

E-book

Beyond Clouds

Manage the cloud expertise shortage with Rackspace Elastic Engineering Plus



The cloud expertise shortage is real

The shortage of technical skills in IT staff, particularly in cloud computing, has become a huge challenge – to the point where organisations are losing market share and revenue due to a cloud expertise deficiency that prevents them from gaining the benefits of the cloud and emerging technologies.

There was a shortage of experienced cloud talent before COVID-19, and the pandemic triggered a new wave of demand, according to a recent article in The Wall Street Journal.¹ Citing a report from labor and economics research firm Emsi, it said annual postings of cloud jobs grew more than 90% between 2017 and 2020.

The trend continued in the first three quarters of 2021, with cloud computing job posts up nearly 31% in the nine months through September, compared with a nearly 8% rise in overall tech job postings for the same period.²

"Cloud computing remains the number one sought-after skill," says Megan Slabinski, district president at recruiting firm Robert Half. "Demand has never been higher."

This is bad news for companies looking to expand their use of the cloud and to optimise the value of their multicloud strategies. They

are now competing against the likes of AWS, Google™ and Microsoft® for talent. This means they are dealing with a market in which salaries are rising and cloud personnel are demanding more autonomy, flexible working conditions and other benefits. Finding, training and retaining talent in this environment is a huge challenge.

The expertise shortage is further compounded by the conflicting priorities related to operations (keeping the lights on) and the drive toward innovation. The advancement of technologies such as AI and containers, along with the need to maintain or update security protocols, add to the complexity and time commitment required to find and hire candidates with proper skills.

1 "Lack of Engineers Keeping Some Firms Out of the Cloud," The Wall Street Journal, Oct. 6, 2021

2 Ibid.



Traditional managed services models leave gaps

One way to ease the IT staffing burden is to work with a managed cloud services provider. However, while these organisations have the expertise to mitigate internal IT staff challenges, the ways in which they manage and charge for services are typically inflexible in terms of scope and contract structures.

These management and contract limitations make most managed cloud services providers less able to meet the requirements of today's cloud models, in which customers are embracing a consumption-based approach and transforming into DevOps-focused operations.

In today's environment, the boundaries between infrastructure and applications and "build" and "operate" are increasingly blurry. To meet these challenges, organisations need specialised engineering and operations capabilities from their partners and an approach to service delivery that is more agile and suited to handling both traditional applications and cloud native operating models.





Rackspace Elastic Engineering Plus: a new model for cloud services

The first service provider to flip the paradigm and modernise support and engineering services is Rackspace Technology®, with Rackspace Elastic Engineering Plus. At the core of this innovative model are pods, which are groups of cloud specialists — including architects, engineers and delivery leads — dedicated to an organisation and focused on delivering outcomes around a set of technologies.

Rackspace Elastic Engineering Plus enables relationship building between your teams and ours, as your pod becomes more and more familiar with your organisation's IT environment, personnel, challenges and goals.

Access to Rackspace Elastic Engineering Plus is available through a flexible pool of hours that you can scale up or down from month to month as your needs change.

Pods are capable of delivering a broad spectrum of outcomes, ranging from migrations, architecture design and deployment, to developing automation and CI/CD pipelines, improving security and reliability for your applications, and more — all without the constraints of a fixed scope of management.

This modern approach to service delivery is designed to give you increased control over operational costs and staffing challenges while producing high levels of integration, with the pod serving as an extension of your team and organisation while delivering transformative engineering and operations services.

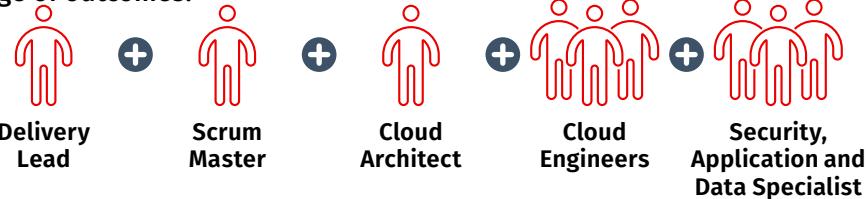
Customers also benefit from access to a full portfolio of services from Rackspace Technology, such as cloud migration and adoption, cloud optimisation, applications and end-to-end security. In addition, customers benefit from a broad ecosystem of partners, including the major hyperscale providers, such as AWS, Azure and Google Cloud, as well as tech leaders such as Dell® and VMware®.

As organisations pursue cloud native, they need more than just support. They need help understanding how to scale their IT organisation in an agile world, and how to build cloud expertise within their teams. This requires a fundamental shift in the relationship between the customer and the managed cloud provider.

Manage beyond clouds with Rackspace Elastic Engineering Plus pods

Rackspace Elastic Engineering Plus works with each organisation to build a team tailored to its specific needs — pulling in data, security and application experts as needed. We also integrate into the organisation's systems and tooling.

A dedicated team of multi-disciplinary cloud experts supporting a broad range of outcomes.



Migrations, Architecture, Automation, Optimisation, Reliability and Security.

