



everRun® for Media

“We’ve only experienced 11 seconds of downtime in 9 years of using Marathon.”

- IT Director, National Radio Media Organization

Few industries have the same pressures for real-time performance as broadcast media, where “dead air” means serious revenue loss.

This is why four of the five top television networks in the US rely on Marathon’s everRun to keep critical applications “on the air” even during system failures. everRun automatically responds to faults and maintains operations of critical applications, all without IT staff intervention. Whether it is for on-air graphics, financial systems, or email, with everRun, broadcasters can count on “always-on” application availability to ensure continuous computing even through system failures.

SUPPORTING REGULATORY COMPLIANCE FOR EUROPEAN TELEVISION STATIONS

Central European Media Enterprises provides an independent voice to the former Soviet bloc countries, operating TV networks and

stations across Central and Eastern Europe. As a member of NASDAQ, they must generate financial reports regularly for the U.S. SEC. everRun ensures that network or hardware problems do not interfere with important filing guidelines, and that essential financial systems operate with zero downtime.

MAJOR SPORTS NETWORK KEEPS THE BALL ROLLING WITH MARATHON

Covering sports worldwide, this major sports network maintains more than 20 international sites, many without local IT support. These remote sites rely on Marathon’s everRun to ensure continuous uptime of critical applications that communicate breaking news and make live programs interactive with their audiences.

WORLDWIDE HEADQUARTERS

Marathon Technologies Corporation
295 Foster Street, Littleton, MA 01460
Tel 1.800.884.6425 / 1.978.489.1100
Fax 1.978.489.1101
Email: info@marathontechnologies.com
Web: www.marathontechnologies.com

EMEA HEADQUARTERS

Marathon Technologies UK Ltd
Regus House, Trinity Court
Wokingham Road, Bracknell
Berkshire, RG42 1PL
Tel +44(0) 1344.706.241
Fax +44(0) 1344.706.242
Email: emea@marathontechnologies.com
Web: www.marathontechnologies.com

USING EVERRUN, BROADCAST MEDIA COMPANIES USE EVERRUN TO:

- Stay connected with audiences through always-on email
- Prevent downtime for applications supporting broadcasts
- Prevent audience erosion due to outages
- Support remote locations without local IT staff

WHY DO SO MANY MEDIA AND ENTERTAINMENT PROVIDERS RELY ON MARATHON TO KEEP THEIR APPLICATIONS ALWAYS-ON?

Marathon's preventative approach to application availability focuses on preventing downtime rather than trying to recover from failures after they happen. Marathon's everRun software protects the entire application environment with transparent redundancy, real-time validation, and automated response to failures. It delivers a single, unified and resilient environment for running Windows applications without downtime or data loss.

As experts in application availability, we continually apply what we learn from our more than 3,000 customers to our next-generation application availability software and services. We support applications in the most demanding industries and in environments with limited to no IT resources – consistently delivering solid reliability that our customers count on.

Our innovative everRun software delivers unmatched resiliency and simplicity. Forget about deploying and managing separate, siloed solutions for data, network, and storage availability – everRun delivers a *single operating environment* with unified and resilient resources for application processing. Better yet, this underlying availability environment is completely transparent to the application, so you do not need to modify applications or write complex scripts to make it work.

In a time of increasing IT complexity and “always-on” expectations, Marathon delivers always-on application availability that is simple, reliable and resilient.