

Polario

Your app solution for event, member, and employee communication

COMPANY INFOS

About plazz AG

- Agile development for mobile Apps since 2010
  - High demands on user interface & user experience
  - Flexible & cost-effective
  - DSGVO compliant, ISO27001 certified
- About 250 B2B customers
  - Framework agreement with 14 DAX companies
- Developer of Polario
  - Comprehensive content, communication & interaction platform
  - Software as a service in no-code format
  - Fast deployment thanks to no-code modular system
  - Administration via a single content management system
  - For iOS, Android & as a web app in all common browsers

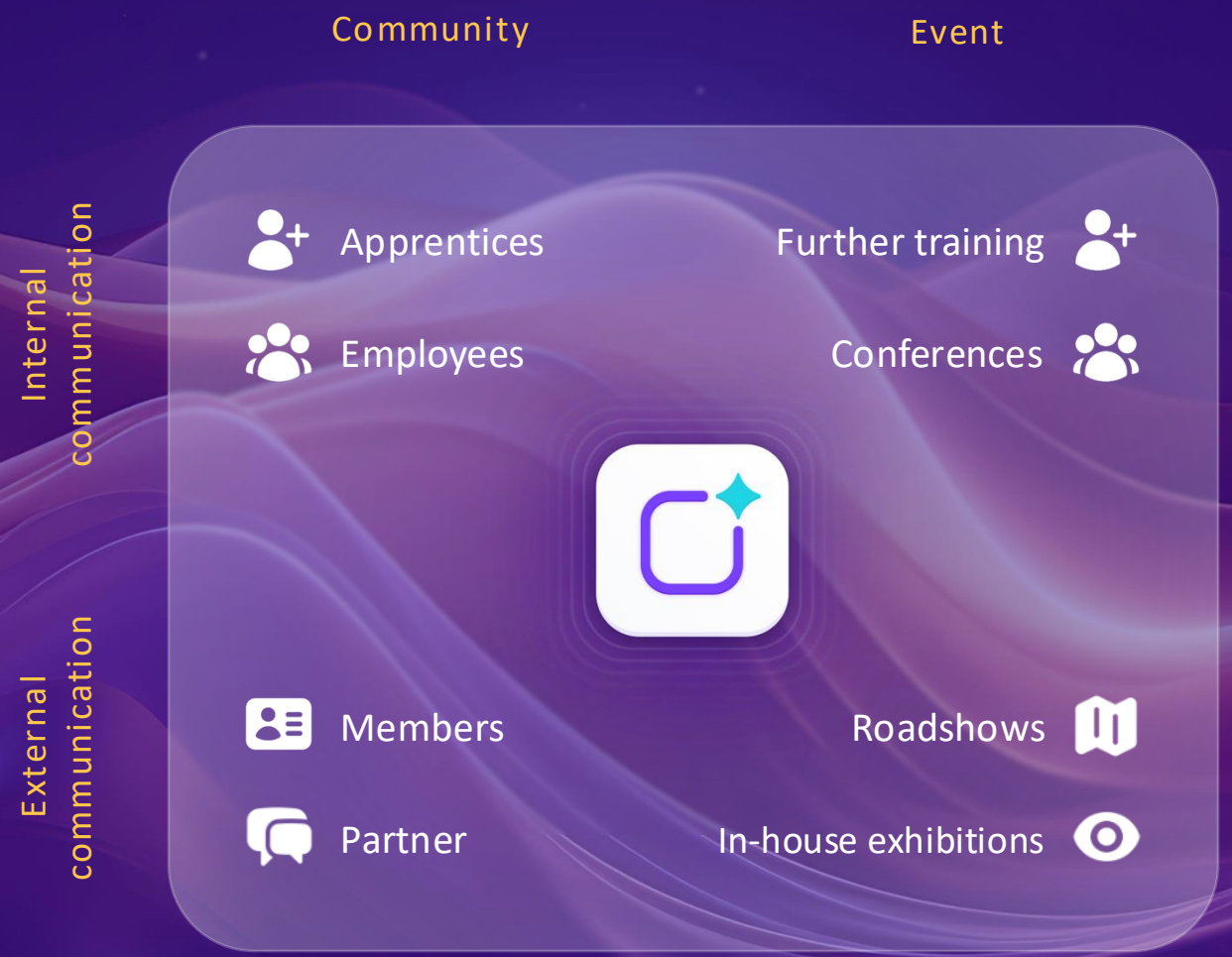






No-Code CMS

Polario unifies event, employee, and community communication in one platform. daptable as event app, employee app or generally any community app



CONNECT ALL

Polario maximises reach and supports cooperation.















Identical range of functions on all devices

Native apps for a seamless, intuitive user experience

ALL-IN-ONE

The Polario universe



APP DISTRIBUTION

Two ways, one goal: your app perfectly positioned!

Container App

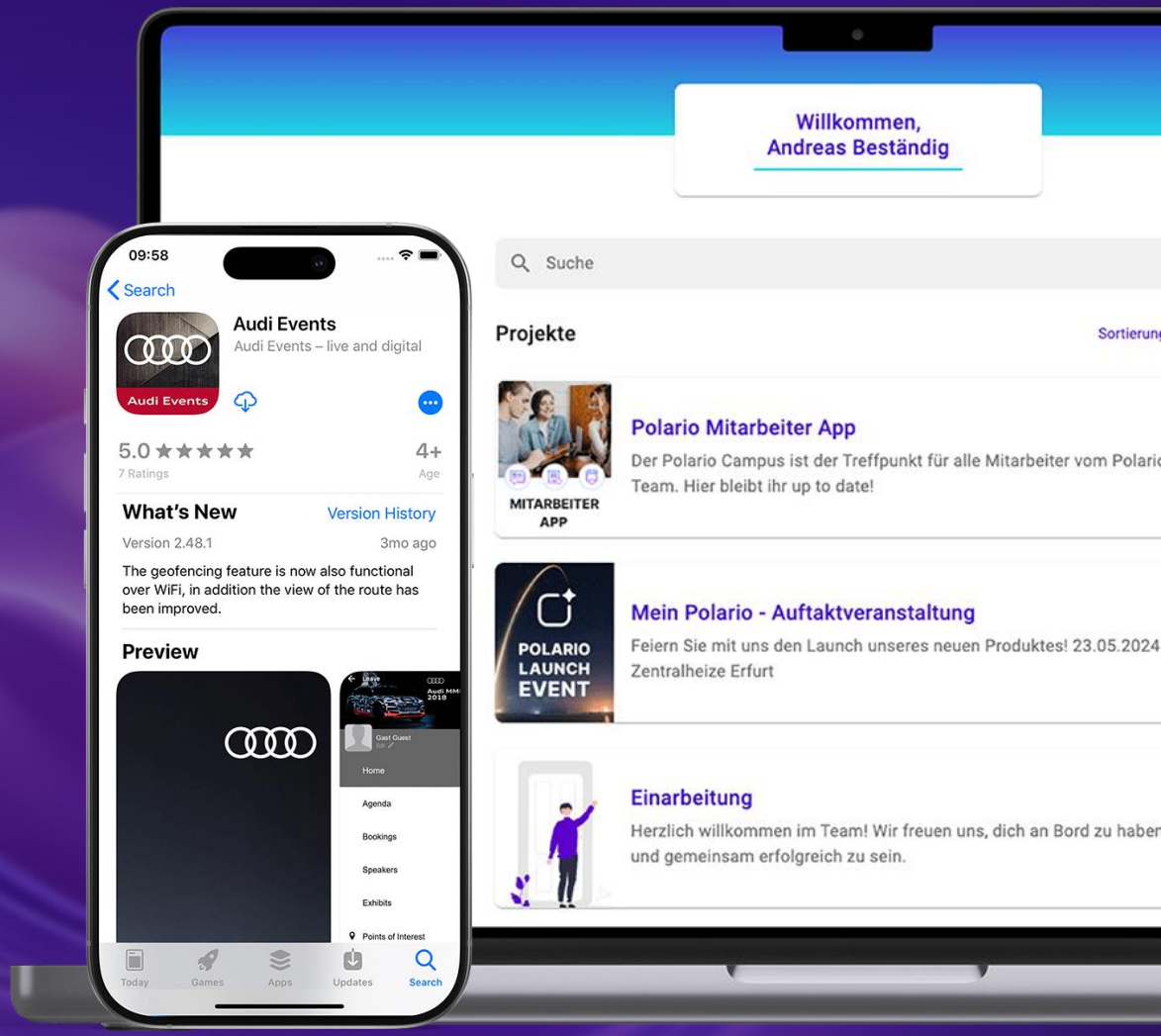
Publish your app quickly and easily with our Container App! Your events will appear in the Polario Events App. Participants use a code to unlock events – your individual branding remains intact.

- Download the app as usual from official stores
- Short-term projects can be implemented quickly
- No need for lengthy registration in app stores

Custom App

Independent branding from start to finish! Publish your app via your own developer accounts. Our support team will help you set up your developer accounts and launch your app in the app store.

