

The Economic Value of Rackspace Data Freedom

In today's data-driven world, organizations have amassed enormous sets of raw data collected from many sources. In order to derive actionable insight from this data, organizations need to take advantage of the scale and power of the many specialized tools and services created by cloud storage providers.

Key findings from ESG's Economic Validation on Rackspace Data Freedom



18% - 84% SAVINGS

over storing full datasets with public cloud storage providers.



UP TO 85% REDUCTION

in data egress charges paid to public cloud providers.

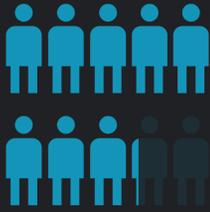


47% - 79% SAVINGS

over building your own hybrid cloud storage solution at a collocated data center.

Lack of data mobility limits the potential of a multi-cloud strategy

Cloud tools require access to the data, but storing this data in the public cloud and moving this data between clouds is expensive due to egress charges and the need to "double pay" for capacity in each cloud. This can potentially lock companies in with a single cloud provider and can limit the agility of the business.



81% of organizations reported that their core business products and services are information-based.



83% of organizations currently leverage more than one cloud service provider.

But they are spending too much time managing their data across tiers of storage instead of their core business needs.

Rackspace Data Freedom removes the barriers to multi-cloud agility

Rackspace Data Freedom is a service that disaggregates storage from public cloud compute and tools without having to move data around. Leading enterprise grade file and object storage, including Dell Technologies Isilon, PowerScale, and ECS, is deployed and is fully managed by Rackspace Technology in neutral cloud-adjacent facilities located at all major hubs and locations worldwide directly connected with all major clouds via RackConnect Global's direct and private fiber connections.

Rackspace Data Freedom allows organizations to:



Reduce or eliminate expensive and unpredictable egress fees.



Maintain sovereignty and control over their data.



Reduce risk by minimizing the time spent exposed to public internet connections.



Optimize network traffic to improve performance and availability of multi-cloud solutions.

Rackspace Data Freedom Validated

ESG validated the ways in which Rackspace Data freedom provides cost savings, flexibility, business agility, and reduced risk for organizations looking for hybrid and multi-cloud data storage.

ESG revealed that Rackspace Data Freedom provides the following benefits:

LOW / PREDICTABLE COST



- Elimination and reduction of egress fees
- Reduced operational complexity
- Avoidance of cost of building

BUSINESS AGILITY

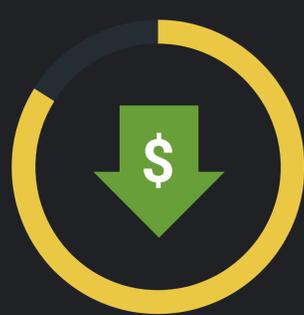


- Faster time to value
- Flexibility of choice
- Improved business agility

REDUCED RISK



- Data sovereignty
- Improved data security
- Improved data availability



ESG's modeled scenario predicts that organizations can lower the cost of storage up to

84% each month

with Rackspace Data Freedom when compared to storing all data with a public cloud service provider.

“ Our models predict that Rackspace Technology can provide this service for organizations up to a few months earlier and at a cost that is at least 47% lower than if the companies attempted to build their own hybrid cloud storage solutions at collocated data centers adjacent to cloud data centers. ”



Aviv Kaufmann

ESG Senior IT Validation Analyst

The Bigger Truth

ESG validated that Rackspace Data Freedom offers organizations a single solution that can improve time to value and minimize costs. By repatriating organizations' data to a Rackspace Technology data center and managed hybrid storage solutions powered by Dell Technologies, they can reduce the total amount of data stored in each public cloud. And taking advantage of Rackspace Technology's RackConnect Global private networks between all clouds and global points of presence can help reduce the cost of data egress paid to public cloud providers by up to 85%, while minimizing any time data spends on the public internet — ensuring data sovereignty, increasing security, and improving compliance.

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