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The webinar will  
begin shortly.**

# **Leukemia Lymphoma Society Using Mule to Lower Costs and Speed Development**

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# Who is LLS

The Leukemia & Lymphoma Society (LLS) is the world's largest voluntary health organization dedicated to funding blood cancer research, education, and patient services.

Since its founding in 1949, LLS has invested more than \$550m for research specifically targeting blood cancers.

## **LLS fundraising channels:**

- ❑ **General online donations**
- ❑ **Light the Night**
- ❑ **Team in Training**

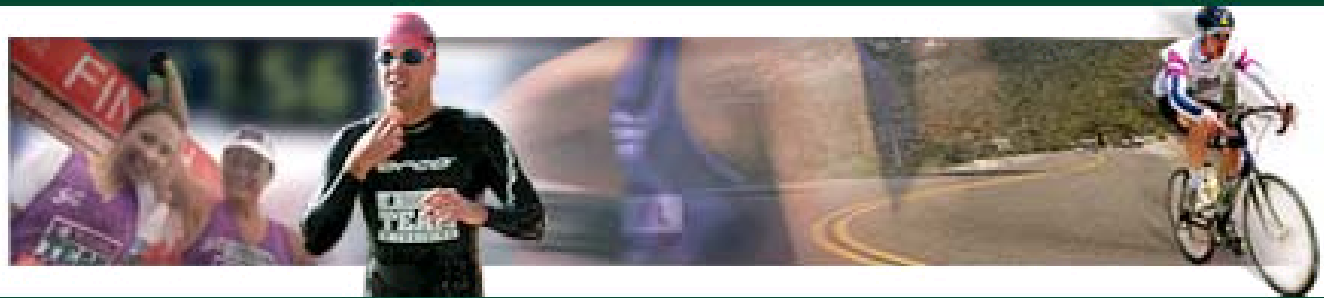


# What is Team in Training

Team in Training was founded in 1988 under LLS and is the world's largest endurance sports training program. Since its founding, Team in Training has raised more than \$850m.

## Team in Training participants receive:

- ❑ Training clinics
- ❑ Personalized fitness
- ❑ A personalized website for online fundraising
- ❑ And more



[click here](#)  for more

# The Problem

- ❑ **Online fundraising out-growing existing systems**
  - Outsourced solution for personalized donation pages
- ❑ **High cost of fundraising**
  - 7% transaction fee per donation
  - Did not receive donations in real-time (cost of interest carry)
- ❑ **Performance and scaling issues impacting user experience**
  - Double donations
  - Performance and issues and downtime
- ❑ **IT and maintenance costs**
  - Managing customer support issues
  - Lack of integration and duplicative functionality/costs across various fundraising groups within LLS


# The Proposal

- ❑ **Take control of donations infrastructure from back-end infrastructure through to user interface**
  - Technology infrastructure
  - Business processes
- ❑ **Leverage Mule for integration infrastructure**
  - Asynchronous messaging for processing off-load
  - Exception strategies
  - Full message logging

# The Face of it All

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▶ See what events are available in your area

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“The first word that comes to mind when I think of TNT is “inspired””

Interested in running or walking a **Marathon?**

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### Welcome to Team In Training

The Leukemia & Lymphoma Society's Team In Training® is the world's largest endurance sports training program. The program provides training to run or walk [marathons](#) and [half marathons](#) or participate in [triathlons](#) and [century \(100-mile\) bike rides](#). Since 1988, more than 360,000 volunteer participants have helped raise more than \$850 million.



By helping to raise funds for leukemia, lymphoma and myeloma research and patient services, you'll receive:

- Personalized fitness training by certified coaches for a period of four to five months
- Training clinics
- Your own personal Web site for online fundraising
- A supportive group of teammates
- Lodging and airfare to more than 60 accredited events in the United States and abroad.

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### of the Year Registration Form

