

Marketron Boosts IT Stability and Efficiency in the Cloud with 11:11 Systems



Challenges:

- Managing constant upkeep and maintenance of physical data center hardware
- Facing significant capital expenditures of \$300,000 every few years for hardware refreshes
- Struggling with logistical challenges of data centers located far from headquarters
- Finding that major public cloud providers were prohibitively expensive and incompatible
- Lacking specialized in-house expertise to manage increasingly complex hardware environments

Solution:

- 11:11 Cloud
- 11:11 Backup for Microsoft 365
- 11:11 Object Storage for AWS

Benefits:

- Eliminated the need to manage hardware, freeing up the IT team
- Increased overall platform stability and significantly reduced service outages
- Gained the ability to focus internal resources on application performance and service
- Reduced operational costs and improved performance with object storage
- Removed the need for specialized hardware skill sets on the internal IT team

Profile:

- Industry: Broadcast Media, Software Development
- Size: Commercial

Client Profile

[Marketron](#) is a Software as a Service (SaaS) provider of enterprise revenue and profitability management solutions. With more than 50 years of leadership in broadcast media, Marketron empowers its customers to generate scalable, predictable revenue amidst the industry's ever-changing landscape. Its intuitive software and robust training and sales enablement services help users propose, price, and execute multimedia advertising campaigns across a variety of revenue streams, including radio, Owned and Operated (O&O), and digital media. Today, Marketron serves more than 7,000 media organizations and represents more than 1.5 million advertisers worldwide. In total, the company manages approximately \$7 billion in annual U.S. advertising revenue. Marketron is owned by Diversis Capital and is headquartered in Hailey, Idaho. For more information, please visit www.marketron.com.

A Legacy of Innovation, a Growing Responsibility

Broadcasting, especially radio broadcasting, is defined by disruption. In recent years, broadcasters and their partners have learned just how fast everything, from audience habits to revenue streams, can change.

To survive, let alone thrive, in such a dynamic environment demands a rare combination of proven expertise and innovation. The most successful operators are almost always willing to embrace the change that others run from—not just once, but again and again and again. Few companies, past or present, embody this mindset better than Marketron.

For more than half a century, Marketron has been a quiet force behind the dial, pioneering new advertising and billing solutions, while working side-by-side with broadcasters to grow revenue, protect profits, and achieve operational efficiency. Through it all, the company has consistently decided to lean into disruption rather than shy away from it.



For example, it launched its own designed-for-radio digital ad platform, invested in an integrated, unified ecosystem for its services, and continues to help customers adapt to digital media and reshaped audience expectations. Today, Marketron serves more than 7,000 media organizations, represents an additional 1.5 million advertisers, and manages roughly \$7 billion in annual U.S. ad revenue. Its software and services power thousands of radio stations around the world, ensuring they remain on the air, profitable, and future-proof.

In many respects, Marketron is the linchpin of modern radio broadcasting. The company's decades-long track record of stability and leadership paired with its willingness to evolve and innovate has made it indispensable. That's a staggeringly weighty responsibility, especially for those in the company's IT department charged with upholding it.

Searching for Stability and Headache-Free Hardware

Marketron's legacy of stability and innovation would not be possible without the stability of its IT infrastructure and the innovative, hard-working team that runs it.

Right now, the job of advancing that legacy, and maintaining the company's infrastructure, belongs to Cory Wolfley. As Marketron's Vice President of IT Support Services, Wolfley oversees everything from safeguarding the company's critical platforms to ensuring broadcasters can count on uninterrupted service. In other words, it is up to him to ensure the company's hard-won reputation endures along with, well, the very company itself.

Up until recently, Wolfley and his team managed Marketron's entire infrastructure in-house. True to form, the company was among the industry's first to adopt virtualization in the early aughts. At the time, the decision paid dividends in terms of flexibility and efficiency. It also reflected the company's innovative, trailblazing spirit. But as customer expectations and workloads increased over the years, so did the day-to-day resources required to keep everything up and running.

"As a company, Marketron was early to the virtualization bandwagon. We began operating our own data centers and hosting applications for customers as far back as the early

2000s. And for a long time, everything ran really well," said Wolfley. "But hardware today is so much more complex than it was 20 or 30 years ago. The constant upkeep and maintenance required, not to mention the costs, had become a struggle."

Managing a physical data center required a significant investment of both time and money. The company faced capital expenditures of around \$300,000 every three to four years just to replace aging equipment. Furthermore, Marketron was headquartered in a small town without access to nearby data center facilities. This meant that someone on Wolfley's staff had to manage infrastructure hours away from where everyone else lived and worked.