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



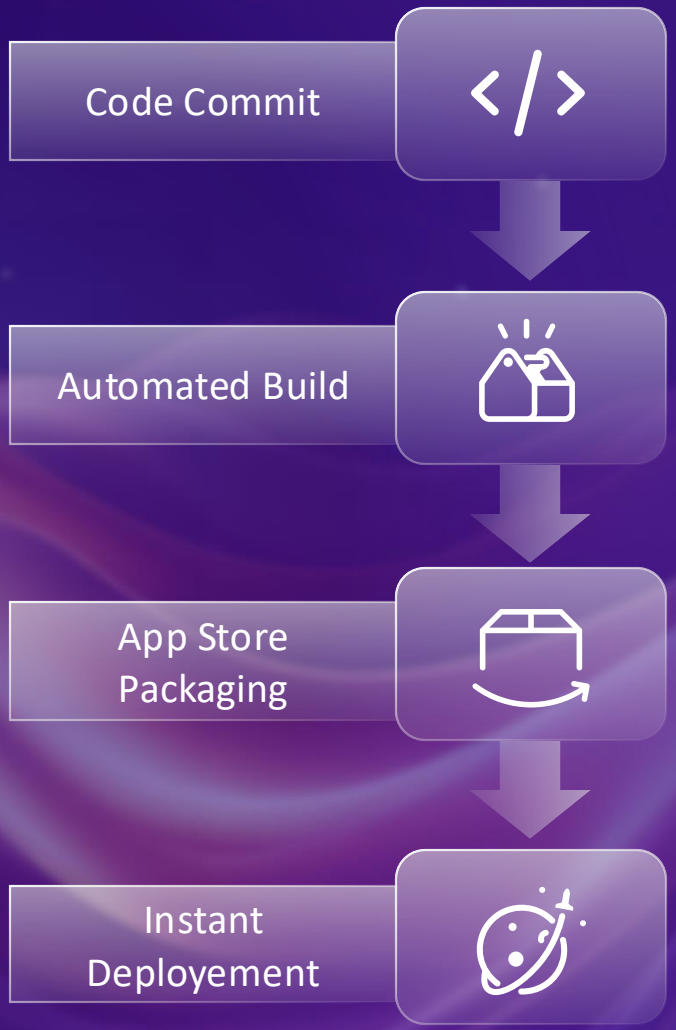
Customers

Automotive	Industrie / Pharma / Handel	Finanzen & Versicherung	Services	Behörden / Hochschulen	PCOs / Agenturen	Verbände & Vereine
Volkswagen	Pfizer	Allianz	Fresenius Medical Care	Bundesministerium für Bildung und Forschung	ig	DLR Deutsches Zentrum für Luft- und Raumfahrt
BMW	Merck	ERGO	TÜV NORD	giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH	BCD meetings & events	VDI
Porsche	Daiichi-Sankyo	Generali	Rödl & Partner	SIGS DATACOM Fachinformationen für IT-Professionals	facts and fiction	BME
Mercedes-Benz	Infineon	Gen Re	Roland Berger	Frankfurt School of Finance & Management German Excellence. Global Relevance.	TAILORMADE Emotional Brand Xperience	Stiftung Mercator
Bosch	Würth IT	Deutsche Börse Group	Hapag-Lloyd	HRW Hochschule Ruhr West University of Applied Sciences	act3	DAAD
Schaeffler	Lidl	Finanzgruppe	DSAG	hhu Heinrich Heine Universität Düsseldorf	BETTER DAY.	Engagement Global Service für Entwicklungsinitiativen
	Bahlsen	VersicherungsKammer Bayern	SPOBIS Home of Sports Business	RWTH Aachen University	ottomisu	BVOU

DEVELOPMENT SPEED

Automated Build Pipelines

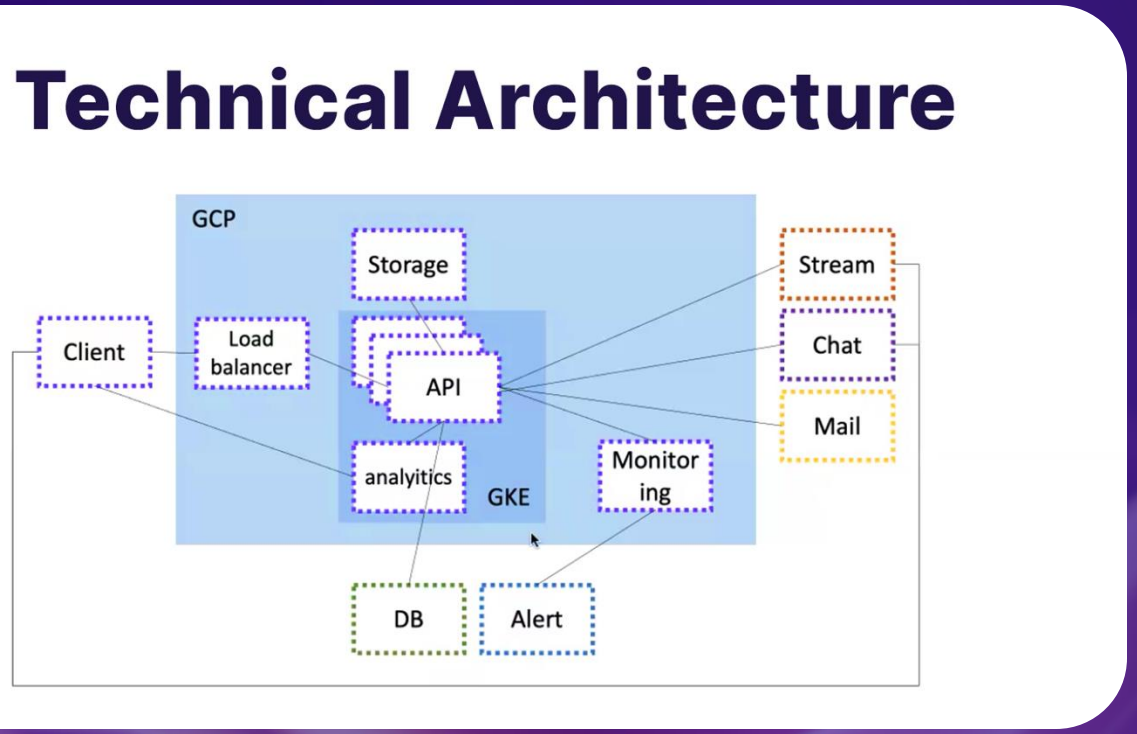
- Fully automated process for app builds
- Apps available within hours instead of days/weeks
- Simultaneous creation and maintenance of app instances possible
- Uniform standards, fewer manual errors
- Significantly lower costs per app build
- Automated compliance with Apple/Google Store guidelines
- Fast, reliable app delivery
- Hardly any competitor offers this level of automation in the B2B app builder environment.



Integrationen

API first & integration of services

- Single Page Applications (Web)
  - With Angular & NgRx
- Tech Stack of native apps (Kotlin & Swift)
- Open API for all functions
  - For external developments & connections
- Existing connections / integrations
  - User & rights management (SSO, etc.)
  - CRMs such as Salesforce
  - Ticketing such as doo, cts eventim, paylogic
  - Video conferencing platforms
- In addition to classic API use, also supports web views, deep links, and iFrames



State-of-the-art microservice architecture

Modular systems based on Go (Golang)

PRESENCE VS. VIRTUAL

Targeted content for every target group

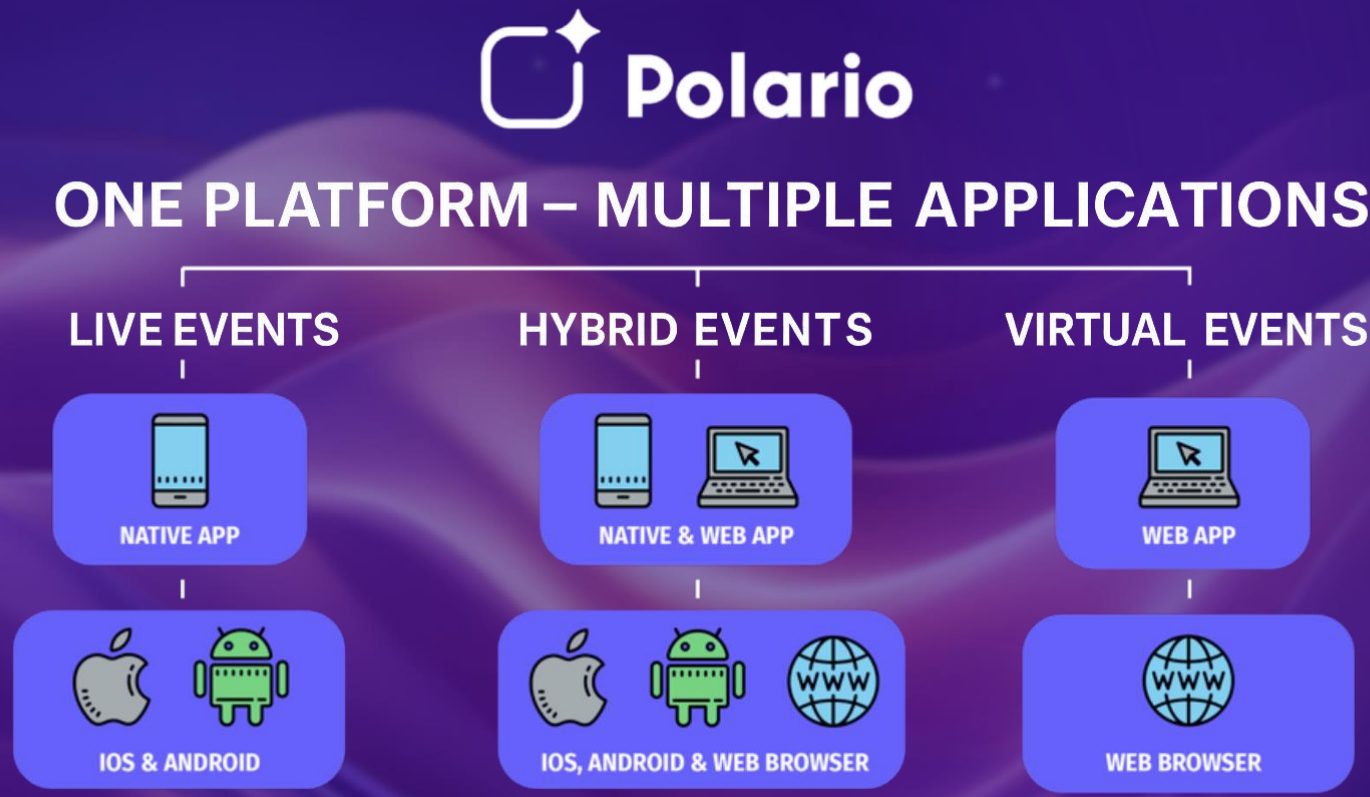
Polario enables precise content delivery via iOS, Android and the web. Thanks to flexible group structures, you can provide information individually for in-person and online participants and seamlessly connect both groups.