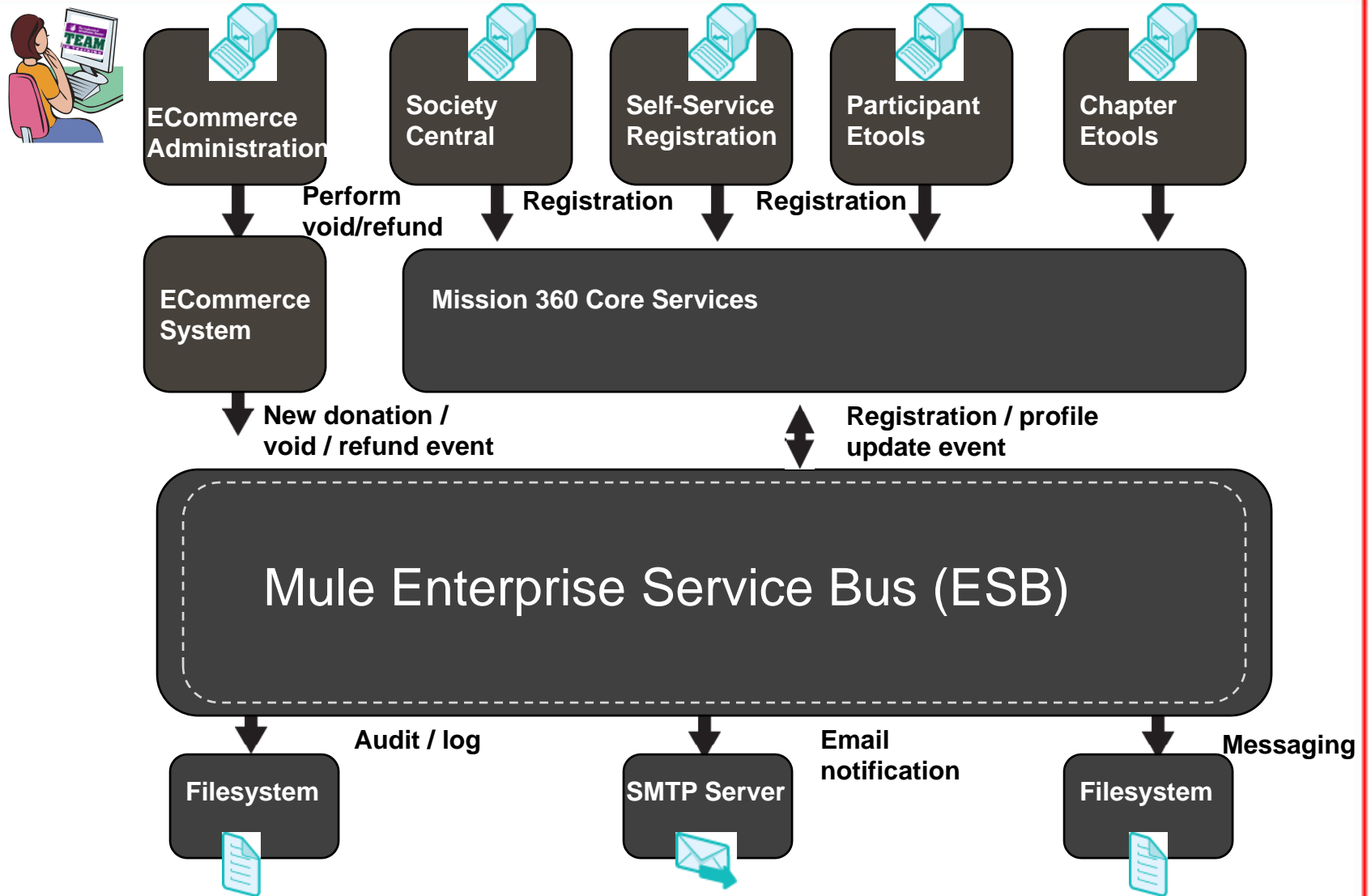
\*required fields

<ul style="list-style-type: none"> <li>Equestrian of the Year</li> <li>Equestrian of the Year 2008</li> <li>Equestrian of the Year Official Rules &amp; Prizes</li> <li>2008 Equestrian Chairs, Committees and Sponsors</li> <li>2008 Registration Form</li> <li>2007 Equestrian of the Year Participants</li> <li>2007 Men of Polo Calendar</li> <li>Palm Beach Man &amp; Woman of the Year</li> <li>Regatta</li> <li>Team In Training</li> <li>Golf Tournaments</li> <li>More Events</li> <li>Hike For Discovery</li> </ul>	<p>First Name*</p> <input type="text"/> <p>Last Name*</p> <input type="text"/> <p>Local Address*</p> <input type="text"/> <p>City*</p> <input type="text"/> <p>State*</p> <input type="text" value="Choose a State/Province"/> <p>Zip/Postal Code*</p> <input type="text"/> <p>Day Phone*</p> <input type="text"/> <p>Email*</p> <input type="text"/> <p>Alternate Address</p> <input type="text"/>
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# See it in action!

