



Solutions for Media and Entertainment on Google Cloud, Delivered by Rackspace Technology

Flexible, cost-effective cloud-based solutions give media, entertainment, gaming and multimedia firms a great opportunity to consolidate data centers, manage web and mobile applications, and analyze user behavior to deliver experiences with real star power.

Cloud Trends in Media and Entertainment

Media and entertainment organizations are using cloud solutions to optimize data storage, enhance video production workflows and create a more direct and personalize content distribution.

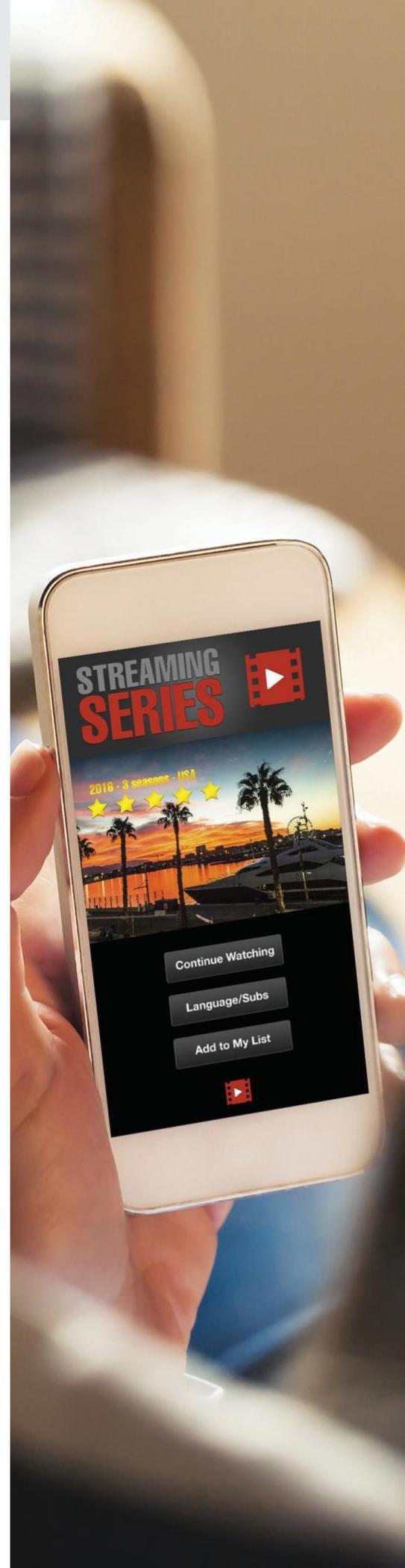
Data is the lifeblood of these firms: The ability to make quick decisions based on reliable, actionable data that can and should reside in the cloud can create significant competitive advantage.

Flexible hardware setups enabled by the cloud accelerate innovation and creativity, without excessive capital costs.

Challenges to Overcome

Today's media, entertainment and gaming organizations face challenges in the production, distribution and analysis of their content and services. These firms need to find innovative ways to produce and manage massive digital projects, provide their customers with high-quality experiences and discover meaningful insights from viewer data analysis – all while controlling costs to scale and grow more profitably.

To address these challenges, many firms are looking to the cloud, where they can transform the ways they handle production and distribution while gaining cost efficiencies and protecting intellectual property. In fact, overall cloud storage capacity for media and entertainment is expected to grow by a factor of 13 between 2019 and 2025, from 2.2 to 29.0 exabytes (that's 29 billion gigabytes).¹



¹ 2020 Digital Storage for Media and Entertainment Report ([researchandmarkets.com](https://www.researchandmarkets.com))

Opportunities in the Cloud

Media and entertainment firms turn to the cloud when they need help managing their existing IT assets, evolving their architectures for speed, storage and flexibility, and improving their ability to develop new distribution systems or audience analytics solutions on the fly. Cloud capabilities can deliver more responsive, proactive and personalized services for customers. Leveraging cloud-centric AI/machine learning and Big Data analytics can lead to business innovations. By continually adopting proven cloud technologies, media and entertainment organizations can gain application development innovations that speed development and scale smoothly while reducing costs with on-demand, pay-as-you-go capacity and pricing. The goals: to simplify operations and maximize the value of content across the entertainment supply chain.

Master your Digital Journey in Entertainment & Media with Google Cloud and Rackspace Technology

Adopt leading-edge cloud technology with liberating flexibility.

Google Cloud makes it easy to test new interactive and distribution services without significant investment or risk.

Realize the full value of migration with Fanatical Experience™.

With over 400 Google Cloud certifications and thousands of technical professionals on hand, Rackspace Technology is uniquely qualified to design and facilitate migrations to Google Cloud.

Rackspace Elastic Engineering provides a pod of multidisciplinary and highly skilled cloud engineers who partner with you on your journey into the cloud. No tickets, no SLAs to check – just a flexible, easy relationship based on hours used each month.

Build operational efficiency with global depth and breadth of expertise.

With Google Cloud, media and entertainment companies can better adapt to evolving customer expectations and security concerns.

Rackspace Technology was both born with the cloud and helped build it. With 20+ years of hosting experience, 40 data centers and customers in 120 countries, our knowledge of building, provisioning and helping to ensure secure and reliable service is unmatched.

Optimize quickly and securely from anywhere in the cloud journey.

Rackspace Technology has road tested virtually every application and environment for greater confidence and minimum risk. We understand unique industry requirements and design solutions that meet them – with the flexibility to change and scale going forward.



Google Cloud Managed by Rackspace Technology Offers:

- Complete encryption of data in transit and data at rest. Everything that traverses the network is encrypted by default, a must for the IP-centric media and entertainment industry.
- Google Kubernetes Engine, the open-source way to speed development and deployment from weeks to minutes.
- Google BigQuery, an unrivaled, autoscaling big data analytics tool for processing massive read-only data sets using SQL-like syntax.
- Assured service delivery from proven professionals – plus Rackspace Elastic Engineering: on-demand access to a team of highly skilled engineers.
- Natural language processing, which can be easily trained to monitor and moderate behavior automatically.
- The biggest private global fiber network in the world, with 134 points of presence and 14 subsea cable investments offers unparalleled speed and security.
- The best available tools for managing, accessing, and logging data. Google Cloud's auditing features are unmatched.

Rackspace Technology Workshops Make Cloud Migration Easier

- Migration Discovery: This workshop helps you navigate enterprise-class migrations across the Assess, Plan, Deploy and Optimize phases. You'll get an executable map that sets the right migration cadence for your business.
- Google Hybrid/Multi-Cloud: If you want the best of both worlds, this workshop explains how the Google Cloud Platform can work with your hardware setup. We'll dive into Anthos and other solutions that can help you refine your multi-cloud strategies and ensure a future-ready architecture.



Start Now

Discover how Rackspace Technology can help you get the most out of Google Cloud. Visit [rackspace.com/cloud/google-cloud](https://www.rackspace.com/cloud/google-cloud) to learn more and sign up for a free consultation with a Rackspace Technology expert who will guide you on a deeper look at the Google Cloud Platform.

About Rackspace Technology

Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world's leading technologies — across applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimizing returns into the future.

As a global, multicloud technology services pioneer, we deliver innovative capabilities of the cloud to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in our obsession with our customers' success — our Fanatical Experience™ — so they can work faster, smarter and stay ahead of what's next.

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