

Accelerate,
simplify and
transform
your IT

rackspace[®]



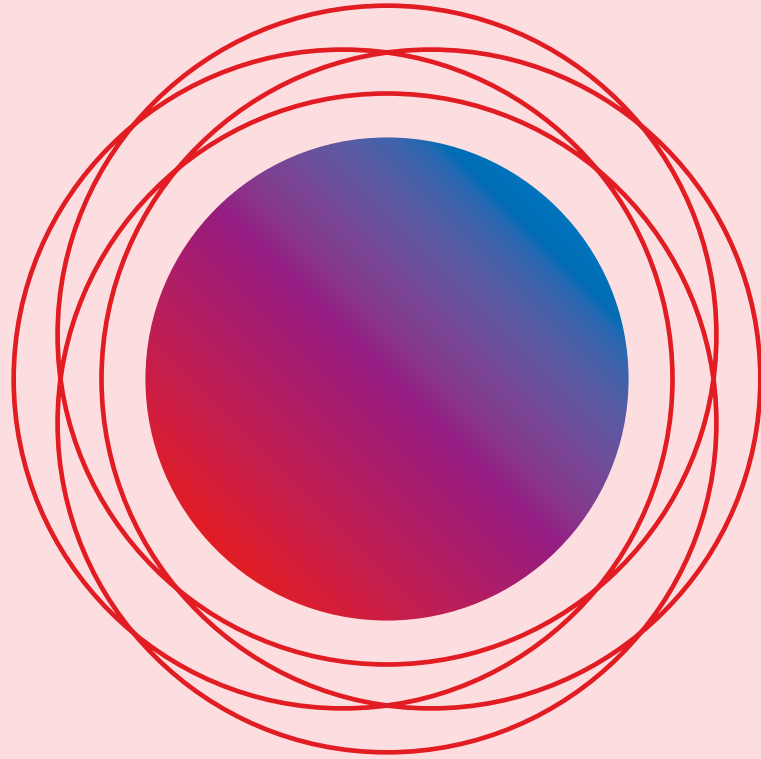


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An overview of Rackspace

Professional and managed services across apps, data, security, hybrid and multiple clouds to solve business and IT problems.

What businesses need to thrive

We're a global technology company focused on consulting, implementation and managed services. We accelerate the value of the cloud during every phase of your digital transformation journey — getting you to the cloud fast, so that you see results quickly. Our expertise spans processes, applications, data, security, multi-cloud and hybrid cloud services. And our journey with you will be centered on a deep understanding of your organization's challenges and goals.

Most organizations struggle to address the six challenges to the right. That's where we come in. Our diverse expertise drives real improvement, simplifies the complex and bolsters your confidence to move the needle on transformation initiatives that lead to innovation and success in the market.

Trust us to help you:



Create new business models



Deliver superior customer experiences



Accelerate the delivery of products and services



Optimize economics



Increase business agility



Fortify security and address compliance

How we help

We come to work every day in service of our customers, eager to work on the hard stuff, to solve complex issues and to help businesses innovate. We call this Fanatical Experience™ — experts on your side, obsessed with your goals, doing what it takes to get the job done right. From the first time we meet to the work we do every day, Rackspace combines the power of always-on service with best-in-class tools and automation to deliver technology when and how you need it.

Our service-based solutions are designed to help you:



Define your cloud and digital strategies to help you grow



Accelerate your transformation ambitions and business value



Power your IT needs at every stage of your journey



Modernize your applications, data, cloud and your organization



Secure your digital presence across applications, data, hybrid and multi-cloud services



Optimize your spend across secure applications, data, hybrid and multi-cloud services



