



# WideOrbit

CASE STUDY

HELPING AN INDUSTRY LEADER DRIVE  
THE BUSINESS OF ADVERTISING



DIGITAL REALTY



Digital Realty's earthquake—and flood-proof San Francisco data center assures business continuity.

Digital Realty's 365 Main Street datacenter in San Francisco is by far superior to most of the data centers I've seen across the country. It puts our racks and cages right next door to our world class technical team, so interruption in service is pretty much unthinkable.

-Alec Pettersen, Chief Information Officer at WideOrbit

**The Challenge:** Do the right thing for hosted platform clients so they can focus on their business, not worry about the backend

WideOrbit's clients consist of thousands of radio and TV stations throughout North America. The company's newest solutions extend programmatic ad buying and selling capabilities to broadcast stations, cable networks and digital publishers.

**WIDEORBIT**  
DRIVING THE BUSINESS OF ADVERTISING

Thanks to WideOrbit, media companies can streamline, centralize and scale their business, their advertising sales and traffic operations.

Hosted platform users rely on WideOrbit to deliver uninterrupted service. They depend on their media ad engine to run without a glitch at all times—from selling and scheduling to billing and getting paid.

WideOrbit selected its data center to justify that confidence.

**The Solution:** Leverage a world-class data center partner to host a trusted cloud

By choosing digital realty as its data center provider, WideOrbit is able to offer their hosted platform clients these key services and assurances:

**Route optimization network**

Redundant systems and services ensure reliability.



Digital Realty spent \$150 million to retrofit the building and another \$10 million on the backup power supply, which is sited on the top floor. The design is intended to reduce seismic movement in the upper floors by inserting concrete and steel isolation pads in all of the support columns.”

- Alec Pettersen, Chief Information Officer at WideOrbit



**The Company**

Founded in 1999, WideOrbit provides the media industry’s leading software for managing broadcast, cable, digital and programmatic ad sales and operations. Its solutions help stations and networks sell, traffic, analyze and invoice advertising. In 2015, the San Francisco Business Times cited WideOrbit as one of San Francisco’s 100 Largest Private Companies.

**Objectives**

- Offer WideOrbit customers a premium turnkey managed hosting solution

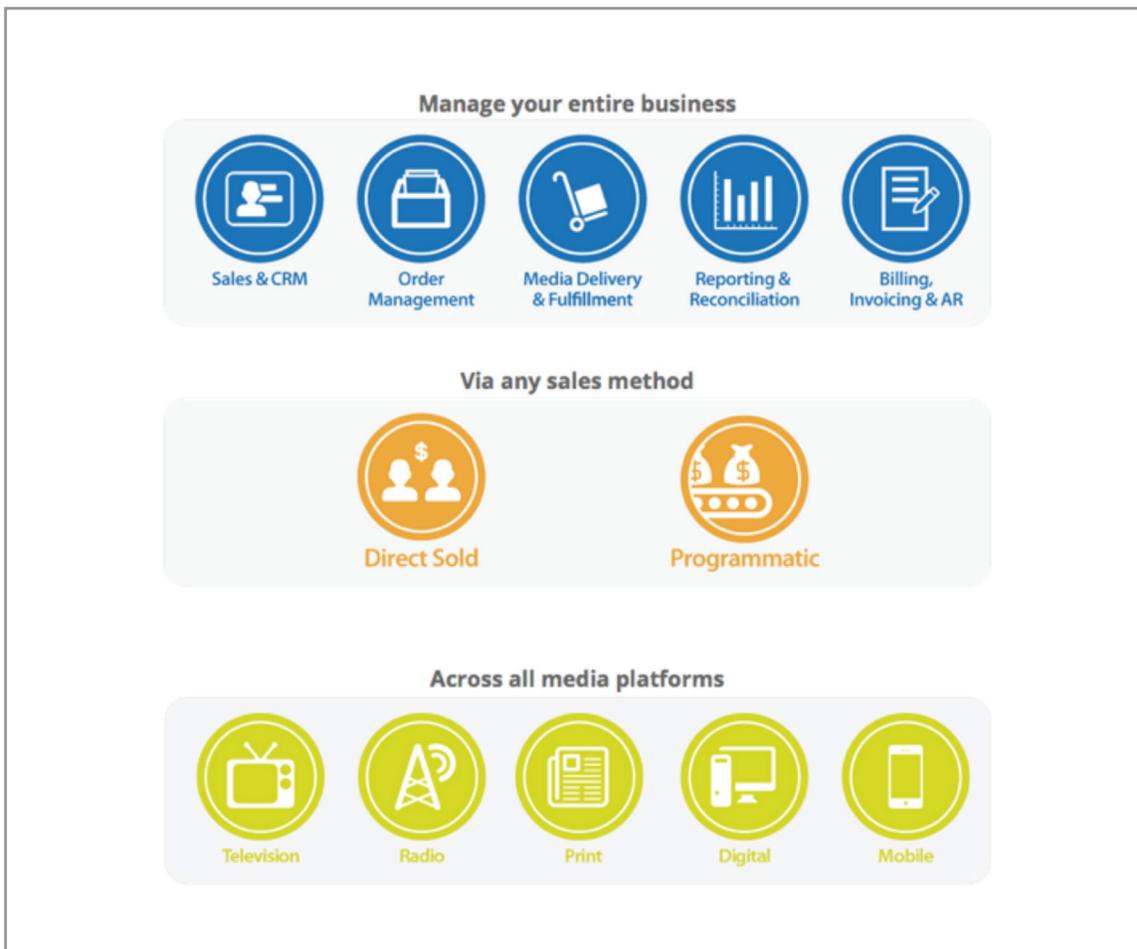
- Take advantage of WideOrbit’s technical expertise to support clients’ systems
- Assure maximum uptime and daily data backup for WideOrbit clients
- Site the software in a well-managed, impeccably maintained data center
- Allow the flexibility for fast expansion as the company adds new products and clients

**Solution**

Dedicated server and backup services housed at Digital Realty’s virtually disaster proof flagship data center at 365 Main Street facility in San Francisco.

**Results for WideOrbit**

- Outstanding physical presence in a world-class data center
- Geographical proximity to WideOrbit technical team
- Full daily data backup and storage at redundant data center sites
- Ability to scale and deploy quickly as new customers come on board
- Room to expand global data center footprint to match company growth



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#### Protection against power interruptions

Ten hitech UPS diesel generators provide backup power in emergency conditions.

#### Industry-leading adherence to standards

Digital Realty's governance, risk management, compliance and business continuity meet or exceed industry best practices.

#### Multi-level security

Digital Realty data centers are secured physically and digitally to the highest standards.

#### Flexibility and scalability

Digital Realty's array of trusted vendors, huge real estate portfolio and friendly, expert staff makes it easy to grow.



## About Digital Realty

Digital Realty Trust, Inc. supports the data center and colocation strategies of more than 1,000 firms across its secure, network-rich portfolio of data centers located throughout North America, Europe, Asia and Australia. Digital Realty's clients include domestic and international companies of all sizes, ranging from financial services, cloud and information technology services, to manufacturing, energy, gaming, life sciences and consumer products.

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