Presence functions:

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

Virtual functions:

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



Overview of features

Information

- Home page
- Pages
- Calendar/Agendas
- App menu
- Documents
- Directories
- Site 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
- Appointment scheduling*
- Matchmaking

Administration

- CMS
- Rights & role management
- Login
- Account management
- Groups
- Integration
- Person import
- Tags
- Admin area
- Layout & design
- Accessibility
- Analytics*
- Multilanguage*

Open platform

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

* Beta or in implementation

DATA PROTECTION & DATA SECURITY

Secure data. Clear rules. 100% compliance.

Thanks to our long-standing cooperation with 14 DAX-listed companies and numerous institutions, IT security and data protection are our top priorities.

In addition to our own ISO 27001 certification, we also use an ISO 27001-certified data centre with servers located in Germany for hosting. We also have a TISAX assessment and carry out regular penetration tests.

No data is transferred to third parties, and transfer to third countries is also excluded. There is a strict separation of mandates, and only German law applies.

All tools are developed and supported by our in-house team in Germany and can be managed worldwide via a single content management system.

The BSI guideline on cryptographic procedures forms the basis for our cryptographic concept. User data can be automatically deleted after a specified period of time.

We have already taken sustainable precautions to meet the requirements of the EU-wide DORA regulation.



Secure data encryption



Strict compliance with the GDPR



Anonymised user data



Development and servers in Germany

OUR SERVICE

Reliable support for your event solution

We offer a wide range of bookable services to provide expert support for your project and ensure maximum success.

To help you quickly familiarise yourself with our platform, we offer training materials and targeted onboarding.

With booked content support, we take care of the integration and maintenance of relevant content, such as user imports, agendas and more. We also support you in sending/managing invitations and processing questionnaires.

Our technical support is available to resolve issues quickly and efficiently. In addition, there is the option of a hotline for participants and a remote standby service to clarify any last-minute issues directly.

We offer our on-site service to ensure smooth implementation at the location. Whether it's printer setup, check-in or troubleshooting app problems, our team will make sure your event runs professionally.



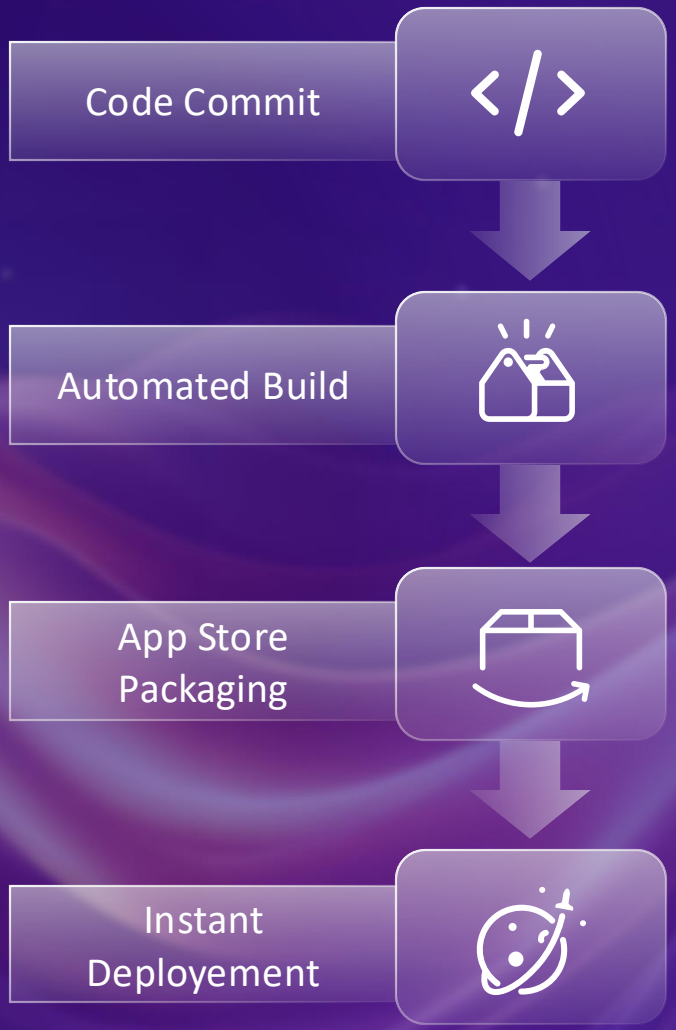
Our project managers offer:

- Maximum service and flexibility
- Structured approach
- Many years of project-related professional experience
- Event-specific training and industry knowledge
- Technical expertise
- Customer management and experience

DEVELOPMENT SPEED

Automated Build Pipelines

- Fully automated process for app builds
- Apps available within hours instead of days/weeks
- Simultaneous creation and maintenance of app instances possible
- Uniform standards, fewer manual errors
- Significantly lower costs per app build
- Automated compliance with Apple/Google Store guidelines
- Fast, reliable app delivery
- Hardly any competitor offers this level of automation in the B2B app builder environment.



Frontend Features

BOOST COMMUNICATION

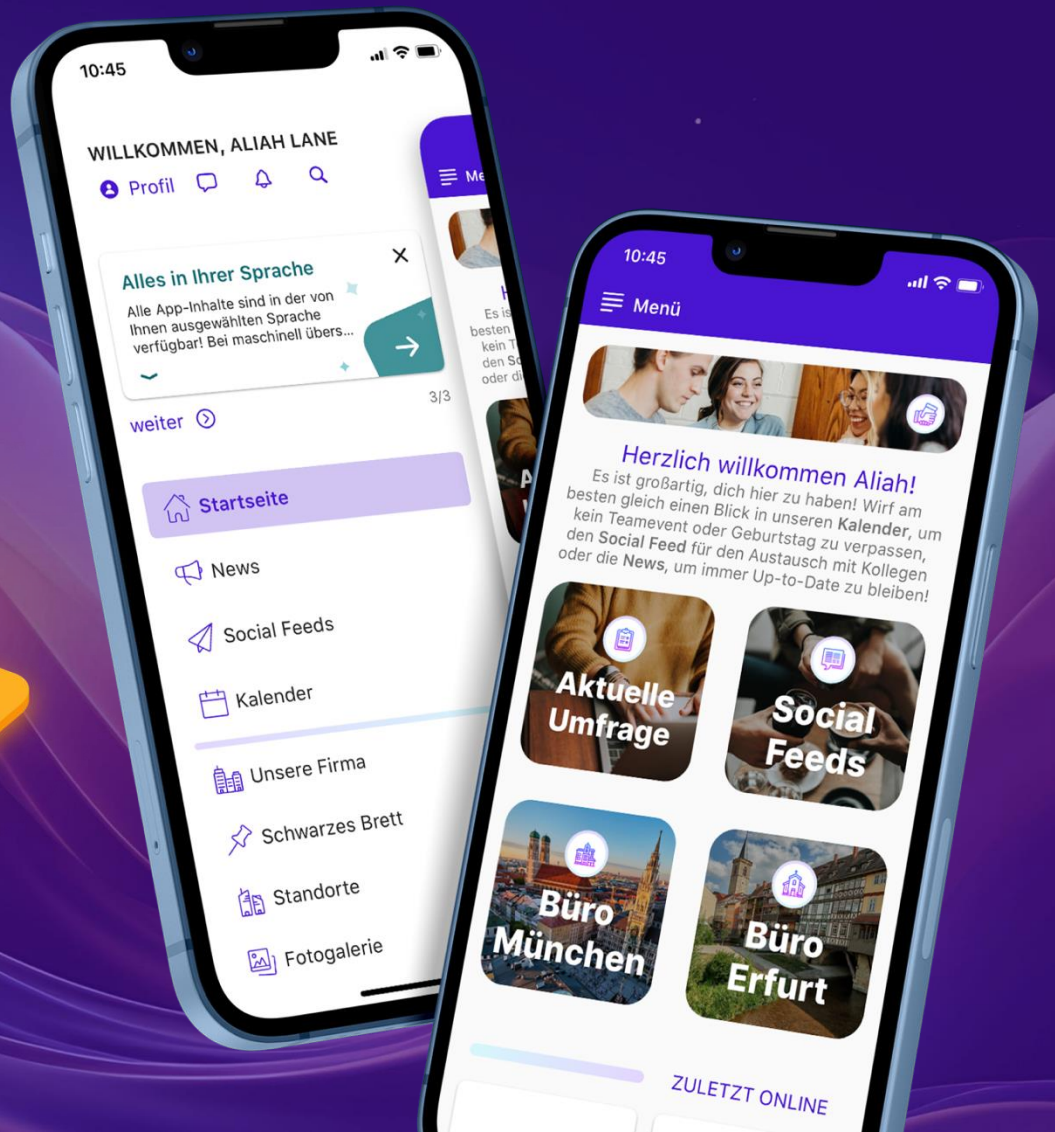
Polario is modularity at the touch of a button, because corporate communication is always on the move!