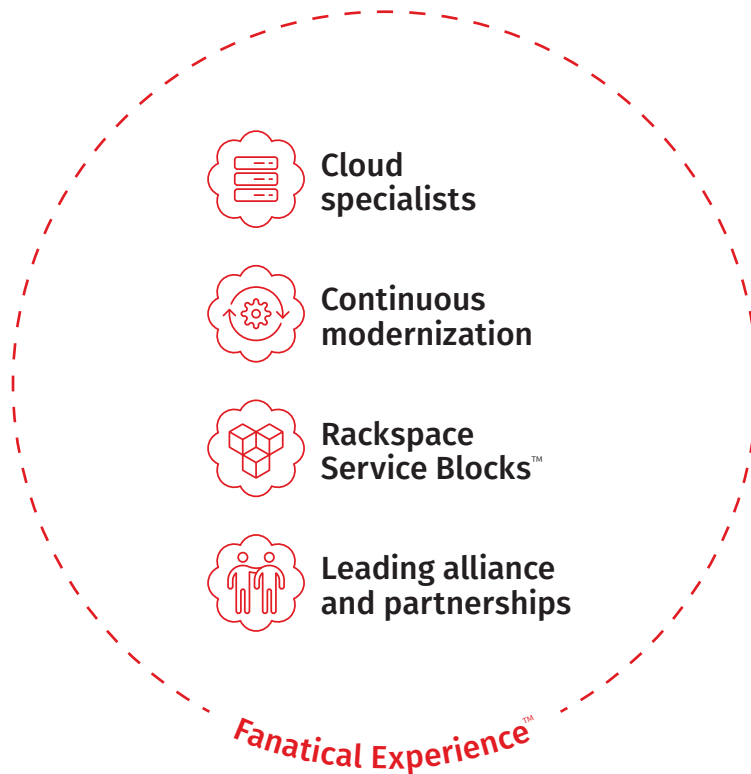
We provide
Fanatical
Experience



Why Rackspace?

Rackspace is a different kind of technology company. With a combination of unbiased expertise, meticulous methodologies and innovative delivery models, we are uniquely positioned to help you achieve your specific goals using the appropriate combination of technologies.

Here's what makes us different



Cloud specialization

Unbiased expertise across leading technologies

We provide you with unbiased yet opinionated expertise based on 20 years of delivering cloud services to thousands of clients. Our ability to apply best practices and provide exceptional solutions has resulted in numerous industry awards, including placement in the leaders category of the Gartner Magic Quadrant for Public Cloud Professional and Managed Services.

Clouds

We offer full support of the world's leading clouds, including VMware® and OpenStack® Private cloud, as well as public clouds from AWS, Microsoft® Azure® and Google Cloud Platform™. And we can connect your private clouds to your public clouds with RackConnect® for a fully integrated hybrid solution.

Data

Gain the advantage of professional management, support and customized deployment capabilities of all major database platforms, including relational, NoSQL, big data (Hadoop® and Spark®) and SAP Hana.

Applications

We offer professional services for application modernization, along with app management services across Oracle and SAP ERP, BI, Salesforce CRM, digital experience, email and productivity, and JAVA and .NET applications.

Security

Address your security, compliance and data protection needs with our multi-layered approach to cloud and network security, backed by our 24x7x365 customer security operations center.



So you get
the right
solution

Continuous modernization

Continuous modernization is a methodology specifically designed to help you constantly optimize your technology to eliminate the burden of technical debt. While many service providers walk away after they implement the solution, we work with you to continually manage and optimize your solutions, keeping your technology up to date, secure and operating at a high performance level.

Quick wins

Our approach to application modernization starts with the engagement of business and IT leaders across your organization. We identify quick wins, then widen the scope of modernization projects from there to build confidence and momentum.

Next, we analyze your business operations, then design and implement applications and data solutions that support how you want to work.

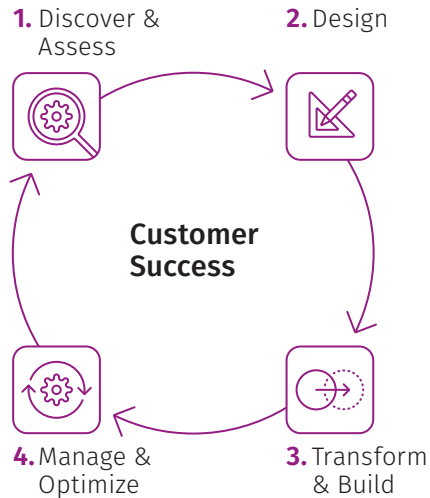
Finally, we deploy, manage and optimize those applications and data with infrastructure that maximizes their effectiveness.

The elimination of technical debt so you're better prepared for the future

If you aren't constantly evolving, you'll get left behind. We help you to continuously update and improve your technology, without accruing technical debt that will eventually make you uncompetitive. And when technology changes again, with our help, you'll be ready to adapt easily.

A proven methodology

We deliver continuous modernization through services designed to meet you wherever you are on your transformation journey:



So you stay competitive

Rackspace Service Blocks

Your needs and priorities are likely to change quickly. That's why we offer a customizable consumption model that helps you maintain optimization of your IT investment by allowing you to pay only for the cloud services you need.

Customize your services

Service blocks are the centerpiece of our value delivery model. Using the service blocks model, we can quickly implement cloud projects and initiatives in a customized, flexible and value-driven way.