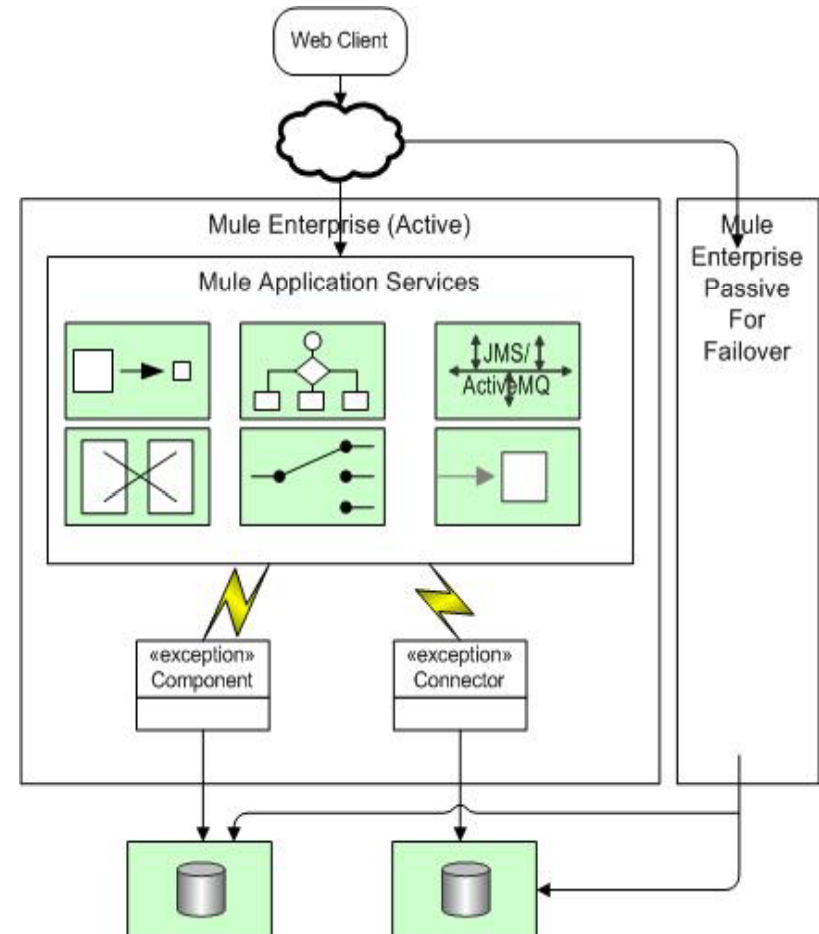
- ❑ <http://etools.teamintraining.org>

# Today's Architecture – Business Side

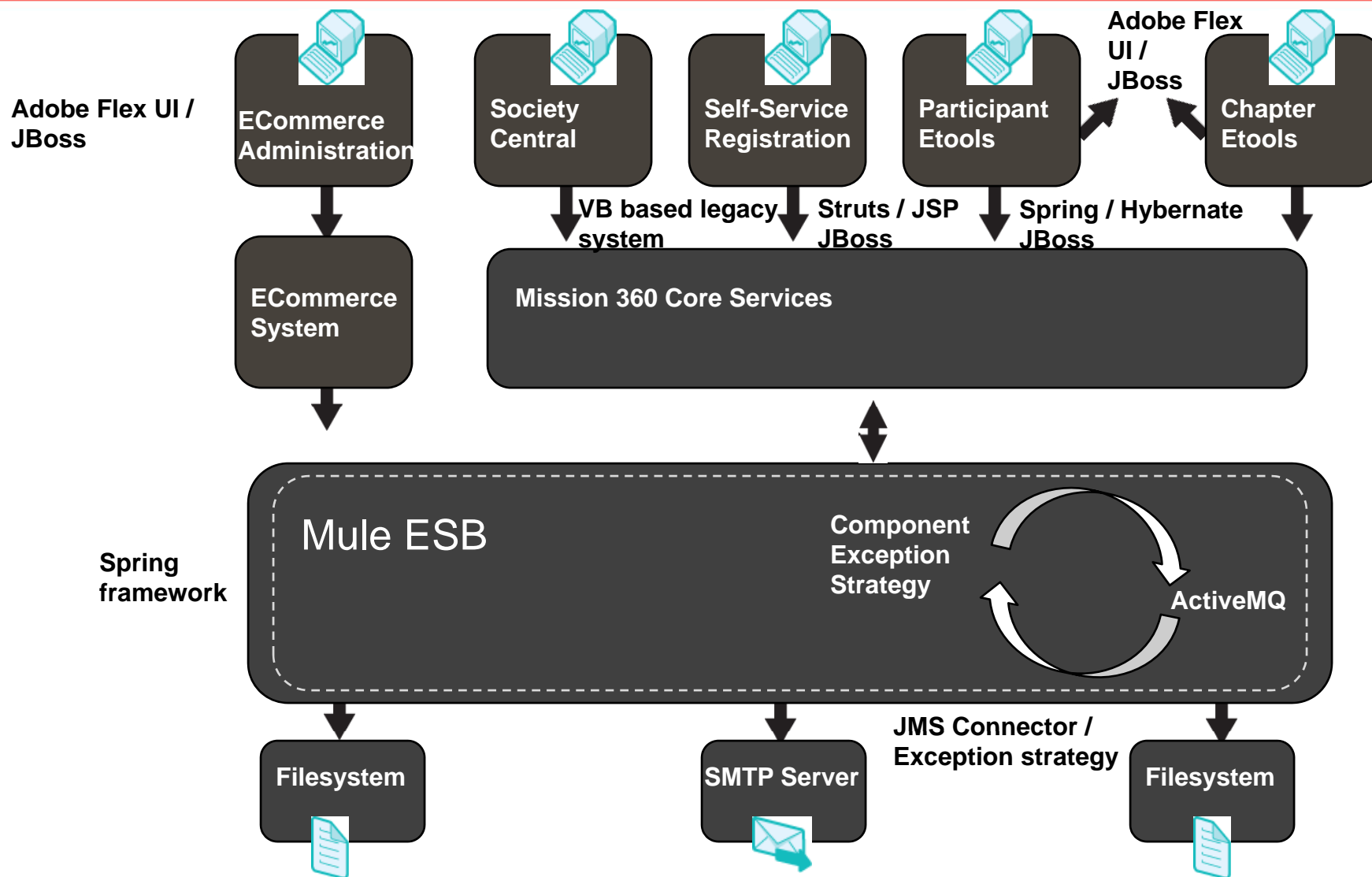


# Discovery Phase

- ❑ **Multiple levels of redundancy**
  - Ensure no messages are lost
  - Upgraded to Mule Enterprise
- ❑ **Exception strategy**
  - Component
  - Connector
- ❑ **Active/Passive failover**
  - Messages persisted in file system on JMS provider failure
  - Component or connector failure results in an exception email
  - All messages logged for auditing purpose



# Today's Architecture – IT Side



## Success Metrics - IT

- ❑ **2,000 Mule events/day load tested and verified against test database**
- ❑ **500,000 messages processed from mid-April – June 5, 2008**
- ❑ **Improved performance and up-time**
  - 100% uptime
  - Haven't had to use backup active and passive scenarios
  - Impact on CPU utilization almost un-noticeable
- ❑ **More time for innovation, not for fielding support calls**

# Success Metrics - Business

- ❑ **Cost down to 2% credit card transaction fee on donations (from 7%)**
- ❑ **Positive user feedback on interface and performance**
- ❑ **\$10M raised since mid-April!**

# Why Mule?

- ❑ **Ability to accommodate multiple protocols without ripping out existing infrastructure**
- ❑ **Integration with Spring**
- ❑ **Aligned with LLS's internal open source strategy**
