



“IBM puts people on the ground with serious entrepreneurial and scale-up experience. Only IBM tried to meet our needs as a startup at our level.”

—Olivia Simmons, Cofounder and Chief Executive Officer, ConferenceCloud Inc.

Business challenge

To bring its virtual attendance platform to market, ConferenceCloud Inc. sought a cloud hosting solution with the bandwidth and computing power to deliver exceptional video streaming performance.

Transformation

After evaluating Amazon Web Services (AWS), Google and Microsoft cloud offerings, the company decided to team with IBM, joining the IBM Global Entrepreneur Program. The business launched its platform in an IBM® Bluemix® environment, developing interactive capabilities with IBM Watson® cognitive services.



Olivia Simmons
Cofounder and Chief Executive Officer
ConferenceCloud Inc.

Business benefits

Powers streaming

to virtual attendees worldwide with Bluemix bare metal server infrastructure

Drives innovation

with abundant resources and technology provided by the Global Entrepreneur Program

Gains a critical ecosystem

for continued business development and opportunities through coselling channels

ConferenceCloud Inc.

Streaming an interactive virtual conference experience powered by IBM Cloud technology

Established in 2014 and headquartered in Toronto, Ontario, ConferenceCloud provides a unified virtual attendance platform, bringing conferences, lectures and meetings to remote participants worldwide. Offering state-of-the-art live communications and networking capabilities, the company’s video streaming solution is designed to deliver a fully interactive conference experience to virtual attendees while helping organizers scale and improve event profitability.

Solution components

- IBM® Bluemix®
- IBM Watson® Developer Cloud
 - IBM Watson Natural Language Understanding
 - IBM Watson Personality Insights
 - IBM Watson Speech to Text

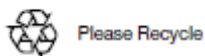
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