

When first day of class is your peak season, connectivity can't go down across 1,100 locations.

The Outcome

Barnes & Noble Education runs the BNC First Day program, ensuring students at more than 1,100 institutions have required course materials on day one of class. BNED partnered with Presidio to build the always-on network architecture that keeps stores, order management systems, and cloud platforms running without interruption - while PRISM brought cloud costs under control month over month.

How They Got There

Presidio started with BNED's business problem, not the technology. What does "always-on" actually mean for a company whose entire model depends on a single high-stakes deadline repeated across 1,100 locations simultaneously? That framing shaped every infrastructure decision. PRISM gave BNED detailed visibility into cloud consumption by location, workload, and time period.

Why It Worked

BNED's was challenged by the combination of massive geographic scale, hard transaction deadlines, and cloud costs growing faster than visibility allowed. Presidio addressed both sides: the reliability problem that could disrupt students on day one, and the financial problem quietly eroding technology ROI.

The Situation

Barnes & Noble Education operates BNC First Day, a program guaranteeing students access to required course materials on the first day of class across more than 1,100 institutions. For BNED, the first day of each semester functions like a peak retail event - compressed into a single day, replicated across more than a thousand locations simultaneously. Any connectivity failure on that day has immediate consequences for students and faculty.

The Approach

Presidio started with BNED's business requirements, not the technology. Presidio designed and now supports a highly reliable network architecture connecting physical stores, virtual bookstores, and public cloud environments. In parallel, PRISM gave BNED's team detailed visibility into cloud consumption by location, workload, and time period - enabling ongoing optimization and ensuring every cloud dollar was aligned to a business outcome.

The Result

BNED's network infrastructure supports always-on connectivity for mission-critical first-day-of-class transactions across 1,100+ locations. Cloud costs have decreased month-over-month as PRISM-driven visibility enables ongoing optimization. BNED's alignment with AWS has strengthened through Presidio's PRISM program. BNED's internal technology team operates with greater confidence.

1,100+

Physical and virtual bookstore locations on always-on network infrastructure

Monthly

Cloud cost savings driven by PRISM visibility and optimization

Day one

Guaranteed course material access for students - every semester, every location