The company was at a crossroads. By maintaining the status quo, Marketron would be plunged even deeper into an unending cycle of hardware maintenance, costly refreshes, and logistical hurdles. In addition, Wolfley and his team would be increasingly diverted away from what they do best: ensuring application performance and availability for their customers. The model was simply unsustainable, and company leadership knew it.

“We looked at several hyperscale cloud providers, and it was the same across the board. The costs were simply higher than our budget. There was no way that we could afford to do that. But then we got connected with 11:11 Systems and they were able to put the pricing together where it made sense. That just freed up so many pain points for us. 11:11 Cloud allowed our team to focus purely on application availability and performance rather than having to worry about hardware and everything else. Today, we just focus on keeping our own software running and that’s it.”

Cory Wolfley, VP of IT and Support Services at Marketron

A Seamless Transition to a Resilient Future

Faced with these mounting challenges, Marketron began evaluating alternatives to its in-house infrastructure. Naturally, the next step was to explore a move to the cloud. On the surface, it promised relief from the endless cycle of hardware maintenance and refreshes, along with the scalability Marketron needed.

Wolfley’s first instinct was to investigate the large hyperscale providers, like Azure and Amazon Web Services (AWS). While attractive on paper, due diligence revealed a sobering reality: these platforms carried a price tag that far exceeded the company’s current budgetary limits. Plus, Marketron’s existing Citrix environment would have introduced new and unwanted layers of complexity into the equation without solving some of the core issues at hand. It was a no-go.

Marketron needed something different: a solution, as well as a partner, that could deliver the resilience and scalability of the cloud, but without the prohibitive costs or operational trade-offs. Enter 11:11 Systems: the right partner with the right solutions for Marketron’s next IT innovation journey. With 11:11, Marketron could begin its transition to the cloud in a way that aligned with its business model, eased the burden on its IT staff, and preserved the reliability its customers depend on every day.

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Indeed, Marketron’s partnership with 11:11 for 11:11 Cloud delivered immediate benefits, including a dramatic increase in platform stability and a reduction in outages. After continuing to work with the 11:11 team and seeing how well the two companies were able to collaborate, Wolfley saw an opportunity to simultaneously further their relationship and further optimize Marketron’s IT operations.

At the time, Wolfley was using a different vendor for the company’s Microsoft 365 backups, a solution that 11:11 also provides. After reviewing the simplicity and reliability of 11:11 Cloud Backup for Microsoft 365, he deemed it an easy switch to make. He also chose to adopt 11:11 Object Storage for AWS, which not only saved Marketron a lot of money but also boosted its overall storage performance.

Focusing on What Matters: Innovation and Customer Service

Partnering with 11:11 Systems has fundamentally transformed how Marketron's IT team operates. The most significant benefit, of course, has been the complete removal of the company's hardware management burden.

In turn, Wolfley and his team have redirected their energy toward strategic initiatives that directly impact customer experience and business growth. Instead of worrying about maintenance contracts, hardware failures, and data center logistics, they can concentrate on delivering high-performance, highly available applications to the thousands of users who depend on them daily. This shift has not only improved efficiency, but also morale.

"It's a big deal, especially for me, personally, and what I'm responsible for on a day-to-day basis," said Wolfley. "Our partnership with 11:11 has saved me so much time and energy. For example, I don't have to stay abreast on all the new hardware that is coming out, at least not as much as I once did. I also don't have to worry about maintenance contracts on my hardware or having to manage staff traveling to and from our colocation facility every day to perform maintenance."

The move to the 11:11 Cloud and its suite of services has also delivered a marked increase in stability. By leveraging 11:11's resilient, expertly managed infrastructure, Marketron has experienced far fewer outages, ensuring its customers can run their businesses without interruption. This reliability is critical for a platform that serves as the main bread-and-butter for thousands of radio stations around the world. Furthermore, outsourcing infrastructure management has removed the need for Marketron to retain in-house hardware specialists, allowing Wolfley to put those individuals' skills to better use across a more versatile IT team.

With 11:11 as a partner, Marketron is well-positioned to continue innovating and leading the broadcasting industry for years to come.

"Everyone that I have worked with at 11:11 Systems has been great. They're fantastic. They go above and beyond the call of duty. Even though we have an unmanaged service, they're always available to answer questions and jump in to help us out with whatever we need," said Wolfley. "They've been really great at engaging everyone here at Marketron. It has been a great, great partnership so far."

THE RESILIENT CLOUD PLATFORM



MODERNIZE



PROTECT



MANAGE