rackspace

Bank of East Asia, Ltd. Banks on Rackspace for Customized Solutions

Rackspace Professional Services experts were responsible for the smooth, secure operation and maintenance of the BEA 100th anniversary website.

Our customer

BEA is a leading Hong Kong based financial services group listed on The Stock Exchange of Hong Kong, serving the needs of customers throughout Greater China and beyond.

How we helped

Managed Cloud; Public Cloud – Fanatical Support® for AWS; Professional Services; Security; Compliance; Web Content Management

The obstacles they faced

BEA wanted to build a website to celebrate its 100th anniversary and was looking for a trusted, independent and experienced partner that would help to ensure compliance with the highest security standards.

What we achieved together

BEA engaged the Rackspace Professional Services team to consult on best practices for operating a secure infrastructure and environment to support its new standalone website.

BEA 東亞銀行

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Gene Tang,
Head of Professional
Services, Rackspace Asia

A special project for a special celebration

Incorporated in Hong Kong in 1918, BEA is dedicated to providing comprehensive corporate banking, personal banking, wealth management and investment services to its customers around the world. BEA operates nearly 200 outlets around the globe and employs approximately 10,000 people.

To celebrate the bank's 100th anniversary, BEA decided to mark the occasion with a dedicated website to provide customers with more information on the bank's history and the centennial event. BEA needed a trusted partner to provide expertise and advice on advanced cloud management, best practices and security.

Expertise with custom-made solutions

BEA first approached Rackspace to provide advice and independent insights for their strict security and compliance needs. Upon initial assessment, the Rackspace Professional Services team worked closely with BEA's Information Technology Department for the design, configuration and execution of the environment to help ensure compliance with the highest security standards.

Rackspace Professional Services Solution Engineers have a deep expertise and experience with all the major cloud platforms and technologies including AWS – BEA's cloud of choice.

To meet BEA's security standards, Rackspace delivered an end-to-end solution from strategic to tactical work, including architecture planning and hands-on keyboard work. Throughout the engagement, Rackspace took on an unbiased perspective of an independent third-party service provider while developing and finalizing the website's environment.

"The Professional Services team at Rackspace enables an end-to-end experience for our customers in their journey to the cloud," said Gene Tang, Head of Professional Services, Rackspace Asia. "Ultimately, our goal is to help a customer customize their journey around their specific business and technical requirements, which is a key element to success. This is also why Professional Services is a major part of the Rackspace story."

The Professional Services team consists of cloud experts dedicated to consulting and providing custom IT solutions to help guide companies through their cloud journeys. With this breadth and depth of expertise, Rackspace is uniquely suited to transform business IT operations; from front-end

assessments, guidance on security and compliance, to full migration services and ongoing operational support. Rackspace aims to be there to ensure customers achieve maximum performance, agility and cost-efficiency through solutions that follow the market's best practices.

Strategic navigation with cloud

In addition to the Professional Services solutions, BEA also chose Fanatical Support for AWS, at the Navigator service level, for its powerful customer service and support capabilities.

Fanatical Support for AWS provides BEA access to tools, automation and best practices from certified AWS architects, along with 24x7x365 access to the global Rackspace support team. The level of support and consultancy was ideal for the well-established internal team at BEA and was highly beneficial to the IT team during the after-sales service period to ensure optimal performance and ongoing management.

With the backing of always-on expertise and service from Rackspace, the BEA website successfully went live in October 2018.

About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™ — the best customer service experience in the industry. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

Learn more at **www.rackspace.com** or call **1-800-961-2888**.