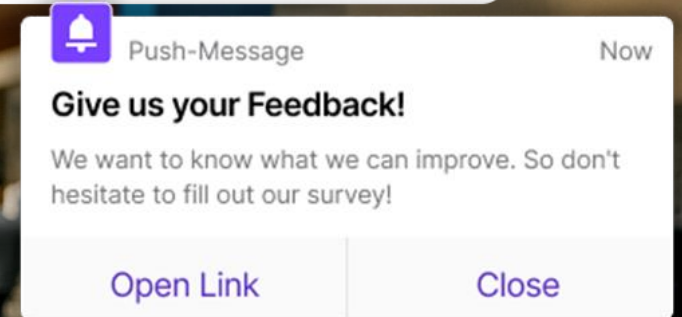
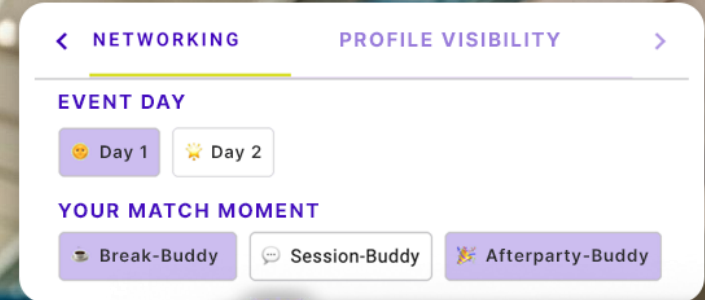
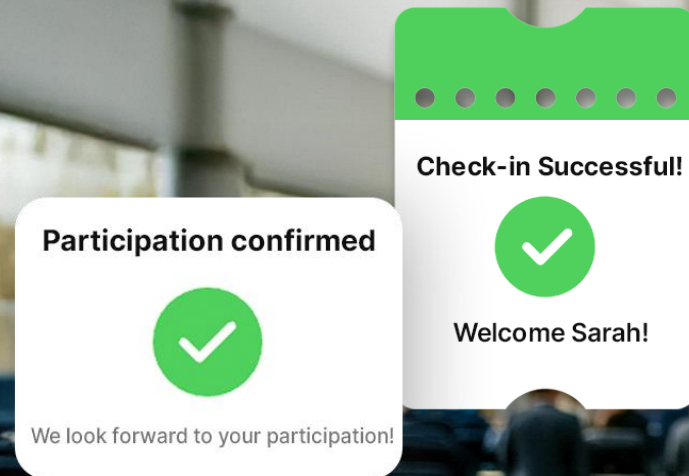




Polario

Your digital Event Solution

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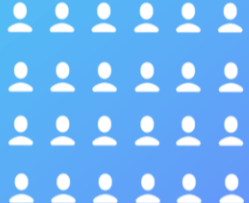
About Plazz AG

About plazz AG

- Agile development since 2012
 - High standards for user interface & user experience
 - Flexible & cost-efficient
 - GDPR compliant, ISO 27001 certified
- Approx. 240 B2B customers (framework agreements with 14 DAX companies)
- Developer of Polario
 - Comprehensive content, communication and interaction platform
 - Software as a Service in a no-code format
 - Rapid deployment with a no-code modular system
 - Managed through a single content management system
 - For iOS, Android and as a web app in all common browsers



2 ^{Locations}
Erfurt & Munich

 **40+**
Employees



SUPPORTED PROJECTS
Germany
• • • • •
A b r o a d



Automotive	Industry / Pharma / Retail	Finance & Insurance	Services	Public Authorities / Universities	PCOs / Agencies	Associations & Organizations
						
						
 PORSCHE						
 Mercedes-Benz						
						
						
						



Our Philosophy

Vision

We develop scalable SaaS solutions for complex organizations with demanding requirements for stability, data protection and governance. Our aim is to structure digital processes so they can be operated reliably, efficiently and sustainably—even in regulated and security-critical environments.

Mission

Our platform empowers organizations to independently implement digital communication and event formats in an auditable and scalable way.

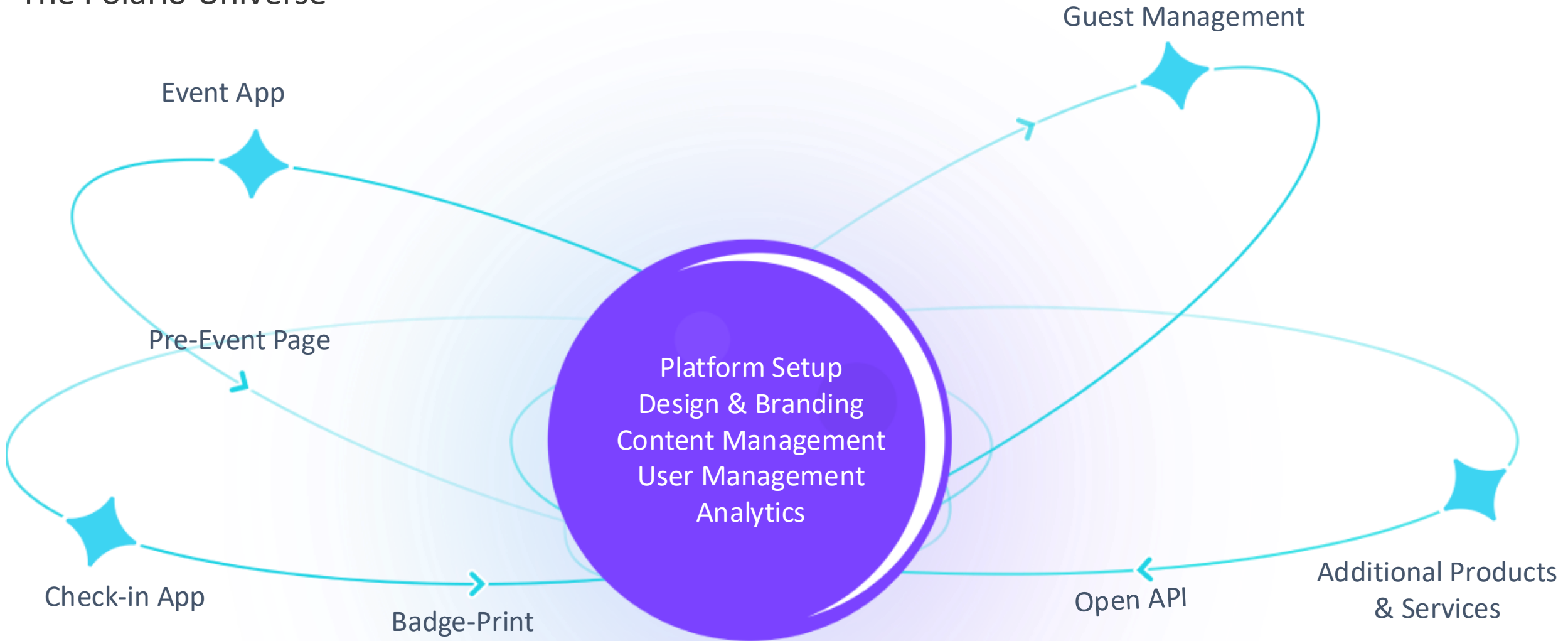
Our goal is not merely to provide technology, but to establish digital standards that increase your efficiency and transparency over the long term.



