ACROLINX

Leading software company partners with Rackspace to create targeted and consistent content for its customers.

BUSINESS

Targeted and consistent content using AI

CHALLENGES

As the business grew, more customers desired hosted cloud deployments and Rackspace was asked to provide a multi-cloud solution.

SOLUTION

Managed Cloud, Public Cloud, Web Content Management

PRODUCT

Amazon Web Services (AWS), Microsoft Azure

OUTCOME

Acrolinx attracted more customers, increased security features and more easily onboarded new customers with Rackspace services.

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No matter the nature of the business, content creation is key to propelling sales and conveying key messaging. In the growing sea of white papers, social media, blogs, infographics, photos and videos, consumers can quickly become overwhelmed. With the aim of reaching as many people as possible to effectively explain a message, a business must create digestible and relatable content. Developing a consistent, recognizable brand voice can be a challenge for businesses, especially if a vast amount of content is being produced regularly. When content is being created across departments, it's paramount that employees become familiar with company content guidelines and writing style. However, when using manual processes it's next to impossible to ensure the brand is correctly represented 100 percent of the time.

With the Acrolinx platform, which is built on an advanced linguistic analytics engine, businesses are able to analyze content while it's being written. This proactive mindset is the difference between what makes the content – as well as the company delivering it – great, not just good.

Acrolinx software is used by many of the world's most recognized brands. Its large, complex customer base requires massive scale, global deployments and high-security infrastructure. As Acrolinx's business grew, more of its customers wanted hosted cloud deployments and the assurance that their infrastructure would remain secure, especially as it grew beyond the scope of their own hosting capabilities.

Acrolinx serves a global portfolio of clients, and a European data center for hosting wouldn't be an option for clients on other continents. Acrolinx wanted to globally unify its offering in order to best serve its customers.

Fulfilling customer requirements

Acrolinx looked into a number of other providers, but ultimately chose Rackspace as it needed a partner that could enable a worldwide service offering as well as handle aspects of its application management. Rackspace was one of the few providers able to do both. It was important for Acrolinx to find a partner that

would not only serve it best, but would also treat Acrolinx customers as its own.

For the management of its application, Acrolinx needed a partner who could provide integration with third-party services, including web application firewalls, anti-malware and intrusion detection. Through Rackspace, the company can layer these additional services on top of a global infrastructure and work with Rackspace to ensure all applications are running in line with its customers' individual requirements. "We didn't have any customers that we had to reject because we were unable to fulfill their requirements," said Philipp Offermann, Senior Product Manager at Acrolinx. "Rackspace could meet the hosting needs for all of them. We were very happy with how things went."

Improving the experience

Soon after partnering with Rackspace, Acrolinx began to see results:

- Acrolinx attracted more customers by offering a standardized hosting package with options for a wider range of services.
- Security features were increased, including firewall, anti-malware, intrusion detection and monitoring.
- The ability to onboard customers quickly and with less overhead was vastly improved.

Rackspace and Acrolinx agreed on a standardized hosting package and how best to provide it to Acrolinx's customers. Since different customers have different requirements, Acrolinx was able to offer a base package and add components to each solution as needed. With this approach, Acrolinx saw increased customer buy-in.

Within a few months of working with Rackspace, Acrolinx was experiencing a rise in the number of customers it could onboard in a month, when initially it had only been able to bring on one customer every four to five weeks. After partnering with Rackspace, that number increased to multiple new clients coming on board each month. These massive enterprises believe in the content that Acrolinx creates and are reassured by the security measures Rackspace has in place to keep their information safe.

"It was working even better than I expected," said Offermann. "We could now offer services like firewall, anti-malware and intrusion detection – all through Rackspace. If the customer wanted it, we could now have it on our list and say yes, we offer that."

Ensuring security and compliance

Acrolinx was also seeing a majority of its customers requesting ISO 27001 compliance, an Information Security Management Systems standard that's published by the International Organization for Standardization. To achieve certification, a company must systematically examine the organization's security risks and design and implement a coherent and comprehensive suite of security controls, as well as adopt an overarching management process to ensure the information security controls meet the organization's needs on an ongoing basis.

This can be a very complicated and time-consuming process for a company on its own, but Rackspace ensured these customers remained compliant.

In addition to specific security compliance, the overall security monitoring Rackspace provided proved valuable to Acrolinx. "At the end of the day, we're a software company, not a professional services company," said Offermann. "Rackspace is, and it was incredibly valuable to have a professional partner to help us with those managed services. They freed up our IT and support teams – they could instead focus on supporting our software, not dealing with hosting issues."

The responsive nature of the Rackspace team continued to be a big highlight for Acrolinx. The company wanted a partner that could help with its worldwide customers and provide local support as well. Though the Rackspace Europe office is based in London and Acrolinx is a German company, the support Acrolinx received was top-notch. Due to the close proximity of both companies, Offermann concluded, tasks could be completed on schedule.

"We could easily fulfill these requirements we were getting from our customers," he said. "It's why we could get more customers, and get them faster. We would definitely recommend Rackspace to another company."

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ABOUT RACKSPACE

Rackspace is the #1 provider of IT as a service, in today's multi-cloud world. We deliver certified expertise and integrated managed services across public and private clouds, managed hosting and enterprise applications. Because Rackspace partners with the leading technology providers, including Alibaba®, AWS, Google, Microsoft®, OpenStack®, Oracle®, SAP® and VMware®, we are uniquely positioned to provide unbiased advice on the technologies that will best serve each customer's specific needs. Rackspace was named a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide and has been honored by Fortune, Glassdoor and others as one of the best places to work. Based in San Antonio, Texas, Rackspace serves more than 150,000 business customers, including a majority of the Fortune 100, from data centers on five continents.

Learn more at www.rackspace.com or call us at **1-800-961-2888**.

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