



# Retail Solutions on Google Cloud, Delivered by Rackspace Technology

Flexible, cost-effective cloud-based solutions give retail firms a great opportunity to consolidate data centers, manage web and mobile applications and delight their customers.

## Cloud Trends in the Retail Sector

Retailers aspire to become truly data-driven businesses, making decisions based on reliable and actionable data that can and should reside in the cloud.

Cloud-based AI and machine learning help retailers understand their customers and present them with truly personalized shopping experiences. These technologies also facilitate fraud detection and risk management, which can help protect profitability.

The need for web-based, mobile and video marketing initiatives and storefronts is driving a new wave of cloud-based customer-focused application development.

## Challenges to Overcome

To compete with nimble cloud native retailers, traditional retailers must make it easier for customers to connect. That's why retailers are looking to the cloud for solutions that can transform the way they do business.



## Opportunities in the Cloud

Not only can retail firms create cloud-based solutions to manage their existing IT assets, cloud capabilities can allow them to create new kinds of scalable, “always-on” storefronts and provide more responsive, proactive and personalized services for customers. Retail organizations can leverage cloud-centric AI/machine learning and Big Data analytics to develop business innovations or create an enhanced omni-channel experience that can attract and retain an active customer base.

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

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

With Google Cloud, retailers get the tools they need to adapt to evolving customer expectations, security concerns and compliance rules. Google Cloud makes it easy to test new retail concepts and 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 Google Cloud migrations for all types of retailers.

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. Rackspace Elastic Engineering’s experts understand how to scale and streamline IT organizations in today’s agile world.

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

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 retailers that need to protect customer privacy.
- **Google Kubernetes Engine**, the open-source way to speed development and deployment of customer-facing retail apps, storefronts and POS systems.
- **Google BigQuery**, an unrivaled big data analytics tool for assessing customer behavior data sets, using SQL-like syntax.
- **Assured service delivery** from proven professionals who pursue game-changing innovation.
- **Google Cloud Vision API**, which allows developers to easily integrate vision detection features within applications, including image labeling and optical character recognition (OCR).
- **Pre-built recommendation engines** that facilitate customized shopping experiences.
- **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.
- **The best available tools for managing, accessing and logging data.** Google Cloud's auditing features are unmatched.

### 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:** Navigate enterprise-class migrations to craft 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.

© 2021 RACKSPACE TECHNOLOGY

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