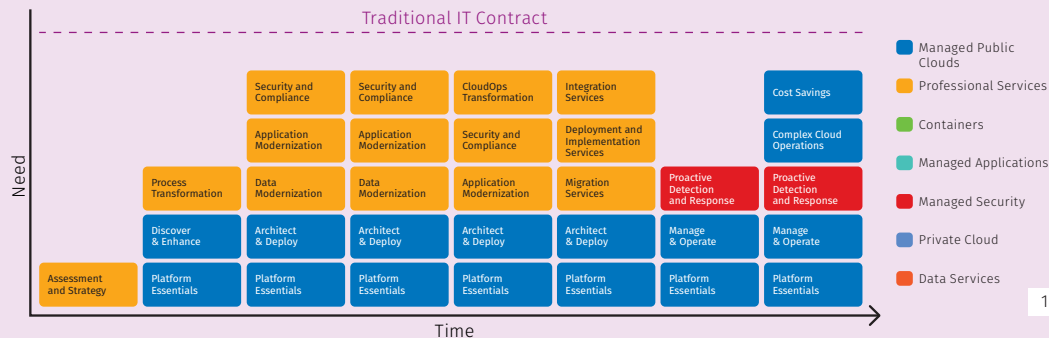
Pay only for what you need


Service blocks are discrete, pay-as-you-use services that provide the highest levels of IT service delivery flexibility by allowing you to mix, match, add and subtract the services you use — and pay for — as your business requirements change.

Reduce TCO

If done incorrectly, your cloud environment will add cost to your bottom line. Our experience makes the most of your spend through all the phases of your cloud journey, which usually means greater efficiency and a lower total cost of ownership.

Rackspace Service Blocks™





So you only
pay for
what you
need








Leading alliances and partnerships





Our integrated services portfolio

We offer a broad and deep portfolio of technology services that is fully integrated and easy to consume, allowing us the flexibility to provide a solution that is 100% tailored to meet your needs.

 Professional Services	Strategy & Business Process	Discover & Assess	Design
	Transform & Build	Migrate	Integrate
 Application Services	Customer Experience		ERP
	Digital Experience		Productivity
 Data Services	DBA Services		AI & ML
	Data Analytics		Database-as-a-Service (DBaaS)
 Public Cloud Services	Discover & Enhance	Architect & Deploy	Manage & Operate
	Cost Savings	Reliability Engineering	Cloud Native Application Dev't
 Hybrid Cloud	Managed Kubernetes		RackConnect®
 Private Cloud Services	Managed Private Cloud		Colocation
 Security Services	Proactive Detect & Respond		Privacy & Data Protection
	Compliance Assist		Cloud Native Security

Built-in Security

Our services by category

Discover & Assess

- Application Portfolio Rationalization
- Application Readiness Assessment
- Application Advisory Services
- Data Architecture Assessment
- Cloud Foundations
- Cloud Strategy Assessment
- Cloud Readiness Assessment
- Cloud Adoption Blueprint
- Cloud Cost Modeling
- Financial Modeling
- Security & Risk Assessment
- Application Security Assessment
- Web Application Penetration Testing
- Application Integration Services
- Migration Strategy & Profiling
- First Mover
- Platform Essentials (Infra)
- Discover & Enhance (Infra)
- Program Management
- Resource-as-a-Service

Design

- Application Architecture Design
- Data Analytics Accelerator
- DevOps Consulting
- Cloud Decision Maker — PoC
- Container Enablement
- Application Integration Services
- Migration Planning & Design
- First Mover
- Vendor Selection
- Platform Essentials (Infra)
- Discover & Enhance (Infra)
- Complex Cloud Operations
- Program Management
- Resource-as-a-Service

Transform & Build

- Business Process Transformation
- Application Transformation Accelerator
- DevOps Engineering
- Application Customization
- Application Deployment & Implementation
- Migration Execution
- First Mover
- Application Integration Services
- Platform Essentials (Infra)
- Discover & Enhance (Infra)
- Architect & Deploy (Infra)
- Complex Cloud Operations
- Kubernetes-as-a-Service
- Program Management
- Resource-as-a-Service

Manage & Optimize

- Application Licensing
- Application Managed Services
- Application Data Services
- Application Advanced Monitoring
- Platform Essentials (Infra)
- Discover & Enhance (Infra)
- Architect & Deploy (Infra)
- Complex Cloud Operations
- Kubernetes-as-a-Service
- Rackspace Managed Security (RMS) Proactive Detection & Response
- RMS Compliance Assistance
- RMS Tooling for MPC
- RMS Tooling, Application Security (for MHPC)
- RMS Tooling, Network Protection (for MHPC)
- RMS Tooling, Compliance Tools (for MHPC)
- Program Management
- Resource-as-a-Service



Our global reach

We serve customers in more than 150 countries, including more than half of the Fortune 100. And with cutting-edge, interconnected data centers strategically located in the world's most influential technical and financial markets, we can provide you with the global reach, scale and organizational agility you need, wherever you are and whenever you need it.



A few of our customers



Case study



Getting Synchronoss out of their data centers while processing 300 TB of new data per day — and serving tens of millions

They count on Rackspace managed services for AWS and Azure to help keep precious memories and sensitive data safe.

