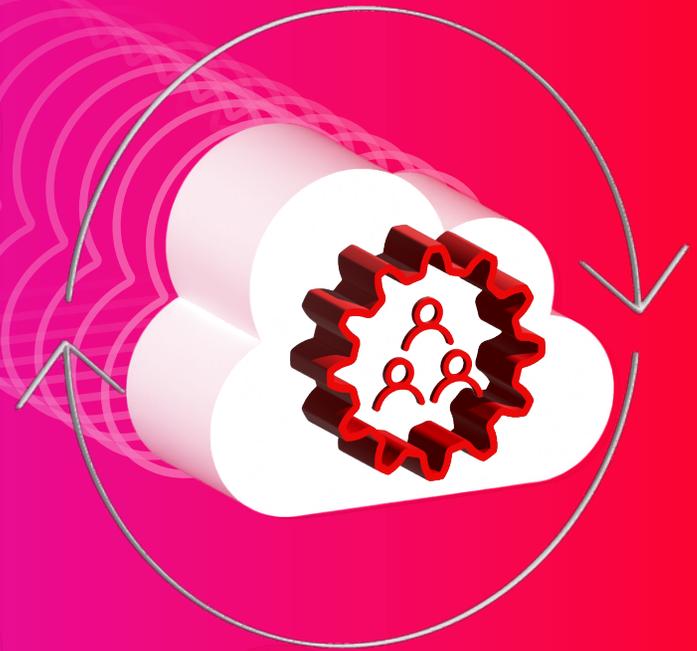


E-book

# The Cloud Expertise Shortage is Real;

## This New Services Model Helps You Overcome It



# Introduction

The shortage of technical skills in IT staff, particularly in cloud computing, has become a huge challenge — to the point where organizations 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.<sup>1</sup> 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.<sup>2</sup> “Cloud computing remains the number one most sought after skill,” says Megan Slabinski, district president at recruiting firm Robert Half. “Demand has never been higher.”

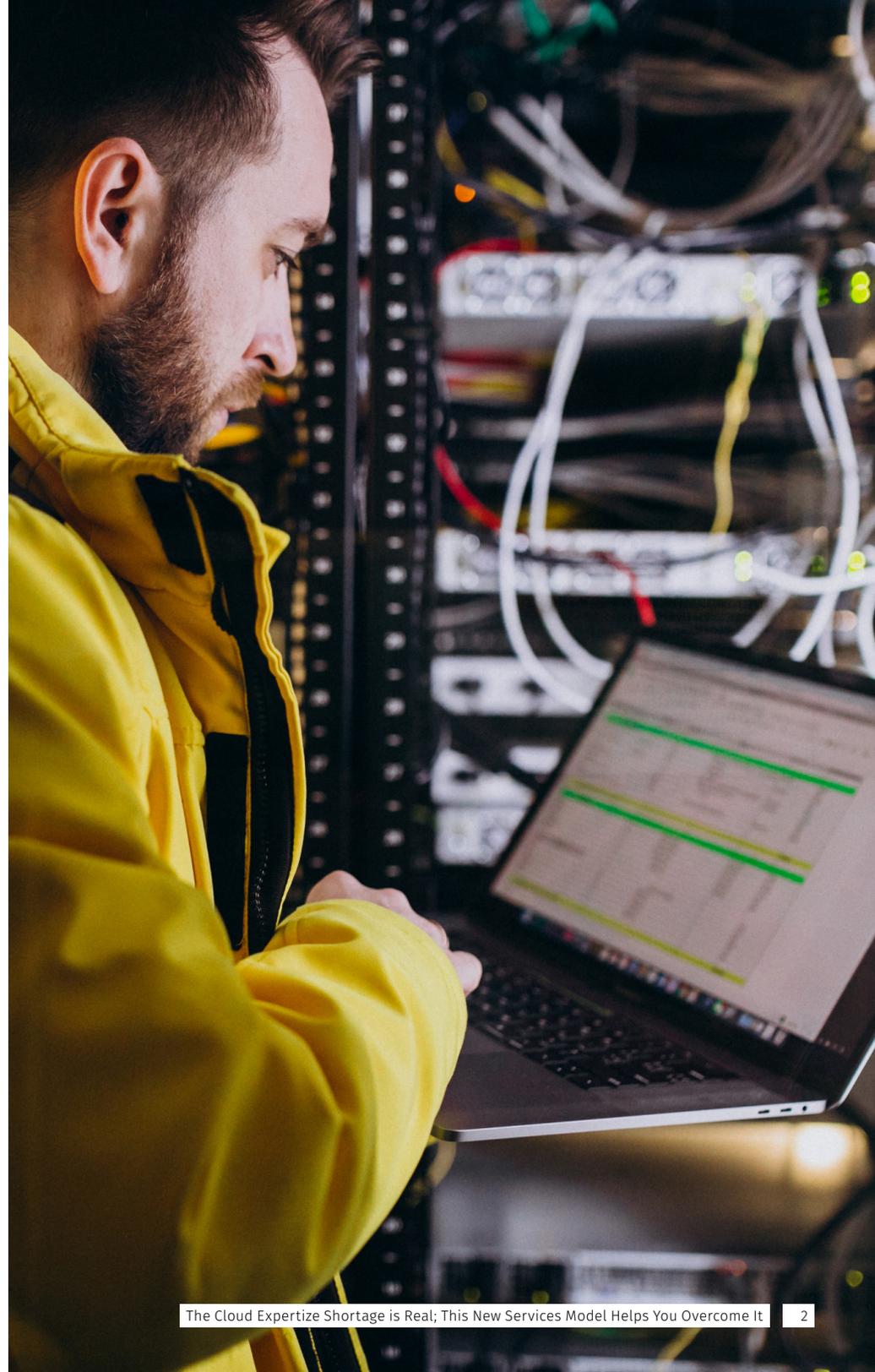
This is bad news for companies looking to expand their use of the cloud and to optimize the value of their multicloud strategies. They are now competing against the likes of

AWS, Google™ and Microsoft® for talent and 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 issue.

The expertise problem is compounded even further by the conflicting priorities of keeping the operational lights on while also finding room to innovate. With technologies such as AI and containers advancing, as well as new security protocols that continually need to be put into place, those wanting to reap the biggest rewards from cloud technology need to make a concerted investment of time in securing the right set of skills.

<sup>1</sup> [“Lack of Engineers Keeping Some Firms Out of the Cloud,”](#) The Wall Street Journal, Oct. 6, 2021

<sup>2</sup> Ibid.



## 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 organizations 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 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, organizations need specialized 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 to flip the paradigm and modernize support and engineering services is Rackspace Technology®, with a new offering called Rackspace Elastic Engineering. At the core of this new model are pods, which are groups of cloud specialists — including architects, engineers and engagement managers — dedicated to an organization 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 organization'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 organization's business demands.

This modern delivery approach gives organizations 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 center 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 a full portfolio of services from Rackspace Technology, such as cloud migration and adoption, cloud optimization, applications and end-to-end security. In addition, customers benefit from a broad ecosystem of partners, including the major hyperscale providers as well as tech leaders Dell® Technologies and VMware.

Private cloud and hybrid platforms leverage the significant breakthroughs in performance, resilience and security from 3rd Gen Intel® Xeon® processors, optimized 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. Organizations can mitigate the impact of that by working with a company that specializes 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. Learn more about how Rackspace Technology can help you mitigate the impact of the IT staff and skills shortage by complementing and supplementing your internal resources. [Rackspace 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 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.

Learn more at [www.rackspace.com](http://www.rackspace.com) or call 1-800-961-2888

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