A CASE STUDY FOR:

BRADY PLC

Delivering on the challenge of multiple clouds

BUSINESS
Brady Plc, provider of trading and risk management software to the global commodity, recycling and energy markets.

CHALLENGES
Customer demand for a SaaS model, and the need to streamline technology.

SOLUTION
A multi-cloud solution supported by Rackspace: traditional Dedicated hosting with VMware (Managed Virtualization) Private Cloud, Rackspace Public Cloud and Fanatical Support® for AWS.

OUTCOME
Multi-cloud strategy powering the Brady solution suite delivering the highest levels of scalability, resilience and security. As a result in just two years, uptake of Brady’s cloud solutions have risen from 30% of their business mix to 70%.
Brady Plc is the largest European-headquartered provider of trading and risk management software to the global commodity, recycling and energy markets. Their suite of fully integrated solutions ranges from the capture of financial and physical trading and risk management, to the handling of physical operations and back office financial and treasury settlements. In short, Brady can support their clients’ entire commodity trading operations.

Brady has in excess of 13,000 users across 400 companies worldwide using their on-premise delivery and cloud-based solutions. Solutions that are growing in popularity due to enhanced scalability, resilience and security, combined with low total cost of ownership.

The climate of the market, the shift to customers demanding a SaaS model and the need to streamline technology adopted through acquisitions, led Brady to Rackspace.

MULTI-CLOUD SOLUTION, ONE SERVICE LAYER

Brady’s use of technology has evolved during their time as a Rackspace customer. Starting with a traditional dedicated environment, they expanded their technology portfolio through adoption of a VMware (Managed Virtualization) Private Cloud. As the demands of their business changed and pushed them towards a SaaS model, they started to use the Rackspace Public Cloud too. In 2016 we launched Fanatical Support® for AWS – Brady were interested and quickly moved to leverage a multi-cloud approach and are currently reviewing the benefits of Fanatical Support® for Microsoft too.

Jon Hobbs, CTO at Brady, explains: “The ability to leverage a blend of technologies to meet our needs was the perfect solution for the evolution of our products, as well as achieving maximum return on investment. But of equal benefit is layering on top of that strategy a consistent level of service. We are not tied into specific technologies for specific terms; instead we have the ability to pull together the best technologies and innovations from across the cloud industry, without the pain of dealing with multiple providers.”

THE APPLICATION OF EXPERTISE

We work closely with Brady to ensure they benefit from the agility and flexibility of a multi-cloud environment. Access to our expert teams means that they can focus on delivering innovative solutions for their customers.

“We have utilised all sorts of technical skills from Rackspace,” says Jon. “Having a huge team on hand, ready to apply their expertise to our customer production systems, has been invaluable. We will continue to work extensively with Rackspace to leverage the benefits of the emerging cloud technologies that are available to us.”

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JON HOBBS is CTO, Brady Inc.
TREMENDOUS UPTAKE

Since adopting a multi-cloud strategy, Brady has seen a tremendous uptake in its cloud services. In just two years, cloud solutions have risen from 30% of their business mix to 70%.

Jon concludes: “The evolution of our product strategy and the ability to deliver a multi-cloud platform from Rackspace is the perfect match. Our cloud solutions now give clients access to any part of the Brady solution suite, and with Rackspace Fanatical Support® for our multi-cloud strategy we can guarantee to provide the highest levels of scalability, resilience, and security. We plan to continue using Rackspace and leveraging the different cloud technologies they make available as we go forward.”

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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

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