

## CUSTOMER CASE STUDY

# PARKER SOFTWARE

Parker Software, founded in 2003 in Staffordshire, UK, offers a comprehensive suite of digital engagement, sales enablement and business process automation solutions.

### CHALLENGES

Originally housed within a dedicated environment at a local data centre in Manchester, Parker Software was being held back by outages, slow responsiveness, and insufficient security from their hosting provider.

### RACKSPACE SOLUTION

Working together with Rackspace-certified Microsoft experts, Parker Software designed and built a private cloud environment using Microsoft Hyper-V. Parker Software also uses the Alert Logic® cloud-based service for network threat detection and vulnerability scanning, backed by a 24x7 team of security analysts.

### BUSINESS OUTCOME

Through the strong partnership between Rackspace and Alert Logic, between 2015 and 2016 Parker Software's service uptime went from 97.97% to 99.8% across all servers. Scheduled maintenance downtime went from 15 to just 1.5 hours – a 90% performance improvement.



**ALERT LOGIC®**  
Security. Compliance. Cloud.

## Powering next generation customer communication

Parker Software, founded in 2003 in Staffordshire, UK, offers a comprehensive suite of digital engagement, sales enablement and business process automation solutions. An early front-runner in the real-time communication revolution, Parker Software's flagship product WhosOn is considered the most advanced of today's live chat applications. Customers include IBM, HP, Aviva, Virgin Holidays, PWC and Game.

Starting out with just one person, Parker now has a 40-strong team of employees, a global customer base in excess of 10,000 and offices in both the UK and US. As part of this growth journey, Parker Software has worked with Rackspace to deliver the stable, secure environment needed to host their solutions.

### THE JOURNEY TO STABILITY

The customer engagement marketplace runs on the assumption of being 'always on'. As the front line in their customers' communication strategies, Parker Software's products must give the right impression first time, every time. Downtime not only makes them look bad, it also makes their customers look bad. Originally housed within a dedicated environment at a local data centre in Manchester, Parker Software was being held back by outages, slow responsiveness, and insufficient security from their hosting provider.

Seeking a high performing alternative with advanced security, the business came to Rackspace in 2015. Daniel Horton, Technical Manager at Parker Software, explains:

"Our main challenge was to find a provider that could support the stringent best practice SLAs we have in place with our customers, which include highest possible uptime guarantees, security assurance and accreditation. We found this in Rackspace. Having a major player behind us delivers that all-important level of comfort that reassures customers of quality."

He continues: "From day one, we felt Rackspace had our best interests at heart. They know what they're talking about, deliver what they promise, and are a pleasure to work with. The migration process was never going to be easy, with lots of manual processing required to move our data across, but Rackspace made the process as smooth as conceivably possible – we were off to a great start."

To put a figure on the scale of stability improvements achieved – between 2015 and 2016, Parker Software's service uptime went from 97.97% to 99.8% across all servers. Scheduled maintenance downtime went from 15 to just 1.5 hours – a 90% performance improvement.

**"RACKSPACE PROACTIVELY ASSISTED US EVERY STEP OF THE WAY, KEEPING OUR GOALS IN MIND, MAKING THE RIGHT PEOPLE AVAILABLE, SUGGESTING IMPROVEMENTS AND APPLYING THEIR EXPERIENCE IN BEST-PRACTICE METHODOLOGY. THE RESULT IS A FULLY-FLEDGED, WELL DESIGNED AND DEPLOYED, AND HASSLE-FREE HYPER-V ENVIRONMENT THAT STRENGTHENS OUR OFFERING."**

**DANIEL HORTON, TECHNICAL MANAGER AT PARKER SOFTWARE**

### INTO HYPERDRIVE

Constantly enhancing their software with new functionality, Parker Software is a fast-moving business that shows no sign of slowing down. Taking advantage of technological developments that can progress their product offering is high on the agenda. It came as no surprise, then, that hot on the heels of their move to the Rackspace public cloud Parker Software was already looking at 'what next'.

'Next' came in the form of migration to a managed virtualised environment. Built on Microsoft Hyper-V servers, this environment offered the ultimate in flexibility, control, redundancy, and cost

effectiveness. Working together with Rackspace-certified Microsoft experts, Parker Software designed and built a private cloud environment best suited to Parker Software's individual needs and application workloads.

Daniel explains why this step has been so important: "A forward-thinking solution needs a futureproof platform, and this is what we have in our new Hyper-V private cloud environment. We not only took another big leap forward in terms of stability, but also boosted flexibility and responsiveness. We began pushing as much as possible into our Hyper-V environment, something that was made quick and simple via automated machine creation, and the constant support of the skilled Rackspace team."

