



rackspace

Rackspace Customer Story – Retail/ISV

Migrating to Google Cloud - creating a platform for growth

Rackspace pioneered infrastructure transformation at Eagle Eye to support its achieved and aspired growth.

Our customer

Eagle Eye is pioneering real-time high street engagement with its digital marketing platform, which enables retailers and brands to use promotions, loyalty and rewards to establish relevant and meaningful connections with customers.

The obstacles they faced

Eagle Eye's rapid growth resulted in its infrastructure processing unprecedented numbers of transactions every second, while generating the data collection and insights at scale that present such value to their customers. This put immense pressure on the business to keep pace with its customers' transactional throughput.

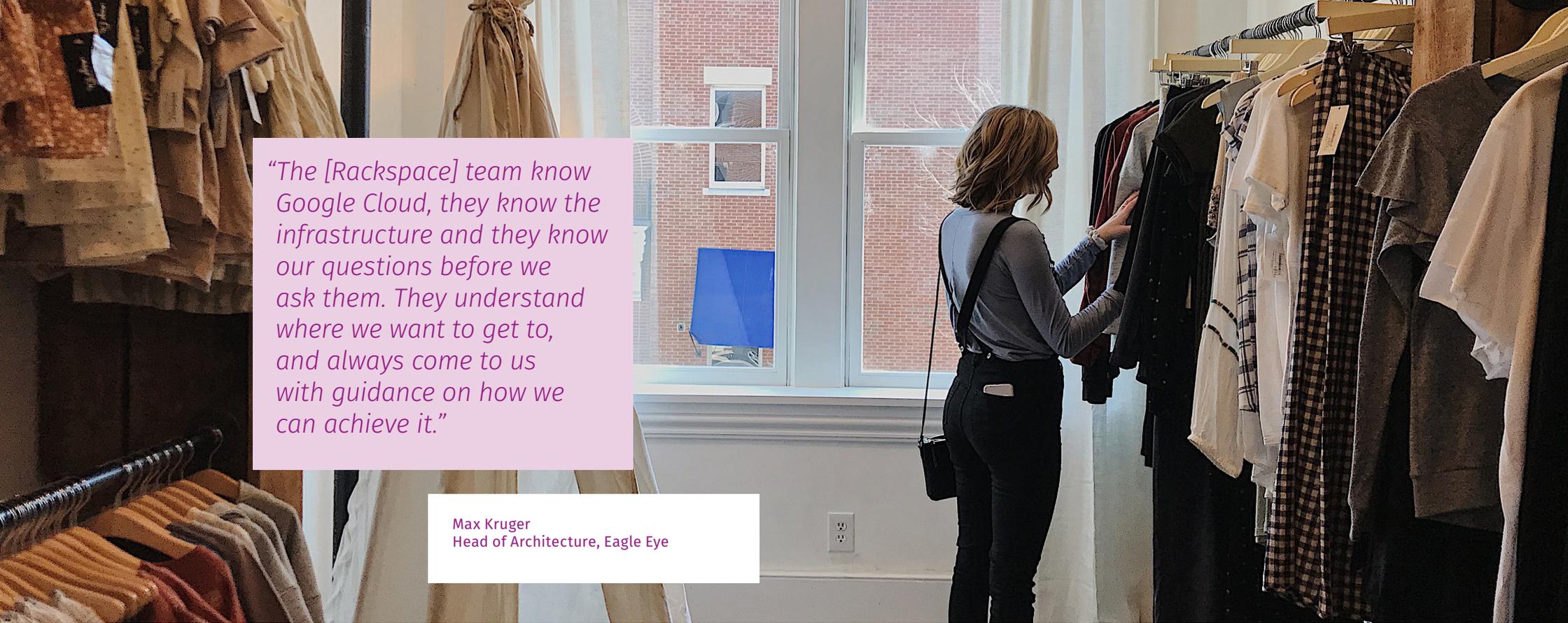
How we helped

Eagle Eye is working with Rackspace to migrate its technical infrastructure from a dedicated environment to Google Cloud and take full advantage of the increased scalability, reliability and powerful technology capabilities it offers. This transition is fully managed by the Rackspace Managed Cloud Services team working with Eagle Eye.

What we achieved together

In Eagle Eye's growth now sees its AIR platform processing up to 3,000 API requests per second, scaling to manage a 556% increase in the number of coupons redeemed during the last financial year. The work with Rackspace and Google Cloud will continue to allow the company to deliver exceptional reliability to its customers.





