



Marketron Broadcast Solutions



Marketron maximizes ROI and enhances client service with Citrix Online services

Marketron Broadcast Solutions is a leading provider of broadcast solutions for the radio and television industries. Today, over 7,500 radio and TV stations in North America license Marketron solutions. The company is headquartered in Hailey, Idaho, with five offices across North America.

“Citrix Online helps us limit our training and support costs.”

Lee Roquet
Director of Client Services
Marketron Broadcast
Solutions

The challenge: finding cost-effective Web-based support and collaboration tools

Employees at Marketron are well-aware of the benefits of Web-based support and collaboration. When the company began using Web-based technology four years ago, it realized an immediate Return On Investment (ROI). “We had a 1,700 percent ROI in the first year,” explained Lee Roquet, director of Client Services for Marketron. Unfortunately, the company’s previous solution began affecting the service and training Marketron provided to clients. “Our clients had problems with stability and speed,” he said. In addition, the previous solution’s pricing structure and overage charges were costly and difficult to budget. “They penalized us for using the product more, and we were limited by its usage model.”

That’s when Marketron discovered Citrix Online. Today, the company relies on Citrix® GoToAssist® and Citrix® GoToMeeting® to improve client service and satisfaction by speeding support and improving training effectiveness. “I’m really impressed with the speed and ease of use of Citrix Online products,” said Roquet. Marketron continues to boost an already terrific ROI by further lowering costs and improving efficiency.

Key benefits

- Reduces support and training costs
- Facilitates budgeting with predictable pricing
- Improves customer service and speed

Increased customer satisfaction and issue resolution with GoToAssist

For Marketron’s television and radio clients, time is of the essence. They use Marketron products to inventory and sell time-sensitive advertising spots, so problems must be swiftly resolved. “We have to be able to get in there, see what’s going on and fix it as quickly as possible,” explained Roquet. “We’ve gained twice as much value by switching to GoToAssist because our remote-support costs have been reduced by 50 percent.”

Marketron support technicians trust GoToAssist to deliver the immediate help that customers need, thereby turning technical support into a competitive advantage. “GoToAssist is considerably faster than our previous product,” said Roquet. “It’s easy to get into a support session, look at the data and fix whatever we need to fix,” he said. “I’m very impressed with the performance and ease of use of GoToAssist.” Because GoToAssist provides powerful incident-resolution tools, Marketron

support technicians can quickly provide clients with immediate help. "It's a huge time savings for us," said Roquet. "We use GoToAssist with more confidence because we have no worries about overage charges."

More-efficient sales and training with GoToMeeting

Marketron's sales department uses GoToMeeting to conduct live demos of the company's software for prospects located all over the world. "It cuts down on our travel costs, and our demos are more effective," said Roquet. Given Marketron's geographically dispersed client base, GoToMeeting allows the sales team to efficiently reach more people.

Marketron also conducts a significant percentage of its training via GoToMeeting. "By eliminating the need for travel, we can offer users the training they need — when they need it — at a very affordable cost," said Roquet. The unique All You Can Meet™ pricing provided by GoToMeeting works to Marketron's advantage. "We like the idea of having unlimited usage. It's taken the hassle out of budgeting online meetings." The company no longer needs to consider overage charges when deciding whether to conduct an online meeting. "The overage charges from our previous product were outrageous."

Superior security and administration

"Security is the number-one issue," stated Roquet, explaining that Marketron's customers demand security as part of their business requirements. Before switching to Citrix Online services, the company's IT department conducted an extensive security evaluation. Features such as end-to-end data encryption using 128-bit Advanced Encryption Standard (AES) wowed the team. "We were impressed with the security of Citrix Online products," said Roquet. "The security is superior to that of our previous vendor."

A centralized administration console makes managing the company's Citrix Online accounts a simple task — a key benefit for a time-challenged IT department. "It's fast and easy to administer Citrix Online products," said Roquet. The simple interface enables non-technical staff to manage usage and ensure the company is getting the best value from its investment. The centralized reporting also provides extensive information for evaluating metrics such as client satisfaction. "I get more data from Citrix Online products than I ever did from my previous vendor," he explained. "My reporting capability is now ten times better."

Roquet is pleased with his decision to make the switch to Citrix Online. "I'm very happy with the decision," he said. "Citrix Online helps us limit our training and support costs." When it comes to ease of use, performance and cost, no other solutions can compare to GoToAssist and GoToMeeting. "I think Citrix Online has great products."

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About this customer:
www.marketron.com

About Citrix Online

Citrix Online provides secure, easy-to-use online solutions that enable people to work from anywhere with anyone. Whether using GoToMyPC® to access and work on a remote PC, GoToAssist® to support customers or GoToMeeting® to hold online meetings, our customers — more than 35,000 businesses and hundreds of thousands of individuals — are increasing productivity, decreasing travel costs and improving sales, training and service on a global basis. A division of Citrix Systems, Inc. (Nasdaq: CTXS), the company is based in Santa Barbara, California. For more information, visit www.citrixonline.com or call 805-690-6400.

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