# Visual Traffic in the Cloud
### TeleSouth Communications, Inc.

## Company Profile

**TeleSouthMedia**

Headquartered in Jackson, Mississippi, TeleSouth Communications, Inc. was founded over 30 years ago as a news network. They have grown into a multi-media company with several networks and radio stations across the Magnolia state. Most recently, the company marked its largest acquisition to-date, adding stations from Alpha Media along the Mississippi Gulf Coast, increasing their presence to twenty-six stations over ten markets.

## The Challenge

Each market had their own Visual Traffic database to maintain. This required IT personnel to service hardware and perform software updates, along with nightly system backups, in each location. Additional procedures had to be followed due to storage limitations. The siloed databases presented challenges on the business side as well. The corporate office had weekly and monthly reporting procedures which required coordination with each market to "take over" the Traffic Managers' computers. Once logged in, corporate would collect needed reports and/or conduct other A/R functions, such as applying payments. This workflow interrupted the Traffic Managers, as they were not able to work in the system during this time. Additionally, corporate was unable to pull ad-hoc reports due to this structure, causing delays and committing resources to night and weekends to generate these when needed.

## The Solution

TeleSouth Communications, Inc. moved all markets and stations to Visual Traffic in the Cloud.

## Benefits

- **Time Savings** – Local market and corporate personnel can work simultaneously within the same database.

- **Streamline Operations** – Reporting and A/R functions were notably improved. Ad-hoc reporting available 24/7.

- **System Maintenance** - Eliminated the headache of managing hardware, software and system backups. Marketron's cloud is safe, secure and requires no maintenance from the stations.

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*I think the cost of the cloud access is about the same as what we were spending each month on hardware maintenance and replacements. I'd say the cost is a wash, but we lost the headache of maintenance and keeping up with backups.*

*"*

**– Tanya Taylor, VP of Finance/CFO**

### Ready to Go?

For TeleSouth Communications, moving to Visual Traffic in the Cloud allowed them to eliminate excess time spent on managing traffic system hardware and software. The Traffic department now stays focused on their job and corporate has the freedom to access the reports they need, when they need.

If you are ready to streamline your processes and create better efficiencies, contact Marketron at hello@marketron.com. Learn more about the Visual Traffic in the Cloud migration process, and how Marketron can help you achieve your business goals with our products and services.