

# MICRON CONSUMER PRODUCTS GROUP

Micron Consumer Products Group (CPG) sells several brands of memory and semiconductor technologies. It needed help organizing and managing web and social media content in multiple languages among its marketing offices and advertising partners around the world.

## BUSINESS

Micron CPG is a world leader in memory and semiconductor technology, offering a broad portfolio of solutions that includes solid state drives, DRAM and memory cards under the Micron, Crucial and Lexar brand names.

## CHALLENGES

With a large product line, Micron CPG faced challenges managing and sharing digital content, both internally and among its outside agency partners.

## SOLUTION

Rackspace Managed Cloud, Rackspace Dedicated Hosting, Managed Hosting for Adobe Experience Manager (AEM) and Rackspace Application Services

## OUTCOME

Using AEM and Rackspace, Micron CPG marketing and creative services teams, as well as the agencies with whom they collaborate, will gain agility and scalability with global content assets.



Micron Consumer Products Group (Micron CPG) is the channel- and consumer-facing business of Micron Technology, Inc., one of the largest memory manufacturers in the world. Through its three global brands – Micron®, Crucial®, and Lexar® – Micron CPG offers enterprise and client SSDs, DRAM solutions, memory cards and USB flash drives across e-tail, retail, and reseller channels.

Previously, Micron CPG has used Rackspace for hosting its crucial.com and lexar.com websites. More recently, the company has begun utilizing Managed Hosting for Adobe Experience Manager (AEM), and has also begun working with Rackspace Application Services.

“With the explosion of digital content, the number of assets we’re producing is growing exponentially. We needed a toolset that could not only store, share and publish all content, but one that could also scale with our growing global footprint,” said Jared Ray, Digital Marketing Manager, Micron CPG.

## Small team, big payoff

Adobe Experience Manager lets users manage multiple websites, optimize speed and performance of those sites, and address content inconsistencies. It also helps with organization of content across a large enterprise while seamlessly incorporating elements of social media.

Micron CPG wanted to better manage resources for its marketing department worldwide. Its teams work in several global locations, with multiple external agencies, and in several different languages, so the department wanted to be able to manage assets in a more organized environment.

The AEM product is a component of the Adobe Marketing Cloud, which enables users to create and manage customer experiences across multiple platforms. Key AEM features include an intuitive dashboard, a fully integrated digital asset manager, personalization and easy-to-use content editing.

Ray explained that though the build process is still ongoing for the full rollout of AEM, the Micron CPG team has been working in three different environments – development, testing and production. In his words, “Rackspace has gone above and beyond their remit to accommodate our unique needs and architecture.”

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*“Rackspace is always proactive, always fixing issues before we’re even aware of it.”*

JARED RAY :: DIGITAL MARKETING MANAGER, MICRON CPG

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The customization required by Micron CPG led to collaboration with the Rackspace Application Services team.

“While they’re only responsible for the application level,” said Ray, “the Rackspace Application Services team asked us to make them aware of any kind of customizations we’ve done to the application. I think their willingness to keep an eye on what we’ve done, even though they’re not responsible for it, speaks volumes to their commitment and support.”

Ray said that Micron CPG made a conscious decision to use Rackspace as an extension of the small internal team responsible for their AEM implementation. “There’s a team of five who have been involved so far, but we’ll soon roll it out to our wider teams, including creative services and marketing,” said Ray. “We decided to use Rackspace for the AEM deployment because of our past experience with our other web properties and the good success that we’ve had there. We knew there were other options available, but we just liked the service levels and the flexibility we have with Rackspace.”

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*“It’s nice to be able to rely on Rackspace to be part of our team.”*

JARED RAY :: DIGITAL MARKETING MANAGER, MICRON CPG

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## Global efficiency gains

Using AEM and Rackspace, the Micron CPG marketing and creative services teams, as well as the agencies with whom they collaborate, will soon gain significant agility with their global assets.

“Using their expertise, Rackspace has been terrific at coming back and saying, ‘These are the things you need to look out for.’ It’s just a very collaborative partnership. They’re really great that way,” Ray said.

In terms of organizing how everything’s going to fit in the not-so-distant future, Ray likes what he sees. “I can tell you that our end goal is definitely looking towards efficiency gains,” said Ray. “We’ve got one foot in our old way and one in the new right now, but we’re on a solid trajectory. We feel like we’re definitely headed in the right direction.”

How is Rackspace **Fanatical Support**® defined from the Micron point of view?

“It’s really the ‘proactiveness,’” said Ray. “Things like opening tickets for us before we even know there’s an issue, or the confidence we have that when we call, whether or not it’s Rackspace’s responsibility, there’s always an expert that can point us in the right direction or just go ahead and fix whatever the issue is.”

## 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](http://www.rackspace.com) or call us at **1-800-961-2888**.

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COM-CCS-Micron-8908

NOVEMBER 8, 2017

