CASE STUDY
MARKETRON

"PortalGuard has solved many issues for us, primarily enhancing our security with Multi-Factor Authentication (MFA). It's very flexible in terms of configuration options, One-Time Password (OTP) methods, and customization. We implemented Single Sign-On (SSO) across our suite of applications and Self-Service Password Reset (SSPR), which has saved our customers and support team an incredible amount of time."
Cory Wolfley, VP of IT & Support Services

About Marketron

⊞ Industry: Software & Business Intelligence

⊗ Users: 19K+ users (Marketron customers)

⊚ Location: Hailey, Idaho

Marketron empowers innovators in the broadcast and media industry to strengthen their market leadership by delivering more scalable, predictable and reliable revenue. With Marketron's products and services, users can successfully propose, price and execute multimedia advertising campaigns across all revenue streams including radio, O&O and digital media. With 50 years of industry leadership, Marketron serves more than 7,000 media organizations globally and manages $7 billion in annual U.S. advertising revenue representing more than 1.5 million advertisers.

In September of 2021, Marketron experienced a ransomware attack, which took down their client platform and brought business to a grinding halt. The company needed an easy MFA solution to manage and support its 19,000+ users. Marketron discovered that PortalGuard IDaaS provided a robust and adaptable Identity and Access Management (IAM) solution. This comprehensive IAM platform offered many authentication methods, catering to diverse customer preferences and ensuring top-notch security. With PortalGuard, Marketron could confidently navigate the intricacies of identity management while delivering a seamless user experience tailored to its customers' needs.

Existing Challenges & Issues Addressed by PortalGuard

After the arduous recovery from the 2021 ransomware attack, various stakeholders, including law enforcement, the FBI, Marketron's IT team, and their cyber insurance provider, all emphasized the critical need for MFA to prevent future security breaches. However, transitioning away from traditional usernames and passwords posed a considerable challenge, given Marketron's customer demographic, which ranges from large enterprises to small businesses without IT staff.

The PortalGuard IDaaS Solution

Marketron encountered a dilemma when seeking a suitable MFA solution, as many available options either exceeded their budget or lacked the necessary features. Turning to PortalGuard IDaaS proved to be the ideal solution that met all their requirements.

The company needed a flexible CIAM (customer identity and access management) solution to accommodate a large, diverse user base with varying authentication preferences. Moreover, it needed to be manageable for their IT team and economically viable to serve their extensive user community exceeding 19K+ users.

Marketron swiftly dismissed vendors like DUO and Okta due to their prohibitive costs, while others were eliminated from consideration due to their limited authentication method offerings.

PortalGuard IDaaS emerged as the perfect fit, offering precisely what Marketron needed. It provided email and SMS OTP authentication methods, addressing a crucial requirement for the company. Customers accessing Marketron's platforms now have the flexibility to choose between email OTP, SMS OTP, or an Authenticator App for logging in, ensuring a seamless and secure authentication experience.

In addition to fortifying Marketron's cybersecurity posture through MFA, PortalGuard has emerged as a game-changer by streamlining daily operations for the company's IT team, notably with its SSPR functionality. Marketron's clients now benefit from self-service enrollment and reset capabilities:

- Marketron clients have self-service enrollment ability
- PG Desktop is available for client admins to complete user tasks
- Marketron IT team no longer has to field password reset calls

The implementation process was executed seamlessly, courtesy of the BIO-key team's expertise, ensuring minimal disruption to Marketron's operations. Surpassing expectations, the migration to PortalGuard was accomplished within an impressive timeframe of just 2 months – half the time Marketron initially targeted for the project duration. Once fully migrated, PortalGuard IDaaS proved intuitive to use, facilitating the onboarding of a substantial volume of customers with ease.

The decision to go with BIO-key was finalized when Marketron was given a custom CIAM pricing model based on the company's need to support more than 19K users. This personalized approach, in terms of pricing and product features, underscored BIO-key's commitment to meeting Marketron's unique needs. Ultimately, the unparalleled level of customization and dedication from BIO-key made PortalGuard IDaaS the unequivocal choice for Marketron.

Top Reasons PortalGuard IDaaS Was the Right Choice

Comprehensive Security Features: PortalGuard IDaaS provided Marketron with a comprehensive suite of security features, including MFA, SSO, SSPR, and various authentication methods, ensuring robust protection against cyber threats.

Flexibility and Scalability: Marketron required a solution that could adapt to their evolving needs and accommodate their large user base. PortalGuard IDaaS offered the flexibility and scalability necessary to grow alongside the company without compromising performance or security.

User-Friendly Experience: Despite the complexity of security measures implemented, PortalGuard IDaaS maintained a user-friendly interface, making it easy for both Marketron's IT team and their clients to navigate and utilize its features effectively.

Time and Cost Efficiency: Implementing PortalGuard IDaaS proved to be a time-saving and cost-efficient endeavor for Marketron. The reduced time spent on daily IT tasks, such as password resets, translated into significant operational savings, while the competitive pricing model ensured affordability without sacrificing quality.

Expert Support and Smooth Implementation: With the support of the BIO-key team, Marketron experienced a smooth and timely implementation process, surpassing their expectations significantly. BIO-key's expertise and personalized approach ensured the transition to PortalGuard IDaaS was seamless and hassle-free.

Tailored Pricing Model: BIO-key offered Marketron a customized pricing model tailored to their specific requirements, particularly their need to support a large customer base exceeding 19,000 users. This custom approach underscored BIO-key's commitment to meeting Marketron's unique needs and solidified PortalGuard IDaaS as the ideal solution.

High Customer Satisfaction: Marketron's decision to adopt PortalGuard IDaaS was reinforced by positive feedback from both internal stakeholders and customers. The solution's reliability, security, and ease of use contributed to high levels of customer satisfaction, further validating its suitability for Marketron's needs.

In summary, PortalGuard IDaaS emerged as the right choice for Marketron due to its comprehensive security features, flexibility, user-friendliness, efficiency, expert support, tailored pricing, and high customer satisfaction levels.