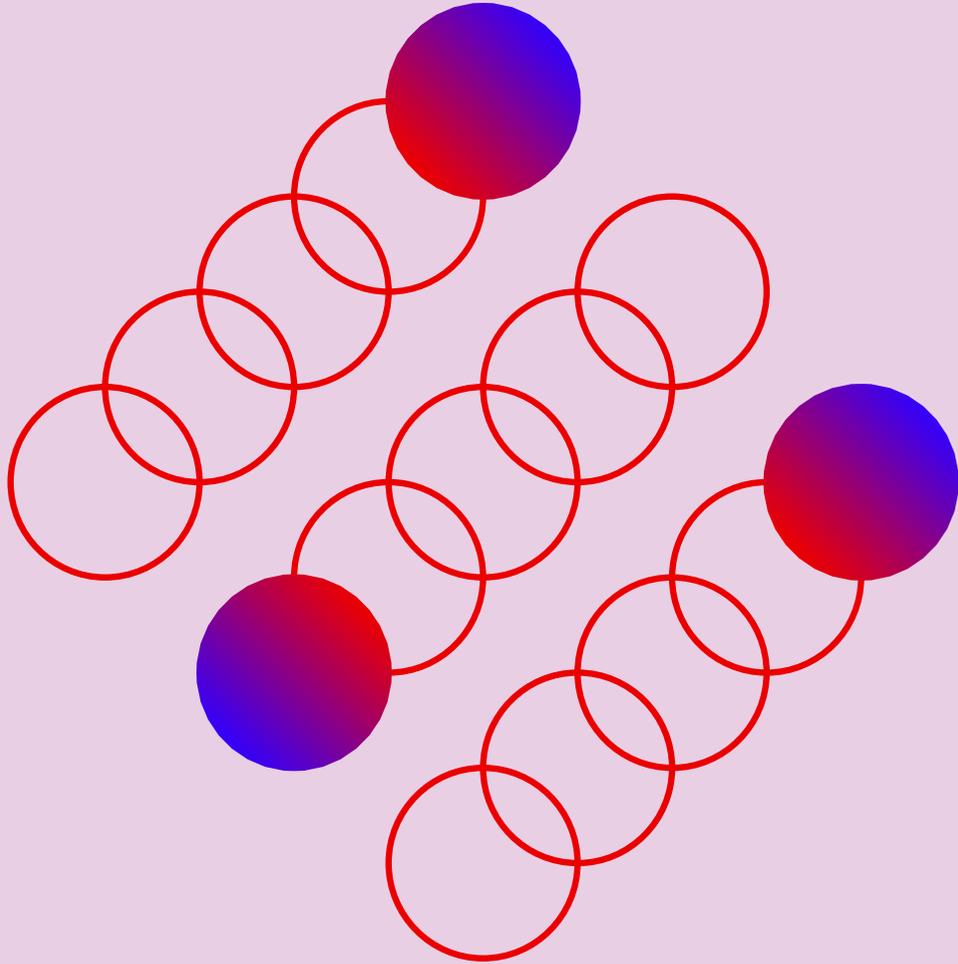


rackspace



Customer Case Study – Marketing Services

Rackspace Rapidly Deploys Epsilon's AWS Cloud

Rackspace executes fast deployment of scalable infrastructure that reduces servers with no downtime – helping Epsilon optimize clients' marketing services.

Our customer

Epsilon is a leading global marketing automation company with 70 offices, connecting people with brands using a wide range of traditional, digital and retail channels.

How we helped

Business/IT Transformation; Public Cloud – Fanatical Support® for AWS.

The obstacles they faced

Epsilon needed to migrate its client platform to AWS, enhance infrastructure, lower cloud service costs, reduce IT workloads – and free internal IT resources to focus on its core business.

What we achieved together

Epsilon now relies on its Rackspace support team 24x7x365, so it can focus on delivering unparalleled marketing services to its worldwide client base.

EPSILON

Epsilon is a leading global marketing company that offers a wide range of services across traditional, digital and retail channels. Part of Alliance Data, the company employs over 7,000 associates in 70 offices worldwide. Ad Age ranks Epsilon No. 1 in several important categories, including World's Largest CRM/Direct Marketing Networks and Largest U.S. Agencies from All Disciplines. "Epsilon is a marketing automation company that connects people with brands using data and insights," says Chen Xinzhan, the company's director of technology.

"We know that we can rely on the backing of the Fanatical Support team anytime, anywhere, letting us get on with what we do best: providing unparalleled service to our clients."

Chen Xinzhan - Director of Technology, Epsilon

One of Epsilon's major clients in the Asia Pacific region is a leader in the fast-moving consumer goods sector, which has a large number of franchisees. These franchisees access the Epsilon email platform at the start and end of each business day to consult the corporate promotional database, manage and track marketing campaigns, and launch new promotions tailored to their market.

Epsilon wanted to lower the cost of maintaining infrastructure for this client and reduce the amount of work required

from the IT department. To address these issues, Epsilon chose to migrate the email management platform to Amazon Web Services (AWS).

Managing the move

Epsilon went to Rackspace with its challenges and a description of its existing infrastructure. Rackspace was very responsive and proposed a new scalable infrastructure that would reduce the number of servers, which hadn't been optimally utilized. Chen Xinzhan says that Epsilon tried various solutions to combat this issue. Many other providers suggested that the changes they required were impossible. Rackspace, however, was determined to create the best outcome for its client and succeeded where others had failed.

To ensure that the AWS migration was as quick and stress-free as possible, without any loss of service for the client, Epsilon asked Rackspace to manage the move. "We chose Rackspace for one simple reason: Fanatical Support. Epsilon runs a lean application team and with Fanatical Support from Rackspace, my team could focus on what they do best and leave the infrastructure to the experts," says Chen Xinzhan. The IT team was left to focus on managing the application to support customer engagement and brand building for the client.

Epsilon chose Rackspace Fanatical Support for AWS for its best-in-class expertise and industry-leading service level agreement, with 24x7x365 support for mission-critical requirements. An integral part of Fanatical Support is proactive evaluation to help Rackspace's clients get more out of their clouds. Rackspace helps Epsilon to optimize the tools it is currently using on the cloud, enhancing its infrastructure while reducing the number of servers significantly.

"Many of our clients are looking to move workloads to the cloud, and this project to migrate a major email marketing and customer communications solution to AWS was typical: large, complex and mission-critical," says Chen Xinzhan. "We appreciated having an AWS-certified partner with in-depth experience in migration to take all the worry and stress out of the project."

Rackspace knows AWS

Rackspace supports enterprises on a multi-phase journey to the cloud, offering faster deployment and a tailored roadmap that adapts to their evolving needs. With more than 500 certified AWS engineers, Rackspace is an AWS-authorized reseller, an AWS Managed Services Partner and an Advanced Consulting Partner in the AWS Partner Network. It is also certified for the AWS DevOps Competency, allowing it to manage the collaboration of development and operations staff throughout the entire software development lifecycle.

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Chen Xinzhan - Director of Technology, Epsilon

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™. 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 Hong Kong **+852 3752 6488**, Singapore **+65 6428 6102**.

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