

## CUSTOMER CASE STUDY

# TRANSSMART

As a leading European logistics software company, Transsmart offers innovative shipping solutions to its customers. Based in the Netherlands, Transsmart connects e-commerce platforms, warehouses, and over 300 carriers with clients around the globe every day, meaning thousands of transactions every minute.

### CHALLENGES

Connecting carriers with just a single click means the Transsmart team rely on efficient, fast and reliable technology. To grow the business, Transsmart needed a team that would offer technical expertise and help them to upgrade and innovate their existing technology platform.

### RACKSPACE SOLUTION

Rackspace Global Solutions and Services provided Technical Consulting services to allow Transsmart to embrace new technologies and continue to safely innovate their platform and enhance offerings to their customers.

### BUSINESS OUTCOME

With the help of the Rackspace GSS team, Transsmart was able to migrate to their new technology platform with no unplanned downtime, predictable timelines and without breakage. Transsmart is now able to process more transactions, more quickly, with shorter (or no) maintenance windows and with happier customers.



## Transsmart utilises Rackspace's Global Solutions and Services (GSS) division to power business expansion

Based in the Netherlands, Transsmart specialises in software solutions for shipping companies. Its transport and logistics experts create shipping solutions that connect online shops and warehouses with over 300 carriers globally. Transsmart's unique proposition allows customers to raise a request, broker a suitable carrier, then track and trace the delivery. Ultimately, this leading European logistics software company helps manage the end-to-end shipment of goods around the world.

### THINKING OUTSIDE OF THE BOX

With fast growth behind it, Transsmart needed to consider how to continue its business development. "Our whole business model relies on the strength of our technology offering to customers. It needs to be cost effective, reliable and fast to set us apart from the competition", says Roger Von Son, CEO of Transsmart. The Transsmart team realised that, as the business continued to grow at pace, it was also outgrowing its current technology provider. If Transsmart wanted to continue to innovate and expand it would need to change and update its infrastructure.

"Before the team at Transsmart approached us, the business was at a crossroads in its development. The IT team either migrated the system to the new platform themselves, risking system downtime and an erosion of trust built up in the company; or they looked elsewhere for advice and support," says Chris Talliss, Technical Consulting Manager at Rackspace. "With the GSS team, Transsmart was able to advance its existing technology stack, but with the reassurance that it was in a fully managed and supported environment. We were able to work as one team with the Transsmart engineers, using our tested toolkit to assess, design and plan the migration, before overseeing the migration to ensure success first time around."

### KEEPING AHEAD OF THE FLEET

"Working with Transsmart was the first time that we were able to showcase the potential of the GSS business. The professional services team worked in tandem with Transsmart every step of the way to ensure a successful execution of the project. Using Rackspace expertise to understand Transsmart's application domain, the team were able to build a migration plan and create a set of runbooks to execute this safely – without compromising the platform itself", said Chris. With this end-to-end fully managed environment, Transsmart could in turn grow and handle more and more transactions.

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**DARYL PEETERS, IT DEVELOPER, TRANSSMART**

The difference a migration makes to a business such as Transsmart can have immediate impact. "We've seen a huge improvement in the booking system. For example, we used to make one booking with a carrier and it would take upwards of five seconds, which for this industry is too long. With the migration, even during the pre-build we already saw that we could gain a 300% performance increase, giving us the ability to satisfy our customers, while growing faster", said Daryl Peeters, IT Developer, Transsmart.

### MAXIMISING RETURNS WITH SIMILAR VALUES

When it comes to designing and building a new hosting solution, it's important that all parties work together to ensure the best outcome for the business in question. With professional services from Rackspace, both teams could work in sync to ensure that there was no downtime or impact on the business. With a cloud-agnostic approach, Rackspace could identify the cloud service that best met Transsmart's needs. "Rackspace is a company that's working 24/7,

just like we are, and they are also able to handle system monitoring so our staff can focus on their key business: the development of new features that allow us to remain competitive," said Roger Von Son, CEO of Transsmart. "Without the GSS team, it would not have been such a success".

**"WITHOUT THE GSS TEAM, IT WOULD NOT HAVE BEEN SUCH A SUCCESS"**

**DARYL PEETERS, IT DEVELOPER, TRANSSMART**

## 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**.



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