SapientRazorfish slashes deployment times

Fanatical Support® for Amazon Web Services (AWS) along with superior customer service offerings help SapientRazorfish respond to customer demands with optimized solutions.

Our customer

SapientRazorfish helps organizations achieve digital business transformation.

The obstacles they faced

The newly merged company needed a way to help its clients focus on agility, speed and their ability to scale.

How we helped

IT Transformation, Managed Public Cloud - Amazon Web Services (AWS), Performance, Scaling

What we achieved together

By working with Rackspace, SapientRazorfish reduced deployment times from 15 days to three minutes and provided clients with optimized solutions that meet their needs and empower their businesses.

rackspace

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Nishit Gupta, Head of Delivery,
SEA at SapientRazorfish

Partnerships for Success

SapientRazorfish is a new breed of transformation partner helping companies reimagine their business through a customer-centric approach. With more than 70 offices globally, its capabilities span growth and modeling strategies, product and service innovation, IT modernization, omni-channel commerce, precision marketing and advanced analytics.

SapientRazorfish was formed when SapientNitro, a leader in digital networking, and Razorfish, one of the largest marketing and communications companies in the world, merged at the beginning of 2017.

The Sapient side of the company brings a wealth of tech consulting experience to the firm, while Razorfish brings powerful expertise in building brands. The merger creates a compelling offering for its clients, including Amazon Prime Video, Cinemax and Desperados Beer, all of which were looking to innovate and shape the future of their industries.

Once merged, the new company has found a significant demand for its services as businesses realize the need to adapt and change their mode of operation through digital transformation. "It quickly became an issue that so many legacy clients were still using an in-house infrastructure,"

said Nishit Gupta, Head of Delivery, SEA at SapientRazorfish. "When customers come to us, there is a lot of focus on agility, speed and ability to scale," Gupta said. To help its clients meet those needs and provide positive customer experiences, SapientRazorfish started working with Rackspace.

Moving from In-house Infrastructure to the Cloud

SapientRazorfish uses Rackspace solutions to move its customers from in-house infrastructure to a cloud-based hosted environment. Fanatical Support for Amazon Web Services provides full

support through planning, architecture services and counseling, migration, deployment, infrastructure maintenance and solution optimization.

Choosing the technology is the easy part for any project. Integrating those technologies into the business processes is the hard part. Rackspace took a three-pronged approach to allow a smooth transition and integration of AWS Elastic Beanstalk into the SapientRazorfish business. First, the Rackspace AWS team worked with SapientRazorfish leadership to demonstrate the value of the new processes and directives. Next, Rackspace worked closely with the internal teams to provide education

and supply the resources needed to make the most from the new service. And, after implementation, Rackspace continued to provide ongoing support to fill the technical gaps.

Reducing Deployment Times

Rackspace first helped SapientRazorfish focus on its fast-moving consumer goods (FMCG) clients. Gupta said that a key consideration for FMCG clients is deployment because customers expect constant updates. By working with Rackspace, SapientRazorfish reduced update rollouts from 15 days to three minutes through daily updates on a production server. "The daily update is important because you want the business to feel empowered," he said. "The technology solution gives the power back to the business, so they can actually release functionality to the user based on what their clients want and need."

"The outcome was very successful in the sense that we managed to achieve the ultimate goal, which was the significant reduction of deployment times," said Gene Tang, Head Solutions Architect at Rackspace. In addition to speed, AWS Elastic Beanstalk-as-a-service helped reduce infrastructure spend, freed up time and resources through automation and introduced higher levels of security.

Empowering Businesses Through Tech

According to Gupta, "It truly was a meeting of cultures. I really believe that culture eats strategy for breakfast, and what I first noticed working with Rackspace was our alignment on culture: client-focused delivery is a core value for us both." Instead of just

implementing a technology solution, he said that Rackspace strives to empower its clients. "When we work with Rackspace, we can give our clients a proper technology solution which fits the bill," Gupta said.

"When we work with Rackspace, we can give our clients a proper technology solution which fits the bill. It is all about empowering business rather than just implementing a technology solution."

Nishit Gupta, Head of Delivery, SEA at SapientRazorfish

The drive to empower businesses doesn't stop at technology consultants and service providers. Rackspace understands the significance of reducing deployment times to allow IT to adapt faster, to support changes in the business and ultimately to help the company stay ahead of the curve.

"With AWS technologies continually developing and updating new features, alongside the support of Rackspace specialists that are knowledgeable about the best ways to implement solutions, we truly have the best of both worlds," Gupta said. "By empowering businesses more and more, we are really treating IT as a transformer rather than a laggard."

Moving forward, Gupta expects the relationship with Rackspace to expand. "The future is bright. Internally, we're discussing how we can work with Rackspace to offer more and more cloud-based solutions to our clients. The future is very exciting for all of us in this region," he said.

Why Fanatical Support for AWS?

Fanatical Support for AWS helped SapientRazorfish:

- Reduce deployment times from 15 days to three minutes

- Reduce infrastructure spend by 60 percent and make infrastructure costs a lot more predictable and manageable

- Return valuable time to the teams through the automated nature of Elastic Beanstalk

- Introduce higher levels of security through the AWS Identity and Access Management (IAM) service with stricter and more granular access control to protect the environment

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**.