

The perfect storm: controlling cloud costs while scaling for explosive global growth

Powered by automation, Eagle Eye's infrastructure transformation has allowed it to match soaring customer demand around the world, while keeping costs at a minimum.

Our customer

Eagle Eye is the real-time high street engagement pioneer that integrates business management and sales systems to help retailers deploy hyper-personalized campaigns that drive customer acquisition and retention.

The obstacles they faced

Eagle Eye processes hundreds of millions of transactions every year. Working at this scale, and with global growth a key business strategy, it urgently needed to accelerate infrastructure transformation.

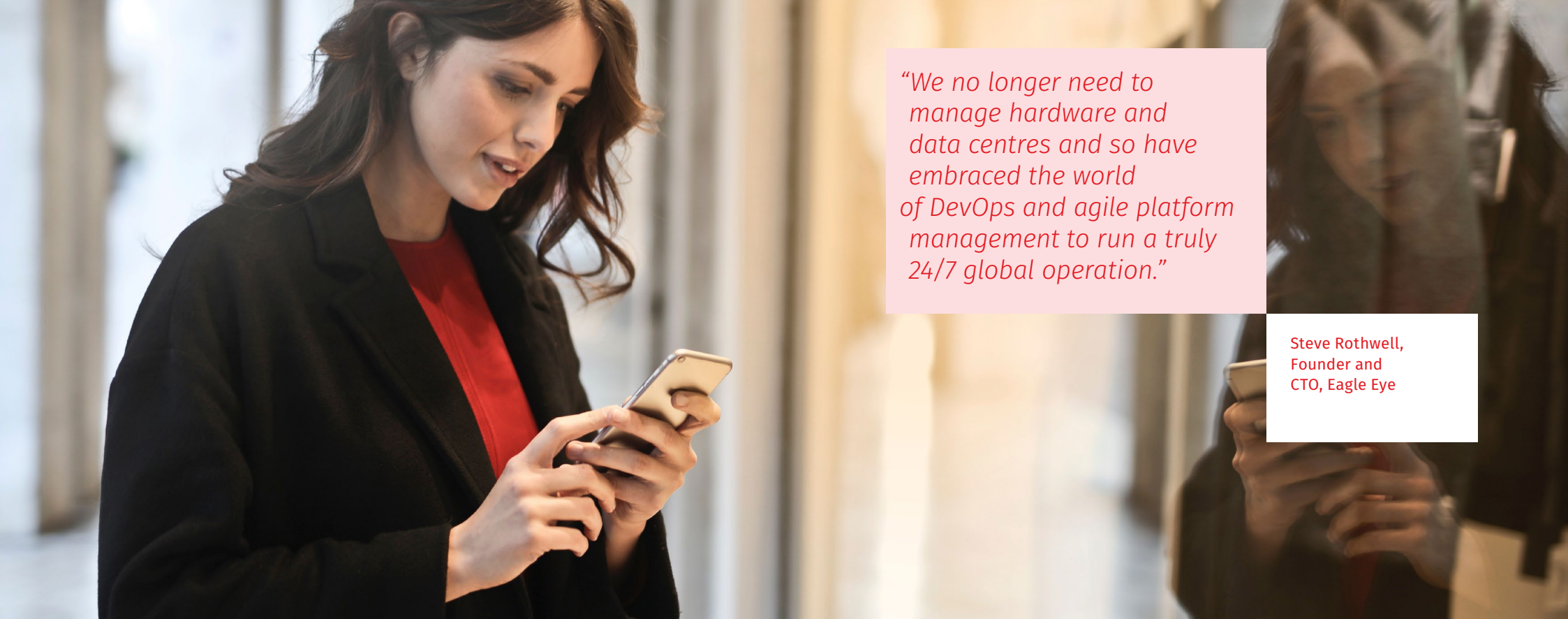
How we helped

Eagle Eye chose Rackspace Technology to help it scale fast with the Google Cloud. From business workshops to prepare for migration, to designing and maintaining a responsive platform where new environments can be spun up in just hours, we continue to act as a strategic partner as they solve the challenges of global growth.

What we achieved together

Eagle Eye has experienced a 140% growth in transactions through its platform in 12 months, but just a 6% increase in infrastructure costs. And the earlier migration project saw Rackspace Technology recognized as the Google Migration Partner of the Year.