Unsere USPs



The Polario Universe





COMMUNICATION THAT CONNECTS AND ENDURES

Polario delivers modularity at the touch of a button,
because communication is always evolving!



Multipurpose
Approach



Live Feature
Configuration

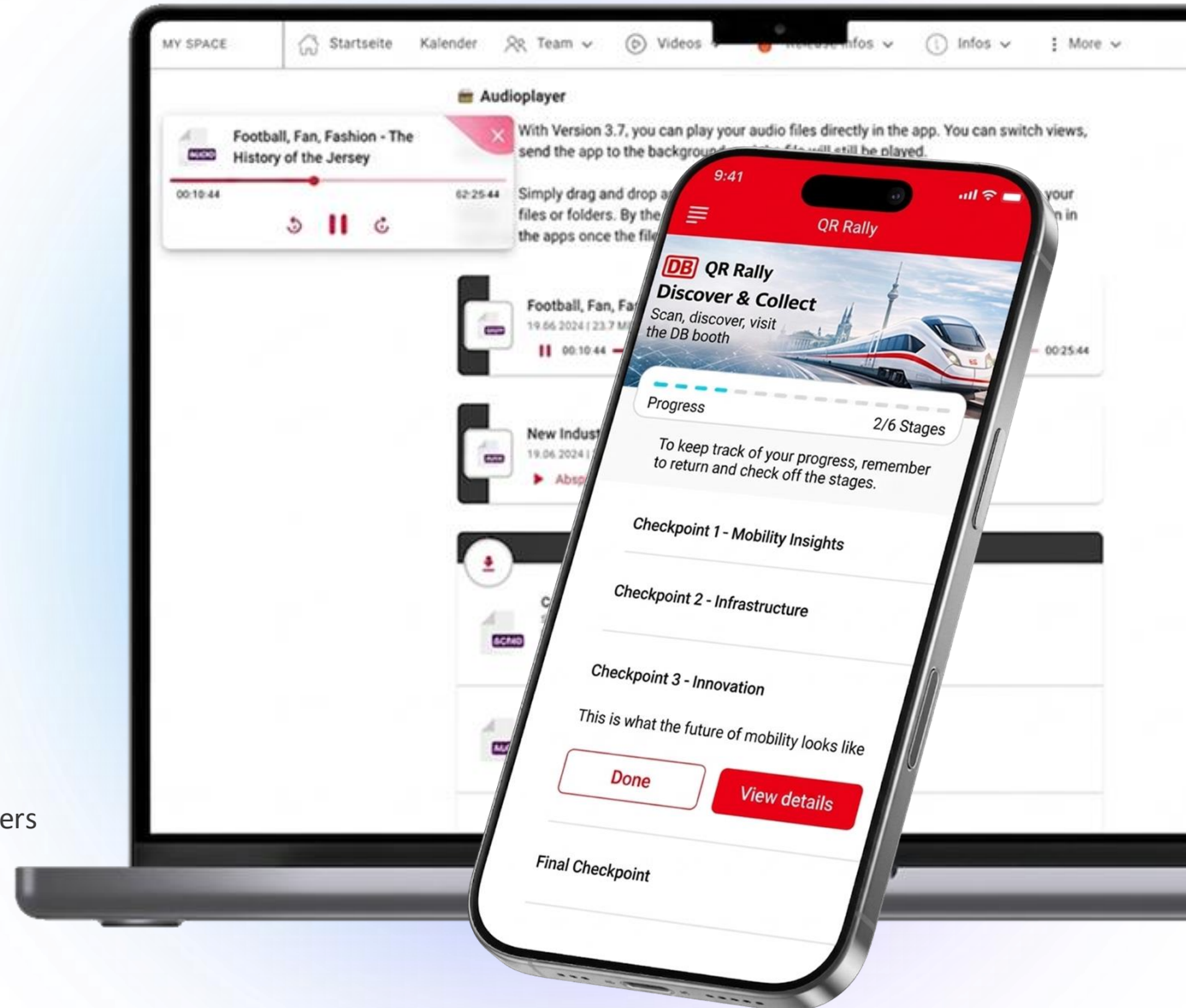


Rapid
Deployment



Open to Your Development Requests

- Interfaces
 - Integrate content using our open RESTful API
- Feature development driven by customers, too
 - Examples: podcasts, journeys & gamification
 - Features of this kind are also made available to the entire customer base
 - Synergies: You also benefit from individual customer requests
- Custom feature development
 - Connection and integration of selected external services/partners
 - Adaptation of existing features to your requirements



Feature Highlights



Inform

 = Premium Feature

Agenda

The agenda gives users an overview of the current program. They can find all presentations with the corresponding room and time information and switch between days and categories.



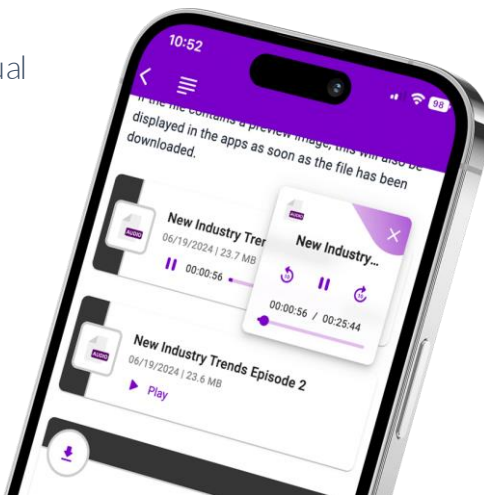
- Category & room filters
- Comprehensive presentation details

Podcasts

Use the integrated audio player to bring podcasts directly into your app. Users can play episodes, switch between categories and continue using the app thanks to the mini player.



- Flexible playback of individual files or entire series
- In-app navigation while listening



Bookings



Use the booking feature to set capacities for selected agenda items and give users the opportunity to register for limited-capacity presentations, workshops and similar sessions.



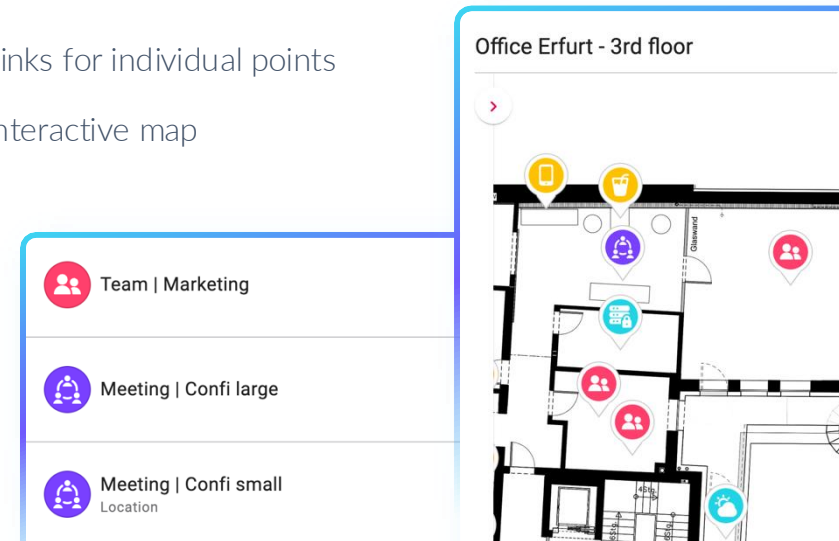
- Bookings at a glance
- Management in the CMS

Maps

Points of Interest let you store multiple interactive maps in the app. Each point on a map can also include a link with additional information.



