

CUSTOMER CASE STUDY

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.

BUSINESS

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.

CHALLENGES

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.

SOLUTION

Rackspace Professional Services, Fanatical Support for Amazon Web Services

OUTCOME

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



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 locations 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 IT team to design, configure and execute an environment that helped ensure compliance with the highest security standards.

Rackspace solution engineers have deep expertise and experience with all of 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 with tasks that ranged 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 Rackspace Professional Services team 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, the Professional Services team's 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 Rackspace Professional Services team consists of cloud experts dedicated to consulting and providing custom IT solutions that move 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 and guidance on security and compliance to full migration services and ongoing operational support. Rackspace helps customers achieve maximum performance, agility and cost-efficiency through solutions that follow the market's best practices.

Strategic Navigation with a Cloud Partner

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. This 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 for performance optimization 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

Rackspace delivers modern IT as a service, helping customers in more than 150 countries drive business results with technology. Our comprehensive portfolio of managed services spans public, private and multi-cloud solutions, applications, data, and security. From first consultation to ongoing operations, Rackspace combines the power of proactive, always-on service with best-in-class tools and automation to deliver technology when and how customers need it. The Rackspace Fanatical Experience™ means customers have unbiased experts on their side, and a trusted partner committed to their success. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work..

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