



B&H Photo Chooses vXchange as the Home for its Award-Winning Online Storefront

The Opportunity

B&H Photo is a New York-based company that has served the imaging market for more than 30 years. It is a world-renowned destination for professional, business and hobbyist photo, video, pro audio and digital imaging needs.

The courteous, expert service and catalog of over 250,000 items available every day at its SuperStore in New York, is also available to B&H customers across the country and internationally, on its award-winning website, bhphotovideo.com.

B&H's website provides comprehensive product information, prepared by B&H experts, who also offer their services as personal cyber shopping guides to customers who utilize its Live Chat application. Shopping and product inquiries can also be made via email.

B&H's online store is best known for its combination of a personable storefront with the convenience and functionalities of a Big Box web retailer. The online shop offers quick and easy downloads, high-res product images, and customer features like wish lists, history management, event registration, and online returns. Fast visitor response rates and same-day shipping options that move orders out the door with immediacy increase customer satisfaction and loyalty.

Prior to 2012, B&H had built and operated its own data centers to support its robust web presence. However, with an in-house data center, B&H ran into many operational issues including the lack of true redundancy, the need to constantly change equipment, the inability to adequately maintain generators and cooling equipment, and a lack of space. With a base in Manhattan, having access to a stable generator was cumbersome, and with only two generators supporting a fast-growing company, the situation soon became very costly.

Why vXchange's facility?

- Provides N+1 and 2N power distribution redundancy
- No fly zone, no flood zone protecting critical infrastructure
- Ideally situated for NYC businesses requiring geographic diversity and reach
- High-quality infrastructure support solutions in close proximity

The Solution

In 2012, B&H made the decision to find a partner that would support their data center operations. After reviewing many companies and touring a number of data center facilities, B&H chose vXchange as its primary compute infrastructure for the Company's online and storefront operations. B&H determined vXchange had the right support, infrastructure, reach, resiliency, and revenue-generating opportunities to enable its scalability and growth.

vXchange provided B&H with its own Micro Data Center™ in one of its New York metropolitan area facilities – a custom, contained, secure space and cooling environment that integrates seamlessly with B&H's internal IT operations. The customized solutions maintain B&H's online security, reliability and capacity for which it is known.

"vXchange's team has taken the time to intimately understand our Company and the unique needs that our online retail business requires," said Shlome Seidenfeld, CIO of B&H Photo. "vXchange's ability to provide us with high standards of security along with flexibility, was a true differentiator driving our selection."

vXchange provided ultimate performance and flexibility by custom tailoring its services for B&H to maximize its data center investment, reducing OpEx and CapEx, enabling B&H to scale in a flexible environment, that ultimately maximizes its Total Cost of Ownership.

"vXchange ensures that our business will grow and stay up and running, a security and commodity which we had never experienced before."

– Joseph Jacobowitz, Senior Manager of IT Facilities & Telecommunications, B&H Photo

With a proven track record of operational resiliency, vXchange delivers redundant components and an SLA with 99.999%+ uptime. vXchange's state-of-the-art data centers are equipped with a high-density, SSAE16 Type II & SOC2 Type II certified infrastructure to ensure business continuity. vXchange's secure portal, in\site, enables B&H to monitor their business performance from anywhere at any time, allowing them to gain easy access to important account information. vXchange has on-site, 24/7 certified technicians and a minimum of four layers of physical security, ensuring B&H's investment is safeguarded in a controlled, visible, and manageable environment.

With the performance, flexibility and security of a reliable data center, B&H now has the ability to scale with a team at vXchnge that is nimble, easy to work with and flexible enough to accommodate their needs. B&H has a ten day holiday period twice a year and is closed every Saturday. While a challenge to monitor and maintain equipment in the past, B&H no longer has to worry about their infrastructure while out of the office, due to vXchnge's proven, expert team and remote hands support.

As B&H grows, vXchnge's performance and unique power and cooling design allows the Company to continually add new applications, services and e-commerce offerings by optimizing its hardware investments without the costly expansion of its data center footprint.

The vXchnge Carrier Ecosystem

In addition to providing B&H with state-of-the-art infrastructure and stellar operational support, vXchnge's carrier-neutral marketplace enables companies to extend their reach and allowed the Company to partner with Lightower, the all-fiber provider of custom, high-capacity network services. B&H was drawn to Lightower's reliable, high-performance network and quick turnaround time, as well as the ability to link to Lightower's network very quickly within vXchnge's data center.

After B&H made the decision to use Lightower's fiber network, Lightower assigned a project manager to work with B&H's account manager, to ensure a smooth process and line of communication. After the project kicked off, multiple Lightower teams, including fiber engineering, network planning, field crews and provisioning teams, sprung into motion to work together in order to build out B&H's new, efficient fiber route. After the routes were laid and completed, provisioning was tested to ensure quality of service. From order entry, to fiber route installation completion, the entire process took four and a half months, far shorter than the typical time estimated to complete a fiber build.

Lightower provided B&H Photo with a truly custom, managed, private optical network, giving B&H Photo the privacy and scalability it would get from any dark fiber network, with the low CapEx and ease of use of a managed service.

The Results

Before moving to vXchnge, B&H had equipment in locations throughout Manhattan, and utilized a Disaster Recovery site in the Brooklyn Navy Yard. This situation made it very difficult to expand as B&H had unreliable power and infrastructure. After moving into vXchnge's data center, B&H finally had all of its equipment under one roof.

"We looked at many different data centers in the New York Metro area. We decided to outsource to vXchnge due to their advanced technology and accommodating nature," said Joseph Jacobowitz, Senior Manager of IT Facilities & Telecommunications, at B&H Photo. "vXchnge ensures that our business will grow and stay up and running – a security and commodity which we had never experienced before."

For the last three years, B&H has been voted the best e-tailer by Consumer Reports, getting top scores in service, selection and price. B&H attributes part of that success to vXchnge due to being able to expand their web services and a smoothly running website that being in a stable environment provides.

"Before we started using vXchnge, we were constantly chasing our tail. With some equipment in Manhattan, some equipment in a Brooklyn colocation site, and some within our own office, we were constantly facing the challenge of not having enough power, cooling or space, and facing the threat of power outages," said Jacobowitz. "Since moving to vXchnge, we are in the most stable and reliable environment possible and could not be more pleased with the technology and service and support that vXchnge provides."

About vXchnge

vXchnge is a leading carrier-neutral colocation services provider dedicated to improving the business performance of its customers. vXchnge's broad geographic footprint puts its customers at "the Edge" – in locations where they can serve customers locally and reach more businesses and consumers, in more markets. For more information on gaining an edge, visit www.vxchnge.com or connect on [Twitter](#) and [LinkedIn](#).

Why Lightower?

- Complete, custom fiber build in 4.5 months
- Dedicated Lightower team to ensure efficient project completion
- Lightower delivered a truly, managed private optical network designed and built to B&H specifications



DATA CENTER LOCATIONS

Chappaqua, NY
Cleveland, OH
Jersey City, NJ
New York, NY
Philadelphia, PA
(Operational mid-2015)
Santa Clara, CA

Secaucus, NJ
Portland, OR
Austin, TX
Minneapolis, MN
St. Paul, MN
St. Louis, MO
Pittsburgh, PA
Raleigh, NC
Nashville, TN

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