Multipurpose Approach

Live Feature Configuration

14 days until To the app





Usability & user-friendliness

Clarity, logic and intuitive operation

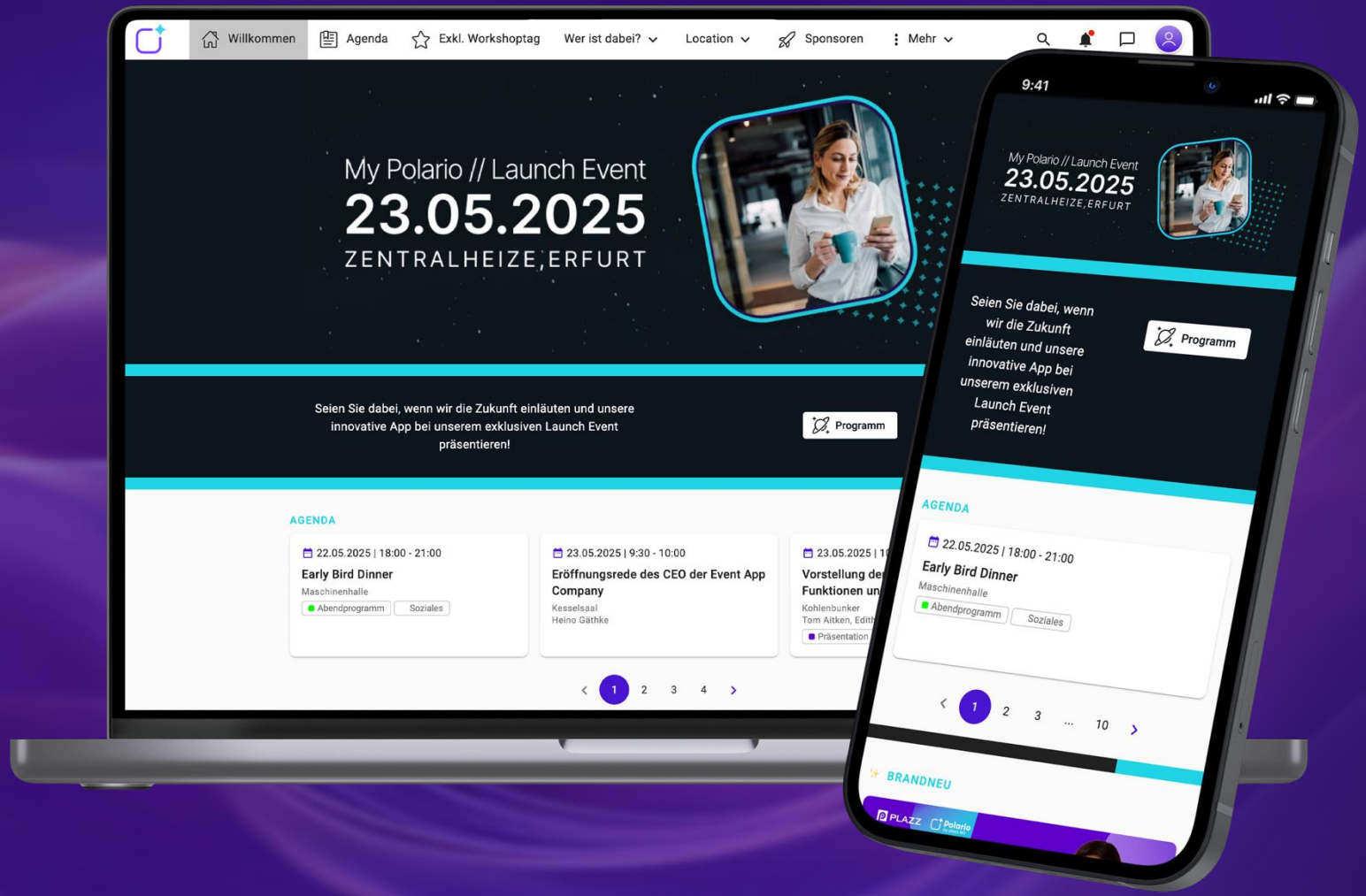
Clarity and presentation

of the essentials

Realisation in the customer‘s

corporate design

Browser app and mobile app



Features - Administrieren

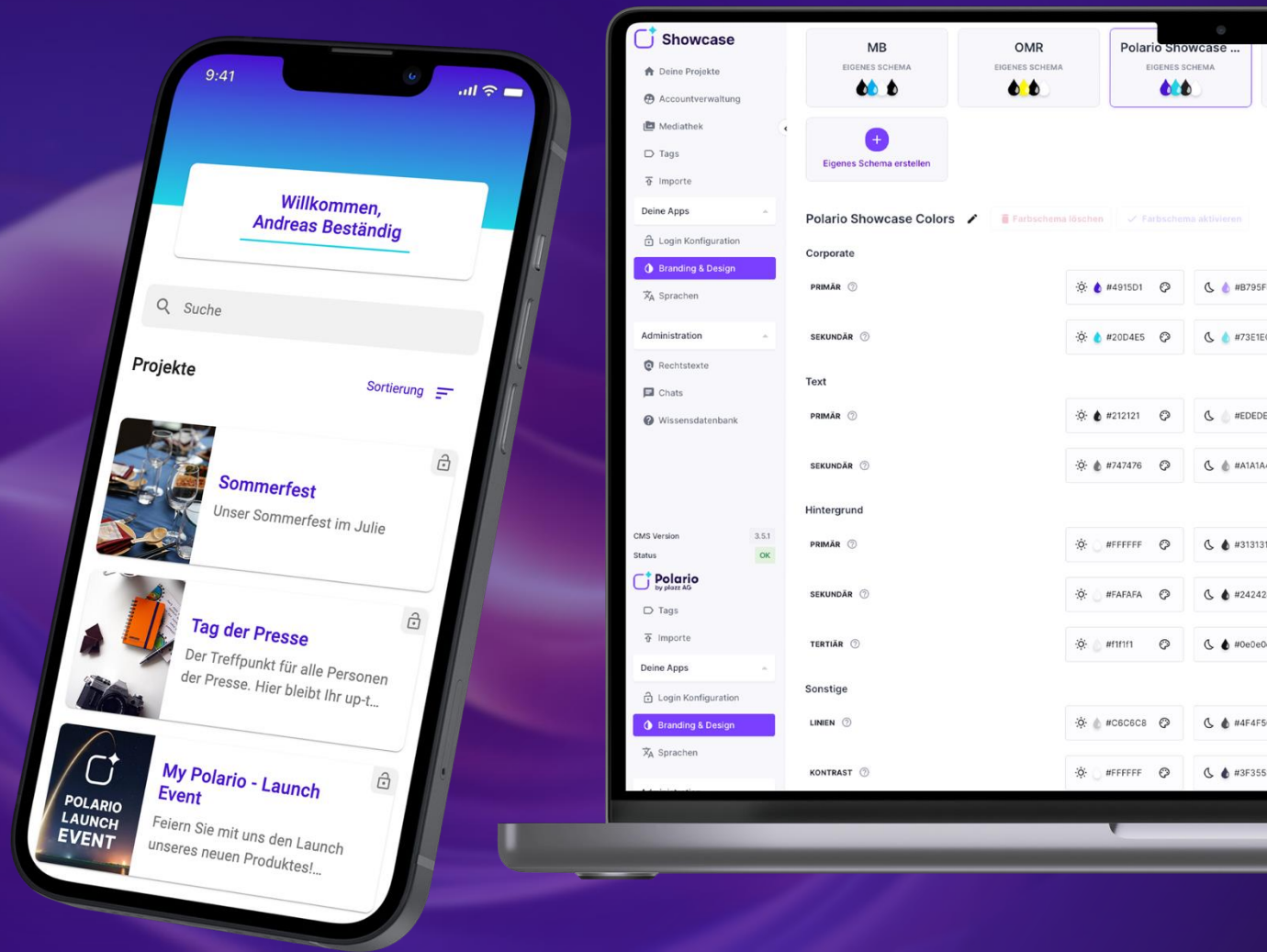
Global and location-based communication

Different access levels and authorisations

Regulation of visibility via groups

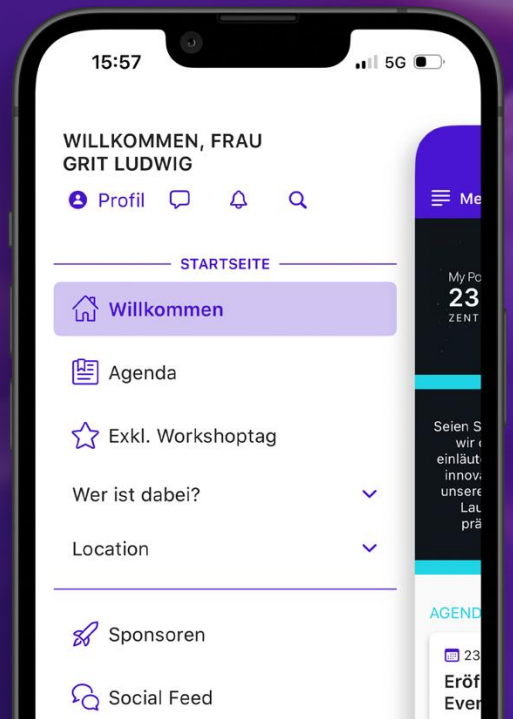
Customised news articles with

push notification and feedback function



Information processing

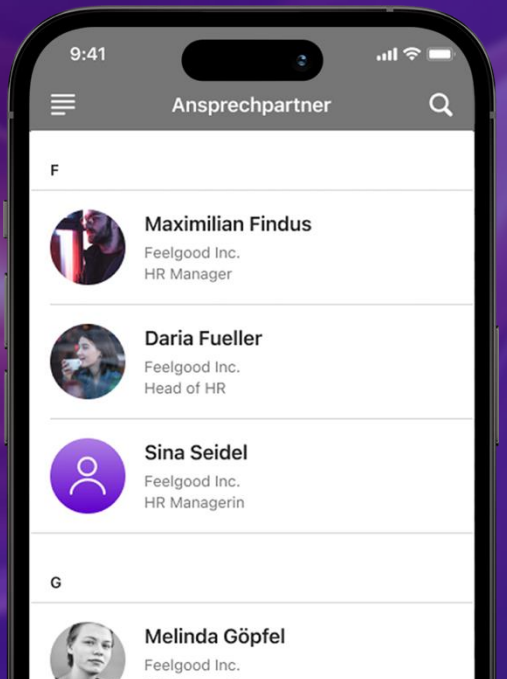
Flexible menu per project



News Article Overview



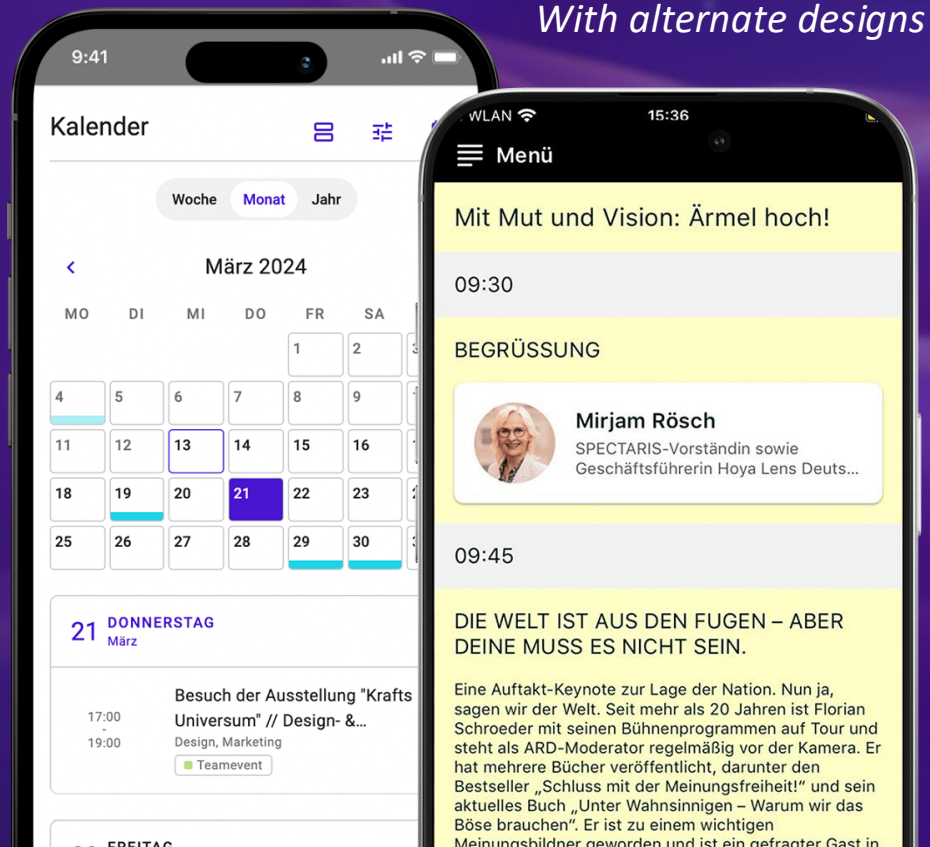
Individual participant directories



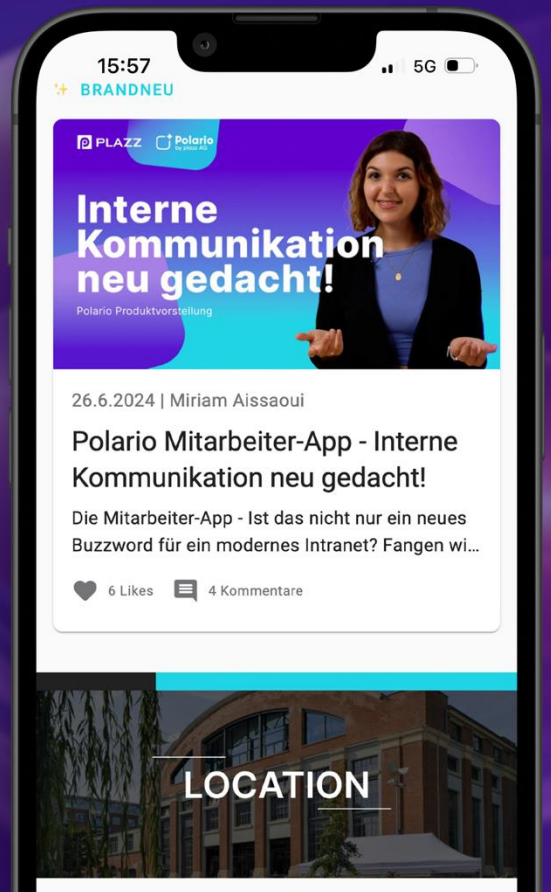
Information processing

Calendar for communicating appointments

With alternate designs



Pages for customised content mapping



Information pages and campaigns



Interaction on the platform

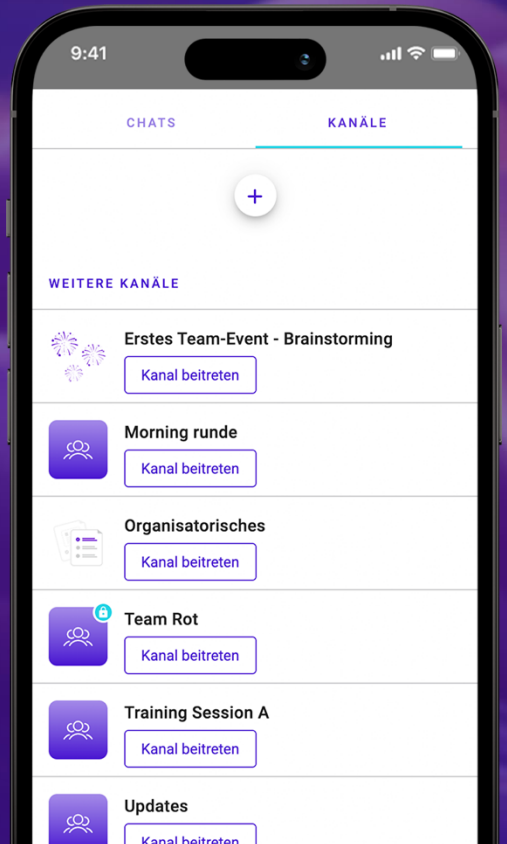
1 to 1 chat

and chat groups

