

CASE STUDY

Changing the “Landscape” with a Customized Cloud Solution

Key professional licensure trade association is more agile and productive after implementing Cetrom’s customized cloud computing solution.

Background

The [Council of Landscape Architectural Registration Boards](#) (CLARB) is an international, nonprofit organization dedicated to establishing and promoting professional licensure standards for landscape architects.

Headquartered in Reston, Virginia, and established in 1970, CLARB members are the [licensure boards](#) from across the United States, Canada and Puerto Rico. CLARB prepares, administers and scores the Landscape Architect Registration Exam (L.A.R.E.), which, along with education and experience, is required to become licensed.

The trade association also manages the CLARB Council Record, a professional information system through which landscape architects document and verify their education, experience, examination and licensure history. The [Record](#) helps promote mobility by streamlining the licensure processes.

Challenges

Faced with the need to be laser-focused on its mission and to boost efficiency, CLARB was one of the first associations to realize the potential of the cloud. CLARB and its employees originally operated using a traditional, on-site server and IT system. Gradually, CLARB moved to co-location with an eye toward total cloud coverage.

The burden of buying, maintaining and servicing its own technology became a growing and costly diversion of resources away from the association’s core mission, however. “We needed to put ourselves in a position to work more efficiently and take advantage of new opportunities out there,” observed CLARB Chief Executive Officer Joel Albizo. “With this in mind, we’ve been working to get lighter and more agile—and the cloud makes this possible.”

CLARB

At a Glance

Background

- CLARB is a nonprofit association that establishes and promotes licensure standards for landscape architects.
- CLARB, established in 1970, is headquartered in Reston, Virginia.
- CLARB manages a uniform licensure exam and a professional information system to help promote licensure mobility in the United States and Canada.

Challenges

- Working efficiently and being a lean, agile organization are top CLARB priorities.
- Managing an on-site server, IT infrastructure and manual backups was time consuming, tedious and costly.
- Existing technology did not support the flexibility required by the staff and volunteer workforce.



Solution

CLARB sought a technology provider that would help the organization develop a customized solution that met the association's IT needs, enable employees to work remotely without interruption and help the association complete a full transition to the cloud.

CLARB learned about Cetrom through its association management software (AMS) provider, which was [hosting](#) its AMS solution in Cetrom's cloud environment.

[Cetrom](#) brought to bear its full range of customized, comprehensive IT solutions, from full cloud [migration](#) and implementation to proactive managed services and [round-the-clock support](#). Cetrom boasts an unmatched [zero downtime](#) record to ensure CLARB staff can [access](#) data from the cloud, as well as receive any necessary technical support, anytime 24/7/365 from anywhere.

Results

Albizo characterizes the migration as "very efficient." Now, fully on the cloud, Cetrom has relieved CLARB of costly overhead, as well as hardware replacement, licensing and security administration burdens. The resulting uptick in productivity and improved staff synergy has made the association more agile and productive — and better positioned to meet the needs of its clients, customers and stakeholders.

Should technology-related issues arise, staff members have immediate and direct access to Cetrom support. While overall control mechanisms are in force, the Cetrom approach is much easier than having a staff person act as the gatekeeper to IT support functions. CLARB's Director of Operations Rebecca R. Moden says, "One of the benefits of Cetrom's support is how easily our staff can get to them. That has been very helpful."

Moden also sees 24/7 accessibility as a major benefit: *"Being able to collaborate on work regardless of where we are or what time zone promotes efficiency and allows us to function as a team. We can accomplish multiple goals at the same time."*

Albizo adds that every organization is challenged to "continuously create new value in the most efficient way" and that the cloud "provides a platform that makes this possible."

CLARB: <http://www.clarb.org/>

Cloud Computing for Associations: <http://www.cetrom.net/associations-nonprofits/>

At a Glance

Solution

- Cetrom's customized hybrid cloud computing solution for associations and nonprofits.
- Cetrom's virtual desktop solution enables access from any location, any device at any time.

Results

- Increased mobility and flexibility, which improved overall productivity.
- Reduced overhead costs and burden of replacing expensive hardware and managing software licenses and upgrades.
- Renewed sense of synergy among association staff.
- Ability to concurrently achieve CLARB's diverse goals.

Visit www.cetrom.net/!

Scan this code to learn how Cetrom services can help your organization.



[f](#) [t](#) [in](#) [v](#) [G+](#)