

Onica by Rackspace Technology at AWS re:Invent

Solving together to deliver the future

ONICA[®]
by *rackspace technology*

**Customer First.
Cloud First.**

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Foreword

The evolution of cloud transformation has taken on several iterations over the past couple of decades. In the early days of cloud adoption, tech leaders recognized the competitive advantages gained by leaning into technology or even adopting entirely new digital native businesses. These forward-leaning companies knew that in order to innovate and design entirely new business models, they needed to unlock the intrinsic benefits that the cloud was designed to offer; and so they began innovating through a cloud native lens from the start.

Fast forward a few years and enterprises started seeing the speed, reliability and cost-savings benefits that the early cloud adopters had reaped, and they too wanted a piece of that success.

The race to the cloud was well underway and companies of all shapes and sizes were eager to get to the cloud as quickly as possible. However, in an attempt to simplify and expedite the process, we saw

companies reducing their cloud migrations to the least common denominator. These traditional migrations simply shifted data centers to the cloud, which meant companies were still treating the cloud, well, like a data center.

They were still dealing with the same problems as before; they were still patching servers, they were still operating under a siloed management process and, in some cases, they weren't even seeing operational efficiencies and cost-savings that inspired their journey to the cloud in the first place.

Which brings us to today. In the modern business landscape, we're seeing yet another shift in the way companies are thinking about the cloud. The race to the cloud is no longer just about reaching your destination but, rather, how you can begin to solve real business problems by leveraging the cloud in the way it was meant to be used. This new wave of cloud native thinking has companies asking how they can eliminate long-standing barriers using

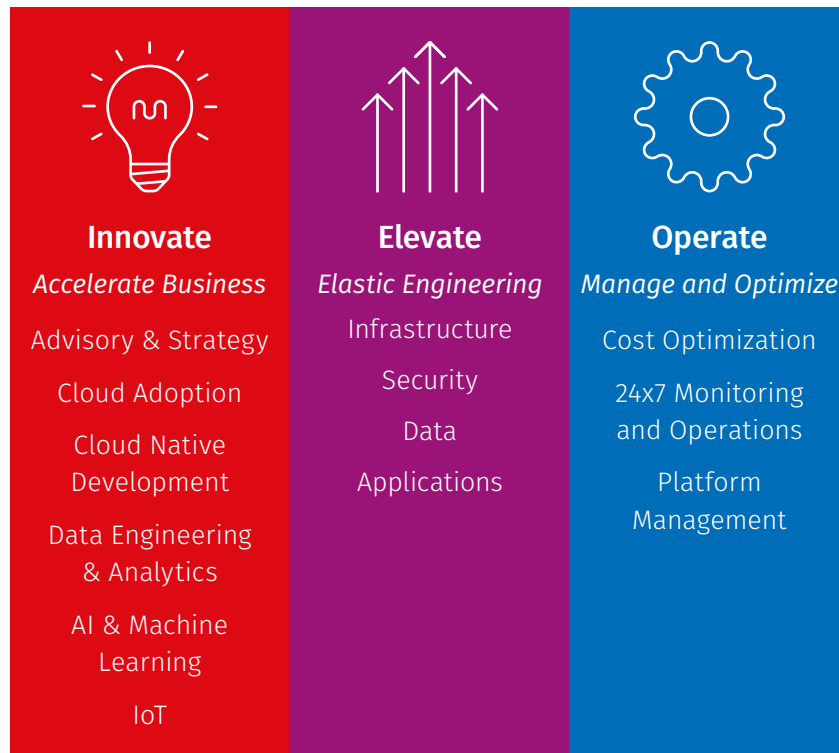
things like infrastructure as code and automation; how they can deploy faster by embracing agile methodologies and DevOps; and even how they can transform the way they do business by creating a broad ecosystem of connected applications and devices.

Despite this desire to go "all-in" with the cloud, the past couple of decades have taught us that it's not as simple as it sounds. With the non-stop flow of innovation coming from Amazon Web Services, re:Invent is the perfect place to continue this conversation around the technologies and trends that will guide your business in the coming years, as well as the challenges that you're likely to face. We invite you to join us for a series of sessions where we go into more depth around how to overcome these challenges and maximize the value of the cloud on AWS.

**Thanks for joining us
at AWS re:Invent!**

Who is Onica by Rackspace Technology?

