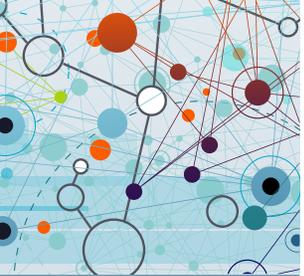rackspace technology® | intel. | DELL Technologies

● SPECIAL REPORT

# The Cloud Expertise Shortage in EMEA Is Real:

# This New Services Model Helps You Overcome It

TechTarget® Custom Media

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.

As organisations across EMEA emerge from the most stringent restrictions of the pandemic, the need for qualified tech talent is becoming more pronounced. According to CompTIA, European employers posted a 40% increase in IT job postings in the first quarter of 2021, versus the third quarter of 2020.[1]

"There is a wide chasm between the opportunities available in the technology field and the number of individuals with the right skills to fill them," says Graham Hunter, CompTIA's vice president for business development in EMEA, APAC and Canada.

Cloud computing is a particular sticking point. Megan Slabinski, district president at recruiting firm Robert Half, told The Wall Street Journal, "Cloud computing remains the No. 1 most sought-after skill. Demand has never been higher."[2] According to Gartner, IT executives surveyed said the IT skills shortage is the most significant adoption barrier to 64% of emerging technologies.[3]

### TRADITIONAL MANAGED MODELS LEAVE GAPS

ONE WAY to ease the IT staffing burden is to work with a managed cloud service company. 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 companies in EMEA 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.

[1] "Tech Jobs in Continental Europe Rise by 9% in First Quarter, says CompTIA," IT Europa, June 23, 2021

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

[3] "Gartner Survey Reveals Talent Shortages as Biggest Barrier to Emerging Technologies Adoption," Gartner, Sept. 13, 2021

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 handle both traditional applications and cloud-native operating models.

### A NEW MODEL FOR CLOUD SERVICES

THE FIRST service provider in EMEA to flip the paradigm and modernise support and engineering services is Rackspace Technology, with a new offering called Rackspace Elastic Engineering. At the core of this model are Pods, which are groups of cloud specialists—including architects, engineers and engagement managers—dedicated to an organisation and focused on delivering outcomes around a set of technologies.

Customers always work with the same Pod so that team members are familiar with the organisation's environment, personnel, challenges and goals. They consume Rackspace Elastic Engineering services in a consumption-based model, with a flexible pool of hours that can be scaled up or down each month based on the organisation's business demands.

This modern delivery approach gives organisations increased control over operational costs and staffing challenges and produces high customer affinity, with the Pod serving as an extension of the customer's team while delivering transformative engineering and operations services.

One such service offering is dedicated to VMware platforms and technologies. Rackspace Elastic Engineering for VMware is designed to help customers take advantage of powerful VMware attributes, including traditional and cloud-native capabilities, and accelerate innovation across their VMware environment.

As VMware's portfolio of products continues to expand, customers will find great value in having the ability to collaborate with dedicated experts in all aspects of VMware and data centre management, from VMware multicloud infrastructure and migrations to networking and hardware, including hyper-converged infrastructure like Dell EMC VxRail.

Customers also benefit from access to Rackspace Technology's full portfolio of services, such as cloud migration and adoption, cloud optimisation, applications and end-to-end security. In addition, customers

benefit from Rackspace Technology's broad ecosystem of partners, including the major hyperscale providers as well as tech leaders Dell Technologies and VMware.

Rackspace private cloud and hybrid platforms leverage the significant breakthroughs in performance, resilience and security from 3rd Gen Intel® Xeon® Processors, optimised for cloud, enterprise, high-performance, network, security and internet of things workloads.

**TAKING THE NEXT STEP**

The IT skills gap and shortage is real and shows no signs of letting up in the near future. Organisations in EMEA can mitigate the impact of that by working with a company that specialises in the delivery of cloud services. But it has to be the right services and the right delivery model.

Rackspace Elastic Engineering is setting a new standard for delivering support and engineering expertise for both traditional and cloud-native services. Please visit Rackspace Technology to learn more about how to mitigate the impact of the IT staff and skills shortage by complementing and supplementing your internal resources.