



rackspace

Customer Case Study – Financial

OFX achieves transformative migration to AWS

Customised cloud hosting gave OFX the speed, flexibility and scalability to deliver the security and functionality that individual and corporate customers demand.

Our customer

OFX is one of the world's largest international payments providers, offering an online foreign exchange service that enables fast and secure global payments. The company's rates are up to 75 percent more competitive than those on offer at high street banks.

The obstacles they faced

OFX needed to overcome the limitations and complexity of a multi-territory production environment to promote a faster development cycle.

How we helped

Managed Public Cloud — Amazon Web Services (AWS)

What we achieved together

OFX leveraged the global support and local expertise that Rackspace offers to successfully achieve a full migration to a secure cloud hosting solution.





“It made sense to look at providers that have geographic scope. That’s why we ended up looking very seriously at Rackspace.”

Aaron Bowden
Head of Environments, OFX

One of the world’s largest international payments providers

With nearly two decades of foreign exchange expertise to its name, the global currency experts at OFX help individuals and organisations transfer money internationally. The company’s rates are up to 75 percent better than typical bank rates. The brand’s secure online platform, www.ofx.com, offers a user-friendly interface for quick transactions via wire transfer or direct debit, and users can track transfers online in real time via the OFX mobile app.

Headquartered in Sydney, Australia, OFX maintains global offices in San Francisco, London, Hong Kong, Auckland and Toronto. The company provides customer service and support 24/7 and has transferred more than \$100 billion to date across 55 currencies and 190 countries. The brand also offers a range of payment solutions, including a white label version of its platform for other businesses, as well as international payroll services and API integration of its forex payment capabilities. OFX has been featured in *Money* magazine, the *Australian Financial Review*, *The Australian*, *The Telegraph* and *The Huffington Post*, and received the fraud prevention award at the 2016 Digital Identity Summit.

Continued growth creates need for speed

Since launching its first website in the late 1990s from a garage on Sydney’s Northern Beaches, OFX has grown into a thriving global enterprise, with more than 200 employees. The company prides itself on delivering international money transfers quickly and affordably, while offering exceptional customer service.

Over the years, the fintech’s continued growth and colocation of the production environment made the development process increasingly complex and presented mounting operational challenges. Engineers

lacked control of the infrastructure and were forced to develop and test in an environment that differed from the actual production environment, creating uncertainties and slowing the development cycle. OFX wanted a partner that could guide the process migrating its application portfolio to AWS and rearchitect its systems to take full advantage of the flexibility, resiliency and scalability of the cloud.

“I didn’t want to just take a lift-and-shift approach, where all we did was pick it up and put it into AWS, because I’m not actually solving any of the issues around complexity,” says Craig Pendleton-Browne, Chief Technology Officer at OFX. “What I

really wanted to do was simplify our solution and create it in a way that allowed us to exploit the cloud.”

Rackspace delivers customised solutions and support

OFX was drawn to the AWS cloud platform for its rate of innovation and geographical capabilities. It needed a hosting provider that understood and could support the global nature of its business. Aaron Bowden, Head of Environments at OFX, commented: “We needed a provider that offered a high level of understanding and support, and was comfortable operating on a global scale.”

Rackspace worked with OFX to accelerate the fintech leader’s move to the cloud, helping the company capture the benefits faster, and providing OFX with the assurity, best practices and expertise that comes with Fanatical Support® for AWS. OFX was impressed with the depth of the discovery process, which helped stakeholders understand the path to a full migration and hit project timelines.

“We needed to make sure that we’re able to innovate at a speed that exceeds that of our customers. That was the critical driver in deciding that this migration was worth the investment.”

Craige Pendleton-Browne – Chief Technology Officer, OFX

Bowden admits that he had reservations about working with a large hosting provider, initially expecting to be pushed toward a

cookie-cutter solution. “When the Rackspace team came on site and we started running through the discovery, I very quickly put those reservations aside,” he says. “The team were more interested in helping me discover what we wanted to do and how to fully leverage the AWS platform and the Rackspace support.”

Migration leads to improved optimisation

The migration from a colocation production environment to a managed AWS platform required OFX to invest significant time and resources. The end result was worth the effort, with the migration delivering rapid performance improvements. For example, through architectural changes on the Web platform, OFX was able to enact security changes within one release cycle that previously had required a six-week lead time.

The team also has the freedom to focus on creating new features, rather than worrying about how to do rollbacks due to the limitations of shared servers. Developers can leverage the cloud to create a comparable environment for testing new software by simply switching the DNS, notes Pendleton-Browne. “I can be 100 percent confident that what I’m going to put into production is actually going to work in production, because I can now test it in a production-like environment,” he says.

The cloud platform delivers the velocity, scalability and flexibility that OFX needs to make its technical products work, and to provide new features and enhanced performance to clients. Notes Bowden, “We needed to make sure that we’re able to innovate at a speed that exceeds that of our customers. That was the critical driver in deciding that this migration was worth the investment.”

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**.

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