Onica by Rackspace Technology™ is a leading all-in on AWS Premier Consulting Partner. Our technical acumen with the world's leading technologies — across your data, applications, and security — enables you to grow your business, increase efficiency and deliver the future. We solve more than workload problems; we create business advantages. Our breadth of expertise means you're empowered to work faster, smarter and ahead of what's next. At Onica by Rackspace Technology, we'll help you Innovate, Elevate and Operate on AWS.



Why Onica by Rackspace Technology?

- 2,800+ Cloud Certified Professionals
- 2,500+ AWS accreditations worldwide
- 1,600+ AWS technical certifications worldwide
- 13 AWS service delivery designations
- 15 AWS competencies
 - Data & Analytics
 - DevOps
 - Education
 - Financial Services
 - Healthcare
 - Industrial Software
 - IoT
 - Machine Learning
 - Microsoft Workloads
 - Migration
 - Oracle
 - Retail
 - SaaS
 - Storage
 - Travel & Hospitality
- Customers in 120+ countries
- Certified Level 1 PCI Service Provider on AWS



The journey to cloud native

The future of computing

Common wisdom might indicate that the cloud is about infrastructure, but we believe that the cloud is about innovation; it's about building new revenue streams, optimizing business processes and enabling new ideas to power the future. By equipping engineering teams to move faster, experiment and learn more freely, and define entire environments with a few lines of code, the cloud enables a pace of innovation unlike anything else.

As customers continue their cloud journey, they're faced with some harsh realities. As we know, the cloud is not a datacenter. It requires new skills and new approaches.

This includes entirely new architectures and new ways to deploy, monitor and operate environments. To maximize the value of the cloud, customers need to embrace agile and DevOps; they need to adjust environments that scale automatically; and they need to re-evaluate all of their processes.

At Onica by Rackspace Technology, we're well positioned to lead customers into this future. Our AWS expertise, end-to-end solutions, world-class automation and robust portfolio mean that customers can rely on us to guide them through the maze.

Cloud adoption is complex and requires a new way of thinking



New skills

- Advancing cloud maturity
- Cloud security
- Modern operations



New methods

- DevOps,
- DataOps, DevSecOps
- Flexible consumption
- Everything-as-code



New technologies

- Containers
- Serverless
- AI/machine learning

Customers need a partner with deep technical expertise and a track record of success

Enabling innovation through serverless

Serverless allows customers to develop on the cloud faster and at scale by pushing nearly all infrastructure and software management to the AWS platform.

With challenges around provisioning, scaling and high availability out of the way, teams can focus on delivering business value leading to faster time to market, tighter feedback loops and better products, all while reducing costs and improving reliability.

Serverless is enabling customers to innovate and deliver value quicker than ever, but it does require investment in training for development, operations and security to do so effectively. At Onica by Rackspace Technology, we're leading customers through their serverless transformation by offloading as much of the heavy lifting to the AWS platform as possible.

Accelerating your cloud native journey with containers

Containers are a critical resource for developers looking to improve infrastructure efficiency. They solve the problem of moving heavy VM operating systems and dependencies and instead package up just the runtime environment. As a result, containers are a lightweight way to consistently port software environments for applications. This portability in containers makes running and scaling applications easy.

What was once just an emerging developer tool to move applications around has now become a critical part of the toolbox organizations

are using as they modernize applications and accelerate their cloud native journey. However, using containers effectively is difficult. Onica by Rackspace Technology has experience on a variety of container tech including ECS, EKS and Fargate and is ready to help you make containers your next phase of cloud native development.

