

# Modern Application Development

Tap in to a decade of experience and start building innovative, next-gen experiences.

With Modern Application Development from Rackspace Technology, you'll tap into a decade of experience in helping customers innovate and build next-generation, cloud-native applications. More than just delivering lines of code, from ideation and user experience design to development and deployment, Rackspace Technology works alongside customers to build modern applications that realize the benefits of cloud native.

Rackspace Technology engages at every part of the software development lifecycle or stack. From API-driven web and mobile applications to distributed backend systems, Rackspace Technology helps customers build applications that leverage modern programming languages, tools and architectures. And through the "do with" model, Rackspace Technology enables teams to navigate and embrace the cloud-native ecosystem with automation, efficient development workflows and the insights operations teams need to keep their applications running efficiently.

## Key Features

**Full stack custom development:** From backend, web, mobile and SaaS applications, our Cloud Native Development team designs and builds customized solutions that leverage modern architectures and cloud native technologies

**Integrated UX + Dev + Ops:** Enjoy the advantages of our unique interdisciplinary process combining UI/UX design, custom software development, and a DevOps approach to cloud architecture and management.

**Compliance know-how:** Deliver on performance and security while meeting strict compliance in regulated markets. Medical device manufacturers and SaaS vendors with numerous regulatory requirements rely on us every day to meet their needs.

**Agile approach:** Our agile delivery approach allows for careful control over project activities and deliverables, while leaving room to adapt quickly to new challenges. Through weekly touch points, your teams can engage and learn at every step of the way, transforming knowledge transfer into a continuous activity.

## Why Rackspace Technology

Rackspace Technology is your trusted partner across cloud, applications, security, data and infrastructure.

- 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
- 2,700+ AWS technical certifications worldwide

## Comprehensive AWS Capabilities

- Premier Consulting Partner
- Audited Managed Service Provider
- Solution Provider
- AWS Reseller
- Well Architected
- Public Sector Partner
- Immersion Day Partner
- ISV Workload Migration
- Data & Analytics Competency
- AI/ML Competency
- DevOps Competency
- Education Competency
- Financial Services Competency
- Healthcare Competency
- Industrial Software Competency
- Travel & Hospitality Competency
- IoT Competency
- Microsoft® Workloads Competency
- Migration Competency
- Oracle® Competency
- Storage Competency
- Amazon EC2 for Microsoft Windows Server
- AWS Database Migration Service
- Amazon RDS
- Amazon Aurora
- Amazon CloudFront
- AWS CloudFormation

# End-to-end Custom Application Development

Discovery & Requirements > UI/UX > Architecture > Software Development > Testing & QA > Deployment

Discovery & Requirements	Architecture & Software Development	Deployment
<p>Through a collaborative and analysis-driven process, our team of business analysts and architects will work with you to develop a roadmap with actionable requirements and user stories, aligned to your business goals.</p> <p><b>Activities include:</b></p> <ul style="list-style-type: none"> <li>Competitive analysis: Understand industry standards and identify innovation opportunities.</li> <li>End-user interviews: Gain an in-depth understanding of application users' values and perceptions.</li> <li>Requirements gathering and backlog creation: Define a roadmap for the solution architecture, based on your business requirements and application vision.</li> </ul>	<p>With backlog and roadmap in hand, solutions architects and software engineers will design and build your applications through an iterative process that prioritizes agility and transparency. You'll have full visibility on development progress through weekly sprint meetings and regular milestone demos.</p> <p><b>Activities include:</b></p> <ul style="list-style-type: none"> <li>Cloud foundation: Cloud environment designed with best practices around account organization, networking, security, logging and monitoring.</li> <li>Modern architecture: Fully cloud-native application architecture built with modern tools, frameworks and programming languages to optimize scalability, reliability, cost management, security and operational complexity.</li> <li>Security strategy: Multi-faceted security strategy to manage cloud resources, users and data.</li> </ul>	<p>Our cloud engineers automate managing infrastructure and deploying applications, turning software updates from major events to daily occurrences.</p> <p><b>Activities include:</b></p> <ul style="list-style-type: none"> <li>Environment management: Automate infrastructure management to ensure consistency and reliability between development, QA and production environments.</li> <li>CI/CD: Automate build and deploy pipelines that include tests and checkpoints to promote code across environments.</li> <li>Monitoring: Leverage cloud-native tools to get insights into the performance and operations of applications and supporting infrastructure.</li> </ul>
Enablement	UI/UX	Testing & QA
<p>Our teams lead technical and ideation workshops to introduce technology best practices, as well as explore possible business transformations.</p> <p><b>Workshop types:</b></p> <ul style="list-style-type: none"> <li>Enablement training on tools, technologies, processes and frameworks used in modern applications.</li> <li>Ideation and roadmap whiteboarding session to review your application portfolio, technology and architecture.</li> </ul>	<p>Leverage our experienced UI/UX team to design immersive, intuitive, and modern user interfaces.</p> <p><b>Activities include:</b></p> <ul style="list-style-type: none"> <li>Persona development: define user personas to help stakeholders conceptualize product features.</li> <li>User experience design: create wireframes to detail the design and flow of the user interface.</li> <li>Visual theme: design a visual theme to enhance the user experience and the customer's brand.</li> </ul>	<p>By automating testing, our software and QA engineers ensure quality is delivered continuously and not as an afterthought.</p> <p><b>Activities include:</b></p> <ul style="list-style-type: none"> <li>Code reviews: through pull requests, developers solicit peer feedback to cross-check adherence to development and security best practices.</li> <li>Automated tests: a robust suite of unit, integration and performance tests provide confidence in the quality of each release.</li> <li>Code analysis: committed code undergoes automated code analysis to flag potential bugs, security concerns or other issues before they're deployed.</li> </ul>

## Take the next step

Learn more: [www.rackspace.com/cloud/aws](http://www.rackspace.com/cloud/aws)

Call: 1-800-961-2888