- Links for individual points
- Interactive map





Interact

 = Premium Feature

Polls

Integrate voting tools to collect real-time data—for a Q&A session, workshops or feedback. Results can be evaluated as bar and pie charts.



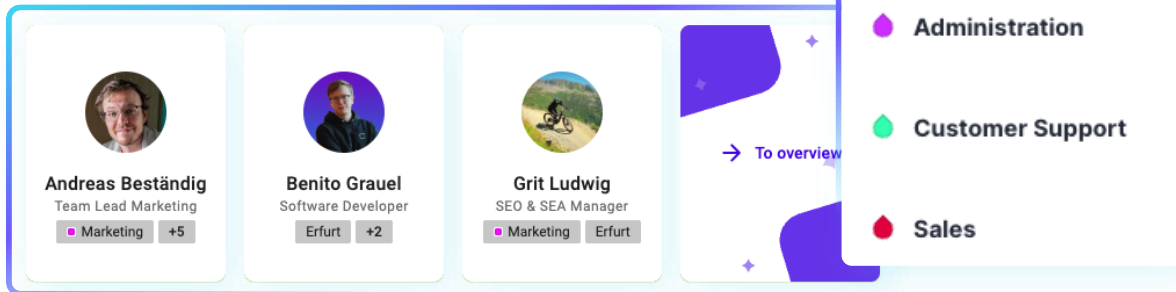
- Support for various tools
- Integration at many points in the app

Matchmaking

Matchmaking helps visitors find relevant contacts faster. Users assign themselves tags based on the “I’m looking for” and “I offer” principle and receive an overview of their best matches in the app.



- Independent user tagging
- Tag management in the CMS



Appointments



Enable your guests to book meetings independently and request appointments with one another. This is especially useful for networking and works perfectly with the matchmaking feature.



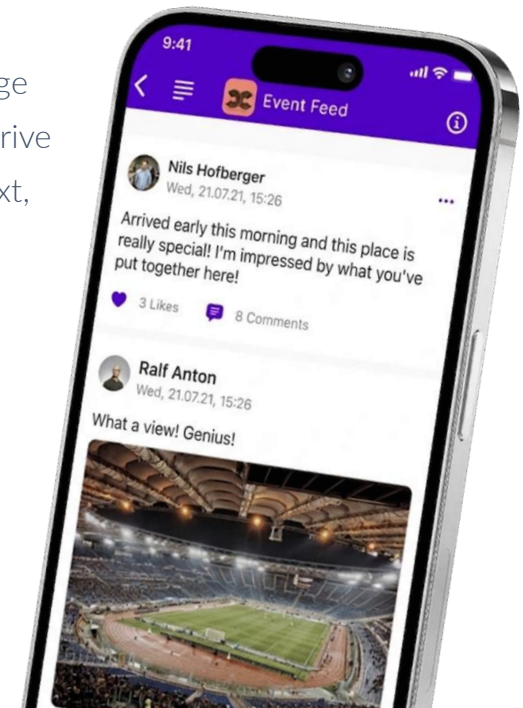
- Individual appointment booking between guests
- Ideal for networking events

Social Feed

Bring topics together in one place and encourage interaction among users. Comments and likes drive engagement, while posts can flexibly include text, images, video, links or files.



- Posts with text, images, videos, links & files
- Overview of selected feeds & flexible integration





Communicate

 = Premium Feature

Push Notifications

Inform your guests about changes and other news. Messages can contain links to app content and are stored in the Notification Center after being sent.



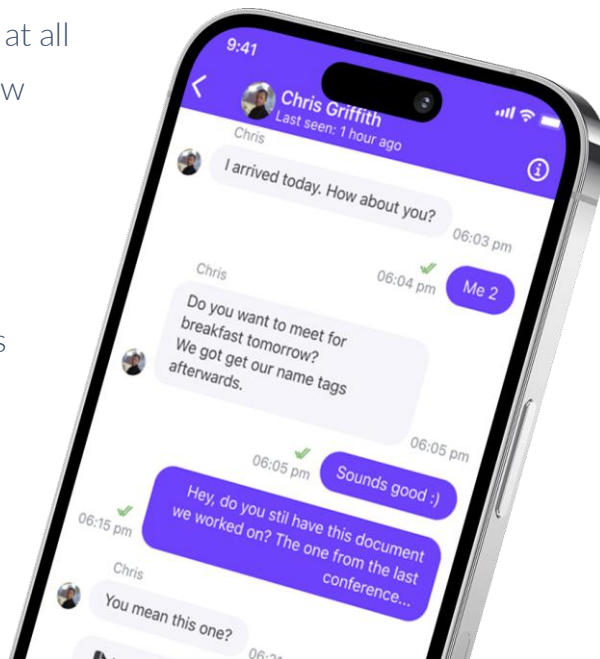
- Delivery to all platforms
- Saved in the Notification Center

Chat and Group Chat

The in-app chat keeps users connected at all times. Push notifications are sent for new chats, so no message is missed.



- One-to-one and group chats available
- Push service for messages



Languages

Make your app multilingual and accessible internationally. Automatic AI translations, a customizable glossary and flexible localization ensure an excellent user experience in every language.



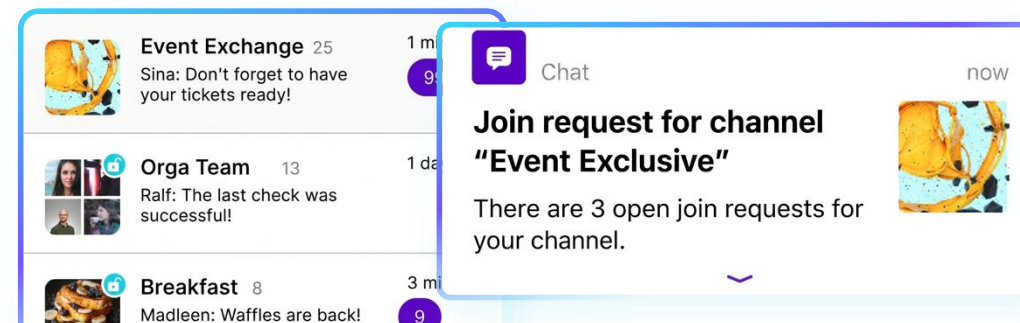
- Support for numerous languages
- Individual localization for an optimal user experience

Channels

Give guests a simple way to collaborate and communicate. Whether channels are public or private, users can join, share content and communicate efficiently.



