Custom Motorcycle Manufacturer Consolidates Storage and Backup of Business Data

> "I was pleasantly surprised at how easy SQL Server 2005 is to deploy and administer, and I'm eager to start learning about and using its advanced features."

Eric England, IT Manager, Orange County Choppers

Customer: Orange County Choppers
Web Site: www.orangecountychoppers.com
Customer Size: 65 employees
Country or Region: United States
Industry: Manufacturing

Customer Profile
Montgomery, New York–based Orange County Choppers (OCC) builds custom motorcycles and is known for its Discovery Channel show *American Choppers*. The company operates a retail store and an e-commerce Web site.

Software and Services
- Microsoft® Windows Server System™
  - Microsoft Windows Server™ 2003 Standard Edition
  - Microsoft SQL Server™ 2005 Standard Edition
- Microsoft Dynamics™ GP

Hardware
- HP ProLiant DL360 G3 server computer with two Intel Xeon processors

Partners
- Adirondack Data Systems (ADS)
- Allarus Technology Management

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Business and Technology Goals
Orange County Choppers (OCC) needed to consolidate and improve the storage and backup of its business data. Until recently, the company managed its financial information using QuickBooks, with data stored on a desktop PC. Other business information was stored on user PCs as well as on file shares—all of which had no established backup processes and limited access to the information to one user at a time.

Solution
OCC deployed Microsoft® SQL Server™ 2005, part of Microsoft Windows Server System™ integrated server software, running on an HP server computer with two Intel Xeon processors. SQL Server 2005 provides data storage for two new business applications: Microsoft Dynamics™ GP business software, which replaced QuickBooks, and JobBOSS, a shop management solution. Databases are backed up daily to a second server and a tape drive. Microsoft Certified Partners Adirondack Data Systems (ADS) and Allarus Technology Management assisted with solution deployment.

Benefits
OCC now has a robust and centralized data store for the new multiuser solutions needed to support business growth. Benefits that SQL Server 2005 will provide include:

- **Ease of administration and maintenance.** A powerful yet intuitive management console will allow a single IT resource to easily manage the new database server. As OCC continues to consolidate its business data on SQL Server 2005 it will no longer need to maintain isolated data stores.

- **Enterprise-class capabilities.** OCC will enjoy the same rich feature set, reliability, and performance that Fortune 500 companies rely on to meet its data management needs, along with low initial deployment and long-term ownership costs.

- **Foundation for new capabilities.** OCC can easily support additional solutions on its database server, including a planned rollout of Microsoft Dynamics CRM and Microsoft Windows® SharePoint® Services.