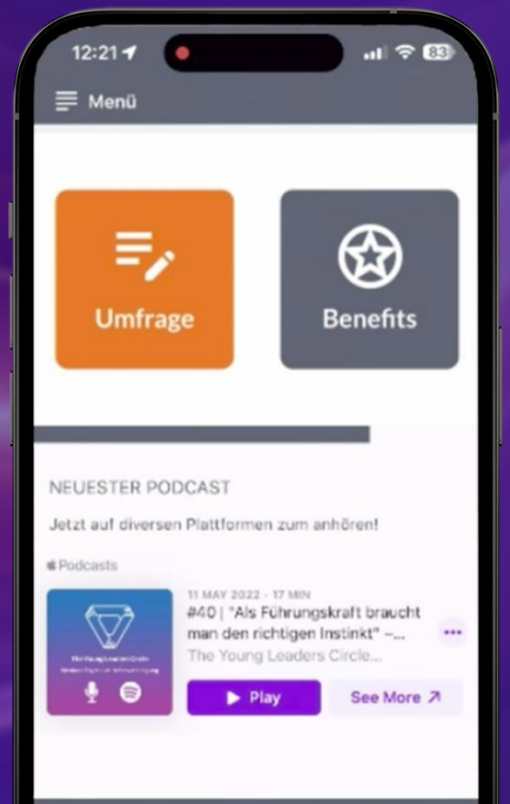


Public chat

channels

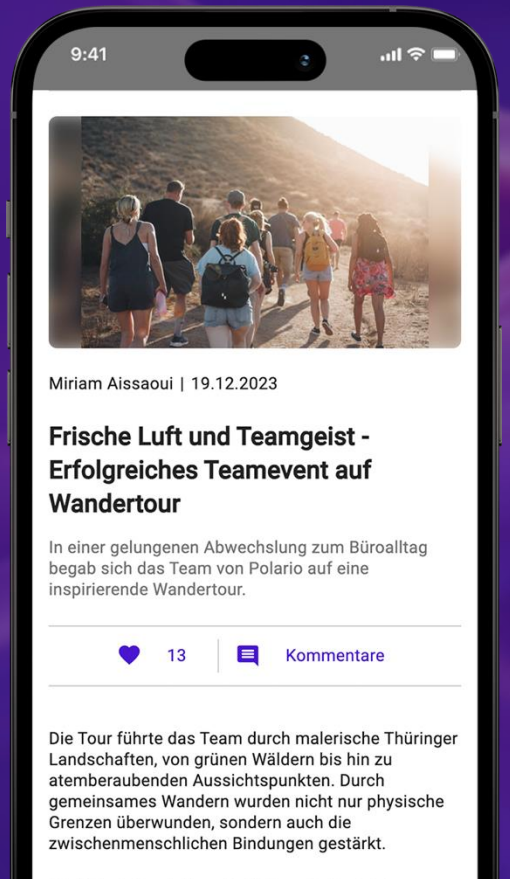


Podcast Feature



Interaction on the platform

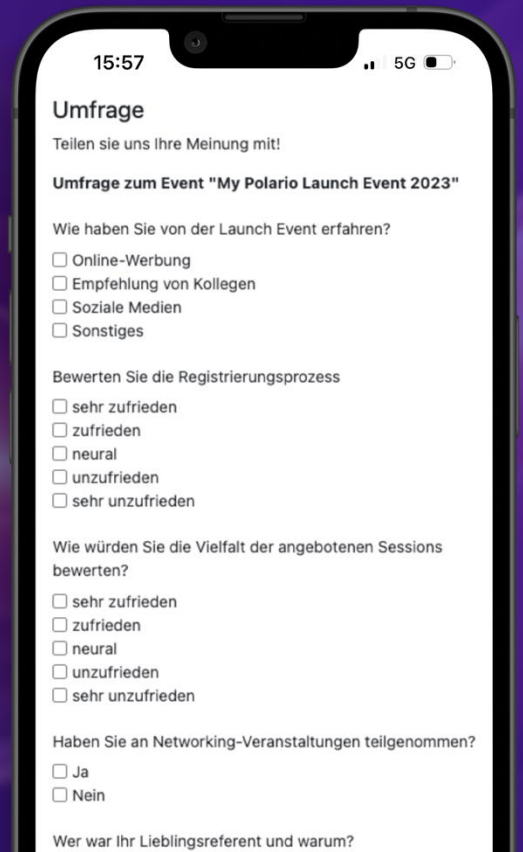
Like and comment functions



Feedback forms



Voting Integrationen



Backend Features

Plattform Management

Content maintenance

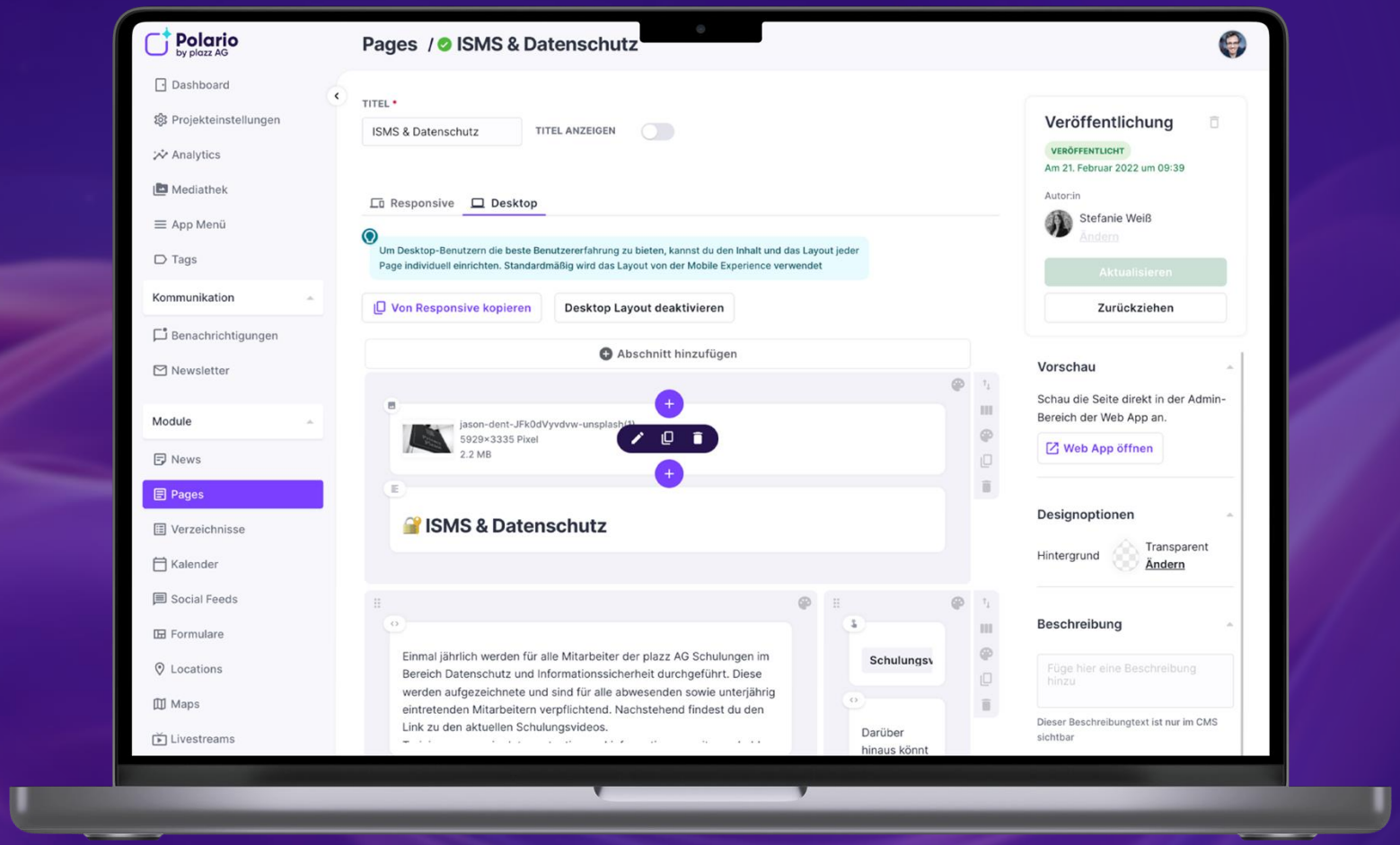
Function management

Account/guest management

Registration/CRM connection

Analytics

SSO SAML connection

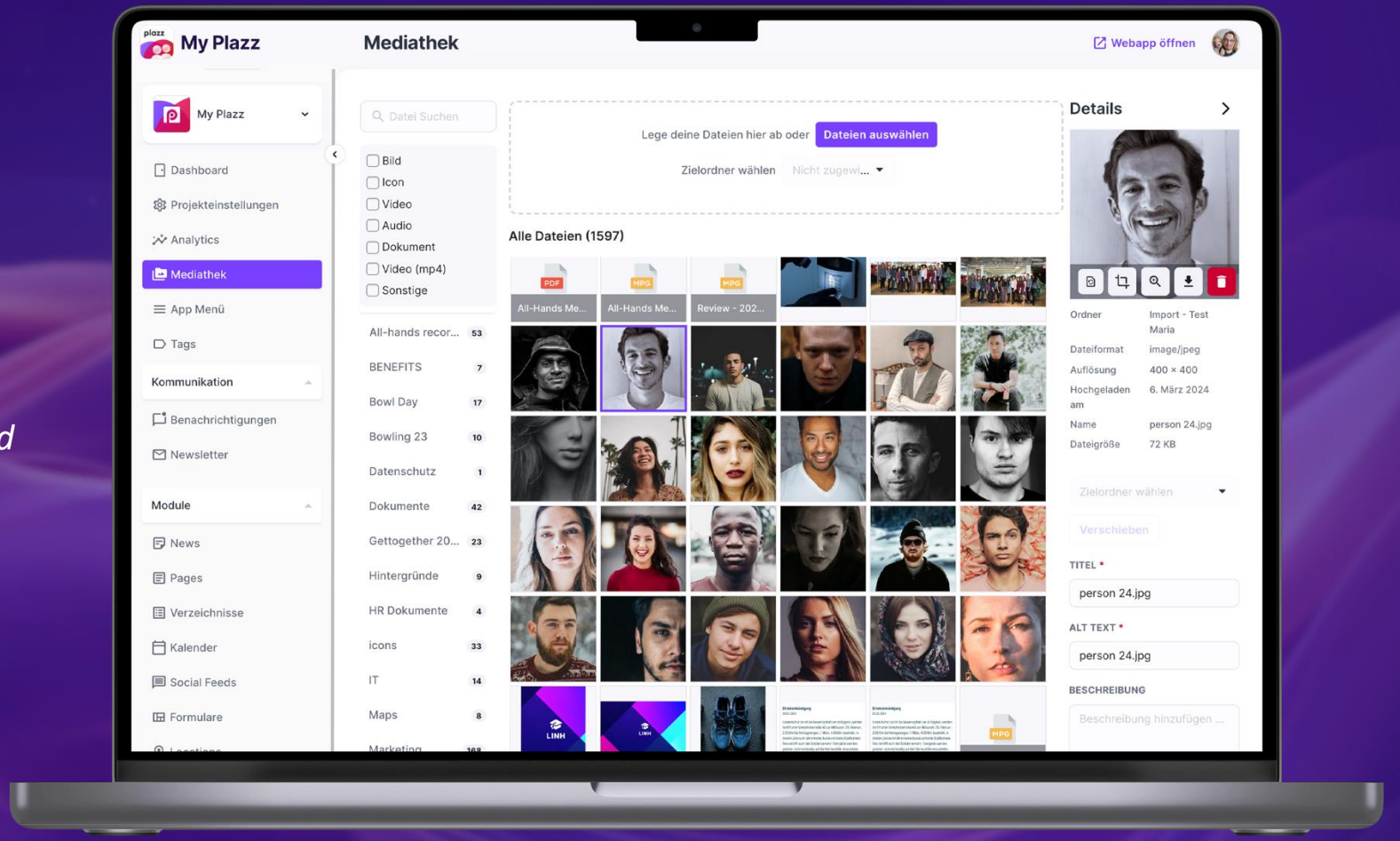


Plattform Management - Documents

Document storage

Folder structure

Media centre global & project-related



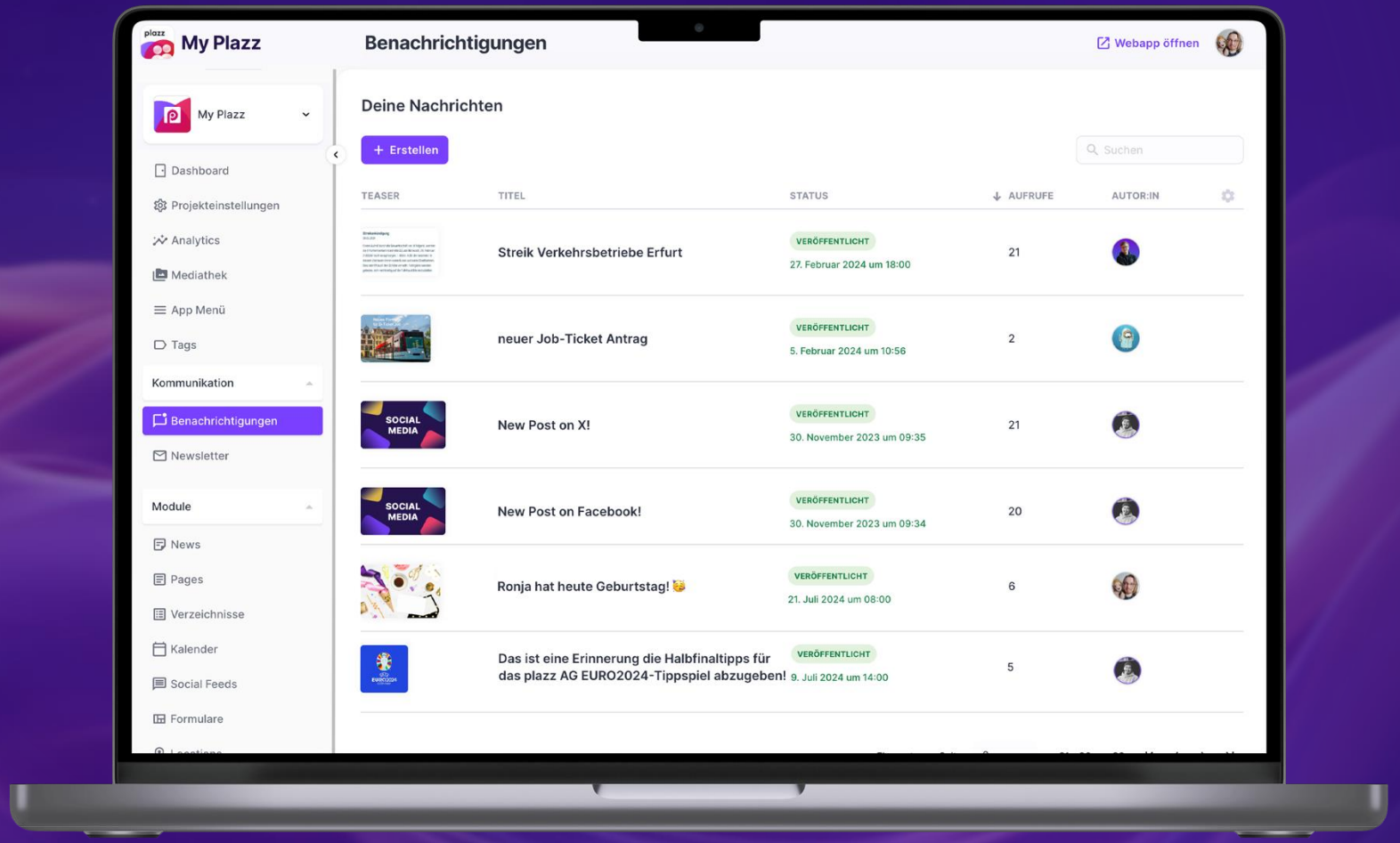
Plattform Management - Notifications

Central administration

Scheduling of messages

Duplicate & draft status

Group-based playout

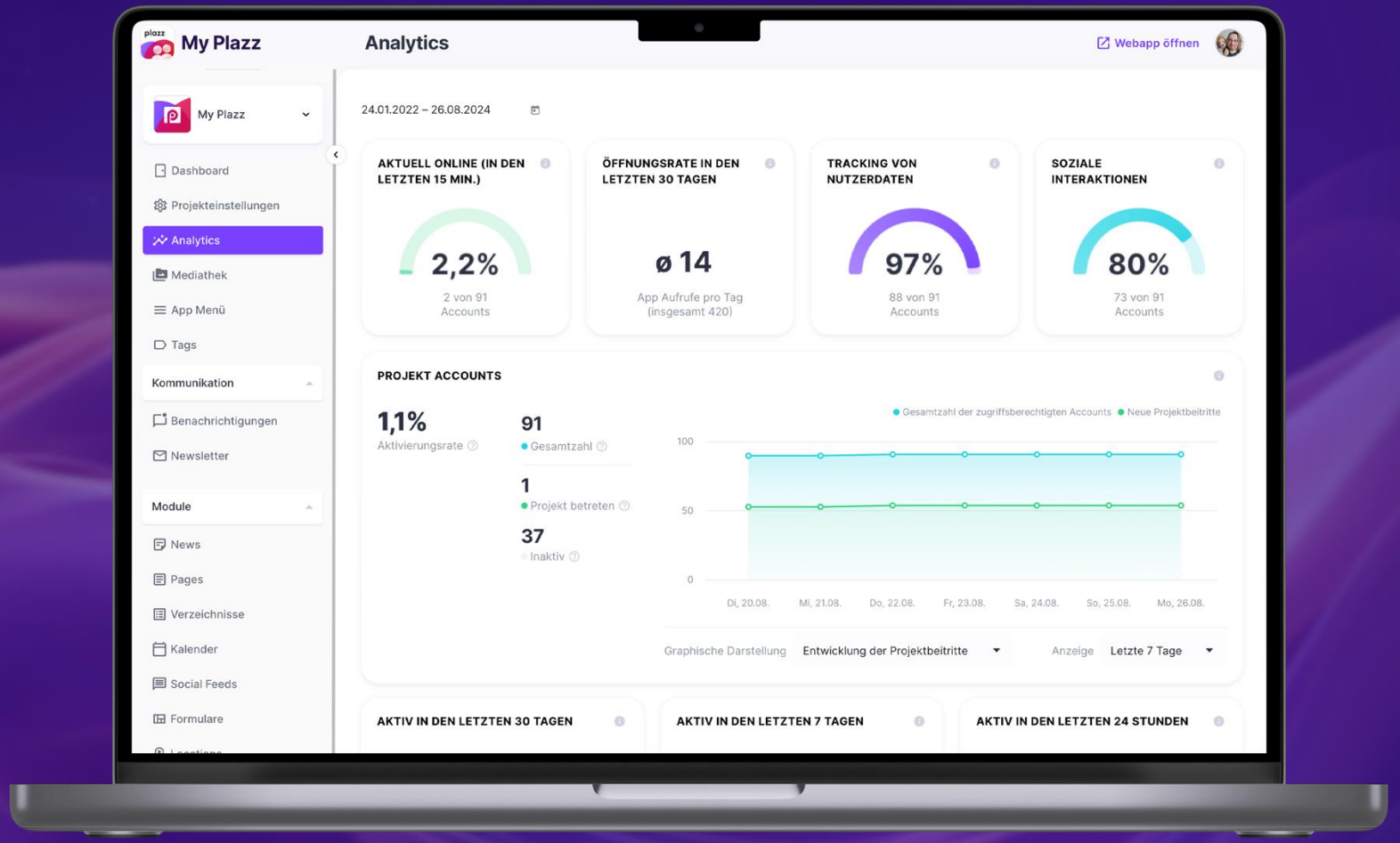


Plattform Management - Analytics

Key metrics at a glance

Filtering by time periods

Detailed information on news & pages

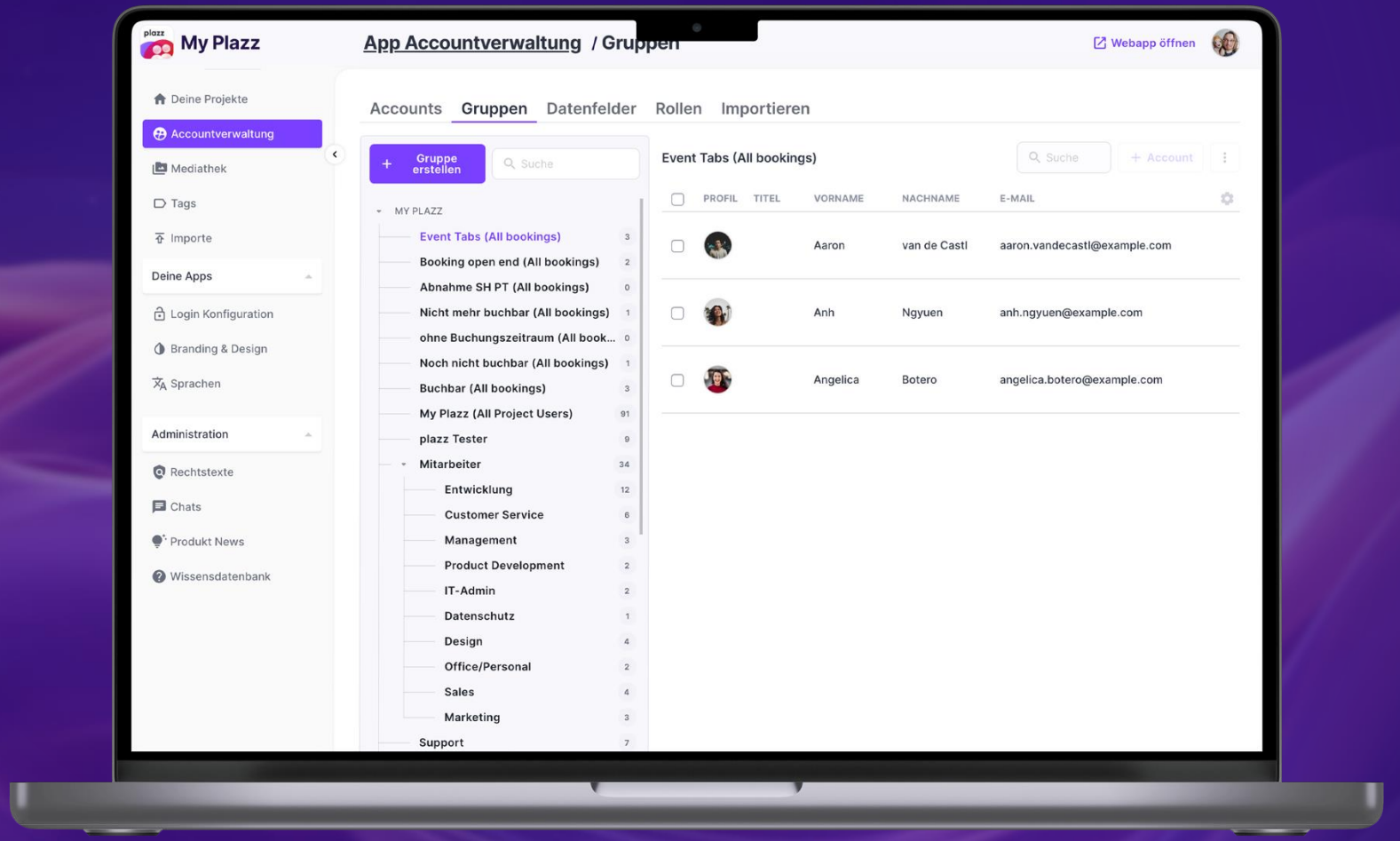


Plattform Management - Groups

Extensive group function

Superordinate and subgroups

Control of all visibilities via groups

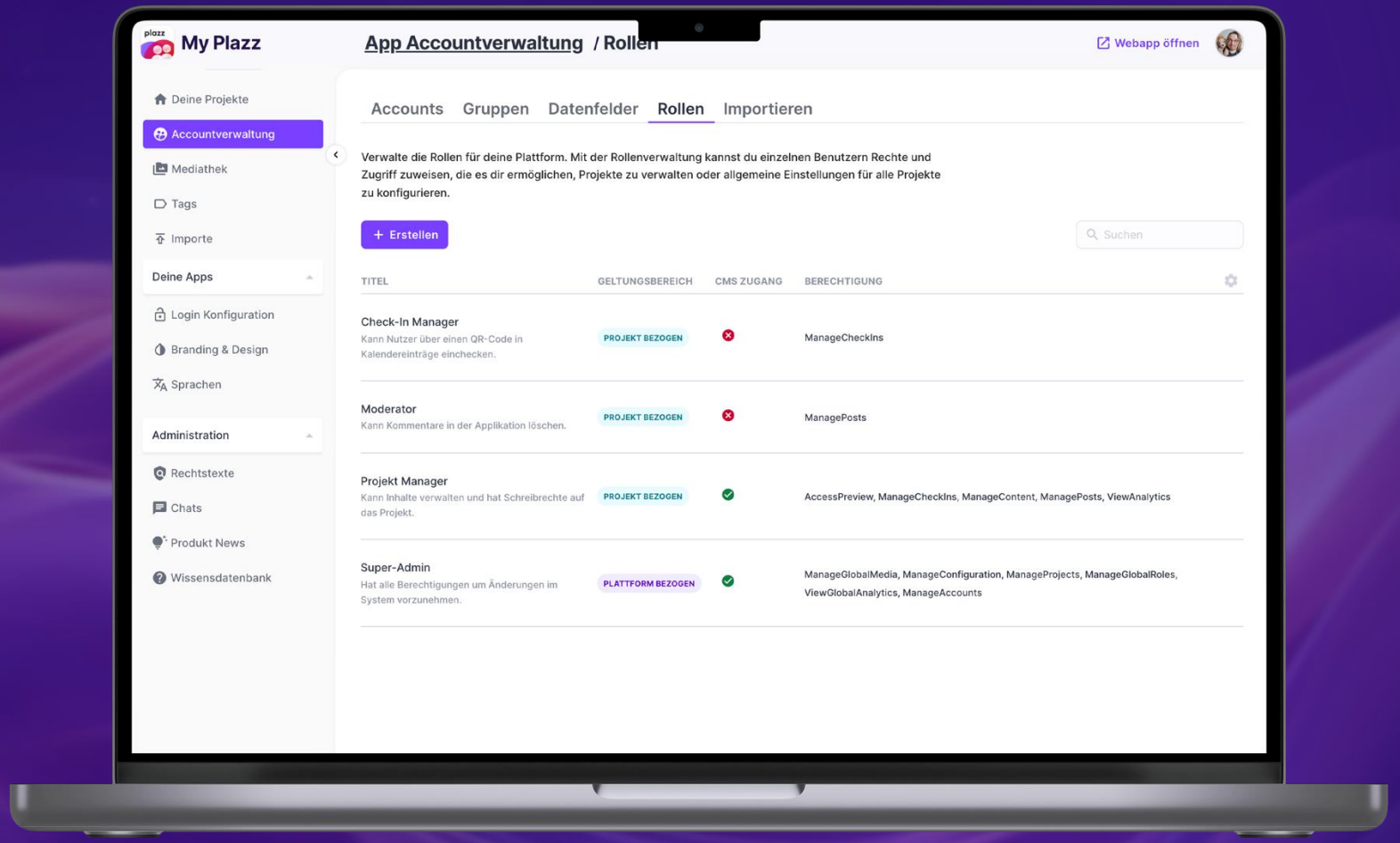


