HOW ON THE SPOT MEDIA FOUND PEACE OF MIND THANKS TO VXCHNGE’S TRANSPARENCY AND RELIABILITY.

As a premier distributor of advertising video, radio, print, and long-form digital content, On The Spot Media is one of only a few North American firms that allows its customers to manage their entire advertising portfolios through a single dashboard. A pioneer in moving the industry to digital, their innovative platform allows their clients to deliver fast, high-quality digital media to any web-enabled destination.
THE CHALLENGE

Building that kind of service requires an infrastructure with unmatched speed, secure connectivity, and total redundancy. When On The Spot set out to evaluate potential data center partners, they found that the vast majority of providers simply couldn’t meet their needs. From poor power backup systems and insufficient climate management to subpar security and the lack of 24x7x365 support staff, the company struggled to find a facility that gave them the right level of support and service.

That’s when they found vXchnge.
THE VXCHNGE SOLUTION

After experiencing a data center outage, On The Spot migrated their servers and equipment into vXchnge’s Secaucus, NJ location (NJ01). With 24x7x365 remote hands support and a proven track record of greater than 99.99999% uptime, vXchnge offered everything they needed to keep their operation running at peak efficiency.

“We moved here to improve speed and have safer connectivity, and to be a facility with total power redundancy,” said Joseph DeRosa, Senior VP of Operations for On The Spot Media. “By positioning ourselves at a hub, we don’t have to worry about loss of connectivity.”

Migrating to NJ01 solved a number of longstanding problems for the company. The well-built facility met or exceeded On The Spot Media’s requirements in terms of power redundancies, climate control, and building security. But more importantly, DeRosa points out, vXchnge’s customer service went the extra mile in terms of providing support.

"vXchnge checked all the boxes while other companies did not. The support team has reset servers for us multiple times so we did not have to send a person to the facility on weekends or nights."

That support translated directly into cost savings and significantly decreased downtime. And thanks to the in\site business intelligence platform, On The Spot Media could access and control its deployment 24x7x365 from a computer or even a mobile phone. vXchnge’s award-winning software provides full
THE VXCHNGE SOLUTION

transparency into the data center environment, allowing customers to see the same data that’s available to data center managers. Updating access lists, monitoring asset inventory, and managing IT support tickets is easier than ever with in\site, allowing the company to make key infrastructure decisions quickly.

“I love using in\site,” DeRosa says. “It’s very easy to use and the response time is incredible.”

“VXCHNGE CHECKED ALL THE BOXES WHILE OTHER COMPANIES DID NOT... WE HAVE VERY SPECIFIC REQUIREMENTS TO ENSURE OUR OPERATION IS FUNCTIONING AT PEAK EFFICIENCY, AND VXCHNGE MET THEM ALL.”
A NEW HOME FOR ON THE SPOT MEDIA

After the initial technology migration took place in 2015, On The Spot Media kept its main office in New York City. When it came time to reevaluate their lease in 2019, the company decided it could eliminate much of its overhead by moving operations out of the city altogether and into neighboring New Jersey. The move would put the offices closer to their technology and provide a number of performance benefits due to reduced latency and easier access, but there was a problem. Nearby office space was difficult to come by, so the company reached out to vXchnge for suggestions on what it should do next.

That’s when vXchnge Regional Director John Longo offered an innovative solution: move On The Spot Media’s entire operation into the NJ01 data center’s office space.
A NEW HOME FOR ON THE SPOT MEDIA

“It was a unique opportunity for us to strengthen our relationship with On The Spot Media,” he recalls. “They were already coloconing their equipment at NJ01, so increasing the synergy between our organizations allowed them to reach a new level of operational excellence.”

Longo quickly arranged for a tour to show that the space would be a perfect fit for the company’s needs. From there, the vXchnge team sprang into action to support the transition. The ambitious move into NJ01 was coordinated and completed in just a few months, allowing On The Spot to get back to doing what they do best.

“This was a brand new challenge for us to think outside of the box,” says Danny Snight, vXchnge’s Customer Success Manager. “Other customers lease office space in other sites, but this was a full company move. We moved the entire office into NJ01 to reduce costs and solve for a customer pain point outside of IT. It’s an example of how vXchnge goes above and beyond for our customers.”
“SECOND TO NONE”

Now that On The Spot Media is firmly embedded in its new home, DeRosa couldn’t be happier with the outcome.

“vXchnge gets it right,” he says. “Customer service, security, and redundancy is second to none.”

With keen attention to detail and a willingness to go the extra mile for customers, vXchnge is committed to providing unmatched colocation services and helping organizations complete their digital transformation.

To learn what vXchnge’s innovative data center as a service approach to colocation can do for your business, CONTACT OUR TEAM TODAY!

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THE RESULTS

- Money Savings
- Not needing people to drive to the facility on weekends or nights
- Full transparency and intelligent monitoring with in\site

- Rapid-response customer service
- 100% up-time since office move
- Low latency interconnectivity

- Peace of mind with on-site security
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