

# Leighton Broadcasting managed to reduce the downtime from days to several minutes with **StarWind HyperConverged Appliance**

“ You are awesome! StarWind cut the cost of our physical automation system by at least 50% being virtualized ”

Tony Abfalter, Director of Engineering/IT

## Leighton broadcasting

A Marketing Company

### About the Company

Based in St. Cloud, USA, **Leighton Broadcasting** specializes in radio advertising, on-air sponsorships, and live broadcasting. The company also provides digital and consulting services aimed at optimization of their customers' digital marketing.

### Industry

Radio advertising and branding.

### Contact Person

**Tony Abfalter**,  
Director of Engineering/IT

### Problem

The company faced the problem of long recovery periods since it had to use external USB HDDs.

### Solution

**StarWind HyperConverged Appliance** completely covered all the requirements by improving the reliability, fault-tolerance and recovery times.

## COMPANY

**Leighton Broadcasting** works in the field of radio advertising and delivers such services as live broadcasting, marketing consulting, and on-air sponsorship.

**Leighton Broadcasting** has a great experience creating successful campaigns for hundreds of companies.

## PROBLEM

The company's primary IT infrastructure consisted of physical servers and storage with no virtualization technologies deployed.

Recovery time used to be the main challenge which **Leighton Broadcasting** faced. Long recovery periods (from three to four days) were caused by the necessity to deal with the external USB hard drives.

## SOLUTION

**Leighton Broadcasting** has chosen **StarWind HyperConverged** among other solutions because it was both cost-efficient and provided all the required services.

With **StarWind HCA**, the company managed to improve its reliability, fault tolerance, and recovery time. What is more, the solution enabled to reduce downtimes from days to several minutes, resulting in the more efficient recovery of data loss. In addition, with **StarWind**, **Leighton Broadcasting** managed to save its expenses on purchasing and maintaining additional hardware.

**StarWind HCA** provided **Leighton Broadcasting** with high availability, allowing the system to keep on functioning even if one of the nodes has failed just by switching to another. Thus, the company managed to scale back its infrastructure and significantly reduce the rack space load and power capacity load.