- Open or approval-based channels
- Sharing images, videos, links & documents





Monetization

Sponsors

Integrate your sponsors into the app and, if desired, organize them into categories such as Gold Sponsor, Platinum Sponsor or custom names.



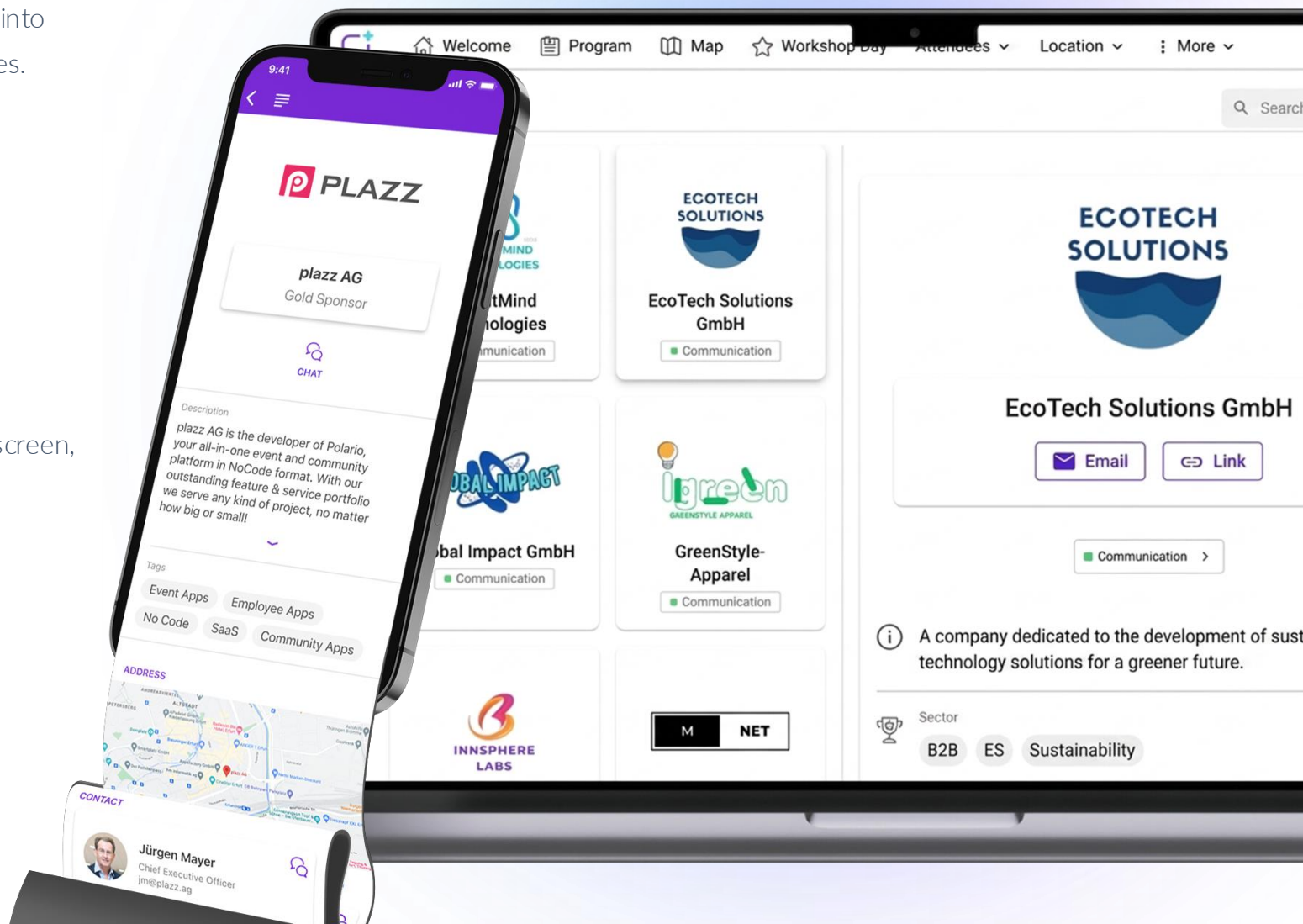
- Various display options
- Links to sponsors

Advertising Spaces

Use the wide range of display options in our solution as advertising spaces for partners and sponsors—whether as a logo on the home screen, in the menu or via a link to a dedicated page.



- Effective monetization options
- Wide range of placement options





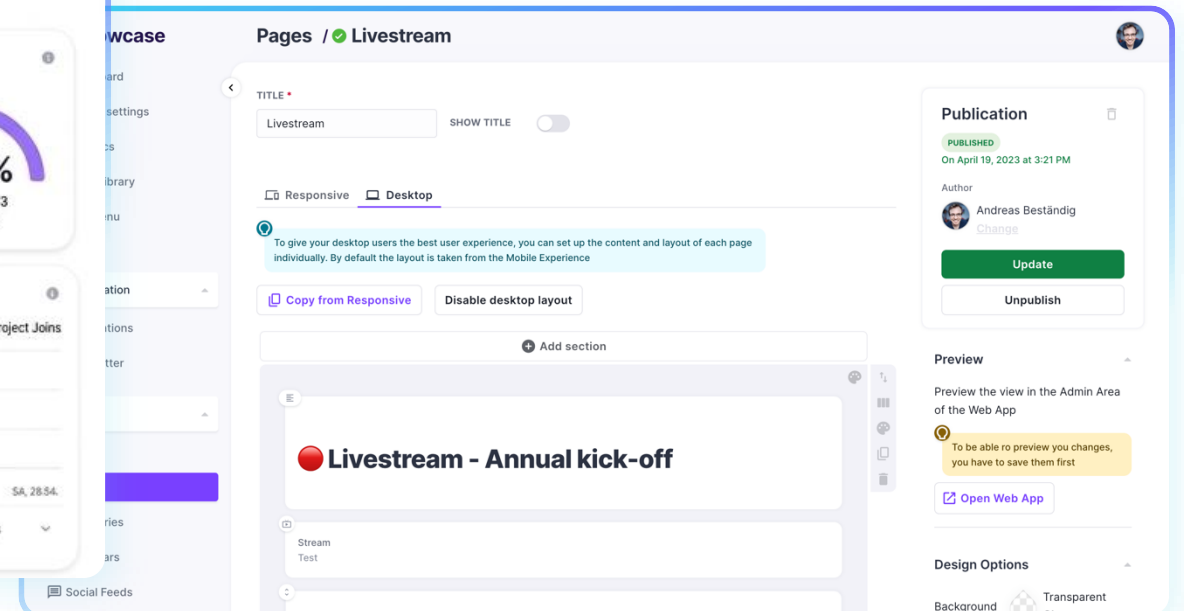
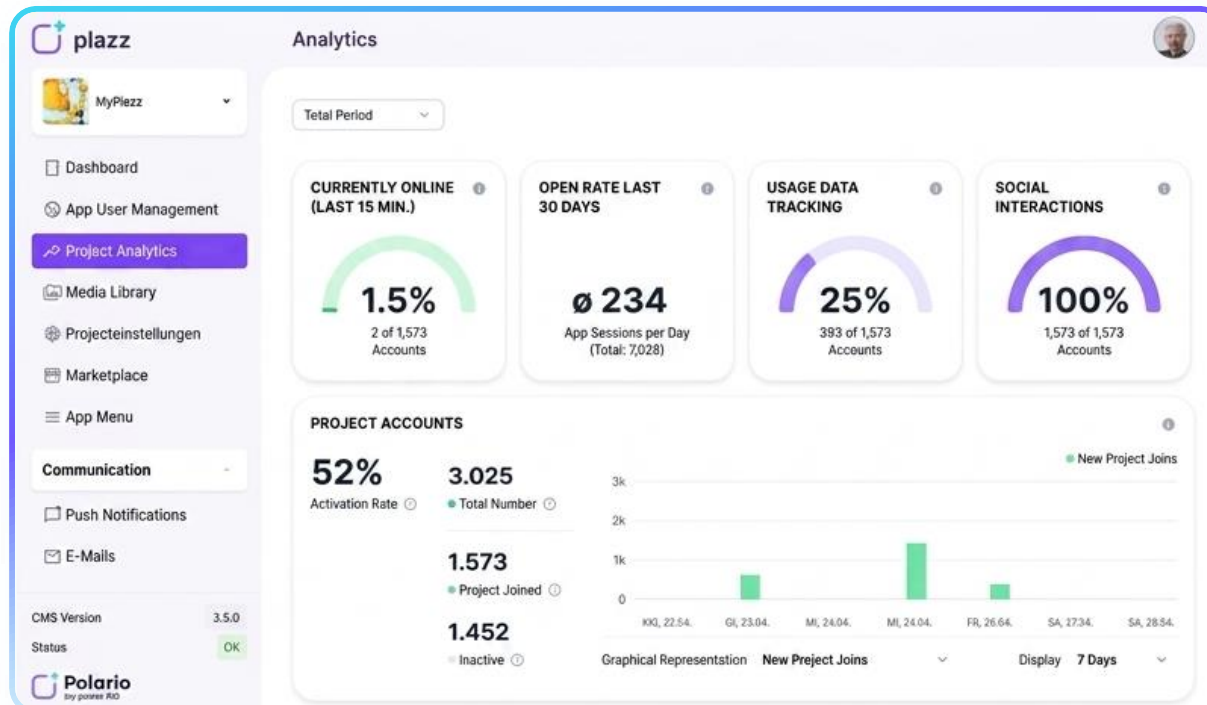
Full Control over Content, Design & User Management