Our customer

Synchronoss helps technology, media and telecommunications companies create new revenue streams and delight subscribers with cloud products supporting millions of subscribers worldwide.

The obstacles they faced

Synchronoss needed to get out of their data centers in order more efficiently process 300TB of new data per day.

How we helped

IT Transformation; Professional Services; Managed Hosting — Dedicated Servers; Managed Hybrid Cloud; Managed Public Cloud — Rackspace Service Blocks — AWS and Azure; Infrastructure — Storage

What we achieved together

By partnering with Rackspace to harness AWS technology, Synchronoss can provide a reliable, secure personal cloud solution at massive scale, helping tens of millions of subscribers maintain cherished memories across devices.

Case study



Wyndham saves more than 40% moving to private cloud

By exiting the data center business, Wyndham Hotels & Resorts realized cost savings in excess of 40% and streamlined IT operations to fuel its acquisition-based growth strategy.

Our customer

Wyndham Hotels & Resorts is the world's largest and most diverse hotel franchise company, managing over 9,000 hotels and more than 700,000 rooms in 66 countries under 20 hotel brands.

The obstacles they faced

After spinning off from its legacy company, the newly formed Wyndham Hotels & Resorts had only four months to exit its corporate data center and overcome 30 years of technical debt.

How we helped

IT Transformation; Infrastructure; Managed Hybrid Cloud — VMware; Productivity and Collaboration — Microsoft Office 365; Data Services — Microsoft SQL; Virtualization — VMware Server Virtualization

What we achieved together

In just four months, Wyndham executed a migration that was projected to take a year, delivering an improved customer experience and reducing costs by more than 40%.

Case study



J.Crew transforms its digital customer experience a year ahead of schedule

The right mix of public and private clouds enable innovative and personalized customer experiences while satisfying security and compliance standards.

Our customer

J.Crew Group, Inc. is an internationally recognized omnichannel retailer of women's, men's and children's apparel, shoes and accessories.

The obstacles they faced

To thrive in the fast-moving retail space, J.Crew needed an extremely flexible infrastructure platform with the ability to support unforeseen business requirements and use cases.

How we helped

IT Transformation; Rackspace Colocation; Managed Hosting – Dedicated Servers; Managed Private Cloud – VMware; Managed Public Cloud – Fanatical Support for AWS; Productivity and Collaboration; Ecommerce Hosting; Enterprise Resource Planning (ERP); Professional Services

What we achieved together

J.Crew is 12 months ahead of schedule, with access to private and public cloud flexibility to help them adapt to a changing industry landscape.

Case study



Delmar International Inc. quickly transforms it's Global infrastructure to better manage its applications

Rackspace application and infrastructure expertise helps Delmar International enhance its ability to manage disparate systems across its data center.

Our customer

Delmar International provides international freight forwarding, customs brokerage, trucking, warehouse, distribution and cargo management services through 45 offices in 14 countries.

The obstacles they faced

Delmar International has experienced strong growth internationally, but needed a data center infrastructure upgrade and guidance around the challenges of integrating disparate systems from the businesses it had acquired.

How we helped

IT Transformation; Infrastructure; Managed Hosting — Dedicated Servers; Migration; Email Hosting; Productivity and Collaboration — Fanatical Support for Office 365; Professional Services — Application Services/ DevOps; VMware

What we achieved together

Delmar International now has the infrastructure required to run applications quickly and efficiently, and can explore new ways to provide services to the freight tracking, management, storage and distribution industries it serves.

Cloud Specialists

3,300+

Cloud engineers

Experts

Cloud native application development and migration

Best

Hybrid cloud — right workload on right cloud

Global

150 countries

Leader

Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Provider, Worldwide

1,600+

AWS Certifications

- One of the leading AWS MSPs with 6 competencies

1,200+

Microsoft Certifications

- Expert MSP
- Fastest-growing CSP
- Five-time Hosting Partner of the Year

350+

Red Hat Certifications

- North America MSP of the Year

330+

Enterprise Application Certifications

- Oracle Top-1,000 Platinum Partner
- SAP Silver Partner

230+

VMware Certifications

- Global Integrate Public Clouds Partner of the Year
- VMware Cloud on AWS Competency
- VMware Cloud Verified Partner

370+

Google Cloud Certifications

- First MSP

400+

Salesforce Certifications

- Platinum Consulting Partner

300+

Certified DBAs across leading DBMS

- More than 50,000 managed database instances

Industry Recognition

Gartner

Magic Quadrant leader for Public Cloud Infrastructure Professional and Managed Services, Worldwide

FROST & SULLIVAN

Top Asia-Pacific Managed Cloud Services Provider





At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to simplify the complex. Passionate about customer success, we provide unbiased expertise across all the leading technologies, continuous modernization and optimized investment. And across every interaction worldwide, we deliver Fanatical Experience™. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

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