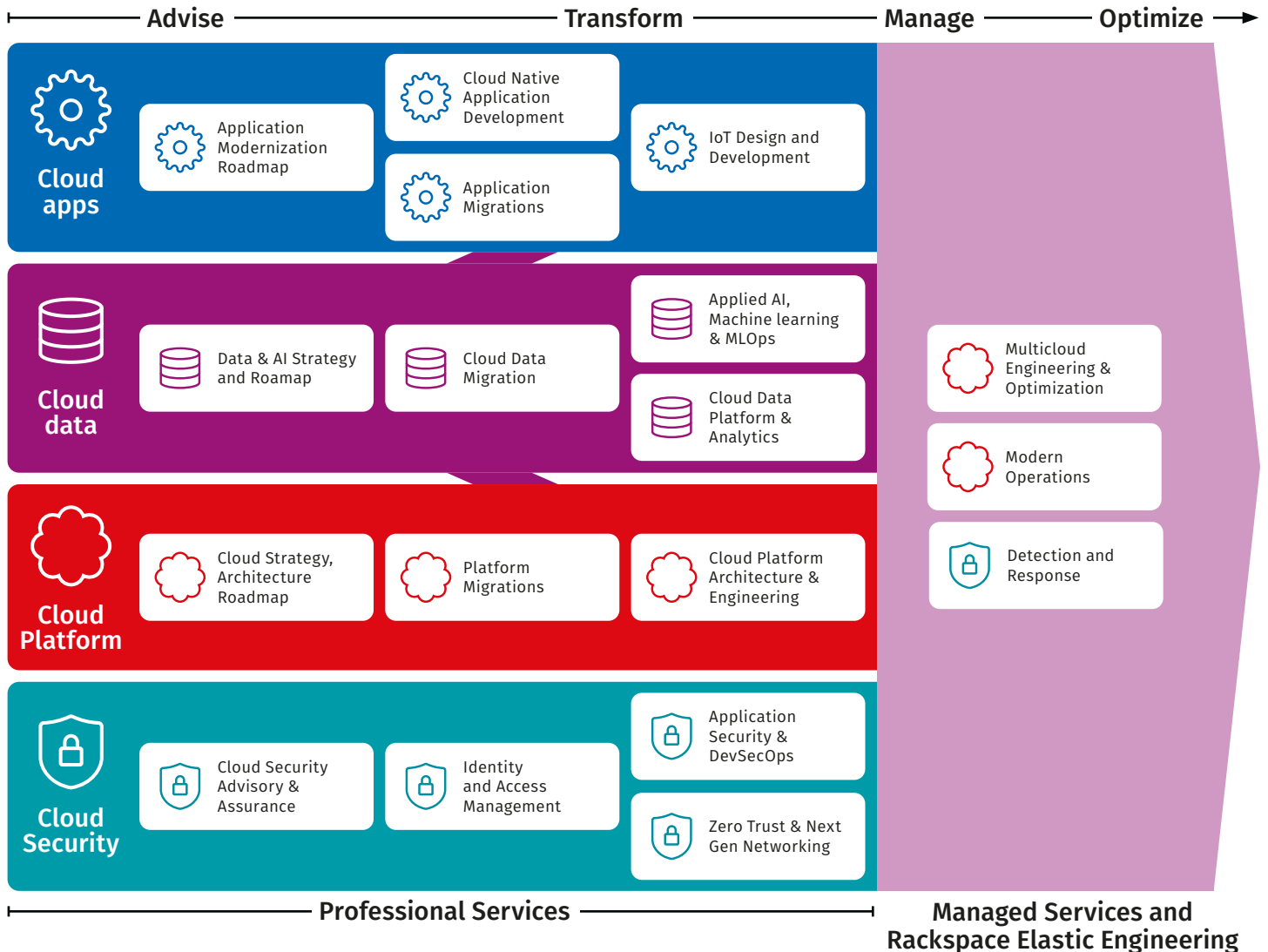
AWS Cloud transformation

The promises of AWS can bring greater reliability, scale and cost savings. However, as companies move onto AWS to realize these benefits, they quickly find that there are significant challenges. Customers struggle with migrating their applications to the cloud. They find that management is significantly more complicated and requires a new skill set. And many companies find out the hard way that making it easy for employees to provision resources quickly creates significant governance problems that can quickly spin their cloud costs out of control. Onica by Rackspace Technology's AWS cloud solutions solve these problems.

We help customers adopt the cloud intelligently and, through that, transform their operations. From cloud native replatforming to doing a lift and shift, we can cover every migration to meet your business needs. We've created automation that successfully solves over 90% of monitoring alerts coming from private cloud environments. For anything that can't be solved automatically or for requests that come in directly from our clients, we have our world-class 24x7x365 support team of 2,500+ cloud professionals dedicated to helping you continually innovate, evolve and improve your environment.