The Content Management System (CMS) is the heart of Polario.

Thanks to drag and drop, tooltips and tutorials, the app is intuitive to edit—with up to 90% of the content customizable.

Participant import lets you quickly integrate large groups and, if desired, send a welcome email with access details.

- Comprehensive import functionality
- Flexible customization of content and design
- Immediate application of changes
- Export functionality for various content types
- Group-specific content delivery
- Analytics functionality





Targeted Content for Every Audience

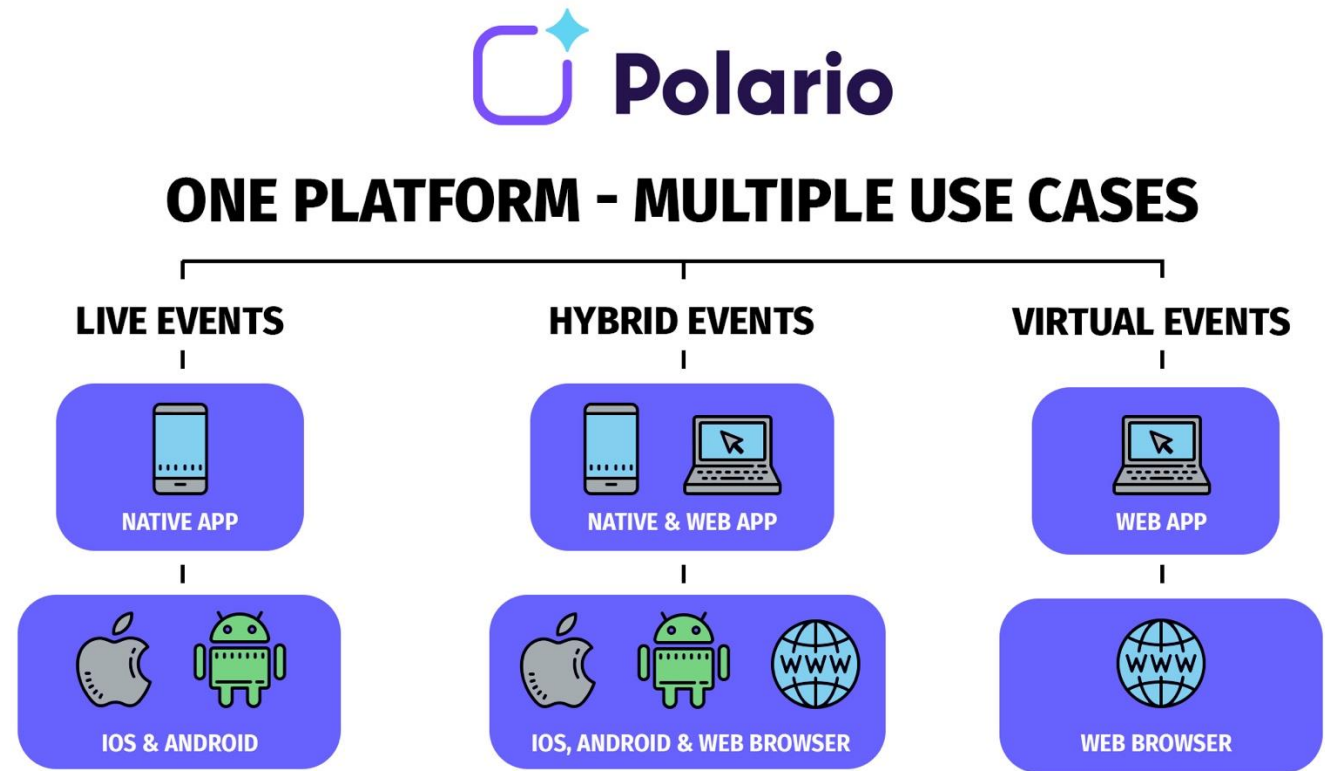
Polario enables precise content delivery across iOS, Android and the web. Flexible group structures allow you to provide tailored information for in-person and online participants and connect both groups seamlessly.