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**Steve Rothwell,
Founder and
CTO, Eagle Eye**

Infrastructure as a platform for global growth

Eagle Eye’s pioneering approach to real-time high street engagement enables retailers such as Asda, JD Sports and Greggs to establish meaningful connections with customers through effective promotional, loyalty and reward programmes. With its SaaS-based AIR digital marketing platform, retail customers can deliver personalised and relevant experiences by harnessing detailed customer insights and executing against them at scale.

As Eagle Eye’s growth accelerated and the company developed global ambitions, it was

drawn to the Google Cloud Platform by the promise of increased scalability, reliability, global availability and new, innovation-enabling technologies. Thanks to its collaboration with Rackspace Technology it has achieved all this and more. It is now free from the concerns of managing and maintaining its infrastructure and has also gained the ability to spin up new instances almost anywhere in the world in a just a few hours.

“It’s never been more important for retailers to use technology solutions such as Eagle Eye AIR to delight their customers and to foster loyalty. Thanks to Rackspace Technology, we migrated our platform to Google Cloud in a matter of months rather than years and have

increased our global footprint dramatically, saving us millions of pounds in our ambition to become cloud native,” said Steve Rothwell, Founder and CTO, Eagle Eye. “We no longer need to manage hardware and data centres and so have embraced the world of DevOps and agile platform management to run a truly 24/7 global operation.”

Eye-catching results

The results have been spectacular and the numbers speak for themselves.

Eagle Eye has driven a 30% improvement in speed and responsiveness of its platform by taking advantage of the new tools

and technology available to it through the partnership with Google. It has also developed a new process for deploying hundreds of millions of hyper-personalised offers per week while reducing the offer allocation process from 12 hours to 40 minutes.

Furthermore, it has seen a 140% growth in transactions through its platform in 12 months accompanied by just a 6% increase in infrastructure costs. “With the efficiencies that you can drive by having partners like Google and Rackspace you can create a perfect storm of not only really growing the top line but also controlling the cost line,” said Rothwell.

In addition, Eagle Eye has adopted a more cloud native IT model, adding Google BigQuery and Datastore to its current cloud environment. As a result, Eagle Eye reports higher up time, availability and response times, leading to a 40% decrease in support calls from customers.

As a leading global multicloud expert serving customers in 120+ countries worldwide, Rackspace Technology is able to provide Eagle Eye with identical capabilities, technology and availability in all markets where it operates. This came to the fore when Eagle Eye recently won its first U.S.-based client, Southeastern Grocers, along with a retailer in New Zealand. Both of these wins were deployed rapidly due to the ability to automate the build of cloud environments while providing consistency in user experience globally.

“Moving to GCP allows us to spin up a new instance in a new region in a matter of hours, with the ability to grow the instance as required by wins in the region,” said Rothwell. “This gives us the ultimate flexibility to grow compute power as we sign up new customers and as our existing customers require it.”

Supporting retail customers through the pandemic

The global COVID-19 pandemic has accelerated digital transformation in the retail sector and put retailers under enormous pressure to manage promotions in real-time. This was particularly true during the early days of the crisis when it was important that promotions didn't exacerbate problems around panic buying and stock-level depletion.

As a result, Eagle Eye's solutions are more relevant than ever. “The growth of ecommerce in recent months has highlighted the fact that the winners will be those who truly have an omnichannel strategy that embraces both online sales and bricks and mortar,” said Rothwell. “Those that can manage their digital marketing campaigns and promotions seamlessly across digital and physical will be come out strongest.”

Partners in success

Eagle Eye appreciates the fact that the core values of Rackspace Technology align with its own in terms of creating exceptional employee and customer experiences. This enables ongoing productive and collaborative relationships 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,” said Rothwell.

In conclusion, Rothwell remarked:

“Without a partner like Rackspace Technology, we would've spent years — and a small fortune — trying to build infrastructure to support our goal. Now, we have the technological backbone that will enable us to sustain our global ambitions while knowing that we have a trusted

partner in our corner that'll continue to support us on that journey.”

Steve Rothwell, Founder and CTO, Eagle Eye

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.

Learn more at www.rackspace.com/en-gb or call UK: +44 203 553 6268

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