

### INNOVATE AND TRANSFORM

We build a strong, secure, scalable platform so you can successfully innovate, get ahead of disruption, minimize risk, and provide governance.

### EXPERTISE AND EFFICIENCY

We expertly manage your clouds, so you can focus on your business strategy, competitive differentiation, and being agile.

### COST EFFICIENCY

We help you lower costs and increase efficiency by consolidating your data center and developing governance.

### MOVE MY APP TO THE CLOUD

We identify the right cloud for every app based on scale, performance, security, cost, and uptime availability.

The journey to the cloud can be confusing with perils and problems along the way. Wherever your journey starts, we've already navigated that territory. Rackspace has the expertise and experience in all the major cloud platforms and technologies. As your trusted partner, we guide you on the right path to ensure you stay on course.

We need a platform and culture for innovation!

We need expertise and efficiency to run our operations!

I need to lower my costs!

Our app needs a home!



CAN'T KEEP UP WITH GROWTH

TOO MANY CLOUDS

GET OUT OF MY DATA CENTER

WRONG TECH FOR THE JOB

DEAD END

ROGUE IT BOUGHT CLOUD



**OPTIMIZE**  
We continually OPTIMIZE the right clouds by enhancing:  
• Security  
• App modernization  
• Proactive planning  
• Cost savings  
• Efficiencies  
• Business value

**CATALYST**  
A sudden need, event, or strategic shift triggers a journey to the cloud.

**ROUTE RACKSPACE**  
GUARDS ON DUTY 24/7

**PLAN**  
We review your needs and help you PLAN a strong business case with:  
• Strategy  
• Total cost of ownership  
• Roadmap  
• Governance  
• Security

**ASSESS**  
We ASSESS your readiness to move to the cloud by reviewing:  
• Business and technology issues  
• Best practices  
• Security needs  
• Proofs of concept

**DESIGN**  
We will DESIGN a cloud architecture that is always:  
• Resilient  
• Stable  
• Scalable  
• Secure  
• Cost effective

**MIGRATE**  
We will MIGRATE your data and apps to the right clouds using:  
• Proven expertise  
• Proven methodology  
• Best of class tools  
• Security best practices

**MANAGE**  
We MANAGE your cloud 24x7x365 with our Fanatical Support to:  
• Automate  
• Monitor  
• Proactively troubleshoot  
• Secure

SHIFTING TECHNOLOGY FOUNDATIONS

OUT-OF-CONTROL COSTS

LAGGING BEHIND ON TECH

RAN OUT OF FUNDING

OVERWHELMED BY COMPLEXITY

LACK OF SKILLS/ EXPERTISE

POOR ARCHITECTURE

UNPLANNED DOWNTIME

TECHNICAL DEBT

WEAK SECURITY

NO AUTOMATION

NO OVERSIGHT

LACK OF VISIBILITY

# NAVIGATING THE JOURNEY TO THE CLOUD

