



Mien Tzu INNOVATION HIGHLIGHT



Mien Tzu

COMPANY OVERVIEW

Mien Tzu is a revolutionary communication platform that provides full-service event support and is designed to help engage face-to-face networking in the virtual world. From design & video production to switching & onboarding assistance, Mien Tzu provides a full-service experience to customers hosting events on their platform. Mien Tzu is also able to collect data about attendees with integrated polls & onboarding questionnaires which enables better lead matching for their clients with partners & event sponsors.

LOCATION: LONDON, ON

TECHNOLOGY



Data Centre & Cloud

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BARRIERS TO VIRTUAL EVENT PLANNING

When looking at the biggest obstacles event organizers experience, "lack of knowledge, experience/engagement with virtual meetings, and limited budget" were the biggest challenges. Mien Tzu was created to address these specific obstacles and more, creating a seamless experience for their clients. Mien Tzu provides all the features and support they need, within an easy-to-use platform.

ADDRESSING THE TECHNICAL OBSTACLES IN VIRTUAL EVENT PLANNING

Mien Tzu is an established proprietary platform with a mobile application also listed in the app store. As such, the platform is agile with the ability to scale and upgrade features at any time as needed and is not dependent on 3rd party platforms. Mien Tzu works with event promoters to customize event experiences virtually.

STEADY PERFORMANCES WITH A HIGH VOLUME OF USERS

With the CENG N Testbed, Mien Tzu ensured that they could deliver steady performance even if a high volume of users accessed the platform simultaneously. They evaluated their platform's scalability, performance metrics, and restrictions. They also assessed what resources are needed to reach their performance goal while at CENG N.

**"After completing
our project with
CENG N, we are
now able to go
after contracts
that require large
audiences and
we're positioned
well to scale."**

Derrick Berney

CTO,
Mien Tzu

