

A CASE STUDY FOR:

GLOBAL RETAIL ICON

LEADING GLOBAL RETAILER POWERS MULTI-BILLION DOLLAR ECOMMERCE PLATFORM WITH RACKSPACE OPENSTACK PRIVATE CLOUD
Flexible and automated OpenStack private clouds drive increased speed to market and significant savings.

BUSINESS

American worldwide clothing and accessories retailer.

CHALLENGES

Stay ahead of the competition by increasing speed to market while maintaining enterprise-grade security and avoiding downtime.

SOLUTION

Rackspace® OpenStack® Private Cloud.

OUTCOME

Improved and accelerated their software development lifecycle while reducing platform costs by up to 30%.



Success in retail requires a never-ending focus on the creation of an outstanding shopping experience for your customers. Since the internet boom, steady advancements in technology have transformed the retail shopping experience and customer expectations. Customers expect retailers to offer an intuitive and secure experience across their online storefronts.

In addition, customers expect a seamless experience across multiple devices and form factors (e.g., personal computer, tablet, smartphone). They also want convenient features like “site to store” that enables them to buy an item online and pick it up the same day at a retail location nearby.

This publicly traded American global retailer has been working continuously to stay ahead of the competition and provide customers with a world-class online experience. This includes continually delivering cutting-edge features using a secure environment devoid of downtime.

AUTOMATION AND FLEXIBILITY DRIVE THE COMPETITIVE EDGE

This icon of fashion merchandising offers clothing, accessories and personal care products through multiple brands and ecommerce sites serving customers around the world. It also has a global physical presence with thousands of retail stores in more than 75 countries.

To remain at the forefront of the clothing industry, the company needed a flexible, open and automated platform that could increase speed to market. It also needed to improve and accelerate its software development lifecycle while keeping data secure. Based on these requirements, it decided to evaluate OpenStack®, citing its flexibility, modularity, openness and fast-growing global community.

The organization’s cloud engineering team got started by building an OpenStack cloud based on the OpenStack Folsom release. Working closely with early adopters inside the company, the team evaluated the platform by giving its developers tenant accounts for testing and development. Using OpenStack APIs, developers were able to quickly spin up and tear down resources and automate their environment.

INVESTING IN OPENSTACK AND RACKSPACE PRIVATE CLOUD

After a year of running an OpenStack private cloud, this fashion mainstay decided to invest in OpenStack as its enterprise platform for the future.

“Our developers who utilized the OpenStack cloud quickly started using it as their platform of choice,” said the company’s Senior Director of IT. “They had the autonomy to manage their own infrastructure, the ability to automate with APIs, and were able to quickly spin up and down resources, which helped us build and test applications faster. Quickly spinning resources up and back down again increased the value of our testing pipeline by keeping things fresh, as opposed to using an outdated, long-lived testing resource,” he added.

A critical component of the company’s OpenStack investment was finding a partner who shared their “open philosophy” and who could design, implement and support their OpenStack private cloud. After an exhaustive evaluation process with almost every OpenStack provider in the market, the company became a Rackspace client.

“Rackspace OpenStack Private Cloud is 2-4 years ahead of the competition,” the Senior Director of IT said. “Rackspace was shovel-ready to design, implement and support an OpenStack private cloud in our data center. And we also shared a common philosophy on open source and wanting to work in a very collaborative way.”

POWERING A MULTI-BILLION DOLLAR ECOMMERCE PLATFORM

Since hiring Rackspace, the retailer and the Rackspace OpenStack Private Cloud team have designed and deployed OpenStack private clouds across four different data centers. Rackspace operates each private cloud, providing proactive monitoring, maintenance and 24x7x365 access to their OpenStack experts.

Each of the four clouds serves a specific purpose. The first is for test and development, the second is for staging, the third powers production applications and the fourth is for disaster recovery and business continuity. Company engineers collaborated with Rackspace to integrate their directory service with their OpenStack cloud providing a single sign-on experience for the retailer's internal business customers.

The organization uses their OpenStack private clouds to power applications across their enterprise. This includes powering an ecommerce platform that generates billions of dollars through multiple branded websites in the U.S. and countries around the world. The company had hundreds of millions of visitors to its ecommerce sites over the past year. At this scale, they require a platform that is stable, reliable and meets their growing needs. In addition, this Rackspace customer also uses OpenStack private cloud to:

- Power its software development lifecycle
- Run performance tests
- Provide disaster recovery and business continuity
- Serve as an innovation environment for evaluating new technologies, platforms and business ideas.

SPEED, SAVINGS AND FANATICAL SUPPORT

Investing in OpenStack and partnering with Rackspace has paid off for the entire organization. The company has increased speed to market by improving and accelerating their software development lifecycle while reducing platform costs by up to 30 percent.

"Strong relationships have been built between the Rackspace team and our cloud engineering team," said the senior IT executive. "Together we've built a collaborative working environment and successful partnership based on Rackspace's outstanding support and technical expertise. Fanatical Support means that when you call someone, they will solve your problem."

CONTINUING TO GROW AND INNOVATE

The company is now working with the Rackspace team to deploy two more OpenStack private clouds in its data centers this year. They also plan to add additional services for their internal business customers and are evaluating using higher-level abstractive services like containers on top of their OpenStack clouds. Through working closely with Rackspace, each move in the cloud has enabled this satisfied customer to innovate, accelerate time to market and bring world-class technology and experiences to their customers.

ABOUT RACKSPACE

Rackspace (NYSE: RAX), 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 two-thirds 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.

© 2016 Rackspace US, Inc.

Rackspace[®], Fanatical Support[®] and other Rackspace marks are either registered service marks or service marks of Rackspace US, Inc. and are registered in the United States and other countries. All other trademarks, service marks, images, products and brands remain the sole property of their respective holders and do not imply endorsement or sponsorship.

This case study is for your informational purposes only. RACKSPACE MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS CASE STUDY. All customer examples and the information and results illustrated here are based upon the customer's experiences with the referenced Rackspace services and are not necessarily indicative of the future performance of Rackspace services. Rackspace detailed services descriptions and legal commitments are stated in its services agreements. Rackspace services' features and benefits depend on system configuration and may require enabled hardware, software or additional service activation. Actual cost of specific hosted environment and performance characteristics will vary depending on individual customer configurations and use case.