Plattform Management – Rights & roles

Rights & roles system

Defining new roles

Project-related rights



Features Overview

Information

- Home Page
- Pages
- Calendar
- App Menu
- Documents
- Directories
- Site plan
- Galleries
- Notice board
- Videos
- Exhibitors
- Sponsors
- Podcasts

Communication

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

Interaction

- Livestreams
- Forms/questionnaires
- Surveys/Votings

Administration

- CMS
- Rights & role management
- login
- Account management
- groups
- integration
- Person import
- tags
- Admin area
- Layout & Design
- Accessibility
- Analytics*
- Multilanguage*

Open Plattform

- API
- Kopfloses CMS
- Kein Code
- Make.com-Integration

* Beta o. In Umsetzung

References

ERGO Framework Agreement

- Approximately 40,000 users and over 100 communities annually
- Framework agreement since 2022
- Provision of Ergo employee, community, and event app
- Use as an employee app
  - Internal information for employees
  - Onboarding app & communication channel
- Use as an event app
  - Guest lists, email distribution, and provision of QR codes via registration platform
  - Check-in solution and on-site support
- Use for various internal communities
  - Annual kick-off for local departments
  - Corporate events such as Leadership Days and more



Flawless community management

Maximum efficiency for over 100 communities p.a.

Volkswagen Originalteile (OTLG)



Intranet & employee app for efficient communication & central point of contact

Optimal networking for over 3,000 employees

- Employee app / intranet
- Approximately 3,000 users
- Spread across 14 projects and locations
- Centralized and decentralized communication
- Key features
  - Custom pages for displaying information (e.g., corporate strategies)
  - IT self-service and applications
  - Benefits and career portal
  - Contact persons
  - Podcasts on current topics

Magdeburger Verkehrsbetriebe

- Employee app
- Networking of approx. 1,200 employees
- Optimized cross-departmental communication: From transportation to administration & maintenance
- Prevention of information loss
- Key features:
  - Push notifications & news posts
  - Directory & shift schedules
  - Information about the works council

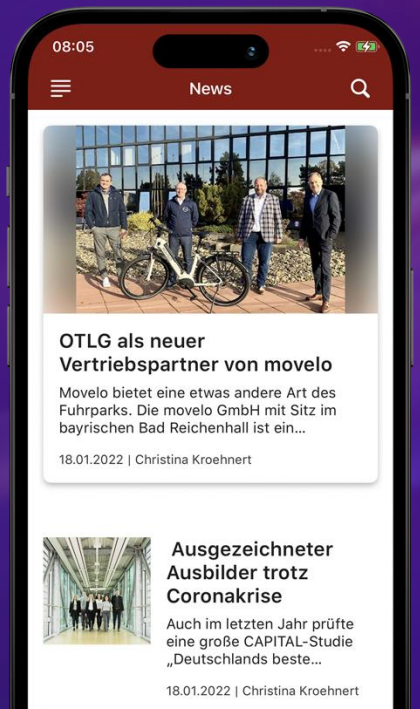


