



rackspace

Customer Case Study – Restaurant

Domino's leverages cloud for global growth

By transforming to a new hosting solution, Domino's has the right tools to manage and expand its global online ordering platform.

Our customer

Based in Brisbane, Australia, Domino's Pizza Enterprises Limited (ASX:DMP) is Domino's largest franchisee outside of the United States, with a network of more than 2,000 stores on three continents.

The obstacles they faced

Migrating the company's proprietary platform and large quantities of data to a flexible, scalable environment capable of handling fluctuating workloads across multiple regions.

How we helped

Managed Cloud – Microsoft® Azure®;
Performance; Scalability; Uptime;
Professional Services; Ecommerce Hosting

What we achieved together

Domino's Pizza Enterprises teamed with Rackspace experts to move the company's online ordering platform to an agile Microsoft Azure hosting solution that ensures systems are available 24x7x365.



Revamping mission-critical infrastructure

The company's heavy reliance on data systems is critical to its operations and continued growth, as customers have come to expect a quick and easy ordering experience. More than 70 percent of orders arrive via Domino's digital platform, with online orders reaching as high as 90 percent at some stores.

"We have high volume loads in a short time period," explains Brad Dight, IT Operations Director Domino's. "We could have two or three servers sitting within the pool and it could scale up to ten servers, depending on the night."

Recently, the franchise group also expanded its digital offering with full GPS enablement of the delivery process to give customers added convenience. As Domino's continues to develop new tools for its proprietary online system, however, the company increasingly experienced challenges with monitoring and escalating issues around-the-clock. To accommodate fluctuating usage demands and plans for future development initiatives, Domino's needed a new platform and a new, scalable infrastructure that offered a high degree of automation right out of the box.

Identifying synergies

Domino's Pizza Enterprises previously partnered with Rackspace to host a legacy online system it was running in Europe while rolling out its global online platform, which left a positive impression.

"Rackspace is a company with integrity, a company that we trust, and we felt would make a great partner for the need that we had around global monitoring and problem escalation for our global digital platform," says McMahon.



After an extensive needs analysis, Rackspace engineers shifted Domino's systems from a more static, OS-based hosting environment to a PaaS-based environment in Microsoft Azure for the next generation of the group's global eCommerce platform. "We are primarily a .NET shop, and we found that there were synergies in .NET development and the Microsoft Azure stack," explains Mark Bond, Technical Team Lead, Domino's.

The transition required collaboration with both Rackspace and Microsoft to manage legacy code while porting Domino's proprietary online system from an infrastructure-as-a-service to a platform-as-a-service environment. The resulting Microsoft Azure cloud solution incorporates cutting-edge PaaS offerings, which will bring a new level of flexibility and agility to Domino's as the company moves into its next level of global growth.

Delivering a Fanatical Experience™

From a seamless onboarding process during kickoff to having continual access to expertise both locally and globally, the collaboration with Rackspace has been transformational for Domino's, says Bond.

"We have found that they're a very proactive company. Quite often, they'll be chasing us with ideas and suggestions on how we can do things better, and that has been very beneficial to the overall project," he notes.

The new hosting platform also simplified the overall architecture of Domino's systems. "In terms of configuring deployment, Microsoft Azure makes it easy to link back a lot of your assets just to get repositories. So instead of having to configure separate deployments for each environment, you just link it back to a repository and it'll pick it up," Bond says.

Perhaps the biggest benefit to the partnership has been the franchise group's ability to leverage expert support to develop bespoke architecture that improves the efficiency and scalability of Domino's global online system. "The thing I would share with other customers who are thinking about working with Rackspace is to be honest and upfront," says McMahon. "Tell them what the challenges in your business are and help them tailor a solution that best suits your own needs."

"The onboarding process has been fantastic, the team at Rackspace has been really easy to work with."

Brad Dight, IT Operations Director Australia & New Zealand, Domino's Pizza Enterprises

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.au

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