CALLIDUS CLOUD

Callidus Cloud leverages Rackspace Private Cloud to accelerate delivery, control costs, improve security and resolve acquisition-related technical challenges.

BUSINESS
A global leader in sales enablement SaaS solutions, Callidus Cloud serves a large portion of the Fortune 500 and maintains offices on five continents.

CHALLENGES
After multiple product acquisitions, Callidus was struggling to integrate disparate IT infrastructures and looking to build and deploy products more quickly and securely.

SOLUTIONS
Managed Cloud, Private Cloud, Scalability, Virtualization

PRODUCTS
Rackspace Private Cloud Powered by VMware®

OUTCOME
Without adding staff, Callidus leveraged managed private cloud to integrate acquired products, resulting in hundreds of thousands of dollars in savings, improved application security, and faster time to market.

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Callidus Cloud: Private cloud solution accelerates product delivery

Founded in 1996 and headquartered in Dublin, California, Callidus Cloud is a global leader in sales enablement SaaS solutions. The company serves a large portion of the Fortune 500 in the U.S. and maintains offices on five continents. Its solutions help automate sales compensation, optimize strategy, configure price quotes and deliver continuous coaching to improve sales performance.

Growth via acquisition brings technical challenges

Callidus Cloud has grown rapidly over the past seven years, primarily through strategic acquisition. While that growth has brought great opportunities, it has also created some big technical challenges.

"A lot of these companies are fast-paced startups, and as we acquire them, we acquire new technical debt — new products that require us to understand new technologies," said Michael Wilkes, SVP of Operations. "But it's not realistic for us to keep all the people on staff that we would need for all these different technologies."

> *"When we're launching a new product, Rackspace is the key to success for us to be able to do it efficiently, on budget and on time."*
>
> **MICHAEL WILKES** :: SVP OF OPERATIONS, CALLIDUS CLOUD

Callidus faced another big technical challenge: consolidating disparate data centers from newly acquired firms. "We needed to bring them all under one roof while still offering a world-class solution — our customers demand excellence and we have to make sure our applications are performing to that level," explained Wilkes.

Callidus customers also demand an extremely high level of security. Some require not only workload segregation but also adherence to their own processes.

And Callidus needed to accomplish all this while maintaining a controllable, predictable opex budget.

Rackspace Private Cloud delivers next-gen security and industry-leading expertise

After taking a hard look at available solutions, Callidus decided on Rackspace Private Cloud, powered by VMware.

"Rackspace had the skill sets and pricing that we needed," said Wilkes, "and their SLAs actually sold Callidus on moving into Rackspace."

Rich Redmon, Director of Cloud Operations, noted that his company chose Rackspace in part for its deep expertise and experience. "Rackspace manages one of the largest vSphere VMware centers in the world, and they also have some of the most technically apt people," he said.

> *"We're able to save hundreds of thousands of dollars just by moving products off of the unbudgeted public cloud environment into our Rackspace private cloud."*
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With a custom-designed Rackspace solution in place, Callidus could finally "keep up with all the products that we've purchased," as Wilkes put it. "We can move them from their data centers, stand them up in a timely manner, and ensure they're following SOCs, PCI, HIPPA — whatever the case may be."

Rackspace also designed a security posture tailored to the company's infrastructure, application landscape and regulatory environment. "With so many hacks and penetrations and changes coming from so many places," Redmon said, "Rackspace provides dedicated resources and security insights that allow us to have a sound mind at night."

Controlling costs, increasing efficiency

As Callidus discovered, managed private cloud can deliver both cost savings and efficiency gains.

For example, the smaller firms the company acquires tend to run their solutions in a public cloud, which means they have to be migrated to the new single-tenant VMware environment.

"But moving those products from public to private has actually been a cost-effective measure for us," explained Wilkes. "We're able to save hundreds of thousands of dollars just by moving them off of the unbudgeted public cloud environment into our private cloud, because we know how much it's going to cost."

> *"As far as standing up environments and building them, Rackspace deploys probably three to four times faster than we can internally ... That's worth a huge amount to me."*
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As Redmon observed, some of Callidus' cloud opex fluctuates unpredictably — "which is not a good model for us. But the Rackspace single-tenant environment has a controllable opex cost, which is very appealing."

And the specialized expertise Rackspace provides also generates savings for Callidus. "Without a doubt we save money using Rackspace," Wilkes said. "To have the people on staff it would require to run our existing environment, it [would] cost more than what [we] pay for Rackspace service throughout the year."

Operational time savings can be significant as well.

"As far as standing up environments and building them, Rackspace deploys probably three to four times faster than I can internally," said Wilkes. Instead of researching prices and negotiating with multiple sales reps, Wilkes just talks to his Rackspace account manager: "He has everything in stock, already knows the pricing and has the technical team to spec it out. I don't have to waste any cycles on that, and that's worth a huge amount to me."

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Managed cloud and Fanatical Support: Less stress, more strategic resources

After Rackspace deployed and began managing the new Callidus VMware environment, Wilkes and Redmon both felt a tremendous sense of relief.

"My Rackspace account team takes so much off our shoulders — I would be spending all day every day trying to do what they're doing," said Wilkes. "Working with Rackspace allows us to focus on our actual job: keeping applications up and running."

"Fanatical Support is absolutely fantastic — Rackspace can always bring in the people that we need, from DBAs to network to storage. It doesn't matter, Rackspace always has it."

MICHAEL WILKES :: SVP OF OPERATIONS, CALLIDUS CLOUD

"My Rackspace team is an extension of my team and we communicate on a daily basis," added Redmon. "They provide knowledge and insight and they've developed an understanding of all the products. I know that when I go to them for advice they'll provide industry-best answers and solutions."

And Rackspace Fanatical Support has proven its worth. "It's absolutely fantastic," said Wilkes. "Rackspace can always bring in the people that we need, from DBAs to network to storage. It doesn't matter, Rackspace always has it. The Fanatical Support is always on."

At this point, Rackspace has become an indispensable resource for Callidus. "When we're launching a new product, Rackspace is the key to success for us to be able to do it efficiently, on budget and on time," said Wilkes.

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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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