All departments connected to each other

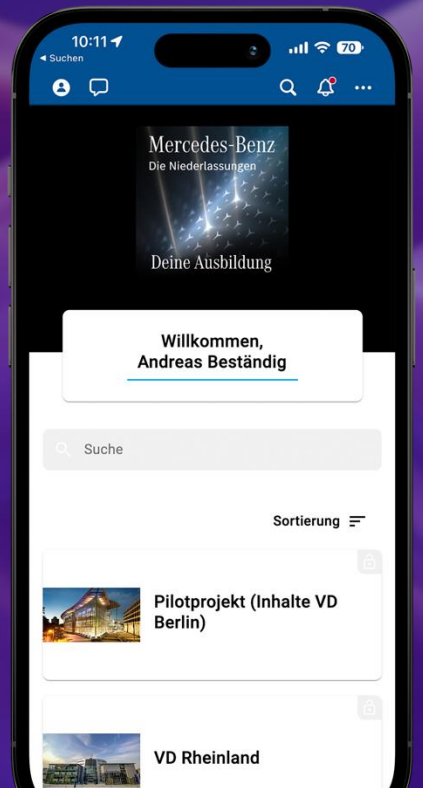
Important updates in real time – no information is lost

Polario in Action

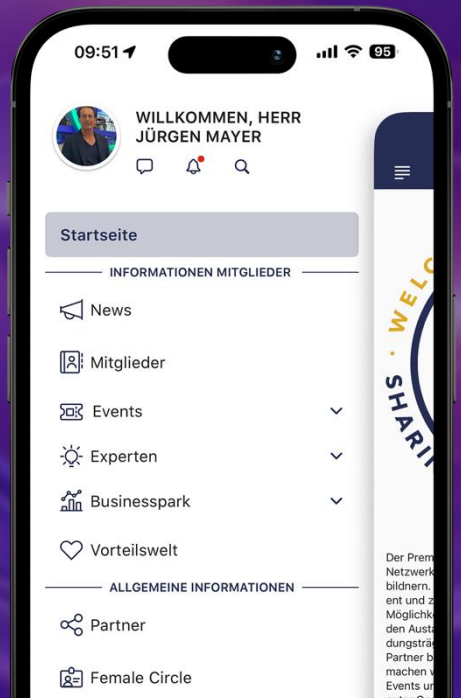
Employee app



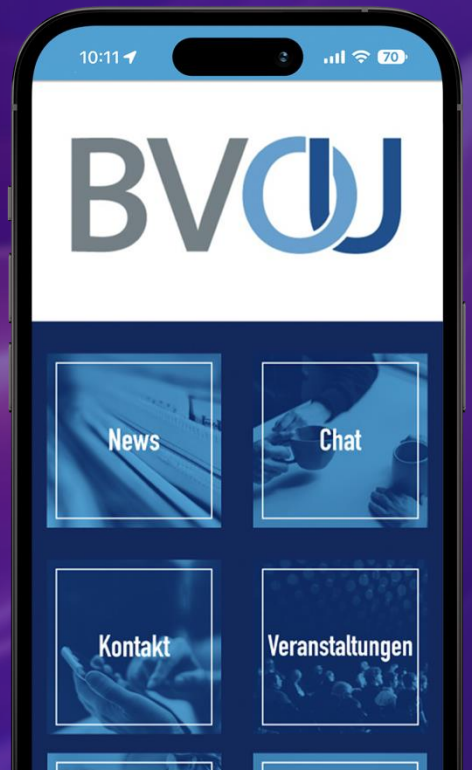
Apprentice & Trainee Platform



Community Plattform



Event Hub



https://polario.app

Our Customer Support Team



Nicole Sauter

Customer Support Team Lead



Cordula Iff

Customer Support Manager



Mandy Stegman

Customer Support Manager



Jonas Neurath

Customer Support Manager



Dominik Brüning

Customer Support Manager



Maximilian Jülich

Customer Support Manager

https://polario.app

Our Sales Team



Jürgen Mayer

Chief Executive Officer



Berra Eksen

Sales Director



Kevin Falkenhahn

Sales Manager



Lisa Kühne

Account Manager



Lena Lucke-Bernsdorf

Customer Success Manager

Contact us!

E-Mail: sales@plazz.ag

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

Test the Polario App yourself!

Android

Web

iOS

Web address

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

Login

demo1@plazz.net

demo2@plazz.net

Password

DemoUser!