Rackspace Elastic Engineering Plus pod team members

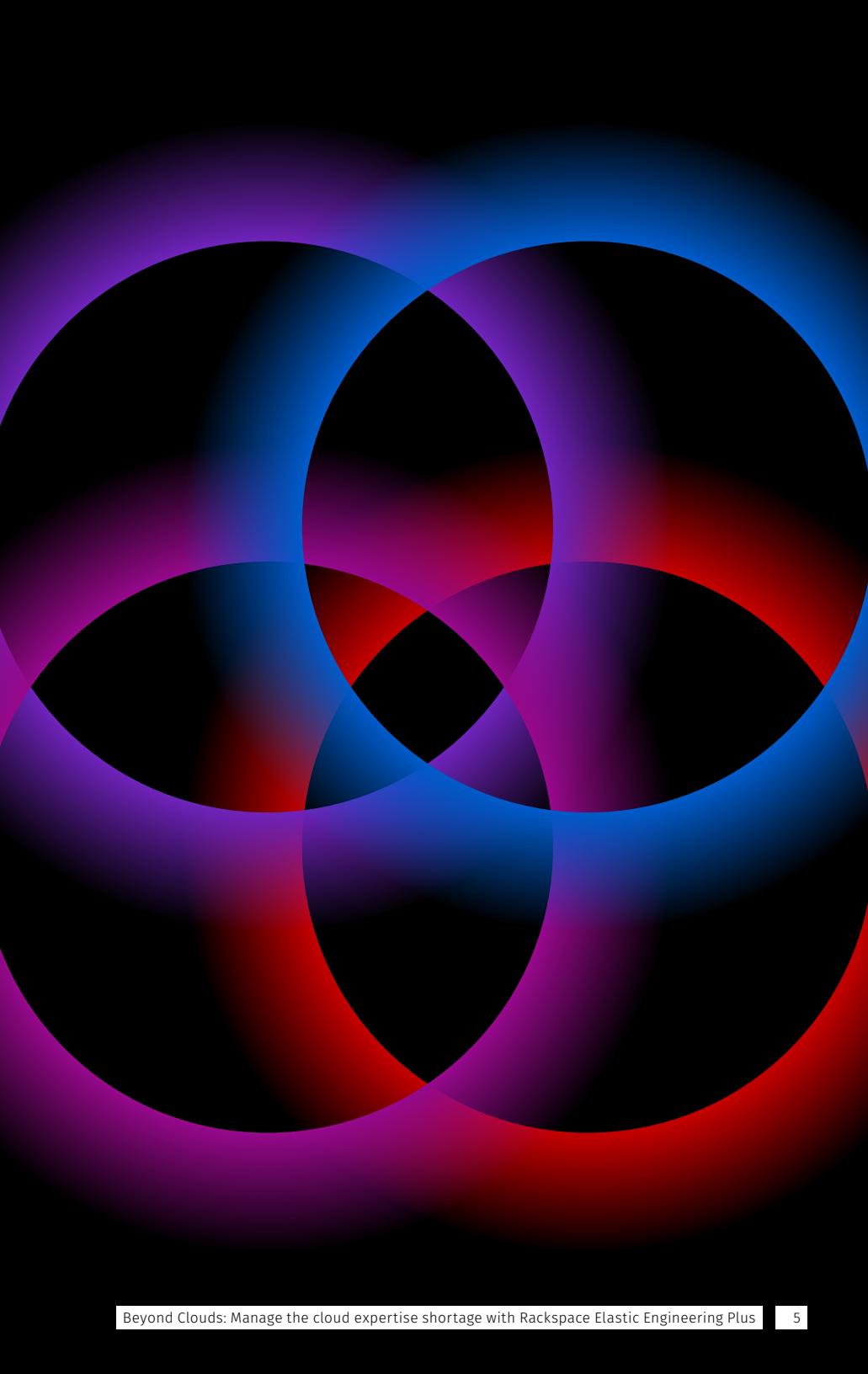
Delivery Lead: Responsible for the pod's overall success. Acts as Scrum Master and assists the team in planning, coordinating, timeframes, executing, daily standups and sprint-reviews.

Cloud Architect: Works closely alongside your Engagement Manager to own the technical management and overall performance of the team of engineers.

Architect: Owns the successful delivery of solutions by converting customer requirements into the architecture and design. Is responsible for code/quality reviews and executing hands-on implementation.

Cloud Engineers: Hands-on DevOps engineers skilled in writing automation scripts across cloud infrastructures.

Security, application and data specialist: Brought in as and when the need arises for their expertise.



What's beyond clouds? The future, delivered by Rackspace Technology

The IT skills gap and expertise shortage are real and show no signs of letting up in the near future. You can mitigate the impact of that by working with a company that specialises in the delivery of cloud services, but without the constraints of traditional service delivery models.

Rackspace Elastic Engineering Plus sets a new standard for delivering support and engineering expertise for both traditional and cloud native services. Learn more about how we can help you mitigate the impact of the IT staff and skills shortage by complementing and supplementing your internal resources.

Contact us today or visit:
www.rackspace.com/services/elastic-engineering

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 optimising 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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TSK-7458 EMEA version of Cloud Expertise Shortage eBook v4 :: September 26, 2022