SAPIENT
RAZORFISH_

MERGER YIELDS GAME-CHANGING TECH FOR DIGITAL TRANSFORMATION

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

BUSINESS
SapientRazorfish helps organizations achieve digital business transformation.

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

SOLUTION
Fanatical Support for AWS.

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

rackspace.

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

New company, new challenges

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 whom are 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. He continued, "When customers come to us, there is a lot of focus on agility, speed and ability to scale." To help their 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 their 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 new processes and directives. Next, Rackspace worked closely with the internal teams to educate and supply the resources needed to make the most from the new service. And, after implementation, Rackspace provides ongoing support to fill the technical gaps.

Reducing deployment times

Rackspace first helped SapientRazorfish focus on their 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," adds 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 their clients. "When we work with Rackspace, we can give our clients a proper technology solution which fits the bill," Gupta added.

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."

WHY FANATICAL SUPPORT FOR AWS?
Fanatical Support for AWS helped SapientRazorfish:

- Reduce deployment times from 15 days to 3 minutes
- Reduce infrastructure spend by 60% 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

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.

"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

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ABOUT RACKSPACE

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools and Fanatical Support® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 150 countries, including more than half of the FORTUNE 100. Rackspace is a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide, and has been honored by Fortune, Forbes and others as one of the best companies to work for.

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

AWS-CCS-SapientRazorfish-7995

AUGUST 31, 2017