

# The Benefits of Marketron's Hosted Applications

More than 575  
stations and  
3,500 sub-  
scribers use  
Marketron's  
hosting service.  
Isn't it time you  
found out why?

## **Peace of mind**

Our IT pros take care of all system maintenance and security at our world-class data center. We're experts in enterprise databases, networking, operating systems, security and (of course) all Marketron applications. Our hosting platform is SAS-70 certified by independent auditors. (See reverse for security details.)

## **Remote access**

Staff can work from any computer or laptop with an internet connection. There is no need to invest in networking equipment or application servers. There's no time-consuming set-up. It just works.

## **Easy centralization**

Marketron's enterprise-class servers, databases and networking equipment are robust enough to centralize your entire group. You won't need to invest in costly IT infrastructure to connect your stations. A simple Internet connection and a free Citrix client is all that is needed.

## **Affordability**

Economies of scale enable us to offer low, user-based pricing that every station can afford. But that's only part of the story. Marketron Hosting clients also save on server hardware, database software, networking equipment/services and IT consulting fees.

## **Flexibility**

Adding users and stations is easy. Our per-user pricing means you only pay for what you need.

## **Uptime**

Marketron has maintained 99.9% uptime (excluding scheduled maintenance) since the 2000 launch of our hosted platform. Multiple redundancies ensure no single point of failure. Dual power sources and a backup generator supply uninterrupted power. Because your team can work anywhere and anytime, Marketron can help you avoid costly work disruptions due to local events and conditions.



# Marketron

# Marketron Hosting security and protections

Marketron hosting  
provides  
advanced security  
protection and  
disaster recovery.  
We take on the IT  
worries so that you  
can concentrate on  
your business.

#### **Physical security**

Marketron's application and data servers are guarded 24/7/365 and protected by closed-circuit monitors, alarmed doors with secure card-key access, biometric scanning, restricted access to the data floor and locked equipment enclosures.

#### **Disaster recovery**

Marketron maintains a fully redundant disaster recovery facility at a remote location. A real-time data replication system connects the two facilities at all times.

#### **Database backups**

Marketron performs three different backups to your data: Onsite continuous replication, replication to DRS every 15 minutes, and nightly tape backups.

#### **Perimeter defense**

Multiple firewalls protect the Marketron network perimeter. Intrusion detection systems monitor site access.

#### **Virus protection**

Marketron partners with leading anti-virus and worm protection suppliers. We have successfully deflected all such threats since our launch in 2000.

#### **Data encryption**

Marketron utilizes the strongest 128-bit encryption technology as well as SSL certificates for user authentication.

#### **Authentication**

Access requires a valid username and password combination. All data is encrypted via SSL while in transmission. Our password protocols ensure that users create passwords that are difficult to guess or hack.

#### **Application security**

Strict measures prevent unauthorized user access to station data.



Marketron