He continues: "Rackspace proactively assisted us every step of the way, keeping our goals in mind, making the right people available, suggesting improvements and applying their experience in best-practice methodology. The result is a fully-fledged, well designed and deployed, and hassle-free Hyper-V environment that strengthens our offering."

### BUSINESS BENEFITS

*Service uptime went from from **97.97%** to **99.8%** across all servers.*

## ENHANCED SECURITY – NOT JUST A TICK IN THE BOX

With innovation, customer trust and satisfaction being a high priority, Parker Software couldn't settle for minimum levels of security to secure their digital platforms. Any security breach would erode customer confidence and damage brand reputation. So, the business was keen to take security to the next level and deploy an Intrusion Detection Solution – providing visibility and continuous monitoring to detect security threats.

### BUSINESS BENEFITS

*Scheduled maintenance downtime from  
**15 hours to 1.5 hours – a 90% performance  
improvement***

In addition to exploring an out-of-the box intrusion detection solution, Parker Software quickly realised that they would need more resource to keep on top of the threats coming through. Rackspace provided the answer, inviting Daniel and his team along to an event hosted by strategic partner Alert Logic®.

The Alert Logic® cloud-based service for network threat detection and vulnerability scanning, backed by a 24x7 team of security analysts, was instantly appealing to Parker Software, offering a cost effective way to continuously monitor and protect their environment. Daniel explains:

“When Rackspace invited us to the Alert Logic event we were immediately impressed. We understood what they could do for our business, and we heard some compelling presentations from their customers. Deploying Alert Logic® within our Rackspace environment was simple – literally a case of ‘turn it on and it just works’. They monitor our entire application stack, continuously monitor our environment for vulnerabilities or cyber-attack, and then security analysts in their SOC escalate any incidents quickly, via

Rackspace, to keep us and our customers secure.

“I believe it works so well because of the strong partnership between Rackspace and Alert Logic. Between them they have all the bases covered in protecting our business: they know what each other is doing, and for us this means that rather than being an onerous and expensive task, managing the security of our applications and data requires only a simple check in from time to time. This means valuable peace of mind for us, and a very large tick when it comes to delivering assurances to our customers. I would go as far as to say that on more than one occasion it has made the difference when responding to an RFI and winning new business.”

**“DEPLOYING ALERT LOGIC® WITHIN OUR RACKSPACE ENVIRONMENT WAS SIMPLE – LITERALLY A CASE OF ‘TURN IT ON AND IT JUST WORKS’. THEY MONITOR OUR ENTIRE APPLICATION STACK, CONTINUOUSLY MONITOR OUR ENVIRONMENT FOR VULNERABILITIES OR CYBER-ATTACK, AND THEN SECURITY ANALYSTS IN THEIR SOC ESCALATE ANY INCIDENTS QUICKLY, VIA RACKSPACE, TO KEEP US AND OUR CUSTOMERS SECURE.”**

**DANIEL HORTON, TECHNICAL MANAGER AT PARKER SOFTWARE**

## ABOUT RACKSPACE

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and Fanatical Support® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 120 countries, including more than half of the FORTUNE 100. Rackspace was named a leader in the 2015 Gartner Magic Quadrant for Cloud-Enabled Managed Hosting, and has been honored by Fortune, Forbes, and others as one of the best companies to work for.

Learn more at [www.rackspace.com/en-gb](http://www.rackspace.com/en-gb) or call us at **0208 734 2600**.

## ABOUT ALERT LOGIC

Alert Logic, the leader in security and compliance solutions for the cloud, provides Security-as-a-Service for on-premises, cloud, and hybrid infrastructures, delivering deep security insight and continuous protection for customers at a lower cost than traditional security solutions. Fully managed by a team of experts, the Alert Logic Security-as-a-Service solution provides network, system and web application protection immediately, wherever your IT infrastructure resides. Alert Logic partners with the leading cloud platforms and hosting providers to protect over 3,800 organizations worldwide. Built for cloud scale, our patented platform stores petabytes of data, analyses over 400 million events and identifies over 50,000 security incidents each month, which are managed by our 24x7 Security Operations Center. Alert Logic, founded in 2002, is headquartered in Houston, Texas, with offices in Seattle, Dallas, Cardiff, Belfast and London.

For more information, please visit [www.alertlogic.com](http://www.alertlogic.com).



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