



Customer: Advanced Micro Devices (AMD)

Web Site: www.amd.com

Customer Size: Approximately 16,500

Country or Region: United States

Industry: Manufacturing—High tech and electronics

Partner: Catapult Systems

Partner Web Site:

www.catapultsystems.com

Customer Profile

Sunnyvale, California–based Advanced Micro Devices (AMD) is a leading global provider of innovative microprocessor and low-power processor solutions that power IT products and technologies.

Software and Services

- 2007 Microsoft® Office system
 - Microsoft Office SharePoint® Server 2007
- Microsoft Technology Centers (MTC)

Hardware

- Dell PowerEdge 6950 server computers with two Dual Core Opteron™ 8200s and 32GB of RAM
- Dell OptiPlex 740 desktop computers with AMD Athlon™ 64

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AMD Validates Technology Decision with Hands-On Evaluation and Experimentation

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Shannan Kurz, Business Analyst, Advanced Micro Devices

Advanced Micro Devices (AMD) needed a new solution to build and maintain its external Web presence. The company considered the use of Microsoft® Office SharePoint® Server 2007 but wasn’t sure if the product would meet its needs. AMD visited a Microsoft Technology Center (MTC) to validate its solution. As a result, AMD was able to make a confident technology decision and bring its Web site online rapidly, without relying on its IT staff.

Business Needs

Advanced Micro Devices (AMD), a world leader in microprocessing, uses its Web site to educate potential customers about its products and solutions, offer support and technical resources, and provide information to partners, investors, and media. AMD had been using a third-party system to manage its Web site content. The system was nearing the end of its supportable life and was becoming expensive to maintain.

The company learned that upgrading to a newer version of the other system would require a code rewrite of all the backend tools used to manage content and a global migration of the content from the current

repository to a new one. Says Kellie Beard, Web Delivery Manager for Advanced Micro Devices, “Once we understood that we were going to have to redo essentially everything, we decided not to constrain ourselves to our current application but rather to investigate other available solutions to determine the optimal product to meet our overall content site management objectives.”

After evaluating many of the enterprise-grade solutions on the market, AMD decided to take a closer look at Microsoft® Office SharePoint® Server 2007. “We had used an earlier version of the product for project collaboration, but we didn’t know much about the newer offering,” says Beard.

However, AMD wasn't sure how many of its requirements the product could handle natively and how many would demand customization. "We also wanted to see how easily our content managers could use Office SharePoint Server 2007," says Beard. "The other system required us to rely heavily on IT staff for content management, and we needed something that empowered business users to accomplish more themselves."

Solution

AMD was offered the opportunity to visit the Microsoft Technology Center (MTC) in Austin, Texas, where an engagement could act as a proving ground for the company's proposed use of Office SharePoint Server 2007. "I loved the idea of validating our project in a setting where we had expert resources to help us," says Beard.

In November 2006, business users from AMD, plus consultants from Microsoft Gold Certified Partner Catapult Systems, attended a four-day Architecture Design Session at the MTC. MTC architects and Catapult Systems consultants provided AMD with an introduction to Office SharePoint Server 2007 and demonstration of its out-of-the-box functionality. "Everyone was wonderful about listening to our requirements and helping us understand the options available to us," says Shannan Kurz, Business Analyst for Advanced Micro Devices.

Following the Architecture Design Session, AMD documented and prioritized about 250 cases to test at a two-week MTC proof-of-concept (POC) engagement in December 2006. "We wanted to see how well we could work with the product to design page layouts and content types, establish navigation, and create our own look and feel," explains Kurz. The first day of the POC involved a brief training session to help AMD understand the basics of using the product.

After the training, the MTC architects and partner consultants left the room, giving the AMD group a chance for direct interaction with the product. "At first there was a moment of panic because we didn't think that we knew enough to be left on our own," recalls Kurz. "We looked at each other and said, 'It can't possibly be this easy.' But it was! We exceeded our testing goals at the POC and were able to delve much deeper into more challenging areas than we expected." Within hours, the AMD group was building page layouts and content types that had taken four weeks with the old system.

According to Shad Phillips, Senior Technology Specialist for the Microsoft Technology Center in Austin, "You could sense the excitement from the AMD team once they realized how much productivity they were going to be able to realize without having to involve IT."

The POC was performed on Dell PowerEdge 6950 server computers, featuring two Dual Core Opteron™ 8200s and 32GB of RAM, and Dell OptiPlex 740 desktop computers, featuring AMD Athlon™ 64 processors. By facilitating faster data access, more efficient data processing, and reduced power consumption, AMD and Microsoft technologies delivered the foundation for AMD's intranet and external Web presence.

Benefits

AMD was so satisfied with the outcome of its POC that the company plans to roll out an Office SharePoint Server 2007-based Web site to 20 countries by the end of 2007. AMD now considers the MTC experience a critical part of the decision-making process. "I wouldn't want to move forward without the direct learning that I received at the MTC," says Kurz. "An MTC engagement will be my

benchmark for any future product evaluation."

■ More informed and confident decisions.

"We definitely were able to make better decisions because of our experience at the MTC," says Beard. "The MTC revealed the areas that would be challenging, such as globalization, which helped us plan ahead for where we'd need to spend the most time and effort."

■ High levels of knowledge transfer.

The MTC architects and Catapult Systems consultants made sure that the weeks that AMD devoted to the POC were well spent. "The MTC architects and our partner worked hard to understand the way we work and to share knowledge without taking away from our hands-on experience," says Beard. "They let us try to fix our problems but were right there to support us when we needed them."

■ Increased technical competence.

The AMD group now has the knowledge that it needs to structure and manage its Web content, without the heavy reliance on internal IT staff. "We learned that Office SharePoint Server 2007 was the empowering business tool that we thought it might be," says Beard. "But we wouldn't have had such a strong belief in our abilities without the MTC."

■ Faster time-to-market.

Because of its time spent at the MTC, AMD is bringing its Web site online more quickly and with less effort than it would otherwise have been able to do. "At the MTC, we created more layouts in a day than we did in the last two years with our previous tool," says Kurz. "That's a pretty amazing difference."