In-Person Features:

- Easy usability with native apps
- QR code for check-in
- Directions
- Map
- Agenda with room overview

Virtual Features:

- Easy usability through the web version
- Live streams
- Virtual breakout sessions
- Virtual networking opportunities
- Digital presentation of exhibitors





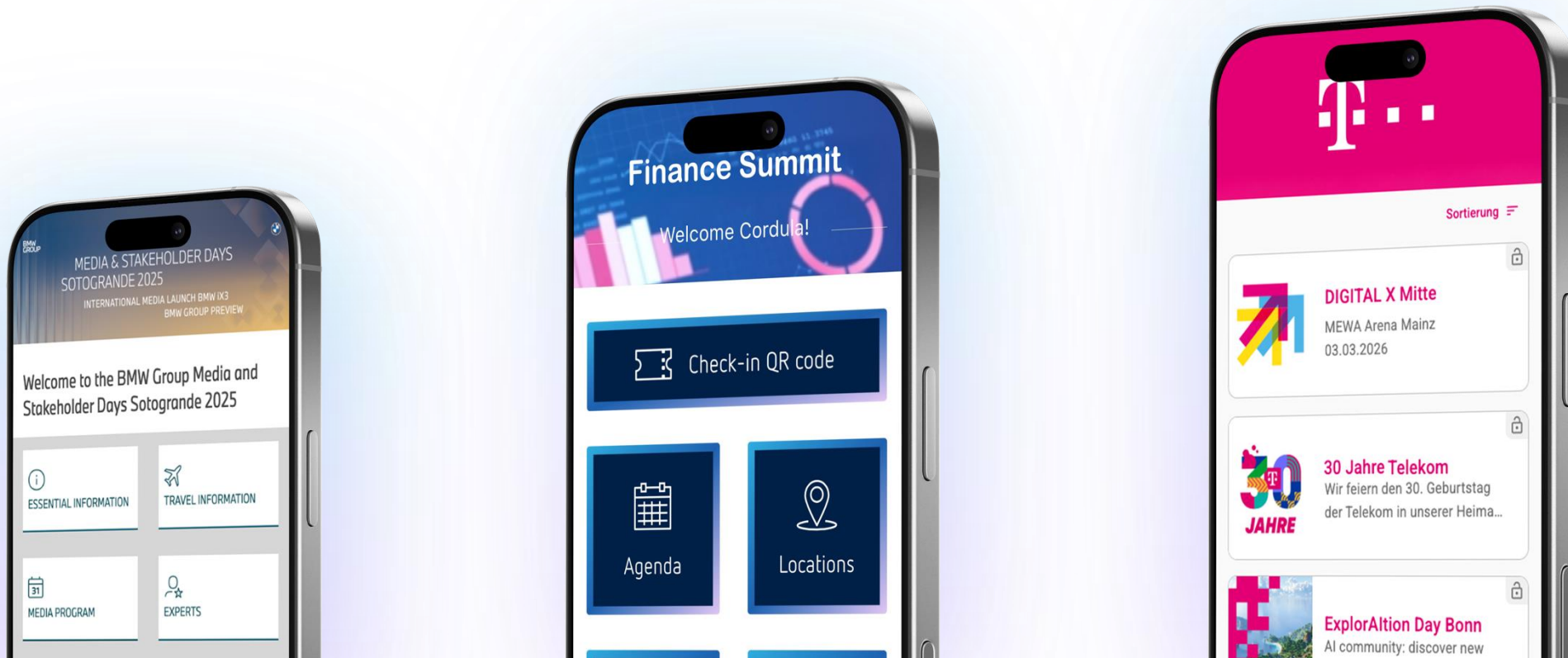
Your Branding, Your Rules—Tailored App Design

Design your app in your own corporate design—from the start screen and app icon to the color scheme.

The personalized home screen provides all key time- and location-specific information.

The clear app menu keeps all content structured and accessible, creating an optimal user experience.

- High degree of app customization
- Custom fonts (custom app only; additional charge)
- Bundling key content on the home screen
- App menu for clear navigation
- App icon & custom pages





Two Routes, One Goal: Perfect App Placement

Available on iOS, Android & Desktop

App in the Polario Hub

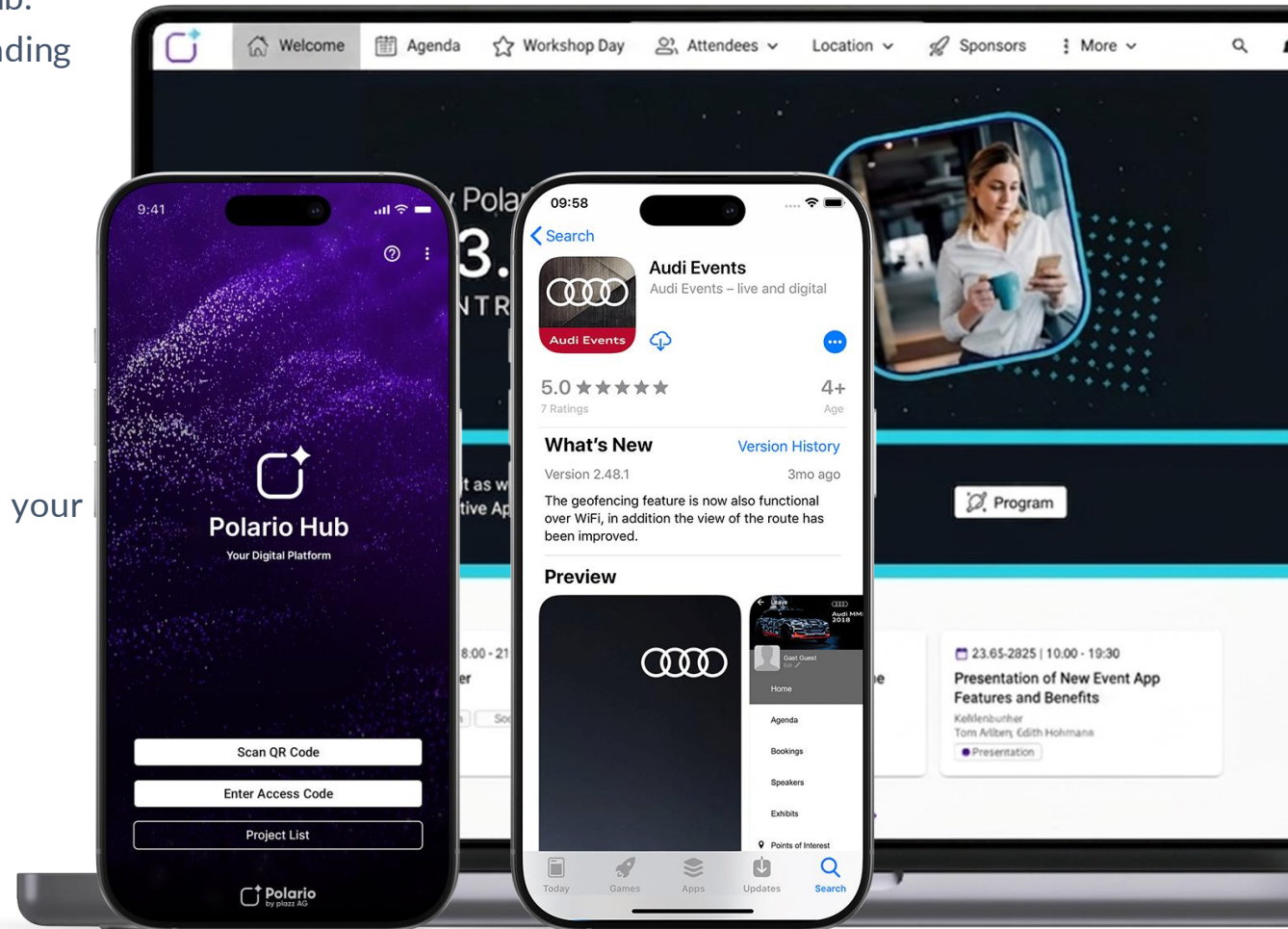
The Polario Hub lets you provide your event without the effort of an additional app. The event is published within the existing Polario Hub. Participants use a code to unlock events—while your individual branding remains intact.

