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www.thechurchonline.com

Customer Profile

Renny McLean Ministries, Dallas, TX

Client Profile

Dr. Renny McLean ministers about the three realms of the supernatural: Faith, the Anointing, and the Glory of God. He has been in ministry over 35 years and has traveled to over 80 nations. Apostle McLean is the founder of the ministry, which made a formal transition to Renny McLean Ministries in late 2013.

Fast Facts:

- Formally established in 2013
- In ministry for over 35 years
- Traveled to 80 nations

Client's Challenges

Renny McLean Ministries was looking for a way to stream conference sessions live and in high definition from a large convention center to a global audience. They needed to be able to allow viewers to watch certain sessions for free and to require payment for viewing of other sessions. They also needed the ability to separate each class into its own live workflow so users could subscribe for individual classes if desired, ensuring that only paid subscribers would have access to specific content.

The Church Online's Solution

The Church Online provided a one-time use platform to be available during their ministry event and also provided a custom platform that combined the ability to allow for free and paid video content. The Church Online's Technology Team then gave the ministry the ability to send out a high definition stream and provided the necessary support throughout the event. Providing Renny McLean Ministries access to our off-site transcoding infrastructure enables The Church Online to provide high quality streaming with limited Internet bandwidth.

Benefits to Renny McLean Ministries

After the implementation of services through The Church Online, the Renny McLean team was able to fulfill their goal of providing a platform for viewers throughout the world to participate in the ministry conference remotely, while at the same time utilizing current technology capabilities to present their ministry with the highest standard of excellence.

Strategies and Goals Used to Reach this Client's Goals:

- The Church Online's Technology Team worked with Renny McLean Ministries and their video installation team to configure The Church Online's proprietary streaming appliance on-site utilizing a high definition input and an Internet line provided by the convention center.
- The Church Online provided a custom video management system integrating eight individual streaming workflows into one easy to use and easy to manage solution.
- The Church Online's Technology Team further developed a custom, responsive media center for user access to streams on desktops, mobile, and tablet devices.
- The Church Online also allowed for integration with one of The Church Online's merchant account processing partners in order to provide best-in-class payment processing and website integration for the event.

Case Study



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- The Church Online provided the final output streams in five different bit rates to allow for more efficient access to streams for users with various Internet connections. This was a must for the ministry's global audience for this event.
- The Church Online's Technology Team implemented a dedicated streaming infrastructure that seamlessly handled eight different workflows for the duration of the event.
- The Church Online provided a dedicated support team to handle any issues or requests for changes during development and during the actual event.