



## Warm Beach Christian Camps Experiences Affordable Scalability, Reliability and Performance with AMD, HP and Microsoft IT Infrastructure



Non-Profit Organization Redefines Itself as an Early IT Adopter with the Help of the AMD Opteron™ Processor

### THE CHALLENGE

- Support increasing organizational growth
- Improve reliability, scalability and performance
- Alleviate the burden on a strained IT staff
- Keep costs low

### THE SOLUTION

- Microsoft® Windows® Essential Business Server running on AMD Opteron™ processor-powered HP ProLiant DL145 and DL365 servers

### THE IMPACT

- Exceptional performance for critical applications like registration, accounting, email, fundraising and payroll
- Outstanding reliability to lighten the load of the IT staff, allowing them to focus on issues like security versus server monitoring and maintenance
- Excellent working relationship with AMD, HP and Microsoft
- Future plans to implement AMD processor-based solutions, including a Quad-Core AMD Opteron processor-powered virtualization infrastructure and AMD Athlon™ processor-powered desktops and workstations

*Warm Beach Christian Camps and Conference Center (WBC) was growing in popularity: its camps were increasingly sold out and seasonal events such as “The Lights of Christmas” were bringing in tens of thousands of people within narrowly constrained timelines, creating huge and somewhat unpredictable spikes in demand for IT capacity.*

To keep pace with this growth, WBC revised its infrastructure based on Microsoft® Windows® Essential Business Server, HP ProLiant servers and AMD Opteron™ processors to support the increase in application usage for workloads such as fundraising, site booking and payroll. The new solution also delivered exceptional reliability and scalability, allowing the WBC IT staff to focus on new initiatives like security rather than server monitoring and to more easily plan for future growth—all while keeping costs to a minimum.

### Story

Located only one hour north from Seattle, WA, Warm Beach Christian Camps and Conference Center (WBC) is a premier camp, conference and retreat facility in the Pacific Northwest.

Network Administrator Michael Hall has been with Warm Beach Christian Camps & Conference Center for 30 years. In that time he has witnessed the organization grow from no computer usage to 5 dedicated servers and 50 client PCs serving 40 full-time and 75 part-time employees in addition to the hundreds of people who volunteer during busy times of the year, like Christmas. It has been his responsibility to plan and build the IT infrastructure required to support the increase in staffing, camp usage and activities. “I remember establishing one terminal with Internet access for the whole staff to use in the early 90s—it was a huge deal,” said Hall. “Now our systems are sophisticated enough to offer customers wireless Internet access, even being so far out here in the woods.”

As the organization has expanded,

*“AMD’s technologies helped me to quickly overcome any reservations I had. The combination of AMD Opteron™ processors and HP ProLiant servers was so effectively optimized for Microsoft® Windows® Essential Business Server that during the TAP (technical adoption program) we had zero failures, which is extremely unusual. Combine the tight collaboration with Microsoft and the other numerous and impressive AMD innovations and a high level of support, and I am now officially an AMD convert.” – Michael Hall, Network Administrator, Warm Beach Christian Camps*

WBC upgraded its IT systems, beginning with Microsoft® Windows® NT, and then migrating to Windows Small Business Server. WBC often found itself being pushed to upgrade due to changes in vendor direction or product life-cycles. Happily these upgrades were always successful because WBC was always moving to known stable platforms. “As a non-profit we really need to save money and squeeze the life out of existing systems,” Hall said. “So when it was time to upgrade, we historically and typically migrated to systems that others were leaving in the past.” But eventually, WBC’s growth and consequent IT requirements surpassed the timing of vendor-mandated upgrades, turning the traditionally late IT advocate into an early adopter. Applications like accounting and payroll were being accessed by an ever-growing number of users, which began to reduce the speed of the entire system—making simple actions such as email retrieval increasingly and painstakingly slow.

While the increased WBC application usage was taxing to the IT infrastructure, the existing 1:1 server to application strategy was taxing to the IT staff. The systems were originally designed for one application to run on one server in order to help with reliability. Hall explained that if the organization’s fundraising application and/or assigned server failed, he simply shut down the server to fix it while other applications like payroll and accounting could continue with uninterrupted workflow. However, this strategy for manually “hot swapping” servers to ensure reliability was extremely time-consuming for Hall, requiring constant monitoring and immediate on-site conflict resolution. Additionally, with the growing usage and dependence upon the availability of the applications, WBC now required 24x7 availability of its applica-

tions, particularly for customer-centric services like booking and accounting.