- Download the app from official stores as usual
- Rapid implementation of short-term projects
- No lengthy app-store registration

Custom App

Independent branding from start to finish. Publish your app through your own developer accounts. Our support team helps you set up the developer accounts and launch in the app stores.

- Control over app publication
- Your own app icon and description in the app store
- Faster app access for your participants





Features at a Glance

Information

- Home screen
- Pages
- Calendar / agendas
- App menu
- Documents
- Directories
- Map
- Galleries
- Notice board
- Videos
- Exhibitors
- Sponsors
- Podcasts

Communication

- Chat & group chat
- News
- Social feed
- Channels
- Push notifications
- Email communication
- Multi-channel communication

Interaction

- Livestreams ★
- Forms/Questionnaires
- Polls/Voting
- Journeys ★
- Appointment scheduling ★
- Matchmaking ★

Administration

- CMS
- Rights & role management
- Login
- Account management
- Groups
- Integration
- Person import
- Tags
- Admin area
- Design & customization
- Accessibility
- Analytics*
- Multilanguage ★

Open Platform

- API
- Headless CMS
- No Code
- Polls/Voting

★ Premium

* Beta or in development

Project Management

Reliable Support for Your Event Solution

- Onboarding & project management
- Content maintenance & support
- On-site service, remote support & remote standby
- A central project contact
(German & English)
- Available by email and phone
- Comprehensive knowledge base and tutorials
- Regular feedback sessions and a continuous improvement process



Our project managers provide:

- Maximum service and flexibility
- Structured working methods
- Many years of project-related professional experience
- Technical expertise
- Customer leadership and experience





COLLABORATION

A Smooth Start to a Strong Partnership

- Rapid onboarding to the CMS with prompt deployment
- Broad feature set for every use case
- Close collaboration with a dedicated project manager
- Regular feedback to ensure success
- Many years of industry experience
- GDPR compliant and numerous certifications
- Made, Managed & Hosted in Germany



References

Diese Kunden nutzen Polario bereits erfolgreich!



BMW – Auto China Shanghai

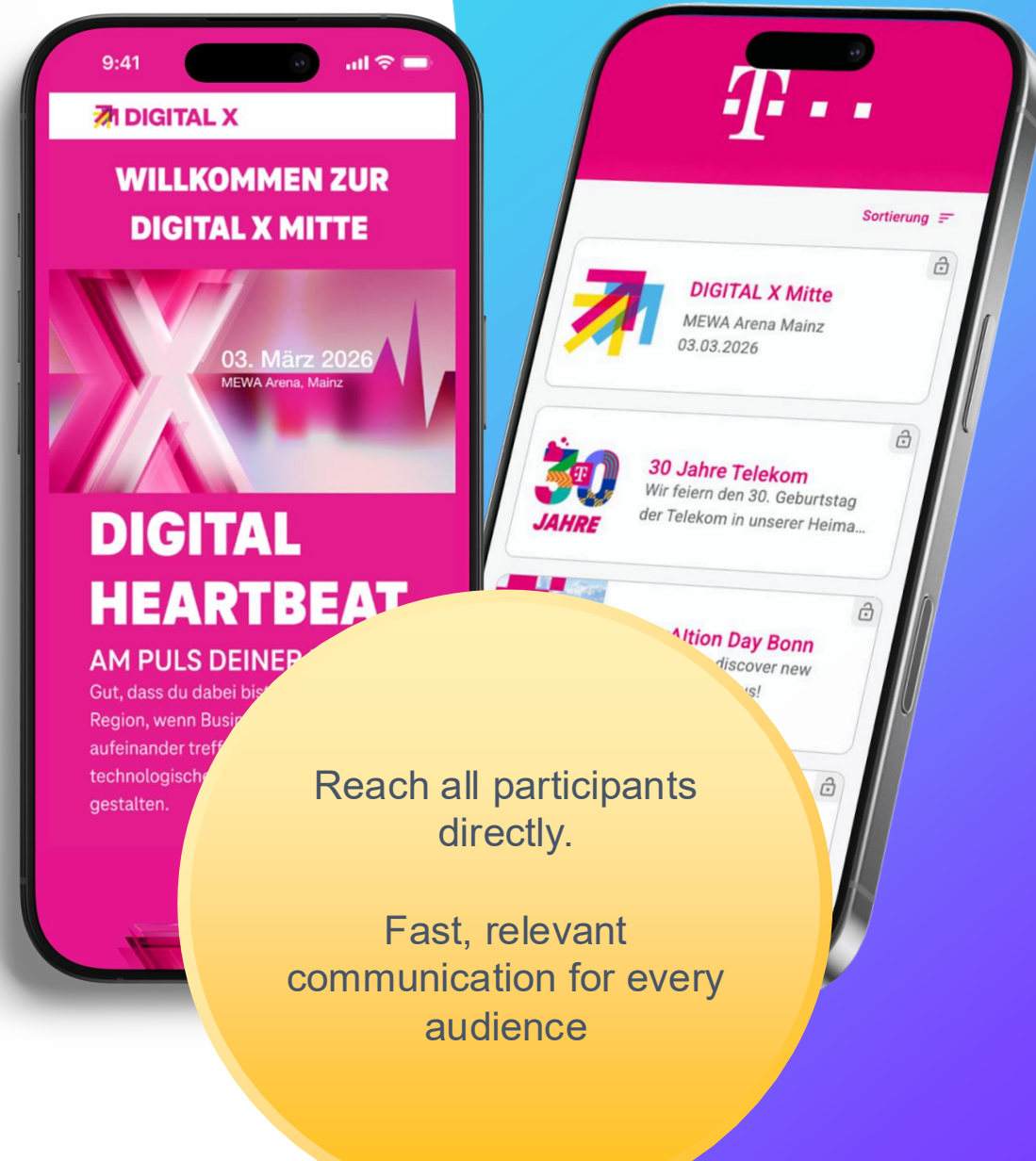
Telekom – 30 Jahre Feier



Big Bang KI Festival

Deutsche Telekom AG

- Framework agreement for a multi-event app for various formats
- In use since 2017
- For participant numbers from 100 to 10,000
- Used for events including Telekom's 30th anniversary and Digital X
- Use of the following features:
 - Participant directories, document storage, general information
 - One-to-one chat, chat channels and a social wall
 - News features and push notifications
 - Polls and feedback
 - Integration of live streams for events
 - Use of SSO login



Deutsche Telekom

Testimonial

The platform has enabled us to establish a consistent event infrastructure that significantly simplifies both planning and delivery. Its excellent usability is particularly noteworthy, enabling our specialist departments to manage content independently and flexibly.