Our expertise supports customers across the breadth of AWS

Rackspace Public Cloud Solutions



Solving together with our customers



Cloud Migration and Adoption

Redcat (Australia)

Invotra (UK)

AGU (US)



Cloud Native Development

iPromote (US)

PayU (LATAM)

Cando Rail Services (Canada)

Echelon (US)



Data Engineering and Analytics

Blackline Safety (Canada)

Arthrex (US)



AI and Machine Learning

Sentrics (US)

Brave (US)

Delta Thermal

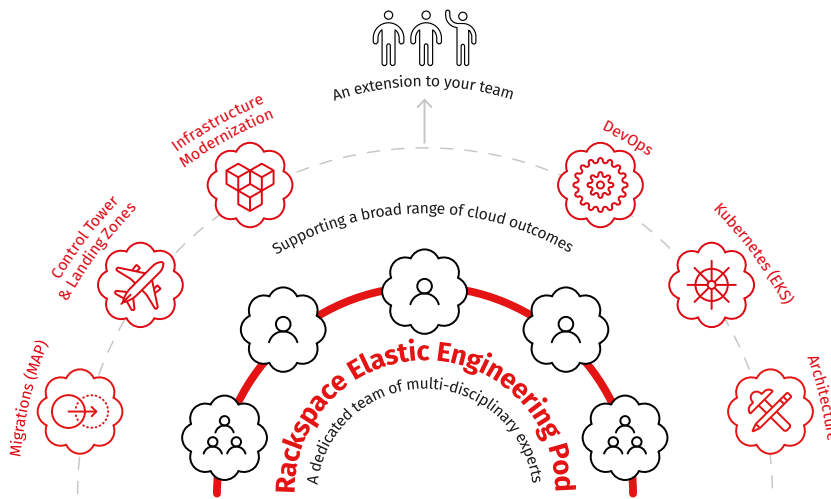


IoT

Innovyze (US)

AutoPets (US)

Rackspace Elastic Engineering for AWS



Rackspace Elastic Engineering provides your business access to a pod of Amazon Web Services (AWS) certified cloud engineers and architects who work as an extension of your team to shape your outcomes as you evolve to cloud native. No tickets, no SLAs to check — just work directly with your pod of multi-disciplinary and highly skilled AWS experts as you would your own team. You'll always work with the same dedicated pod and resources, accessed in flexible and easy to manage hours-based tiers each month. Work collaboratively to set sprint-based projects and long-term goals that meet your transformational objectives. Rackspace Elastic Engineering supports a broad range of cloud services including building, migrating, transforming, managing, and optimizing your cloud environments on AWS.

With Rackspace Elastic Engineering, you'll always get:

- **Our “do-with” approach:** A Rackspace Elastic Engineering Pod works in an agile, sprint-based model right alongside your team.
- **A consistent team:** No matter which tier of hours you use each month, you'll always work with the same pod that knows you, your environment and your business.
- **Flexible, tiered pricing:** Purchase fractional access to your pod via straightforward hours-based tiers, and scale up and down monthly, should your business needs change.
- **Multi-faceted skill sets:** The Rackspace Elastic Engineering Pod consists of an engagement manager, architects and engineers working together as one unit.
- **Accelerators:** Rackspace Technology creates platform tools and frameworks that can be used across all teams, so every customer benefits from the collective knowledge of every pod.

Rackspace Elastic Engineering for Data, Security and Applications

Security

With the increase of cloud native security tools available on Amazon Web Services (AWS), it is not enough to just enable the tools. There is a need for someone to monitor, analyze and respond to this data in a timely manner. This can help with strategic planning for best practice cloud security, tactical day-to-day security monitoring, and threat analysis to deter, detect and respond to potential threats around the clock.

In addition, Rackspace Elastic Engineering for Security helps you to break free of traditional reactive approaches to security with an agile, proactive, end-to-end security solution that delivers effective threat detection and incident response against increasingly sophisticated attacks.

Onica by Rackspace Technology is the first consulting Managed Security Service Provider (MSSP) partner for AWS Security Hub, offering consulting services for AWS native security tools that you can't get anywhere else. Our security experts have deep knowledge and experience in both IT security and cloud security and hold 800+ security industry certifications — including 50+ AWS Certified Security Specialists.

Data

Rackspace Elastic Engineering for Data offers an organization-wide data management practice that improves the speed and accuracy of analytics through process automation and by cultivating collaboration between data scientists, engineers and technologists.

