HP drives hole-in-one solution for Houston Golf Association

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> "HP answered the bell on all our issues and requests with a state-of-the-art solution. Now we can focus on our core hospitality-service business and competencies."
>
> – Steve Timms, Executive Director, Houston Golf Association

Organizational need:

The Houston Golf Association (HGA) needed to replace an ineffective legacy IT infrastructure in order to share event information across the organization and with customers, sponsors, and guests. HGA required a stable, unified environment to communicate, publicize and coordinate events, and track changing variables in real time using current and stored data.

Solution overview:

Working with HP, HGA deployed a unified Microsoft® Windows® Small Business Server with access to SQL server, office applications, and full network capabilities. HP Services designed and implemented the new IT environment on an HP ProLiant platform with HP desktop and notebook PCs, HP Designjet scanners, and HP Laserjet printers.

Par for the course – HP solution makes all the difference

The not-for-profit HGA faced growing complexity in managing the Shell Houston Open PGA TOUR event – and more than 100 junior and amateur events – with limited resources. Professional golf events pose considerable service demands for HGA, a small organization that must cater to 120,000 tournament-week spectators as well as the demands of 1,500-plus high-profile sponsors and their guests, with varying levels of hospitality. Success requires seamless communications and instantly accessible databases. Before its move into new quarters in February 2003, HGA consulted professionals at HP to make the most of its IT budget.

"Due to an inefficient IT environment, we couldn't effectively collaborate or share data," explains HGA Executive Director Steve Timms. "After due diligence, we went to HP with a description of the environment we wanted – Microsoft SBS seemed a perfect fit. HP expertise with Microsoft environments answered all of our issues and requests. We gained a unified, state-of-the-art HP-Microsoft solution – new desktops, a new server and network, and all information mapped into that environment."

HGA implemented the solution as it moved into new quarters, and scored benefits immediately. The state-of-the-art Microsoft SBS solution with HP desktops and infrastructure enabled HGA staff to communicate seamlessly among themselves and via the web with volunteers, caterers, and guests. "It's night and day from our formerly precarious situation," says Timms. "We now have a uniform, stable environment that gives us additional tools and capabilities to work smarter – including mobile capabilities that close the distance between us and our customers."

Today, HGA offers services in real time using its sophisticated new CRM capabilities. When a sponsor leaves tickets for a guest, HGA instantly updates the database with all the associated information. "Literally, in a matter of minutes, a guest can pick up the proper tickets at our off-site 'will-call' office," explains Timms.

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The solution also saves significant time and expense in communications efforts. "Our 42-inch HP Designjet 800ps printer produces crisp posters, which we used to outsource commercially," adds Timms. "For our Junior Golf program we can also create banners and scorecards in minutes; that used to require hours of staff time." Moving ahead, HGA will continue to score in tournament-administration services with its HP small business solution.

About Houston Golf Association
Houston Golf Association (www.hga.org), formed in 1946, is a not-for-profit organization with a mission to promote golf for the benefit of local youth-oriented charities. Administering more than 100 events annually, HGA has generated more than $38 million for local charities through various golf activities since 1974, including more than $5 million in 2003.

Solution

Hardware

- HP ProLiant ML350 G3 Intel Xeon Processor 3.06 GHz – Tower Model
- HP Workstation xw6000 computer
- 16 HP Compaq Evo D310 Microtower computers, plus 17" TFT Flat Panel Monitors
- HP Evo Notebook n620c with Intel Pentium M processor 1.60 GHz
- 4 HP Compaq Evo d530s Small Form Factor desktop PCs
- HP Color LaserJet 5500hdn Printer and Care Pack bundle
- HP Scanjet 8200 Digital Flatbed Scanner
- HP Designjet 800ps Printer (42")
- 3 HP LaserJet 4200n Printers and Care Pack bundle
- HP Photosmart 945xi Digital Camera
- HP Digital Projector mp3130
- HP SDLT 160/320 GB Tape Backup system

Software

- Microsoft Windows Small Business Server 2003 Premium Edition operating system
- Microsoft SharePoint Portal Server
- Microsoft SQL Server
- Microsoft Windows XP Professional for workstations and client platforms

HP Services

- Consulting and solution design
- Implementation
- HP Care Pack services

Challenges

- Create a unified, stable, and effective technical platform and environment
- Improve internal communications and outreach to sponsors, customers, players, and guests
- Increase IT responsiveness and real-time tracking capabilities
- Migrate client database to effective Microsoft SQL server database environment

Results

- Replaced heterogeneous, inefficient IT mixture with a unified, stable environment
- Created state-of-the-art customer service management capability to fulfill HGA vision
- Migrated entire organization onto a common, efficient platform
- Provided basis to extend capabilities as needed in the future
- Reduced time it takes to make banners and scorecards from hours to minutes

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