“The [Rackspace] team know Google Cloud, they know the infrastructure and they know our questions before we ask them. They understand where we want to get to, and always come to us with guidance on how we can achieve it.”

Max Kruger
Head of Architecture, Eagle Eye

Rackspace transforms Eagle Eye’s infrastructure to support growth

Eagle Eye is pioneering real-time high street engagement with its digital marketing platform, which enables retailers and brands such as Asda, JD Sports, Greggs and Pizza Express to create effective promotions, loyalty and rewards to establish relevant and meaningful connections with customers.

Data and intelligence are critical to getting the right messages to the right customers, and in delivering a personalised and relevant customer experience. The SaaS-based, AIR

digital marketing platform enables Eagle Eye customers to gather and execute against this insight at scale. Rackspace, a longstanding technology partner, responded to the organisation’s existing and potential growth, assisting in the migration of Eagle Eye from a dedicated environment to Google Cloud.

A platform for growth

Since its launch in 2003, Eagle Eye has become a key partner to many leading retailers and brands in the UK and around the world, integrated at the point of sale to many different point-of-sale (POS) systems. In 2003, the AIR platform was processing 10

real-time transactions a minute, following years of rapid growth, AIR now processes thousands of transactions per second for hundreds for clients.

Eagle Eye is a longstanding customer of Rackspace Dedicated, Rackspace Managed Cloud and DevOps Automation Services. This collaboration has enabled the business to offer its customers extremely high availability and deliver new features faster. But, never settling for anything but the best and responding to Eagle Eye’s significant opportunity for growth, Rackspace is now supporting the migration to Google Cloud to support future growth and development of Eagle Eye’s digital marketing offerings.

The numerous benefits of moving to Google Cloud - including its increased scalability, reliability, global availability and powerful Google technologies - will enable Eagle Eye to respond and deliver to customer demand over the coming years.

Building reliability into its core

Access to Google’s Site Reliability Engineering (SRE) capability has been a critical benefit of the migration, enabling Eagle Eye to deliver extremely high availability to customers. Achieving always-on availability while adding new features and improving performance

is not easy for any business. Rackspace supports customers like Eagle Eye by running dedicated engagements with the Rackspace Customer Reliability Engineer (CRE) team - the only organisation outside of Google authorised to run such workshops - to make reliability the first thing they think about, whether it's selling or releasing a new feature into production.

"Rackspace has brought its key strengths on this journey as the team know Google Cloud, they know the infrastructure and they know our questions before we ask them. They understand where we want to get to, and always come to us with guidance on how we can achieve it," commented Max Kruger Head of Architecture at Eagle Eye.

Partnership at the heart of success

Eagle Eye saw that Rackspace was aligned to its own core values: in how it treats employees, its customers and in its culture. Understanding and appreciating each business operates has enabled a productive and collaborative relationship between the teams.

"The teams of engineers are highly integrated, with knowledge and information sharing, both teams living the values of their respective companies - to work as one unit," commented Steve Rothwell Founder and CTO of Eagle Eye.

Rackspace's expertise and guidance has been key to helping Eagle Eye as it undergoes a significant transformation of its technical capabilities as part of the cloud migration. While having the full support of the business and executive team, the company must undergo further training and procedural changes, as well as win cross-functional support for the move from across the business. For Eagle Eye, the success of this project means taking the entire business,

including its clients, on the migration journey with them. Supported throughout process, the experience and guidance demonstrated by the Rackspace Managed Services team has proven invaluable at every stage.

Powering future growth

Steve Rothwell remarked, "We used to get excited when we processed a few thousand coupon redemptions in a month. Last year, we did 403 million coupon redemptions - that's 33.5 million a month - across the world and Rackspace has been fundamentally key to delivering on that growth."

Eagle Eye has aspirations to become a truly global digital marketing platform and sees Rackspace as being a key part in achieving this.

Steve concluded: "Without a partner like Rackspace, we would've spent years trying to build infrastructure to support our goal. Now, we have the technological backbone that will enable us to achieve our global ambitions and know that we have a trusted partner that'll continue to support us on that journey."

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Steve Rothwell - Founder and CTO of Eagle Eye

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 maximise their IT investments. As a recognised 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 honoured within the top 100 Great Places to Work for more than a decade.

Learn more at www.rackspace.com

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