Our DataOps specialists deliver process maturity, agile delivery and world-class support, so your team can spend time working on larger business initiatives that drive ROI and provide value to your customers and stakeholders. Benefits include:

- A managed end-to-end analytics pipeline that reduces operational burden and allows you to focus on business-critical activities
- Automation and accelerated adoption of platform capabilities
- Expert direction based on the latest innovations in data management
- DataOps principles that deliver a repeatable approach to data lifecycle management
- Collaboration around data lifecycle and governance that establish shared responsibility for successful delivery

Applications

Early cloud adoption approaches were primarily focused on migrations or greenfield applications, but there exists an entire generation of modern applications that can benefit from cloud technologies. Through leveraging serverless or container platforms, these applications can almost instantly benefit from the scalability, reliability, and cost effectiveness of the cloud.

Cloud Native Replatforming

With only minimal changes to your applications, leverage the full power of the AWS Cloud by adopting cloud native services as drop-in replacements for data, streaming, API management, logging, monitoring, and alerting.

- Quickly realize the cost, scale, and reliability benefits of the cloud, without the need to refactor or rewrite applications.
- Increase the elasticity and responsiveness of large, traditionally monolithic, workloads.
- Create continuous build and delivery pipelines and infrastructure automation, delivering on the value proposition of the cloud for mid-lifecycle applications.

Container Adoption

When serverless isn't an option, Containers are the preference for deploying modern, complex, distributed applications. Containers often require minimal changes to the application, making them the perfect evolutionary step when an application isn't appropriate for major refactoring.

- Solve management and infrastructure concerns by packaging code and dependencies in a common format
- Reduce complexity and scale effortlessly by leveraging the advantages of the container ecosystem and orchestration frameworks such as Kubernetes
- Increased portability of applications and improved developer workflows by creating isolated sandboxes for each component, where applications run decoupled from the underlying infrastructure

Serverless Refactoring

Write the software you want to write. Build self-healing, auto-scaling, serverless applications, unchained from the limitations of servers.

- Never pay for an idle microsecond. Build responsive applications by leveraging the managed concurrency and routing provided The AWS Cloud.
- Scale seamlessly through unpredictable traffic and remain resilient in the face of unexpected failures, without any effort.
- Reduce overhead and reclaim time and energy that can be spent developing great products.

There is no universal pathway to application modernization. Our Application Modernization solution architects can help you develop a comprehensive strategy to help you modernize your applications on AWS.

Platform Foundations

Modern Operations

Modern Operations from Onica by Rackspace Technology provides customers with 24x7 operational, incident response, and sys admin support for AWS leveraging decades of cloud expertise. This managed service offering is designed to meet customers in any cloud maturity model, providing a broad range of services support, for end-to-end lifecycle management of customers AWS cloud environments. Regardless of a customer's cloud maturity, Modern Operations allows the freedom to innovate and transform to achieve core business objectives, while helping to secure using cloud native security.

A key component of Modern Operations is flexibility. Modern Operations frees you from restrictive management spheres while offering full compatibility with Rackspace Elastic Engineering. You can consume varying levels of both services over time to meet your business challenges and drive transformation at your own pace.

Features & Benefits

- **Acceleration:** Modern Operations is designed to work in conjunction with Rackspace Elastic Engineering to manage cloud environments and free internal resources to focus on transformation and accelerating their cloud journey.
- **Monitoring & Resolution:** Cloud best-practice monitors and custom monitor creation utilizes cloud native tooling with back-end automation designed to attempt hands-off remediation.

- **Backup, OS and Patch Management:** Utilizing cloud native services and Rackspace Technology proprietary tooling, Modern Operations helps customers achieve operational excellence.
- **Lead Engineer:** With the purchase of the premium tier of Modern Operations, Lead Engineer hours can be purchased, which offers customers significant value add and additional affinity with that customer.
- **Cloud Expertise:** Modern Operations provides qualifying customers with a Technical Account Manager (TAM), acting as a customer advocate and bringing the customer to Rackspace Technology solutions, while following best practices.

