



# Financial Services Solutions on Google Cloud, Delivered by Rackspace Technology

Flexible, cost-effective cloud-based solutions give financial services firms a great opportunity to consolidate data centers, manage web and mobile applications and innovate for the future.

## Cloud Trends in Financial Services

Data is the lifeblood of financial services: 78 percent of firms say that gaining insight and value from their data is moderately to extremely important for their organizations.<sup>1</sup> They aspire to become truly data-driven organizations, making decisions based on reliable and actionable data that can and should reside in the cloud.

Cloud-based AI and machine learning help firms better understand their customers, generate predictive insights, share data safely across business units, automate processes, and streamline data capture. They also facilitate fraud detection, risk management and data pattern matching, which can help drive profitability and capital growth.

## Challenges to Overcome

Financial services organizations need to provide their customers with high-quality digital experiences, discover meaningful insights through data analysis and control costs in order to grow and innovate — all while fending off a constant barrage of cyberattacks.

To address these challenges, financial services organizations are looking to the cloud, where they can transform the ways they do business, boost their cost efficiency and protect their sensitive business data. In fact, according to a recent financial services study by FinTech Connect in partnership with Rackspace Technology® and Google Cloud™, 84 percent of financial services organizations say their cloud platform is moderately to extremely important in driving business performance.<sup>1</sup>

<sup>1</sup> [Data and Multicloud – The FinTech Connect Study | Rackspace Technology](#)



## Opportunities in the Cloud

By migrating to the cloud, banks, insurance providers, investment firms, fintech and payment service providers can optimize their solutions and continually adopt the best emerging technologies. 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. Cloud-based infrastructures can also help financial services organizations manage their existing IT assets and evolve their architectures to maximize efficiencies.

## Master your Digital Journey in Financial Services with Google Cloud and Rackspace Technology

### Adopt leading-edge cloud technology with liberating flexibility.

Google Cloud makes it easy to test new services without significant investment or risk, giving financial services organizations opportunities for new levels of innovation.

### 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 financial firm migrations to Google Cloud.

Rackspace Elastic Engineering provides a pod of multidisciplinary and highly skilled cloud engineers who partner with you on your journey to the cloud. No tickets, no SLAs to check — just a flexible, easy relationship based on hours used each month. Rackspace Elastic Engineering experts understand how to scale and streamline IT organizations in today's agile world.

### Build operational efficiency with global depth and breadth of expertise.

Half of the world's top financial institutions rely on Google Cloud to achieve data insights and business transformation. Google Cloud provides the tools financial firms need to adapt to evolving customer expectations, security concerns and compliance rules.

Rackspace Technology was both born with the cloud and helped build it. With 20+ years of cloud hosting experience, 40 data centers and customers in 120+ countries, our knowledge of building, provisioning and ensuring 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 financial services industry.
- **Google Kubernetes Engine**, the open-source way to speed the development and deployment of customer-facing financial applications and modules from weeks to minutes.
- **Google BigQuery**, an unrivaled Big Data analytics tool for processing massive read-only financial data sets using SQL-like syntax.
- **The best available tools for managing, accessing and logging data.** Google Cloud's auditing features are unmatched.
- **The biggest private global fiber network in the world**, with 134 points of presence and 14 subsea cable investments around the globe, offers unparalleled speed and security.
- **Assured service delivery from proven professionals—plus Rackspace Elastic Engineering**, on-demand access to a team of highly skilled engineers.

### Rackspace Technology Workshops Make Cloud Migration Easier

- **Data Discovery:** Understand and select the right Google Cloud Platform offerings to achieve your data goals. We'll walk you through storage, pub-sub, BigQuery and more, leaving you with a plan you can use to refine your data management capabilities.
- **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.
- **Data Modernization Strategy & Assessment:** Prioritize AI and business intelligence (BI) use cases and the design of a target state data platform that will enable you to drive business outcomes.



## Start Now

Discover how Rackspace Technology can help you get the most out of Google Cloud. Visit [rackspace.com/cloud/google-cloud](https://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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