



# CENTRO

## centro.

**Location**

Chicago, Illinois

**Industry**

Advertising & Media

**Website**

[www.centro.net](http://www.centro.net)

**Solution**

Managed Services

### COMPANY OVERVIEW

Headquartered in Chicago, Illinois with 40 offices across North America, **Centro** is a provider of enterprise-class software for digital advertising organizations. The company's technology platform, Basis, is the first of its kind SaaS advertising solution unifying programmatic and direct media buying, along with workflow automation, **cross-channel** campaign planning, universal reporting and business intelligence. Basis boosts media, team and business performance by enabling advertisers to plan, buy and analyze **real-time bidding** (RTB), direct, search and social campaigns in a single platform.



## BUSINESS CHALLENGE

### State of the art hardware and a lightning-fast network

Centro was founded in 2001 by Shawn Riegsecker. For its first decade, the company provided traditional media-buying services to advertising agencies. However, with the rise of digital advertising, Riegsecker and his team saw Centro's future in programmatic media buying. After raising \$22.5 million in venture capital, Centro launched Centro Brand Exchange, an ad marketplace for unsold inventory in 2012, and in March 2013, the company launched Basis, the company's cloud-based software platform for media planning. In November 2013, Centro acquired SiteScout to add real-time bidding technology to the Basis platform, providing digital agencies with a one-stop-shop for digital advertising buying.

In the programmatic buying world, speed matters. Created to facilitate high-frequency trading, the Basis platform manages 160 billion bid requests a day from sellers who are auctioning available ad inventory online. It supports hundreds of digital advertising agencies who seeking to secure that online "real estate" for their clients. Transactions happen in milliseconds and even a moment's delay can represent an opportunity lost for the agency and their client.

To support this high-frequency trading business model, Centro needed an IT business partner it could rely on for state-of-the-art hardware and a lightning-fast network.

"In auctioning ad space, transactions are literally happening in near-real time, within milliseconds," explains Igor Fey, Vice President of Technical Operations for Centro. "For our clients, display and auctioning of digital ad space is happening right before their eyes within our platform."

## THE SOLUTION

### A network and infrastructure capable of supporting 160 billion transactions a day

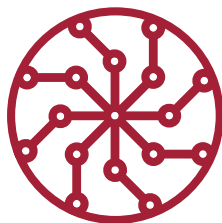
Centro's Basis platform is hosted on Amazon Web Services and supported by IT infrastructure hardware supplied by Aptum through the company's managed services line of business. "We have 100s of Linux boxes, and use open source for almost everything. And we also do big data for reporting back to our clients," explains Fey. "We look to Aptum to supply us with different types of equipment. Sometimes we are looking for hardware that is as fast as possible. Sometimes storage is key. And sometimes it is a combination of the two. We also look to them as our network service provider. Our external network needs to support the 160 billion transactions a day our platform processes. Internally, it needs to be even faster, as the workload is even more intense. Our machines to talk to each other, basically in real-time, to handle all those transactions flowing through our infrastructure. With programmatic buying now the norm in the industry, our platform, our infrastructure and our network put us on par with other modern digital media buying providers."

Aptum supports Centro's business operations out of three data center locations, two located on the East and West Coast of the US and one in Europe. This distributed model ensures that the company's IT infrastructure and the network is situated close to its agency customers.

## MANAGED SERVICES

Let us keep your critical systems running at peak performance.

An extensive suite of services for storage, network IT, virtual servers, applications, databases, and other foundational hardware and software.





## BUSINESS BENEFITS

### A true partnership

The relationship with Aptum initially came about because of Centro's SiteScout acquisition. However, over the last few years, it has continued to be extremely beneficial and positive for Fey and his team. Says Fey, "We have a fantastic relationship with our Aptum account managers. We are very happy. They are really trying to be the very best partner. In the IT industry, you hear of companies that treat their customers poorly, but our relationship with Aptum is a very good one. It is a true partnership with give and take on both sides. They have taken the time to know our business, our preferences and what we are looking for. We just tell them that we need to buy a particular configuration, with such-and-such amount of memory and such-and-such drive, and they go source it and build it for us."

Sometimes this means going above and beyond to keep a customer happy. Igor Fey gives one example of the Aptum team's exemplary service. "One of our commercial off the shelf software solutions stores system in memory. It requires a specific configuration of the hard drive to perform. The vendor, who sold us the software, gave us a service level agreement (SLA) and within that SLA the physical drive should have been specified, but it wasn't. This put us in a difficult situation because it turns out it was quite difficult to obtain that drive. The software would not run without it. Because of its extensive partnerships, Aptum's managed services team was able to source the hardware we needed. The team really went out of its way to make sure we had what we needed on time."

When it comes to network performance, Fey is quick to point out that Aptum's solution is excellent, partly due to that strong service backing. "We're dealing with technology. It's not all perfect. But Aptum's managed services team is always there to ensure that things are done well and that we are fully supported when things go wrong. Stuff happens. But I know when it does, I can count on Aptum to fix it."

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## WHY NOT PUT APTUM TO WORK FOR YOU?

[info@aptum.com](mailto:info@aptum.com)

[www.aptum.com](http://www.aptum.com)

## ABOUT APTUM TECHNOLOGIES

Aptum is a hybrid multi-cloud managed service provider delivering complex and high-performance cloud solutions with an integrated secure network. Using its Data As Infrastructure™ approach, Aptum solves complex technology challenges with total solutions and tailored options that drive tangible business outcomes and maximize the value of its clients' technology investments. Aptum's cloud and global network solutions, underpinned with expert managed and professional services, offer genuine choice and adaptability with international reach spanning North America, Latin America, Europe and the United Kingdom. Aptum is a portfolio company of DigitalBridge, a global investment firm dedicated to strategic opportunities in digital infrastructure. For more information, visit [www.aptum.com](http://www.aptum.com).