Data Pipeline Management

Transformation can be disruptive and exhausting. With Data Pipeline Management for Rackspace DataOps, you can focus on outcomes and innovation, and maybe getting some sleep at night. Our automated pipeline monitoring system is supported with reactive 24x7 response by our global Rackspace DataOps team. In addition to monitoring, alerting, and incident management, our global DataOps team provides troubleshooting, platform escalations, runbook-based resolution, and operational support.

Optimizer+

The number-one problem companies struggle with in the cloud is cost. Cost savings often fail to materialize, governance is hard to enact and, sometimes, even basic financial models are hard to

build to forecast or bill teams for. That's why we created our Optimizer+ service, a light-weight support offering designed for one purpose: to help you save money.

Optimizer+ enables customers to take advantage of direct access to third-party cloud support while supplementing that support with Rackspace Technology tooling, consolidated billing, and cost optimization expertise. With Optimizer+, you get a light-weight support option that enables you to save money, improve performance, and supplement your staff with access to a deep pool of cost-focused expertise.

Optimizer+ is our fastest growing cloud product for a reason: it works.

VM Management

Even cloud native companies have legacy infrastructure that needs to stay online securely. Those applications are rarely given significant development work, but they still need attention to ensure they remain operational and secure. Rackspace Technology VM Management (VMM) was built with those applications in mind.

VMM makes managing VMs across clouds easier. Taking care of patching and backups across platforms and with varied maintenance schedules is cumbersome and time consuming. Manage your VMs with ease, and report on it any way you want. Easily combine with additional offers to solve other requirements as your needs change.

Using AWS' SSM technology at massive scale, we can patch your entire estate, easily and seamlessly. Moreover, we built in the reporting that your ISOC and compliance teams will want to get to ensure you stay aligned with auditors, regulators and shareholders. We offer the flexibility that allows you to try VMM out even one VM at a time, and pay for what you want.



AWS Marketplace

Onica by Rackspace Technology is an authorized reseller in the AWS Marketplace, a digital catalog with thousands of software listings from ISVs that make it easy to find, test, buy and deploy software that runs on AWS. As an authorized reseller on AWS Marketplace, Onica by Rackspace Technology is able to negotiate on behalf of its customers, manage the necessary relationships with the independent software vendors (ISV), shorten the procurement process, and manage customers' license renewals.

- **Fast deployment:** Purchases made through AWS Marketplace provide the quickest route to deployment of the software.
- **Increased cost savings:** Leverage Onica by Rackspace Technology relationships to obtain better pricing on ISV solutions through a negotiated private offer.
- **Simplified procurement process:** A single invoice from Onica by Rackspace Technology will now include their software purchases.
- **Credit to EDP Commit:** Marketplace purchases count towards the EDP 100%, up to 25% of the annual commitment. Excludes Professional Services purchases.
- **Dedicated Rackspace experts:** We are committed to your success and will provide you with recommendations on products to complement your AWS environment and achieve your business outcomes.



Innovate on AWS

As an AWS Premier consulting partner and an audited AWS Managed service provider with numerous AWS competencies, our unmatched expertise we've been there and done that across numerous customers and industries. Whether you're looking to leverage AWS for innovation, agility, cost savings, operational efficiency or all of the above, we know you want to do it right — and we'll show you how to get there.

Our engineers and solutions architects draw from two decades of experience supporting customers and solving their toughest tech challenges. We shape the technology landscapes of customers in more than 120 countries, and we're constantly adding new certifications to our portfolio of services while mastering the technologies that matter most to your business.

[See what else we have in store for AWS re:Invent 2022!](#)

Learn more about our cloud, application, data and security solutions on AWS at:

www.rackspace.com/onica-by-rackspace-technology



Onica by Rackspace Technology

Onica is the Rackspace Technology Business Group that is 100% dedicated to serving our AWS customers. With deep expertise in AWS strategy, cloud native application development, containers, application modernization, AI, machine learning and IoT, we help our customers solve the most complex and transformative cloud projects in the world to build new revenue streams, increase efficiency, and deliver incredible experiences. We are backed by Rackspace Technology's global network of experts delivering proven solutions across the full spectrum of cloud technology. 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.

Recognized as the U.S. and Canadian Migration Partner of the Year for 2021, this group of 775+ dedicated AWS sales, solution architecture and engineering teams is focused solely on helping your organization:

- Migrate to cloud environments
- Optimize cloud environments
- Transform cloud applications
- Modernize data architectures
- Secure your cloud environments

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