Our collaboration has always been professional, solution-oriented and characterized by a deep understanding of our specific needs. Continuous development has steadily optimized the platform and adapted it to new requirements.

Overall, the solution has proven to deliver substantial operational and financial value.

We recommend the collaboration and the solutions used without reservation.



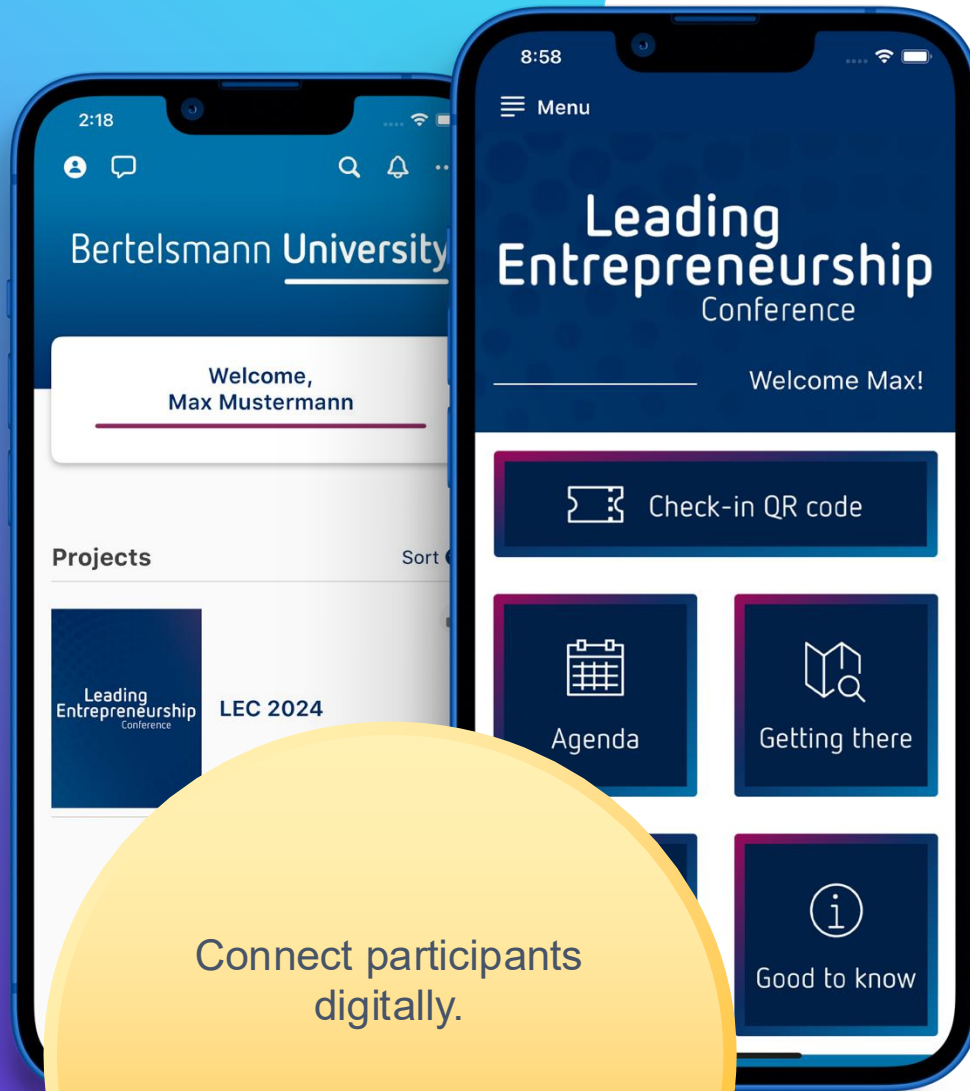
Hans Christian Schwingen
Corporate Communications & Marketing



REFERENCE

Bertelsmann University

- Year-round event platform for employees and external participants at Bertelsmann University
- Events—whether live, virtual, or hybrid
- Features Used
 - Agenda, location maps, travel information, speakers, PDF archive, and more
 - Networking, Q&A sessions, surveys, channels for discussing specific topics, photo galleries, and more
 - Push notifications, news, chat, and group chat
- Use of a contactless check-in app for participant registration + digital ticket



Connect participants
digitally.

Streamline and simplify
admission management.

REFERENCE

SPOBIS 365 Community

- Continuous use of the SPOBIS Community
- since 2019, for up to 10,000 members
- In use since 2019.
- Used simultaneously for SPOBIS, Europe's largest annual sports business event, with the following features:
 - Member directories, document storage, general information
 - One-to-one chat, chat channels and a social wall
 - News features and push notifications
 - Polls and feedback
 - Integration of live streams for events
 - Use of SSO login



SPOBIS

Testimonial

Compared with other IT projects, this one was less challenging thanks to the excellent collaboration. Challenges were successfully resolved together.

We have enjoyed working with plazz for more than six years. Our long-standing partnership has helped both sides develop a deep understanding of each other's working methods and expectations. This has made communication easier and accelerated decision-making.

The high level of professionalism and experience at plazz AG helped minimize risks. Overall, the project was a positive example of how successful IT projects should be run.

We are very pleased to recommend plazz AG and its solutions.



Sascha Thor Straten Wolf
Executive Management, SPOBIS GmbH



Secure Data. Clear Rules. 100% Compliance.

- Lasting collaboration with 14 DAX companies
- Own ISO 27001 certification
- Hosting in an ISO 27001-certified data center
- Successful TISAX assessment
- No data transfer to third parties/third countries
- Strict tenant separation
- Developed & supported in Germany
- BSI guidelines as the basis for our cryptography concept
- Compliance with the EU-wide DORA regulation



Secure Data Encryption



Strict GDPR
Compliance



Anonymized
User Data



Development and
Servers in Germany



Our Sales Team



Jürgen Mayer

Chief Executive Officer



Berra Eksen

Sales Director



Kevin Falkenhahn

Sales Manager



Lena Lucke-Bernsdorf

Customer Success Manager

Contact us!

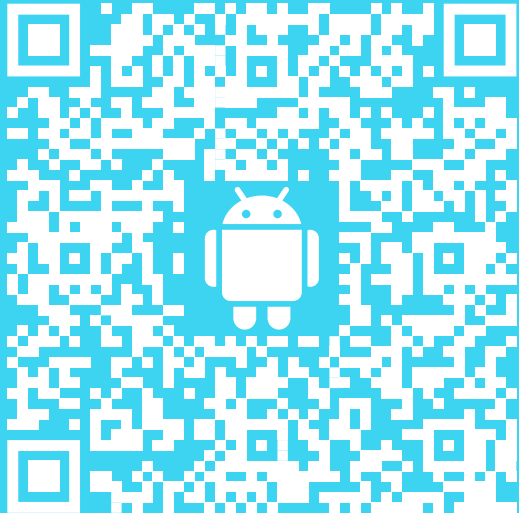
Email: sales@plazz.ag

Phone: +49 (0) 89 26 20 43 469



Try Polario Yourself!

Android



Web Address

<https://showcase.polario.de/app/>

Web



Login

demo1@plazz.net

demo2@plazz.net

iOS



Password

DemoUser!