

Case study

# Marketron strengthens security and customer experience simultaneously.



## Overview

Marketron, a leader in broadcast and media software, turned to BIO-key after a ransomware attack highlighted the urgent need for stronger authentication.

With over 19,000 users, Marketron needed a scalable, cost-effective solution that improved security without adding friction. The initiative was about more than rebuilding trust in technology – it was about liberating employees and enabling customers too.




By implementing advanced identity solutions, the organization aimed to reduce risk, improve compliance, and simplify everyday access for users – from individuals to enterprises. The project reflects a proactive approach to cybersecurity and a commitment to balancing strong protection with operational efficiency.



## Challenge

Marketron faced a major challenge in implementing a secure and scalable authentication system. Existing multi-factor authentication (MFA) solutions were either too expensive or lacked critical features, making it difficult to meet the company's diverse requirements. To address this, Marketron needed a solution that could balance flexibility, security, and cost-effectiveness.

Key issues:

-  **Flexible CIAM solution:** Capable of supporting a large and diverse user base with varying authentication preferences.
-  **Ease of management:** Simple for the IT team to administer without adding complexity or overhead.
-  **Cost-effective scalability:** Economically viable to serve an extensive community.

*"Marketron needed a way to strengthen security after a major cyber incident while keeping the experience simple for thousands of customers. For businesses serving large, diverse user bases, biometrics and flexible MFA options are essential. By choosing BIO-key, Marketron delivered a solution that combines strong protection with a frictionless experience, a standard we believe every security-conscious organization should strive for."*

NAME, BIO-key Leadership




## Solution

Marketron deployed PortalGuard IDaaS, a comprehensive Identity and Access Management platform, to strengthen security and streamline operations.

The solution delivers Multi-Factor Authentication (MFA) with flexible options such as email OTP, SMS OTP, and authenticator apps, alongside Single Sign-On (SSO) and Self-Service Password Reset (SSPR).

This architecture ensures robust protection while maintaining scalability and ease of management for Marketron's IT team.

Technical highlights:

-  **Flexible MFA framework:** Supports multiple authentication methods (email OTP, SMS OTP, authenticator app) for diverse user needs.
-  **Integrated IAM features:** Combines MFA, SSO, and SSPR within a single platform to enhance security and reduce IT overhead.
-  **Scalable CIAM architecture:** Designed to accommodate large user bases with customizable pricing and configuration options.

## Impact

In addition to strengthening Marketron's cybersecurity posture with MFA, BIO-key PortalGuard proved to be a game-changer by streamlining daily operations for the IT team, particularly through its Self-Service Password Reset (SSPR) functionality.

This enhancement empowered Marketron's clients with greater autonomy and reduced the IT team's workload.

Key outcomes:



**Self-service enrollment:** Marketron clients can easily enroll and manage their own credentials.



**Local expertise:** Client administrators have access to tools for completing user-related tasks efficiently.



**Reduced IT burden:** The IT team no longer needs to handle password reset calls, saving time and resources.

## Use cases

- Customer identity and access management
- MFA for large-scale user environments
- Secure, flexible authentication options

## Customer benefits

- Enhanced security and compliance
- Reduced operational costs
- Improved customer satisfaction

## Strategic value

This project illustrates how BIO-key enables organizations to recover from major security incidents and build resilience.

Marketron's adoption of BIO-key PortalGuard IDaaS shows the importance of flexible MFA and SSO in protecting large, diverse user bases while simplifying the customer experience. It reinforces BIO-key's position as a trusted partner for businesses that need security without sacrificing usability.



*"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, Marketron





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