

# Collinson elevates loyalty offerings to a new level

When Australia's largest bank requested a cloud-based loyalty program, Collinson went above and beyond by migrating their loyalty offerings to Microsoft Azure in record time, and in turn, opened the door to greater opportunities.

## Our customer

Collinson is a loyalty and benefits service provider to some of the world's most recognisable brands, including banks and financial institutions, hotel groups and airlines.

## The obstacles they faced

Collinson needed a partner to support the migration of their loyalty solutions to Microsoft Azure within a short timeframe.

## How we helped

Business/IT Transformation — Managed Public Cloud, Managed Public Cloud — Fanatical Support® for Microsoft® Azure®, Security & Compliance — Managed Security, Professional Services — Migration.

## What we achieved together

The migration was completed in record time and Collinson delivered a robust, compliant, highly-available loyalty platform for the bank. With improved tools and processes, Collinson reduced their time to deploy solutions.



*“The results for Collinson have been extraordinary. We were able to meet very tight deadlines from the bank, and it wouldn’t have been possible without the support from all levels for this project.”*

**Ravisankar Sundararaj,**  
Head of Software R&D/IT  
Services, Collinson

## Going the extra mile for customers

For 30 years, Collinson has demonstrated its unwavering commitment to supporting clients in building deeper, more profitable customer relationships by developing individual and tailored loyalty and customer-benefit products.

When one of their clients, Australia’s largest bank, asked Collinson to create a cloud-based loyalty program for its customers, Collinson saw an opportunity to elevate its loyalty product offerings to a higher level.

The bank wanted to consolidate its various on-premises loyalty management functions

into a unified, cloud-based solution to enhance program management and improve overall customer experiences.

For Collinson, this meant finding a cloud provider to host its loyalty solutions and a services partner to support the migration, which needed to take place within a short timeframe.

The ideal cloud solution for its loyalty products would help Collinson reduce the complexity and expense of hosting the program on-premises while meeting Australia’s banking industry requirement around hosting customer data domestically in at least two sites.

## Providing value each step of the way

The company conducted an extensive search and eventually selected Microsoft Azure to host their loyalty solutions.

A deciding factor was the scale of Microsoft Azure and the multiple data centres in Australia. The number of data centres Microsoft owns in Australia exceeded the bank’s requirement — a distinction that no other cloud provider had in the country. Additionally, the client was already using Azure as their preferred cloud platform.

Collinson selected Rackspace Technology Managed Public Cloud, Managed Security and Professional Services, which include data and database services as well as compliance solutions, to enhance the value of its investment in Azure.

Collinson needed to have its loyalty rewards solutions available quickly for the bank, and Rackspace Technology helped it meet the strict timeline.

Rackspace Technology started by helping the Collinson design and implement its infrastructure on the Azure platform, and then hosted VPN solutions as a gateway to Azure during the data migration process.

Every step of the way, from troubleshooting during pre-production, through production, and disaster recovery testing with the bank, the Rackspace Technology team worked alongside Collinson.

Ravisankar Sundararaj, Collinson's Head of Software R&D/IT Services, noted, "We engaged a global team for this project, and working on Azure made it very easy for this global collaboration, especially versus hosting the infrastructure in one of our data centres or a third-party centre."

During the PCI compliance process, Rackspace Technology helped Collinson pass the audit, which typically takes up to three months, in less than a month. It was a particularly impressive feat even to the PCI auditor.

"Rackspace Technology helped us ensure the security of the platform, and that we would secure PCI compliance in record time. The team was always open to share information, gaining our confidence with board and bank," said Ravisankar.

The Rackspace Technology Managed Security solution will help the loyalty products maintain ongoing compliance with banking regulations.

## Fanatical Experience brings extraordinary results

With help from Rackspace Technology, Collinson was able to complete the project ahead of time. As a result, the program was launched for the bank at the end of 2019.

Additionally, the time to deploy new solutions was reduced by 60%, bringing the total time to two weeks.

*"Rackspace Technology helped us ensure the security of the platform, and that we would secure PCI compliance in record time. The team was always open to share information, gaining our confidence with board and bank."*

Ravisankar Sundararaj,  
Head of Software R&D/IT  
Services, Collinson

*“The results for Collinson have been extraordinary. We were able to meet very tight deadlines from the bank, and it wouldn’t have been possible without the support from all levels for this project.”*

Ravisankar Sundararaj, Head of Software R&D/IT Services, Collinson

Hosting its applications on the Azure cloud has enabled Collinson to create a unified platform where its products can interact with each other and perform better.

Now the bank has a single point of interaction with Collinson, which simplifies the overall management of the program. This, in turn, helps to improve card loyalty customer experiences and activities, such as redeeming points, across multiple channels and platforms.

The Rackspace Technology solutions enabled Collinson to deliver a robust and highly-available loyalty platform for the bank. The time required to scale the infrastructure was reduced by 90% and service availability improved by 20%. The Rackspace Technology solutions also give Collinson confidence in the platform’s ongoing security and compliance with industry regulations.

Overall, Ravisankar believes that it has opened the door to greater opportunities for Collinson to offer their unified loyalty program management platform to other banks in Australia, and across the world.

## About Rackspace Technology

Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world’s leading technologies — across applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimizing returns into the future.

As a global, multicloud technology services pioneer, we deliver innovative capabilities of the cloud to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in our obsession with our customers’ success — our Fanatical Experience™ — so they can work faster, smarter and stay ahead of what’s next.

Australia:

<https://www.rackspace.com/en-au>

**Sales: 1800-319-463**

**Support: 1800-421-267**

Singapore:

<https://www.rackspace.com/en-sg>

**Sales: (+65) 6428 6102**

**Support: (+65) 6494 8863**

This case study is for your informational purposes only. RACKSPACE MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS CASE STUDY. All customer examples and the information and results illustrated here are based upon the customer’s experiences with the referenced Rackspace services and are not necessarily indicative of the future performance of Rackspace services. Rackspace detailed services descriptions and legal commitments are stated in its services agreements. Rackspace services’ features and benefits depend on system configuration and may require enabled hardware, software or additional service activation. Actual cost of specific hosted environment and performance characteristics will vary depending on individual customer configurations and use case.

Copyright © 2020 Rackspace – Rackspace®, Fanatical Support®, Fanatical Experience™ and other Rackspace marks are either registered service marks or service marks of Rackspace US, Inc. in the United States and other countries. All other trademarks, service marks, images, products and brands remain the sole property of their respective holders and do not imply endorsement or sponsorship.

July 30, 2020 / Rackspace-Case-Study-Collinson-FIN-AZU-TSK-2133