



MARCHESE
COMPUTER PRODUCTS

CASE STUDY

Collaborative Engineering Support For Radio Broadcast Projects

MCP's detailed coordination helped WBTA complete complex technical upgrades.

CLIENT: WBTA Radio



INDUSTRY: Radio broadcasting

LOCATION: Batavia, New York

SERVICES: Local AM/FM news, talk, and community programming

Executive Summary

WBTA Radio, a long-established AM/FM station in Batavia, NY, needed technical support for a project that involved coordinating multiple engineering disciplines. MCP delivered precise collaboration, Integrated Voip phone system, strong follow-through, and off-hours support to make sure every part of the job was completed without unresolved issues.

CHALLENGES

- Required coordination between different technical teams
- Need of New Phone system - Integration of VOIP into old analog systems
- Needed accurate, detail-oriented execution
- Looked for a partner who would follow through after installation
- Faced timing challenges that included off-hour and weekend availability

MCP's Approach

MCP collaborated directly with WBTA's broadcast engineers and stayed hands-on through to completion.

Key Actions

- Managed communication between two engineering teams for seamless delivery
- Followed up after initial work to confirm no open issues remained
- Stayed available during off-hours to support project wrap-up

THE SOLUTION

- The **MCP** team provided reliable oversight across multiple technical areas
- Engineers maintained regular check-ins, including weekends
- Attention to detail matched the station's standards for quality broadcasting

THE RESULTS

- The project was completed without unresolved issues or delays
- Broadcast operations remained smooth throughout the upgrade
- **MCP** became a trusted partner for multi-phase, engineering-heavy work

Need a team that follows through, even on the weekend?

MCP brings attention to detail and technical coordination that gets the job done right.

Contact us to get started.

CLIENT TESTIMONIAL



“For more than 15 years, **Marchese Computer** has provided us peace of mind knowing that we have the latest updates and protection without us having to do a thing. For our 24 hour business, **Marchese Computer** is always very responsive to any issues that happen no matter what time of the day or night. **MCP** has “bailed us out” on a number of occasions. They always make you feel that you are their most important customer.”

DAN FISCHER

President & General manager



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