

CUSTOMER CASE STUDY

SpiceCSM

Rackspace® OpenStack® Private Cloud enables SpiceCSM to improve agility while meeting strict reliability, security and compliance requirements.

BUSINESS

Leading provider of iPaaS Guided Process and Integration technology for the customer service and support process.

CHALLENGES

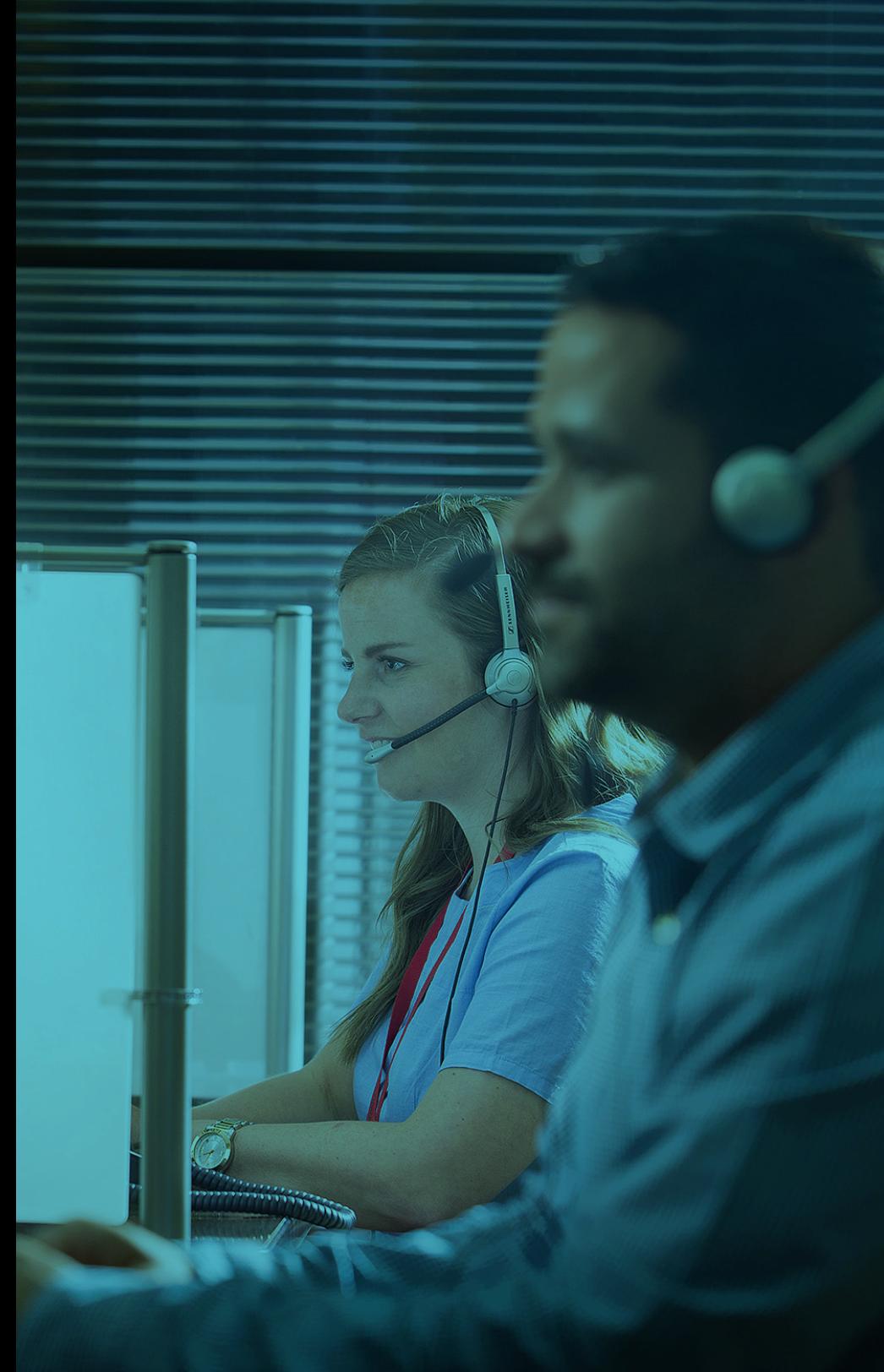
Access cloud features such as on-demand provisioning while maintaining single-tenant isolation to address security requirements and avoid “noisy neighbor” issues.

RACKSPACE SOLUTION

Rackspace OpenStack Private Cloud

BUSINESS OUTCOME

SpiceCSM now enjoys improved security and cloud flexibility as part of a Rackspace OpenStack Private Cloud solution. Single-tenant isolation helps to satisfy compliance requirements and the company is on track to more than double revenue this year.