- ❑ **Robust community validating Mule's leadership**
- ❑ **Analyst recommendation**

# Engaging with MuleSource

- ❑ **The LLS IT team and MuleSource worked to install Mule and build a backend to support the donation site(s)**
- ❑ **The total project took 3-months with just 2 weeks of MuleSource consulting service**
- ❑ **MuleSource provided design review and recommendations to**
  - Understand overall function and technical requirement
  - Review and certify configuration
  - Review design and assist with implementation on the technical side
- ❑ **MuleSource support subscriptions help maintain solution**

# Roadmap

- ❑ **Integrate other areas of online fundraising**
- ❑ **Implement management/monitoring for messages processed by Mule**
- ❑ **Investigate Mule Galaxy for governance and artifact management**
- ❑ **Evaluate and integrate community interaction features**
  - Blogs
  - Discussion boards
  - Forums

## Find out More!

- ❑ **TNT – learn experience the forms yourself (feel free to donate if the spirit moves you):**  
<http://www.teamintraining.org/>
- ❑ **MuleSource Subscriptions:**  
<http://www.mulesource.com/services/subscriptions.php>
- ❑ **Download Mule and try it yourself!**  
<http://www.mulesource.com/download/>
- ❑ **Still have questions? Email**  
[webinar@mulesource.com](mailto:webinar@mulesource.com)



Thank you!