CEO, Charles Fraefel, foresaw a rising demand for videoconferencing to augment the highly polished webcasting solution already in play. At the time, clients had to choose their own videoconferencing software from among the range of expensive enterprise or insecure consumer options available. There was no simple way for them to integrate these platforms into the rest of the Simplex stack.

Adding a secure virtual meeting solution would round out the existing “one-to-many” offering with a user-friendly one-to-one or smaller group option for direct communication and web collaboration. This augmentation would allow the company to provide additional value by increasing the functionality of the Simplex platform while keeping costs affordable for clients.

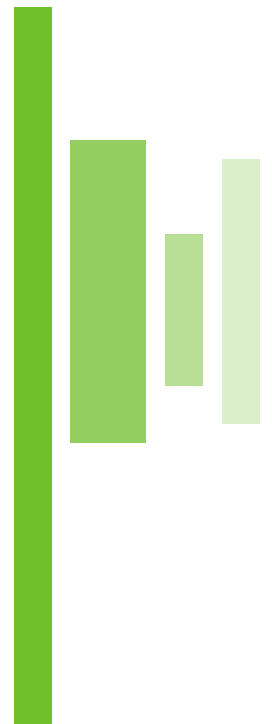
Solution

Rather than building a solution in-house, xtendx looked for an opportunity to integrate with existing WebRTC software. As a local Swiss company, Veeting was an obvious choice with shared values around performance, security, privacy, API architecture, and regulatory compliance. The development teams collaborated to create the white labeled Simplex Meeting offering.

One popular use case for this webcasting and videoconferencing is at conferences and other live events. Professional film crews can use Simplex Pro Webcast to capture a keynote speaker on stage or a subject matter expert being interviewed in a studio setting with the presenter taking questions from the audience via a connected iPad. Then, smaller interactive breakout sessions or “tracks” can be streamed live on Simplex Meeting for presenters and virtual attendees to chat, collaborate, participate in polls, and more. All of this content is captured in Simplex Collector for later display on demand in Simplex Channels.

“Since adding the Simplex Meeting option, our customers now have whatever they need in terms of video in a single solution. By collaborating with Veeting’s team, we can share resources to quickly address the requirements of the market.”

Charles Fraefel, xtendx CEO & Founder



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