

BBH SOLUTIONS

COLOCATION AND CROSS CONNECTS



BBH Solutions chooses CoreSite data centers as the home base for delivering its world-class unified communications services.

ON THE MOVE



"The inter-site connectivity between the NY1 and NY2 CoreSite facilities was a key component in our decision because it meant we'd never go down. But the ability to connect with a huge variety of carriers between the facilities, providing flexibility, coupled with the office space and impressive resources of the site really sold us."

**Bruce Hoernecke, President and CEO,
BBH Solutions, Inc.**

THE CHALLENGE

Finding a forever home

Bruce Hoernecke has seen a lot of changes in the technology world throughout his career. Since 1989, the President and CEO of BBH Solutions has been devising new and creative ways to incorporate these emerging technologies into a single suite of solutions. Today, the company is a leader in converged data, video, and networking solutions for small and mid-sized businesses, with special emphasis on providing service for relocating organizations.

BBH was an early adopter of the transition to cloud computing when bandwidth and enhanced networking capabilities came to market. The company collocated its business in a local data center to deliver its service-based solution. However, BBH soon faced a relocation of its own, as the data center provider announced their relocation, which did not meet a manageable timeline.

"Having to relocate was unexpected, but it gave us a chance to start fresh and evaluate what our business needed," Hoernecke says. *"This time around, we sought a data center that had all the features we wanted and could be our home for the long haul."*

NEVER COMPROMISE ON QUALITY

With a growing private cloud and managed service business, BBH knew it couldn't risk a repeat of its previous data center experience. In response, the company limited its search to partners that could offer long-term certainty, an expansive geographic footprint, and advanced features for attracting new customers.

All of the data centers BBH evaluated provided sufficient business continuity and

disaster recovery services. In addition, each of the locations was reasonably accessible within the New York City area, where the project was based. However, few seemed capable of delivering the computing power, updated facilities, and access to multiple carriers BBH needed to support its business strategies.

"Many of the facilities we saw seemed old and outdated," Hoernecke says. *"More importantly, they didn't have the capacity, density, or cross connects with other carriers we knew we had to have."*

The limited capabilities would have had a particularly adverse effect on BBH's core cloud integration service. The managed services solution helps companies streamline IT operations through customized off-site applications, servers, backup, and security management. Supporting those types of operations requires heavy computing power, scalability, and near-perfect availability to make sure customers' services always function optimally.

"When push came to shove, we didn't want to compromise on any of our key requirements," Hoernecke says. *"We were absolute in our need for a data center partner with the technology, facilities, and expertise to sustain and help accelerate our growth."*

THE SOLUTION

BBH found its new permanent home in CoreSite's New York market, at its NY1 and NY2 data centers. With CoreSite's colocation and cross connection solutions, BBH has the backing of a financially secure organization with ultramodern facilities, industry-leading technical expertise, and the responsive customer support Hoernecke wanted.

Unlike other data center service providers that simply lease their space, CoreSite owns its NY2 facility, reassuring Hoernecke that his business won't have to relocate again anytime soon. In addition to the security of having a home base, a wholly owned facility also promotes better predictability with regularly scheduled maintenance and upgrades, making it easier for the company to coordinate its expansion efforts and on-site customer visits to its new home.

"It was pretty clear from the moment we walked into the CoreSite data centers that the company was a cut above the rest," he says. "The facilities are beautiful, highly secure, and even have private office space available for on-site work whenever we want."

In addition to gleaming floor space, the CoreSite data centers feature best-of-breed technologies and an impressive community of customers and carriers. CoreSite cages and cabinets come standard with pre-wired connections and grounding, which made set up and configuration a breeze. At the same time, dark fiber tethering among the data centers and cross connections ensure 100% availability and let BBH instantly connect with virtually any carrier or vendor it wants across either data center.

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CUSTOMER EXPERIENCE AND BENEFITS

Relocating a business is a stressful undertaking that requires extensive planning and coordination. Having the right partner in the process can make things much easier.

Hoernecke says that the attentive service and reliable follow up from everyone on the CoreSite team made the transition much easier to handle, but his appreciation for the responsive, high-touch experience goes well beyond just some good feelings. The facilities' technological capabilities and innovative designs help bring new efficiencies to BBH's operations and a boost to the bottom line.

For example, with many partners, colocation build outs can take as many as 90 days to complete and often require costly external support from carriers or other vendors. With CoreSite, BBH completed its entire set up and relocation in under under 30 days, without any interruption to its customers.

In addition to the rapid set up and service launch, CoreSite's innovative power and cooling engineering have brought real cost savings to BBH's operations. *"CoreSite's data centers deliver twice as much power per square foot as other providers," Hoernecke says. "The extra power and efficient cooling translate into a smaller physical footprint, which helped us reduce our operating costs by as much as 30% immediately upon moving in."*

Now that BBH has settled into its new home, Hoernecke is turning his attention to the future. He's considering adopting CoreSite's Amazon Web Services (AWS) Direct Connect service, as well as taking up residence in other CoreSite facilities to expand his company's presence across the country.

"CoreSite has been instrumental in helping us solidify the foundation of our business for the future," he says. "For the first time, we feel like we have a true home base with the right mix of technology, support, and exceptional facilities we need to take our business to the next level."



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Bruce Hoernecke, President and CEO, BBH Solutions, Inc.

BBH SOLUTIONS CASE STUDY AT A GLANCE

CHALLENGE

- Relocate operations to a new data center without service interruption
- Access larger networks of carriers to improve service
- Invest in a modern, cost-efficient facility that could scale to the company's rapid growth.

SOLUTION

- Leverage CoreSite cage colocation for configuration flexibility and easier infrastructure management
- Utilize CoreSite cross connects to improve network performance, reduce latency, and increase uptime

RESULTS

- Reduced facility management costs by as much as 30%
- Cut build-out time from 90 days to under 30 days
- Relocated to a network-dense environment with more carrier options
- Improved position for future out-of-market expansion
- Fiber connectivity among campuses for improved continuity



ABOUT BBH SOLUTIONS

BBH Solutions is a leading cloud computing and managed services integrator for mid-market companies in the New York City region. BBH Solutions' expert engineers create real world business solutions using complex technologies from vendors such as Cisco, Microsoft, VMware, and EMC. BBH's customers enjoy solutions that work seamlessly with their own ways of doing business, enabling them to share information from anywhere in the world over any device platform. BBH Solutions was founded in 1989 and has developed its services to include Corporate IT Relocations, Voice/Data/ Video Unified Communications, Systems Integration and Audio Visual solutions.

BBH Solutions launched its cloud integration services program in 2011. This program offers enterprise-level services to companies of virtually any size, including; private cloud, hosted unified communications, multi-site secure backup, and 24/7 managed services. To continue to meet exponential customer demand, BBH teamed with Coresite in 2014, taking data center and office space in their NY2 facility in Secaucus, NJ. For more information, go to bbhinc.com.