SpiceCSM is the leading provider of Integration Platform as a Service (iPaaS) Guided Process and Integration technology, revolutionizing the customer service process. The company offers an array of products and services that have been developed to increase the success of any customer care organization.

What makes SpiceCSM unique is that it combines corporate and customer support into a single Customer Engagement Platform. This platform can be molded to support the needs of a number of verticals, including tech support, higher education, help desk, multi-brand contact centers and more.

"As an organization, we're heavily focused on compliance-based industries such as healthcare and financial services. These enterprises are going to see a high value connecting and building workflows and services in a secure and compliant manner," explains SpiceCSM's Founder and CEO, Michael Ryan. "Most of our customers really want to disrupt and change their businesses to better serve their customers."

Orchestrating Actions

SpiceCSM is an intelligent integration platform that connects enterprise processes, systems and data critical to optimizing customer engagement in the Digital Age. The platform creates a "system of systems" and allows for cross-functional process creation, integration, automation and optimization – making transformative customer engagement a reality.

"One of the reasons that we have been so comfortable working with Rackspace on the security side of things is your SOC 2 compliance."

MICHAEL RYAN, FOUNDER AND CEO, SpiceCSM

"Customers move from three systems connected to 26 systems connected," said Ryan. "And orchestrate functions literally hitting all of those within one call with a customer. Talk about being able to change a customer's experience."

Ryan also mentioned that consumers are changing, demanding fast resolution to issues, with self-service or live agent assistance, and want to interact on their channel of choice. "We make their lives that much easier with the automations and the actions that we can orchestrate, similar to Rackspace Fanatical Support – I've come to know what it really means over the years."

"One of the things that OpenStack gives us is the ability to be very responsive to our customers' needs."

MICHAEL RYAN, FOUNDER AND CEO, SpiceCSM

Adaptation of Needs

SpiceCSM offers companies a unique, innovative way to quickly adapt to the needs of their customers and easily scale their support infrastructure. For a delivery platform, SpiceCSM initially chose a Rackspace Dedicated hosting solution.

"We needed a place to host our services and worked with a dedicated hosting environment," said Ryan.

The single-tenant infrastructure of Rackspace Dedicated Servers provided higher levels of security and control, to help SpiceCSM address security and compliance requirements, coupled with high performance compute.

"We needed to isolate each instance – not only for security, but because of [multitenant performance and availability concerns],"

explains Peter Blackmer, CTO at SpiceCSM. "Isolated instances mean that User A could make a mistake, harm themselves temporarily, but no one else is harmed."

"Fanatical Support" isn't just a slogan... when you have [access to] one of the primary contributors to OpenStack, you can't get better support from anybody else. As a group, they are the experts. In an emergency situation, they will do anything and everything they can to help you."

PETER BLACKMER, CTO, SpiceCSM

Rackspace OpenStack Private Cloud

To keep pace with rapid growth and better address customer needs, SpiceCSM realized they would be better served by an agile private cloud platform that could offer improved scalability and flexibility while allowing them to maintain the reliability, security and compliance of their dedicated hosting solution.

"In a public cloud, you can spin up servers any time you want," said Blackmer. "The private cloud does the exact same thing," while allowing them to retain isolated instances for each customer.

"We got really excited about what we could do with our platform when we learned that Rackspace delivered OpenStack private clouds as-a-service," said Ryan.

"One of the reasons that we have been so comfortable working with Rackspace on the security side of things is your SOC 2 compliance," he said. "Most of our customers, particularly in these compliance-based industries of financial services and the health care space, want to see that. Rackspace certainly helps us meet all of the requirements."

Nobody knows OpenStack better than Rackspace, delivering fully managed Private Clouds, and enabling SpiceCSM to meet customer's reliability, security and compliance requirements. "It's amazing support," says Blackmer. "Rackspace being one of, if not the primary contributor to OpenStack really makes a big difference."

"When we decided to migrate to OpenStack, we decided to stay with Rackspace," concludes Ryan. "We had a fantastic experience and knew that the level of support would be there. This is a burgeoning technology and we wanted to be with somebody who was committed to making it work. One of the things that OpenStack gives us is the ability to be very responsive to our customer's needs."

"OpenStack is just extremely flexible. It allows us to implement not only standard security policies for HIPAA compliance and so forth, but we can go beyond those and go even to the next [level]."

PETER BLACKMER, CTO, SpiceCSM

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 120 countries, including more than half of the FORTUNE® 100. Rackspace was named a leader in the 2015 Gartner® Magic Quadrant for Cloud-Enabled Managed Hosting, 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**.

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