

## CUSTOMER SUCCESS STORY

# BLACKBAUD INCREASES DONATION PROCESSING 52% ON GIVING TUESDAY 2015 WITH TURBONOMIC

With the **Turbonomic Autonomic Platform**, Blackbaud improved data center operations to process \$39.6M in donations on Giving Tuesday 2015 and send 128% more emails than in the previous year.



Blackbaud is the world's leading cloud software company powering social good. It is committed to serving the non-profit community with the services they need to operate and communicate effectively.



*“We see everything in real-time, we aren’t having to guess how many SQL servers to place on each host and when to move them.”*

#### **Mathew Rumphol**

Manager, Infrastructure Engineering  
Blackbaud

#### **Challenges**

- Inability to guarantee performance of mission-critical applications in rapidly expanding virtual environment with existing balancing tools
- Disruption of virtualized workloads due to resource contention and system congestion
- Inefficient use of virtual and human resources

#### **Solution**

- Turbonomic intelligently and automatically senses changes to Blackbaud’s application demand and adjusts infrastructure supply in real-time to improve utilization, assure performance and ensure service delivery to Blackbaud’s global customer and employee base

#### **Results**

- Accelerated data center system migration and consolidation to assure performance of **more than 1,300 VMs**
- Processed **\$39.6 million** on Giving Tuesday 2015
- Processed **52% more transactions** on Giving Tuesday 2015 than in the previous year
- Sent over one hundred million emails, **128% more** than in 2014

## Company Overview

Founded in 1981, Blackbaud provides software for non-profit, charitable giving and education communities, helping mission-driven organizations manage operations and engage supporters. Headquartered in Charleston, SC, Blackbaud operates in 60+ countries across the globe, supporting more than 30,000 customers. Blackbaud helps organizations raise, invest, manage and award more than \$100 billion each year.

Mathew Rumphol, Manager of Infrastructure Engineering, has been with Blackbaud since 2013 and has more than two decades of IT experience. Rumphol's team manages the company's Research Delivery Operations data centers, with two primary locations in North America, one in Europe and a hosted solutions center in Australia. The team recently upgraded their system to a VCE Vblock™ infrastructure powered by VMware vSphere®, Cisco UCS® and EMC XtremIO.

## Industry Challenges

In 2015, donations to charitable or non-profit organizations accounted for approximately 2.1% of United States gross domestic product.<sup>1</sup> There are more than 1.5 million charitable organizations in the US, and in 2015, American donations hit a record high of more than \$373 billion. Online giving itself grew 9.2% in 2015, compared to 2014, and a report by Ericsson estimates the number of smartphone users to surpass 6.3 billion by 2021.<sup>2</sup> With that in mind, the financial systems supporting these charities will need to be appropriately prepared to scale and meet the onslaught of online donations.

## Growth Through Acquisition

Rumphol's team manages more than 1,300 virtual machines across the world and is approximately 60% virtualized. As they looked to upgrade their system, they experienced network latency, which ultimately impacted workload performance. With the busy season upon them, downtime was simply not an option.

"We tried to install and test other software but we couldn't get them stood up," said Rumphol. "Even their professional services team couldn't get it to work. Turbonomic, though, was up and running in under an hour and providing value that afternoon. From my experience, most software products don't show any ROI, so the ability of Turbonomic to show such a fast ROI was incredible. It's the only software company I've worked with that can do that."

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1. Charitable Giving Statistics, [National Philanthropic Trust](#)

2. [Ericsson Mobility Report](#), June 2016

## Increasing Management Complexity

"We looked at it from a capacity perspective," said Rumphol. "We can get tools to automate data center functions but how do I keep my systems under control? Turbonomic gives me that in real time. It gives my team the ability to truly manage our infrastructure and to keep things running properly."

"When it comes to budgeting, Turbonomic has proved invaluable," said Rumphol. "We are a team of engineers, not financial analysts so being able to show our financial liaisons our system outputs in a digestible manner is saving us time and preventing mistakes from being made. It's a way more efficient method of planning, I was tired of guessing. Turbonomic comes up with the right numbers in seconds."

## #GivingTuesday

Giving Tuesday 2015 was one for the books, particularly for Blackbaud. The company processed more than \$39.6 million, 52% more than in 2014, and representing a significant portion of all donations made in the United States that day. Blackbaud customers also sent over a hundred million emails, 128% more than the previous year. Needless to say, this was a heavy tax on the company's virtual environment.

"Giving Tuesday and the Giving Season are very busy for us, we pay a great deal of attention to that time of the year," said Rumphol. "Turbonomic is managing everything right now, making sure nothing gets backed up, that there are no clogs in the pipes and that our workloads receive the resources they demand. We were prepared this year to implement more servers on demand, but we never needed to, what we had was plenty."

*"We have 72 projects to complete with 13 people, and 40 are due by the end of the year. Not having to babysit or guess and keeping distractions low means more time to focus on getting these done well and on time."*

### About Turbonomic

Turbonomic delivers an autonomic platform where virtual and cloud environments self-manage in real-time to assure application performance. Turbonomic's patented decision engine dynamically analyzes application demand and allocates shared resources to maintain a continuous state of application health.

Launched in 2010, Turbonomic is one of the fastest growing technology companies in the virtualization and cloud space. Turbonomic's autonomic platform is trusted by thousands of enterprises to accelerate their adoption of virtual, cloud, and container deployments for all mission critical applications.