

A CASE STUDY FOR:

goHenry

BUSINESS

goHenry, digital family banking solution

CHALLENGES

High growth – desire to boost reliability, scalability and resilience

SOLUTION

Rackspace Managed Private Cloud, Rackspace Professional Services

OUTCOME

Much-needed stability and scalability during a period of rapid growth and product development in combination with intensive support has left goHenry free to focus on building their business





goHenry is a digital banking solution that will make your kids smarter at managing money than you are. goHenry's pre-paid debit card and app come with unique parental controls to help teach young people good money habits. With over 200k users and more than 10k joining every month, KPMG & H2 Ventures named goHenry one of the world's "Leading 100" FinTech innovators. goHenry is raising capital to continue its UK and international growth.

goHenry was founded by parents to help make the next generation of young people better at managing their money than the last. They created the first fully digital family banking solution designed specially for children and teenagers aged 8-18, offering a pre-paid Visa debit card and app with unique parental controls. These tools help children learn to earn, save and spend responsibly, whilst giving parents peace of mind and an easy way to pay pocket money.

A start-up company growing at a phenomenal rate, they needed an architecture that was stable, secure and scalable. They chose Rackspace Managed Private Cloud (using Managed Virtualisation from VMware).

A PROFESSIONAL SERVICES MIGRATION

With tens of thousands of families joining goHenry every quarter, they needed a flexible and scalable solution. The aim was to migrate to a hosting provider that could deliver a robust and resilient multi-server environment, combined with a managed service solution offering comprehensive 24x7x365 support and strong uptime SLA's.

They reviewed the market and selected the Rackspace Managed Private Cloud. Dean Brauer, Product and Ecommerce Director at goHenry explains:

"Stability is really important to our business. Our customers want their money to be delivered instantly and always accessible. As a high-growth start-up the time was right to scale and we knew the private cloud offered the best model for our business. So we went to market to see what hosting services were out there for us – Rackspace Managed Private Cloud stood out immediately."

Jamie Barry, Senior Backend Developer says: "In terms of security for storing and processing sensitive data, plus boosted reliability, resilience and scalability, they hit all of our requirements. But what stood out equally was their contractual and commercial flexibility and Fanatical Support® pedigree. We knew we had found an environment that

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JAMIE BARRY :: Senior Backend Developer

would grow with us in the most responsive and stable way possible, and a partner that would always be on the end of the phone to solve any issues that might arise as we grow and develop."

goHenry wanted things to move quickly - and even had a migration date in mind. Developing a deep understanding of goHenry's goals and requirements, the Rackspace

Professional Services team worked in collaboration to design a best of breed-architecture configuration and a tight project plan, incorporating application testing, migration and deployment.

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THE FUTURE OF POCKET MONEY IN THE CLOUD

"We enjoyed the experience of working with the Professional Services team," says Dean. "We migrated over a weekend. The project was achieved on time, on budget and with no disruption to our business. They are a great bunch, and thanks to their hard work and expertise we are now perfectly positioned for future growth."

goHenry's new hosted private cloud infrastructure has provided them with much-needed stability during a period of rapid growth. The intensive support they receive from Rackspace has enabled them to focus on building their business and delivering superior service to their ever-growing army of families.

Their improved ability to scale has already allowed them to scale their architecture to meet demand and has supported them through their continuous product development cycle.

"I would absolutely recommend Rackspace," concludes Dean. "If they deliver an experience for others like they did for us, then any company working with them is in capable hands. Bringing their expertise and support into our business has been valuable. We are now in a fantastic position to do what we love – helping children develop good money habits that will last a lifetime."

ABOUT RACKSPACE

Rackspace (NYSE: RAX), **the #1 managed cloud company**, helps businesses tap the power of cloud computing without the challenge and expense of managing complex IT infrastructure and application platforms on their own. Rackspace engineers deliver specialised expertise on top of leading technologies developed by OpenStack®, Microsoft®, VMware® and others, through a results-obsessed service known as **Fanatical Support®**.

Learn more at www.rackspace.co.uk

8 MILLINGTON ROAD, HAYES, LONDON, UB3 4AZ
SUPPORT: **0208 734 2700** SALES: **0208 734 2600**

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ABOUT VMWARE

VMware, a global leader in cloud infrastructure and business mobility, helps customers accelerate their digital transformation. VMware enables enterprises and service providers to master a software-defined approach to business and IT with VMware Cross-Cloud Architecture™ and solutions for the data center, mobility, and security. With 2015 revenue of \$6.6 billion, VMware is headquartered in Palo Alto, CA and has over 500,000 customers and 75,000 partners worldwide.

