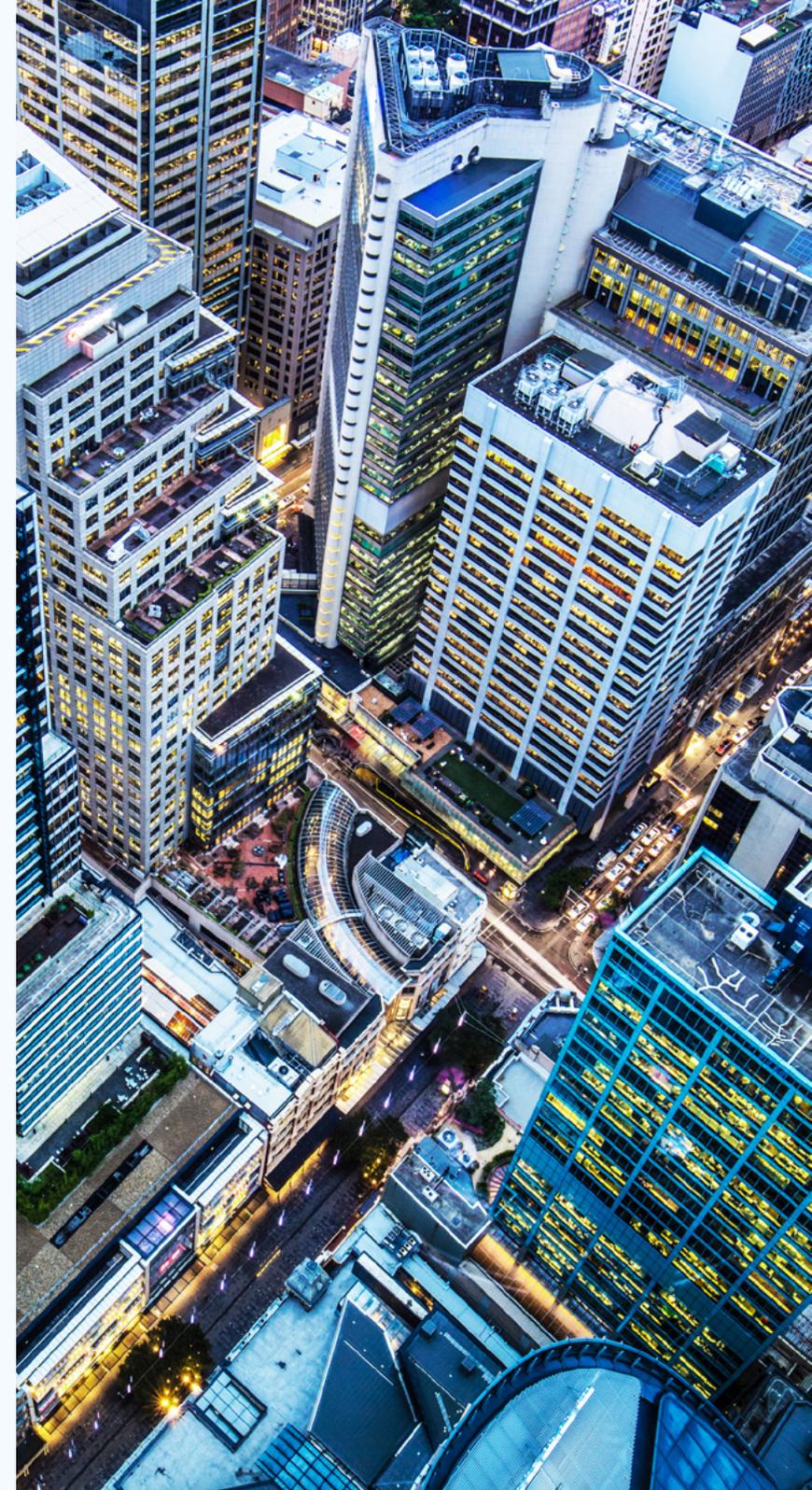




## CUSTOMER CASE STUDY

Delivering transformational cloud infrastructure for Simple KYC's large financial customers

SIMPLE **KYC**



## Leveraging global capabilities to meet stringent regulatory requirements between Simple KYC and its customers.

### BUSINESS:

Simple KYC provides business process management software to financial institutions to simplify and consolidate the onboarding of commercial customers.

### CHALLENGES:

Financial customers require secure, compliant, and stable environments for their highly sensitive customer data. Simple KYC was previously maintaining several disparate infrastructures with potential risks of downtime, data loss, and customer leakage.

### SOLUTION:

Rackspace [Fanatical Support® for Microsoft® Azure®](#) and [Professional Services](#)

### OUTCOME:

Rackspace provides ongoing management and monitoring of Simple KYC's environment on Microsoft Azure. This allows Simple KYC to provide scalability, continuous product innovation, and peace of mind to large financial customers in need of strict compliance.

Simple KYC is an Australian financial services company, providing business management software to simplify and consolidate its clients' onboarding process. It needed to address the heavy compliance requirements placed on financial businesses by regulators, whilst still delivering a fast, efficient, and seamless customer experience.

As well as delivering on stringent compliance regulations, Simple KYC uses automation and machine-learning algorithms to significantly reduce the time it takes banks to open up business transaction accounts. Simple KYC can reduce the length of this process from months or even a year to hours or minutes.

### TRANSFORMING INFRASTRUCTURE FOR CUSTOMERS' PEACE OF MIND

Simple KYC was grappling with some infrastructure challenges prior to working with Rackspace. As a high-growth business, Simple KYC was attracting larger financial customers with more complex security and compliance requirements. Chief Technology Officer Neil Smith knew that the current model of maintaining several different environments internally was not sustainable.

