



## **Bruce Hoernecke of BBH Solutions bridges the technology gap with a turnkey one-stop approach**

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Bruce Hoernecke, president and CEO of BBH Solutions, Inc. has created a turnkey IT systems integration firm bridging the gap between cabling, voice, data, and video technologies. Typically, companies deal with multiple vendors for their cabling, voice, data, and video needs. With today's complex systems, it's important for a systems integrator to be a trusted partner. In January 1989, Hoernecke started BBH Solutions, Inc. in the heart of NYC and acted on his vision of a company that looked at a bigger playing field and offered a one-stop approach to IT. In 1991, Michael Hoernecke joined BBH Solutions in the role of executive vice president to assist with the growth of the firm. Prior to 1989, Hoernecke held positions at several technology firms and always envisioned a "better" company that would combine consulting methodology with practical technology implementation. He received a Bachelor of Science degree from DeVry Institute of Technology and personally worked with executives from the financial, legal, non-profit, healthcare, and other sectors, helping them to strategically align IT with their business goals. BBH Solutions was born of his belief that these principles, combined with superior customer service would fulfill a clear business need in the NY Metro area.

Hoernecke's dedication and forward thinking allowed BBH Solutions to evolve into a unique systems integrator. Hoernecke started BBH Solutions by seeking out Manhattan area companies that needed assistance implementing different systems that included various cabling requirements and multiple technology protocols of the day. Hoernecke found that there was not only a need for consultation on the proper solution design, but that customers also needed a firm that could execute on the plan and deliver their technology projects in a simple and efficient manner. In more recent years, applications such as voice, video, and security began to standardize and run on the IP network. BBH Solutions grew by offering these solutions in a turnkey fashion. Hoernecke made a strategic decision to pick tier-one offerings and to stand behind them by committing training resources to his staff and adding more industry experts to the BBH Solutions team. This includes their cable infrastructure practice, which is still a core offering, and is a key differentiator as a systems integrator.

Throughout its history, BBH Solutions has developed a "gold standard" reputation in the NY Metro area as a reliable partner for real estate professionals during corporate relocations. BBH Solutions has been a resource for brokers, landlords, architects, and construction firms to help their clients with the needed technology services as they change locations. With a need for phone, data, AV, cabling, and project management services, hundreds of businesses have utilized BBH Solutions as a single point of contact to successfully bring all of their technology online. Recently, the property management firm for a well-known building in the Financial District relied solely on BBH Solutions for technology services as the building was "restacked" for mixed use.

Under Hoernecke's leadership, BBH Solutions navigated through some rough patches over the

course of 20 years. From Y2K, the .com bust, to 9/11 and the economic difficulties of today, Hoernecke has kept his focus on the customer. By offering a "customer first" approach to business and offering more services to the BBH Solutions' customer base, BBH Solutions has continued to grow through a high return and referral business. Hoernecke is quite proud of the high customer and high employee retention the firm's history has. Since 2003, BBH Solutions has grown 25% in revenue annually by keeping true to the CEO's vision of offering customers broad-based IT solutions that match their business objectives.

Due to Hoernecke's strong business relationships, BBH Solutions has acquired Gold Partnership status with Microsoft, Citrix, and APC. In addition, the company is certified by Cisco Systems in Advanced Unified Communications and Advanced Wireless LAN. Their Cable Infrastructure Group is certified by all major cable and connectivity manufacturers. BBH Solutions is also an Inc. 5000 Honoree for 2008.

In today's economic climate, many companies are relocating and/or downsizing offices. BBH Solutions' project professionals can manage and implement physical network infrastructure requirements from start to finish. Real estate developers, architects, and business owners can leverage BBH Solutions as their extended IT team and strategic technology partner to better serve their clients.

Hoernecke's philosophy is that every IT project requires an understanding of the customer's business drivers. BBH Solutions works with the customer on the scope of work and then can deliver the different services such as cabling, voice, data, and video. The introduction of network convergence is a great benefit to the customer, but if a multi-vendor approach is not managed correctly it can lead to a customer with a bad situation. BBH Solutions can eliminate this confusion with its single-vendor approach or if the project is a multi-vendor approach, BBH Solutions has the experience to lead and project manage the implementation to ensure customer satisfaction. New technologies have given businesses of all sizes the opportunity to be more efficient to their bottom lines.

Twenty years later, BBH Solutions continues as a leading New York City provider of networks that converge voice, data, and video applications, cabling installation services, and customized IT service plans. The company also expanded to Long Island and opened a second office in 2006.

Hoernecke has built a company that is recognized today as a leading systems integrator that brings "Enterprise-Level" planning and care to all size projects. The company is proud to be celebrating 20 years in business. "We're excited to share in this milestone with our customers, without whom we would not have been able to reach the levels of growth that we have accomplished in these past twenty years," said Hoernecke. "As technologies continue to converge it is our belief that when our customers have one number to call, they are better served in terms of efficiency and economy. We are convinced that the next 20 years will be the best ever as we continue to serve their needs."

For further information on BBH Solutions, Inc., visit their website at [www.bbhhinc.com](http://www.bbhhinc.com).

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