

PhotoVu Success Story

Web Hosting | Internet Access | Partner Programs | Security | Services

Customer	PhotoVu
Business Problem	Drive Online Business
Solution Summary	Verio Shared Hosting

Because of our unique, high-end product, we have to convey a professional, reliable web presence, or customers simply won't consider us. And once they place an order, they need the peace of mind and confirmation that the transaction was completed in a secure environment... We need a hosting solution that can consistently support our business goals.

PhotoVu™ Brings Digital Photos to Life with NTT/VERIO Shared Hosting Solutions

Customer Profile

PhotoVu™, a custom manufacturer of electronic digital picture frames, provides unlimited possibilities in digital photography by allowing consumers and business users to view their digital photo archive or digital business content in practically any location throughout the home or business. PhotoVu recently announced the PV1900, the industry's first 19" wireless digital picture frame.

The Situation

For over a decade, mainstream consumers have been captivated by the power of digital photography, and in recent years, digital cameras and digital camera phones have enjoyed more widespread consumer use. However, as convenient, flexible and cost effective as the technology has proven itself, easily displaying digital content has been a drawback. Like traditional photos, which end up in the typical shoebox at the back of the closet, digital photos often get stuffed away and forgotten on computer hard drives. PhotoVu's digital picture frames offer a way to eliminate the digital shoebox once and for all by bringing pictures to life, wirelessly extracting them from the computer for easy viewing – in their digital form – on attractive, innovative displays.

Since the launch of the company in 2003, PhotoVu has been a web-centric business. All sales and marketing efforts were focused on driving more traffic to the website – to enable PhotoVu, a small business, to maximize its resources and product distribution, given its small sales and operations staff. PhotoVu's e-commerce efforts and streamlined distribution strategy have paid off.

During its first week in business, visitors from around the globe went to the site, with continued growth each month. The week of launch PhotoVu's page hits went from a very minimal number to over 300,000 page hits from over 10,000 unique visitors. As a small business focused on marketing a premium product to an affluent demographic, PhotoVu is well aware that its customer base is a demanding, technically savvy group with high expectations. Since the company strives to do the majority of its business over the Internet, web site availability and reliability is crucial.

PhotoVu Success Story

About a month after launching the site, PhotoVu began experiencing problems with its previous hosting vendor. The first indication of trouble was that customers were not getting email confirmations of their purchases, and the company then noticed the site's slow response times and frequent downtime. With its previous hosting solution, calls to technical support were often met with unresponsive service representatives. PhotoVu knew the support and technical problems had reached a critical level as soon as they began to impact customers.

"Because of our unique, high-end product, we have to convey a professional, reliable web presence, or customers simply won't consider us. And once they place an order, they need the peace of mind and confirmation that the transaction was completed in a secure environment," explains Robert Jordan, partner at PhotoVu. "We need a hosting solution that can consistently support our business goals."

The Solution

PhotoVu quickly began the search to replace the existing hosting partner. Following an extensive evaluation, PhotoVu selected the NTT/VERIO suite of hosting solutions. "Having gone through a challenging experience with our previous vendor, we had a very clear idea of what we needed. From our first meeting with Verio, we knew we were on the right track and that they could provide the reliability and knowledgeable, accessible technical support our business demanded," said Jordan.

"Having gone through a challenging experience with our previous vendor, we had a very clear idea of what we needed. From our first meeting with Verio, we knew we were on the right track and that they could provide the reliability and knowledgeable, accessible technical support our business demanded."

Today, PhotoVu uses the NTT/VERIO Shared Hosting Platform to power its online business operations. The primary function of the solution is online commerce and sales support. Customers browse the site to view products and decide on options and features. When they are ready to purchase, the online system allows them to place their order in a completely secure environment. Once the order is placed, the customer receives an email confirmation, with the order then automatically routed to PhotoVu's manufacturing and distribution system, creating a closed loop fulfillment process.

For PhotoVu, switching to Verio has made a marked difference in its business performance. "The NTT/VERIO Shared Hosting solution delivers unmatched reliability and performance. Since switching to Verio, I realize how sluggish the other service was, not to mention the unreliable uptime we were dealing with," says Jordan. "Having our operations run on the NTT/VERIO Tier One backbone has also proven to be a major advantage for PhotoVu."

According to Jordan, however, the most significant benefit for PhotoVu has been the knowledgeable, responsive customer service. With the previous vendor, PhotoVu had to endure a high-volume call center staffed with representatives that knew less than the customer and were prone to giving different answers to the same question. "From the beginning, the knowledgeable staff at Verio displayed their consistent ability to communicate and resolve problems. Verio representatives also know the appropriate time to bring in technical personnel to provide the needed information and clarify any issues. And with every call, Verio provides relevant follow-up details and timely responses and resolution. It's a breath of fresh air."

The Future

PhotoVu is in the middle of the multi-billion dollar digital photography industry, where its digital picture frames are destined to become as common as personal computers. The company's biggest challenge will be managing the growth. "As we grow, we plan to use the NTT/VERIO Virtual Private Server to help us support additional network services for our customers," says Jordan. "And trusted partners like Verio will be the key to continuing our success in the future."

About PhotoVu

PhotoVu custom manufactures each wireless digital picture frame at their Boulder and Nederland, CO facilities, using the finest individually made wood frames and matboards and brand new electronic components, resulting in a truly one-of-a-kind product. Customers can order directly on the website from a standard offering portfolio, or upon request, a custom tailored frame and mat to match a given décor. For more information, visit www.photovu.com.



Verio and the Verio logo are trademarks and/or service marks of Verio Inc. in the United States and other countries. All other names are trademarks of their respective owners. ©2003 Verio Inc. All rights reserved.

VERIO
An NTT Communications Company