

## Lincoln Center for the Performing Arts turns to IBM e-business Hosting.



says Jeff Nazzaro, Lincoln Center for the Performing Arts. Providing highly available services was a priority, but as a nonprofit organization, cost was also a top concern.

### Turning to a trusted provider

The Lincoln Center had previously handled the management of its Web site in-house, locating two Web servers and one database server at a colocation facility. But the organization's previous hosting provider could not withstand the downturn in the economy. "They were going down the tubes—we didn't want to be there when it happened," says Nazzaro.

The organization turned to IBM e-business Hosting for a Managed Hosting solution. "One of the biggest reasons we decided to go with IBM is that we know it is a stable company that will be around in 10 or 15 years," says Nazzaro. He adds, "IBM was very competitive with its price, and ultimately we thought it would be best to go with a company that was at the forefront of changing technologies."

### Overview

#### ■ **The Challenge**

*Save money and align organization with a solid e-business provider by moving Web site from a colocation facility to a managed hosting service*

#### ■ **The Solution**

*Managed Hosting from IBM e-business Hosting™, leveraging IBM @server® xSeries® servers*

#### ■ **The Benefit**

*A highly available, hosted Web site that saves the organization 15 percent over the cost of its previous colocation solution*

### Extending world-class performance to the Internet

The Lincoln Center for the Performing Arts ([www.lincolncenter.org](http://www.lincolncenter.org)) is home to resident companies that represent some of the very best in performing arts today, including the New York Philharmonic, The Metropolitan Opera, the New York City Ballet and The Juilliard School. The organization needed its Web site to reflect the same level of performance. The Web site provides calendars of events, information about performers and events, and online ticket ordering. "Our summer festivals go on sale in the spring. Starting in May, ticket sales on the Internet really spike,"

### Orchestrating a new solution

After assessing the organization's needs, IBM installed two @server xSeries servers, one running the Web server and one running the database. Speed of deployment was a particular concern, but IBM helped the team install its applications, and the Web site went online on time. With the Managed Hosting arrangement, The Lincoln Center pays a monthly fee for its Web site infrastructure, for a committed amount of bandwidth and for a set number hours for server management. If the organization occasionally needs additional bandwidth or more management help, the resources are available on demand.

### A ticket to cost-effective availability

With the IBM Managed Hosting service, "We're paying less per month than we were for the colocation services, which did not include server management," says Nazzaro. In fact, the organization is saving 15 percent of its previous monthly costs.

The Managed Hosting solution also addressed concerns about availability. "That's part of the reason we went with a hosting solution instead of maintaining the Web site in-house—we

don't have the redundancy that IBM has at its facility," says Nazzaro. "When our festivals go on sale we don't have to worry about a T1 line going down. It definitely gives us one less thing to worry about." He adds, "Hopefully down the road, as more challenges arise and technology advances, we can include IBM in other solutions we might need, such as disaster planning."

*"We have a nice comfort level now. We don't worry about the servers going offline in the middle of the night or that one of us will have to come in on a Saturday. We know IBM is taking care of it for us."*

—Jeff Nazzaro, Lincoln Center for the Performing Arts

### For more information

To learn more about IBM e-business Hosting, contact your IBM representative or visit:

**ibm.com/e-business/hosting**



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