"When we started, we didn't appreciate how complex the process was going to be, from infrastructure to application and hardware layers," he says. "We're a small IT team and we soon realised we'd have to draw on a larger team of experts to continue to scale."

"IN OUR PREVIOUS ENVIRONMENT, WE EXPERIENCED A SIGNIFICANT OUTAGE, WHICH WAS A HUGE PAIN POINT TO OUR CUSTOMERS – THE BANKS. COMPLIANCE IS A LARGE ISSUE, AND THEY NEED TO TRUST THAT SIMPLE KYC WILL NOT ALLOW DATA LOSS OR CUSTOMER LEAKAGE. WE NEED TO GIVE RELIABILITY TO OUR CUSTOMERS, PLUS THE REASSURANCE THAT THEY CAN WORK SECURELY WITH US."

NEIL SMITH :: CHIEF TECHNOLOGY OFFICER, SIMPLE KYC

The naturally risk-averse nature of Simple KYC's financial customers, combined with a growing push to innovate the platform internally, meant that Simple KYC needed to migrate to a highly scalable and more secure cloud infrastructure, ideally one that could accommodate more frequent releases

The existing compliance needs of Simple KYC's customers led it to select Microsoft Azure. Many of its customers already trusted the platform and its high levels of compliance. Simple KYC was also looking for a cloud platform that would allow it to continuously innovate and push the bounds of what was possible, giving the team a competitive edge.

"The ease of use and scalability of the Azure platform made it a perfect fit for Simple KYC," comments Emma Pudney, Director of Professional Services at Rackspace ANZ. "Their environment was complex, and the ability to rapidly deploy new high-availability virtual machines to match changing demand, along with having a hot disaster recovery site within Australia, was essential."

Pudney continues, "Azure's combination of in-country data centres and secure network boundaries allows Simple KYC to meet the strict security and data sovereignty requirements of their largest and most demanding customers."

"We chose Azure from the start," says Smith. "It's an amazing platform that will scale beyond anything we're going to need,

and there's constantly new additions we can leverage."

### A PROVEN TRACK RECORD

Simple KYC had clear requirements for its potential cloud managed service provider: enough reach to provide global, 24/7 service capability; scalability that would allow Simple KYC to innovate; and enough experience to provide ways to protect and comply with its own customers' complex data sets.

Smith had worked with Rackspace for 13 years, and selecting the company to manage Simple KYC's cloud was ... simple. The benefits were multi-faceted, both internally and externally.

"We chose Rackspace to manage our infrastructure," he says. "Our primary objectives for moving to Azure with Rackspace were reliability and making sure we could scale. These objectives were definitely achieved, and without Rackspace we would absolutely have had issues. A lot of companies talk about service, but Rackspace really delivers."

Simple KYC's use of Rackspace Fanatical Support for Microsoft Azure also meant that its central team could remain small and focused on its application, rather than spending time worrying about monitoring the underlying infrastructure.



**"WE'RE NOT A LARGE IT TEAM, SO GETTING THE EXPERTS IN TO MANAGE OUR INFRASTRUCTURE 24x7 WAS AN EASY CHOICE. THIS WAY, WE CAN KEEP OUR SMALLER TEAM FOCUSED ON INNOVATION."**

**NEIL SMITH :: CHIEF TECHNOLOGY OFFICER, SIMPLE KYC**



"I'VE WORKED WITH RACKSPACE FOR 13 YEARS, AND KNOW THEY ALWAYS COME THROUGH FOR US. THEY CONTINUALLY GO ABOVE AND BEYOND ON A CUSTOMER-SERVICE LEVEL. THERE IS NO ONE ELSE THAT HAS THE SCALABILITY AND RELIABILITY, OR LEVEL OF SERVICE, THAT RACKSPACE HAS."

NEIL SMITH :: CHIEF TECHNOLOGY OFFICER, SIMPLE KYC

## PROVIDING BRAND AND BRAIN POWER

While the Rackspace partnership had clear benefits and outcomes in terms of how Simple KYC managed its own teams and applications, Rackspace also offered significant knock-on benefits to the banks Simple KYC serves.

"Each bank has its own data, and making sure there's no data leakage is critical," says Smith. "With Rackspace, we've set up multiple environments to guard against this. It's this reliability that gives banks the confidence to want to work with us. We can now leverage a global brand to increase a level of trust and grow our customer relationships."

Simple KYC also leveraged the Rackspace Professional Services team to implement a continuous integration/continuous deployment (CI/CD) pipeline. This has saved the Simple KYC team a significant amount of manual, error-prone deployment work, resulting in high-quality software code and a higher frequency of releases to customers.

Tapping into a new global knowledge bank has also proved invaluable for Simple KYC. Its small team has confidence that a 2 a.m. issue will be swiftly resolved. Working with Rackspace has also enabled Simple KYC to anticipate future requirements. With data sovereignty becoming a big issue for multinational companies, Simple KYC can work with the Rackspace global team as it expands to place data anywhere around the world, as needed by its customers."

## ABOUT RACKSPACE

Rackspace is a leading provider of IT-as-a-service in today's multi-cloud world. It delivers expert advice and integrated managed services across applications, data, security and infrastructure, including public and private clouds and managed hosting. Rackspace partners with every leading technology provider, including Alibaba®, AWS, Google, Microsoft®, OpenStack®, Oracle®, SAP® and VMware®. The company is uniquely positioned to provide unbiased expertise on which technologies will best serve each customer's needs. Rackspace was named a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide and has been honoured by Fortune, Glassdoor and others as one of the best places to work. Based in San Antonio, Texas, Rackspace serves more than 140,000 business customers from data centres on five continents.

Learn more at [www.rackspace.com/en-au](http://www.rackspace.com/en-au) or call us at **1-800-722-577**.

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