#### **A New IT Solution**

As it has worked closely with Microsoft throughout the years, WBC entered the Microsoft® Windows® Essential Business Server TAP (Technical Adoption Program). The technology’s reliability and usability proved it to be an ideal solution for WBC. The non-profit then worked closely with Microsoft to determine which hardware platform would be ideal for this environment and the answer was HP ProLiant DL145 and DL385 servers powered by Dual-Core AMD Opteron™ processors.

WBC had never worked with AMD in the past and as such, was a bit hesitant to implement the solution simply due to a fear of the unknown. However, “AMD’s technologies helped me to quickly overcome any reservations I had,” said Hall. “The combination of AMD Opteron™ processors and HP ProLiant servers was so effectively optimized for Microsoft Windows Essential Business Server that during the TAP we had zero failures, which is extremely unusual. Combine the tight collaboration with Microsoft and the other numerous and impressive AMD innovations and levels of support, and I am now officially an AMD convert.”

The AMD processor-based solution addressed all of WBC’s data center concerns, particularly in terms of performance and reliability. Multi-core AMD Opteron processors provide exceptional computing capacity for excellent performance and reliability, allowing Hall and team to spend less time than they had in the past monitoring the servers and spend



more time managing more critical issues like security and credit-card processing. HP ProLiant servers have a long history of reliability and customer confidence that was an excellent fit for WBC's growing environment.

The scalability of the platforms has assured WBC that the solution can grow with the organization. Hall explained that the company is able to add more and more applications to each server without truly testing Opteron's capacity "Despite the increased pressure on the AMD-based system, we have seen no spikes whatsoever," he said. This promising benefit leaves room for the HP ProLiant servers to scale to meet future WBC growth. "AMD is a great company with great products," said Hall. "The exceptional processing power supports WBC's growth initiatives and the reliability has freed me up to focus on more value-added activities like security."

Hall elaborated on the benefits of working with AMD by describing the excellent level of support, including helpful online courses and information. "AMD has really gone the extra mile in my opinion, and the support and information the company provides is exceptional," said Hall. "These factors convinced me that AMD was the smartest choice for WBC."

WBC is also enjoying the role-reversal of being an early IT adopter and driving upgrade requests with its vendors. "Non-profits are usually IT laggards, typically catching up to where everyone else is leaving," Hall stated. "But this new system makes WBC more powerful than we ever imagined and we are ahead of the curve."

#### *Future Plans with AMD, HP and Microsoft*

WBC has been so enamored of AMD that the organization plans to implement newer AMD technologies in the future. At the end of the day, Hall said, the cost-effective HP ProLiant servers have enabled WBC to continue to maximize their IT budget. "That's a big thing for us. Traditionally, we build all our own workstations because we have to get the most out of our dollar. I can't build a server for the value I get from the HP ProLiant server," Hall said, adding that the tight integration between the HP hardware and Microsoft® Essential Business Server® 2008 made the installation process nearly automatic.

Moving forward, WBC is eager to create a virtualization solution based on Quad-Core AMD Opteron™ processors to help alleviate space concerns in the organization's data center, and further improve energy efficiency while still maintaining high reliability. "The existing AMD Opteron processor-powered HP ProLiant servers helped with our data center space concerns but virtualization will really eliminate the issue," Hall said. "We are looking forward to implementing AMD, HP and Microsoft technologies in the future to serve as the foundation for initiatives like quad-core-based virtualization as soon as possible."

Additionally, WBC plans to adopt several types of AMD Athlon™ processor-based workstations and desktops to increase productivity. The workstations and desktops will be leveraged by the WBC staff for activities such as web site design, payroll, accounting and booking.

For more information, visit [www.amd.com](http://www.amd.com).

#### About AMD

Advanced Micro Devices (NYSE: AMD) is a leading global provider of innovative processing solutions in the computing, graphics and consumer electronics markets. AMD is dedicated to driving open innovation, choice and industry growth by delivering superior customer-centric solutions that empower consumers and businesses worldwide. For more information, visit [www.amd.com](http://www.amd.com).

#### About HP

HP focuses on simplifying technology experiences for all of its customers – from individual consumers to the largest businesses. With a portfolio that spans printing, personal computing, software, services and IT infrastructure, HP is among the world's largest IT companies, with revenue totaling \$107.7 billion for the four fiscal quarters ended Jan. 31, 2008. More information about HP (NYSE: HPQ) is available at <http://www.hp.com>.

#### About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realize their full potential. <http://www.microsoft.com>.

#### About Warm Beach

Originally developed as a ministry of the Pacific Northwest Free Methodist Church, Warm Beach Christian Camps and Conference Center incorporated as a separate 501 C-3 non-profit organization in 1995. Its story continues to unfold as people discover renewal and reconnection at the the Northwest's premier camp, conference, and retreat facility. For more information, visit [www.warmbeach.com](http://www.warmbeach.com).