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Customer Profile

Beulahland Bible Church, Macon, GA
<http://www.beulahland.org>

Client Profile

Beulahland Bible church was founded on February 19, 1942 in a private home as a small grassroots effort. Since then, the church has transformed greatly, experiencing phenomenal growth with two different locations. Beulahland Bible Church is a Word-centered ministry dedicated to establishing the Kingdom of God in the home, community, and the world. The ministry's motto is "Changing the World from Middle Georgia" and the ministry has a vision to be a congregation that is committed to a Spirit of Excellence that impacts the world with a life-changing message and empowers people to become disciples of Jesus Christ.

Fast Facts:

- Established in 1942
- Approximately 10,000 members
- Vibrant worship services on Sundays at three locations on two campuses
- Pastor Carlos Kelly welcomed as the 5th pastor in January 2015

Client's Challenges

Beulahland Bible Church needed a way to upgrade their existing Legacy Windows streaming appliances to enable them to stream to mobile devices and at a higher quality. They have a multi-site ministry with three facilities on two campuses that all need to stream to a global audience, with the added detail of having some services running simultaneously. The source of potential Internet and/or internal network-related issues at all three locations, which were compromising the quality of viewer experiences during live streams, also needed to be determined.

In addition to the technology issues they were experiencing, they also wanted an easy way for viewers to select what campus they wanted to watch while streaming at home. They needed to find an efficient way to allow users to stay up to date with the ministry, and they wanted to provide additional access to products sold through their ministry's brick and mortar store.

As a ministry of excellence, Beulahland needed the assurance that all of the services the ministry provided to viewers online would provide a professional appeal at all times.

The Church Online's Solution

The Church Online's Technology Division integrated three new H.264 streaming appliances, all keeping in line with current and changing technology. The Church Online was also able to troubleshoot and resolve the source of Internet and internal network-related issues at each campus and completed the implementation by integrating a media center platform capable of integrating all three campus' worship experiences. Providing Beulahland Bible Church access to our off-site transcoding infrastructure enables The Church Online to provide high quality streaming with limited internet bandwidth.

Utilizing The Church Online's Design Team, the ministry's web site was developed, including the integration of an online store to allow for the distribution of products online from the ministry's brick and mortar store. The Church Online also maintains the website on a weekly basis.

"The Church Online offers media exposure and services of the highest quality with a personal touch. I've had the pleasure of working with their staff regarding product installation, technical support, and content development, among other things. Unlike services utilized in the past by our organization, The Church Online is AVAILABLE to meet the needs of the customer



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first. The president of the company, Melissa Wharton, sets the standard and has set the bar high, yet her team of professionals continue to deliver and produce the desired results as expected!”

—Keith King, COO, Beulahland Bible Church

Benefits to Beulahland Bible Church

Beulahland Bible Church has had all of their major technology concerns addressed and is enjoying the benefits of an improved web site and overall Internet and industry presence, all with the support necessary to maintain their new and improved components. In The Church Online (and their deep partnerships in the industry), Beulahland Bible Church has found a partner on whom they can depend to continuously provide a high level of service for all of their streaming and web site needs across multiple ministry sites.

Strategies and Tools Used to Reach this Client’s Goals:

Three H.264 Flash encoding appliances, one for use at each ministry location, were employed for use by Beulahland Bible Church.

The Church Online’s Support Team visited all three ministry locations to determine the source of the Internet and network-related issues and assisted the ministry with successfully resolving all issues.

The Church Online’s Technology Team developed a customized media center platform that allows for the easy selection of the desired campus in order to watch the relevant live stream. Video-On-Demand was also built into the page to allow for direct access to archived content.

The Church Online’s Design Team created the ministry’s web site to better portray the vision, needs, and desired functionality of the ministry. These upgrades also included an integrated online store for easy online purchase of ministry products.

The Church Online works with the ministry on a weekly basis to ensure that the web site is professionally maintained.