

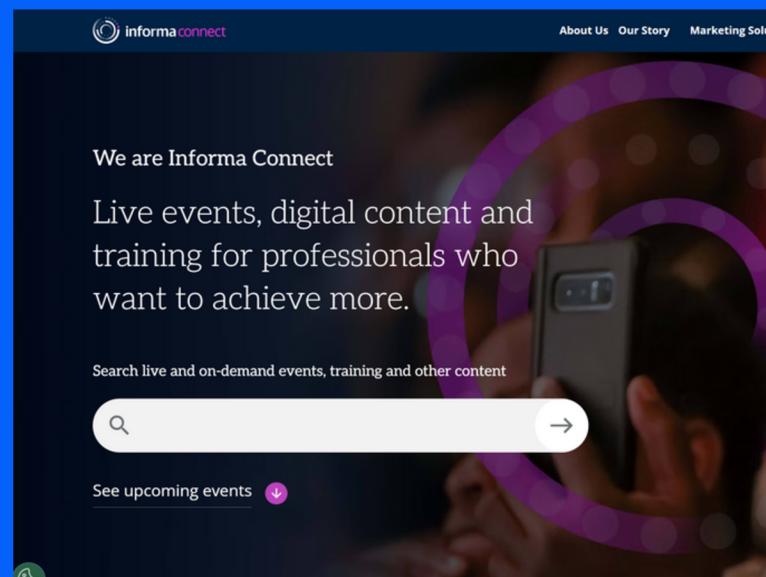
Global Events, One Platform

From fragmented systems to a scalable, personalized digital ecosystem: How K&C helped KNect365 scale with cloud, AI, and automation.



About KNect 365

KNect365 (Informa Connect), a division of the global events leader Informa, organizes thousands of in-person and online events annually across 70+ countries. With millions of participants worldwide, the company needed a digital infrastructure capable of supporting a truly global, multi-format events and content business.



Service Provider



>12.000 employees



International



40 Team member



AWS, Amazon Cognito & more

Challenge

- Unify all KNect365 events under a **single, cloud-based e-commerce and content platform**.
- Support multiple event brands in a multi-tenant white-label environment.
- Integrate and automate marketing processes based on Big Data and AI-driven user profiling.
- **Relocate the full infrastructure to AWS** and implement secure, scalable authentication via Amazon Cognito.
- Deliver an enterprise-grade platform that meets the demands of millions of global users.
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Solution

- K&C delivered end-to-end development of an **enterprise platform**
- **Unified Marketplace:** Multi-tenant, white-label architecture powering Informa's entire event portfolio, with custom storefronts for each brand.
- **Cloud Migration:** Moved to AWS for scalability and performance and secure identity control.
- **Marketing Automation:** Integrated external portals to aggregate anonymized user data, enabling AI-driven, personalized marketing.
- **Extensive Integrations:** Connected third-party systems and event portals for seamless data flow and operational consistency.

Success Story

What began as a digital unification initiative evolved into a powerful enterprise ecosystem supporting events, content, and marketing automation for millions of users. K&C successfully delivered a secure, cloud-native, AI-enhanced platform that personalizes user journeys at scale—across thousands of events and brands.

The impact? A significant increase in sales, engagement, and operational efficiency, with KNect365 now well-positioned to drive future growth across digital and physical channels alike.

Why K&C?



Enterprise Experience: Deep experience delivering complex, distributed systems for large-scale clients.



Full-Stack Expertise: From strategy and UI/UX to architecture, development, and DevOps—K&C handled it all.



Scalable Delivery Model: Agile project delivery that evolved as KNect365's vision expanded.

About Krusche & Company

With over 25 years of experience, Krusche & Company (K&C) is a leading IT outsourcing provider, specializing in web and cloud technologies. Our team of 150+ IT experts operates from six offices worldwide, delivering top-notch services in UX/UI design, software development, cloud development, DevOps, quality assurance, agile project management, and cybersecurity.



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