

Artificial Intelligence and Machine Learning Services

Empower your data to make recommendations, take action preemptively and gain market insights.

The future of competition has made getting value out of data through artificial intelligence (AI) and machine learning (ML) solutions a top priority in today's leading enterprises. A record 86% of businesses are prioritizing data, analytics and AI/ML projects to enhance their product offerings, improve business efficiency and anticipate customer behavior.

However, according to Gartner, less than half of modern analytics and ML projects will be deployed in production by 2022. And less than 20% will move piloted AI projects into production without delays due to a lack of organizational collaboration, IT and business process maturity, and the technical skills necessary to implement AI/ML solutions. They may not have expertise in mathematics, algorithm design or data science and engineering, or data may not be in a unified data lake infrastructure for ready access. These conditions create challenges for any organization looking to advance in the marketplace and derive value from AI/ML.

Rackspace Technology understands that every organization's data needs are different, whether they are modernizing data infrastructure with data lakes, unlocking transformative new capabilities by developing custom AI/ML algorithms for their data or creating enterprise-grade cloud deployment pipelines for AI/ML operations. With comprehensive data engineering and AI/ML capabilities, Rackspace Technology can meet you wherever you are with practical and outcome-focused solutions, so you can get more from your data.

Outcome-Focused Solutions

To lead in their industry, companies must transform their data to be ready for AI, while also incorporating AI/ML to drive intelligent applications. But to define the right AI strategy, prepare the data, incorporate AI/ML frameworks into application and data platform development, and maintain and optimize the environment requires dedicated planning, data science and AI/ML engineering expertise, and automated operations.

Rackspace Technology combines deep technical and business expertise with leading cloud native AI/ML frameworks, data preparation and MLOps to accelerate AI projects to completion.

When your data works harder for you, you can take your resources further and accelerate your vision to deliver intelligent applications, services and results. Your new AI/ML deployments and intelligent applications enable you to use data to improve your business. This allows you to make smarter decisions, improve collaboration, deliver new revenue streams and business models, and transform customer experiences.

The Rackspace Technology™ Edge

- A leader in the 2020 Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide
- 2,500+ cloud engineers
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 120+ countries
- AWS Data & Analytics, Machine Learning and IoT competencies

"I'm amazed at how quickly we got to a working proof of concept. We thought it would take months and Rackspace Technology has gotten it done in weeks. Our experience has been great, and we're thinking now about phases two and three and what other equipment to connect next."

Edward Sawyer :: General Manager, Cerapedics

Take the Next Step

Let's talk about how Rackspace Technology expertise helps you achieve your goals.

Learn more: www.rackspace.com
Call: **1-800-961-2888**

Rackspace Technology AI/ML Services

Do you need help creating an AI/ML strategy? Do you have a strategy, but need to demonstrate the value of AI/ML to your business? Do you need a complete enterprise-level solution through to production or are you just looking for support to effectively operationalize ML models in production at a fraction of the time? Whether you're at the planning, implementation or improvement stage of your AI/ML journey, Rackspace Technology is here to accelerate your next steps with a range of services and solutions.

AI Ideation Workshop and Strategy

Data architect-led, interactive workshop tailoring cloud services to your project needs, and a whiteboarding session on requirements and high-level architecture that answer the question: What can AI/ML do for my business?

- Discovery and solution ideation session: Uncover the possibilities when leveraging cloud-native AI/ML platforms as they pertain to your business
- Architectural modeling session and technical deep dive: Review cloud-native machine learning products and the associated tools and services that enable AI/ML frameworks on cloud-native platforms
- Following the ideation workshop, Rackspace Technology will spend 2-4 weeks building a best-fit AI/ML strategy
- Key deliverables:
 - Defined business use case
 - Proposed AI/ML solution definition and scope
 - Technical roadmap for AI/ML implementation

AI Proof-of-Concept

Create a proof-of-concept (POC) demonstrating the applicability of AI/ML to your business. Generally, these are scoped to about six weeks of effort to yield results quickly.

- Expand on a single use case and define the requirements, outcomes, implement a PoC model and showcase the business value of the solution
- Prove business value with a fail-fast approach
- Best practices for technology and framework choice on AWS

Enterprise AI/ML Solution

Full production solutions to automate business workflows or develop actionable predictions. These are scoped according to business needs and solution complexity.

- AI/ML solution architecture and design
 - Develop custom models (prediction, classification, computer vision, NLP, etc.)
 - Leverage managed AI/ML services for operational efficiency
- Data integration with a data lake and data pipeline from a high-quality training dataset, including:
 - Data ingestion
 - Data preparation
 - Data segregation
 - Pipeline automation
- Model development and implementation, including:
 - Model development and training
 - Testing and validation
 - Model deployment and monitoring leveraging the Rackspace Technology Data Science Workbench to accelerate deployments and Model Factory Framework to expedite operationalization of the solution
- Key deliverables:
 - Implemented AI/ML solution using your data
 - Implemented data infrastructure build and integration
 - Documented processes and knowledge transfer

MLOps Foundations

The starting point for successful model lifecycle management, combining data preprocessing, model training, deployment and model monitoring across multiple environments with strong governance and security controls.

- Standardized framework for model development for your data science teams
- Automated CI/CD pipelines for model deployment across multiple environments
- Reproducibility of models and predictions
- Tools for diagnostics, performance monitoring and model drift
- Model explanation for governance and regulatory compliance
- Platform for collaboration

What is your business looking to achieve with AI/ML?

- **Machine Vision:** Solutions that rely on images or video data. Use cases include identifying and/or tracking objects in video/imagery, detecting changes over time, extracting text from imagery and facial recognition.
- **Language Processing:** Solutions that involve speech or text. Use cases include interpreting speech as text, or transmitting text as speech, as well as parsing text for key terms, sentiment analysis, language translation or other interpretations of text data, such as finding keywords and discovering topics in documents or recorded conversations. Chatbot solutions utilize all these technologies to automate customer service functions.
- **Forecasting and Prediction:** Solutions that involve making estimates about the unknown or the future. Common use cases include estimating future customer behavior (churn, purchasing, etc.), predictive maintenance for industrial equipment, and predicting future conditions to streamline inventory in logistics and supply companies.
- **Anomaly and Pattern Detection:** Solutions that need to identify clusters of commonality or normal/anomalous distinctions. Common use cases include finding distinct customer segments, discovering similar products in a catalog, detecting in data when conditions have had a departure from normal operating conditions, or uncovering anomalous events that stand out. Specific applications include recommendation engines (e.g., product recommendations) and document categorization.
- **Personalization:** Solutions that deploy custom ML models to deliver a wide array of personalization experiences including highly customized recommendations, personalized product re-ranking and customized direct marketing. These may incorporate both language and machine vision solutions as part of the overall functionality but are distinct in that they have real-time human interaction as a key element.

Take the Next Step

Get started with a FREE AI Strategy Session to uncover use cases for leveraging AI and Machine Learning in your business.

For more details, visit www.rackspace.com/lp/free-ai-ml-consultation