

# Famous Software grows a bumper crop of customers with HP



"As a small-to-medium business and independent software vendor, we need to rely on one partner to guide us through and move us forward. We favor HP as a partner as much for the great response and support from HP Services as for its HP ProLiant cluster solution."

– Chief Technology Officer Rick DeFehr, Famous Software

#### **Business need:**

To achieve its growth objective of doubling its revenue by 2006, Famous Software, an independent software vendor (ISV) and the leading provider of specialized software for produce and agricultural enterprises, needed to address the demands of customers that require greater levels of scale and availability. In addition, Famous wanted to partner with a global hardware vendor – one that could provide cutting-edge technology, end-to-end support, and ongoing maintenance services. The right partnership would enable Famous to deliver the highest availability possible on cost-effective, industry-standard components and double company revenues in three years without adding IT staff.



#### **Solution overview:**

Famous Software joined the HP Developer & Solution Partner Program (DSPP), which assists ISVs in accomplishing their corporate goals. As a member of the HP DSPP, Famous implemented a sophisticated HP ProLiant clustered server solution based on Oracle9i Real Application Clusters (RAC) running the Red Hat Linux operating system. The solution includes HP StorageWorks Fiber Channel-based modular storage area network (SAN) arrays, as well as partner support from the HP Parallel Database Cluster (PDC) program. Famous customers also receive favorable, flexible payment options from HP Financial Services.

#### **Growing the business through partnering**

HP Services educated Famous Software's IT staff at HP's well-equipped computer center, then deployed a fully configured ProLiant DL580 Parallel Database Cluster at a customer site – completing the installation in less than half a day using the HP PDC installation tool kit. With Dell, by contrast, Famous had to configure the database platform manually – a complex, error-prone process, which took nearly three weeks and cost five times as much.

"HP provides us with a custom Parallel Database Cluster implementation, which includes HP Services for installation (leveraging the PDC Cluster Kit), HP Care Pack maintenance and support services, and single-contact support for our customers," says Famous Software's Chief Technology Officer Rick DeFehr. "It's the best and most cost-effective package out there. Becoming an HP ISV





Partner was the key to meeting our ambitious revenue goals while providing greater value and better support to our customers. HP Services extends our staff and capabilities dramatically."

#### **Cultivating productive solutions**

Famous Software's expertise lies in its industry-leading software solution, not with managing the underlying hardware platform. Famous tailors its accounting solution to the unique requirements of the perishable produce industry. HP and HP Services provide an affordable, scalable, and highly available database infrastructure to Famous customers, including implementation services and ongoing maintenance. This offering frees up Famous Software's IT staff to concentrate on the core competencies of the company.

"HP is the perfect partner for us," says DeFehr. "HP Services brings enterprise-scale expertise to the small-to-medium business level. This gives us a tremendous competitive advantage by allowing us to provide state-of-the-art, clustered hardware solutions – which are normally affordable only to larger customers."

In the same vein, partnering with Oracle and HP together, Famous doubles the added value to customers. As an ISV, Famous Software embeds Oracle RAC into its offering. Oracle RAC allows Famous to offer customers the ability to scale out and pay as they grow. Famous Software's selection of RAC and PDC on Linux provides customers with capacity to fit current needs with attractive, low cost of ownership and the opportunity to resize to fit future needs.

#### **Plentiful positive reviews from customers**

Famous Software needed to provide its customers with a platform that could scale all the way up to a reliable enterprise-sized platform to support its larger client companies. Thanks to the adaptive, modular design of the ProLiant Parallel Database Cluster for RAC, Famous Software customers can scale their operations in a consistent fashion – from a single ProLiant server to an enterprise cluster.

"HP Services introduced us to the HP Adaptive Enterprise strategy," notes DeFehr. "This blueprint is normally associated with large companies, but is ideal for SMB companies as well. Our customers typically have little or no IT staff, so they demand reliable, trouble-free solutions."

Since Famous Software is an ISV and a member of the HP DSPP, HP Services recommended that Famous obtain its own ProLiant DL380 Packaged Cluster for its in-house development purposes. "This is a perfect example of the solution flexibility we get from HP," emphasizes DeFehr. "HP outfitted one of our largest customers with a HP Parallel Database Cluster based on the ProLiant DL580 server with a StorageWorks Fiber Channel-based SAN, and then provided us with a smaller version for development and testing purposes. HP's scalable solutions address a wide range of budget and performance needs.

"The quality of the HP ProLiant server line also attracted both us and our customers to the HP partnership," continues DeFehr. "When you open up the hood on a ProLiant server, you see a server that's designed to keep running. Our customer demographics demand just this kind of trouble-free, reliable server. Our staff was very impressed."

DeFehr also appreciates the addition of the StorageWorks Modular Smart Array 1000 (MSA1000) SAN to the solution set as a cost-effective storage solution for SMB customers. Up to 18 ProLiant servers can connect to the SAN, providing maximum return on investment and

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minimal storage-management costs. Says DeFehr, "The HP StorageWorks Modular Smart Array 1000 offers SAN capabilities to SMB customers that are typically associated with enterprise applications, yet it has the best price-point on the market. For example, the MSA1000 system costs only half the price of the EMC storage that came with the Dell cluster."

As DeFehr and his team have learned, HP provides a well-conceived Parallel Database Cluster solution for real-world SMB environments and budgets. "Combined with

flexible payment options from HP Financial Services, it all adds up to an extremely robust and attractive solution that solidifies our No. 1 spot in our market," he concludes. "We have achieved a leadership position by developing and standing behind quality solutions. HP treats our business and customers with this same integrity. It's what a true partnership is all about."

**Company profile:**

Founded in 1975, Famous Software LLC is an independent software vendor (ISV) and the leading provider of specialized software for produce and agricultural enterprises. Headquartered in Fresno, California, Famous Software ([www.famoussoftware.com](http://www.famoussoftware.com)) has additional offices throughout the United States. The company's FAMOUS product line provides financial accounting capabilities to thousands of small-to-medium business customers, including growers, farm managers, packers, shippers, brokers, distributors, and wholesalers.



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## Challenge

- Deliver the highest availability possible on cost-effective, industry-standard components
- Partner with a global hardware vendor that can provide cutting-edge technology, end-to-end support, and ongoing maintenance services
- Double company revenues in three years and boost customer service without adding IT staff

## Solution

### Hardware

- HP ProLiant Parallel Database Cluster (ProLiant DL380 and DL580 servers) for Oracle9i Real Application Clusters (RAC) technology running Red Hat Enterprise Linux AS operating system
- HP StorageWorks Modular Smart Array 1000 (MSA1000)
- HP Integrated Lights Out (iLO) management portal

### Software

- HP Parallel Database Cluster (PDC) Kit for Linux RAC
- HP SmartStart software
- HP Insight Manager advanced system-management tools
- Oracle9i Real Application Clusters (RAC)
- FAMOUS accounting software
- Red Hat Enterprise Linux AS 2.1 operating system

### HP Services

- Parallel Database Cluster Kit implementation
- HP Care Pack Services
- Maintenance and support worldwide
- HP Subscription Services for Red Hat Linux
- Flexible financing via HP Financial Services

## Results

- Provided enterprise-scale, clustered server solution to Famous Software's small-to-medium business customer base
- Created virtual support department through HP Services, freeing up internal IT staff to focus on core competencies
- Positioned the company to double its revenue as projected and tackle new markets
- Implemented a sophisticated clustered server solution based on Oracle9i RAC running the Red Hat Enterprise Linux AS 2.1 operating system

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