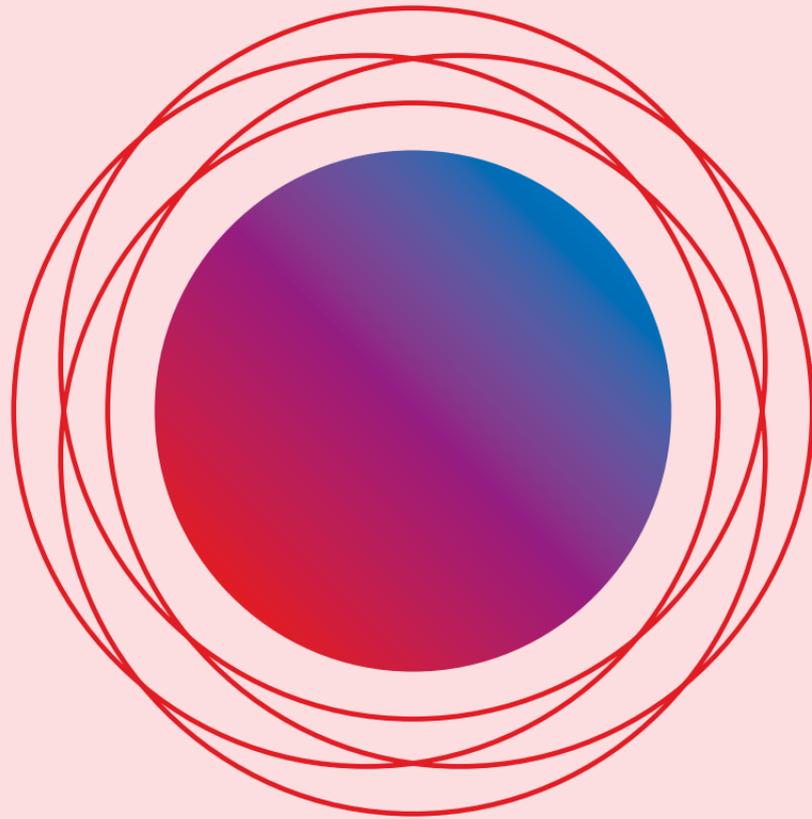


Accelerate,  
simplify and  
transform  
your IT

***rackspace***<sup>®</sup>





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# An overview of Rackspace

Professional and managed services across apps, data, security, hybrid and multiple clouds to solve business and IT problems.

# What businesses need to thrive

We're a global technology company focused on consulting, implementation and managed services. We accelerate the value of the cloud during every phase of your digital transformation journey — getting you to the cloud fast, so that you see results quickly. Our expertise spans processes, applications, data, security, multi-cloud and hybrid cloud services. And our journey with you will be centred on a deep understanding of your organisation's challenges and goals.

Most organisations struggle to address the six challenges to the right. That's where we come in. Our diverse expertise drives real improvement, simplifies the complex and bolsters your confidence to move the needle of transformation initiatives that lead to innovation and success in the market.

## Trust us to help you:



**Create** new business models



**Deliver** superior customer experiences



**Accelerate** the delivery of products and services



**Optimise** economics



**Increase** business agility



**Fortify** security and address compliance

# How we help

We come to work every day in service of our customers, eager to work on the hard stuff, to solve complex issues and to help businesses innovate. We call this Fanatical Experience™ — experts on your side, obsessed with your goals, doing what it takes to get the job done right. From the first time we meet to the work we do every day, Rackspace combines the power of always-on service with best-in-class tools and automation to deliver technology when and how you need it.

## Our service-based solutions are designed to help you:



**Define** your cloud and digital strategies to help you grow



**Accelerate** your transformation ambitions and business value



**Power** your IT needs at every stage of your journey



**Modernise** your applications, data, cloud and your organisation



**Secure** your digital presence across applications, data, hybrid and multi-cloud services



**Optimise** your spend across secure applications, data, hybrid and multi-cloud services



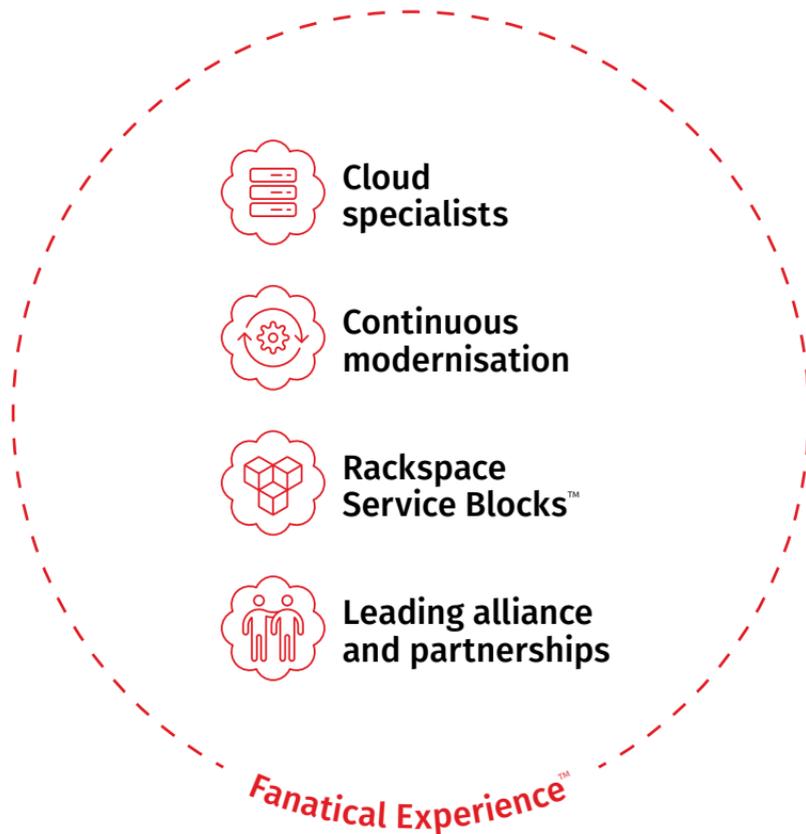
We provide  
Fanatical  
Experience



## Why Rackspace?

Rackspace is a different kind of technology company. With a combination of unbiased expertise, meticulous methodologies and innovative delivery models, we are uniquely positioned to help you achieve your specific goals using the appropriate combination of technologies.

# Here's what makes us different



# Cloud specialisation

## Unbiased expertise across leading technologies

We provide you with unbiased yet opinionated expertise based on 20 years of delivering cloud services to thousands of clients. Our ability to apply best practices and provide exceptional solutions has resulted in numerous industry awards, including placement in the leaders category of the Gartner Magic Quadrant for Public Cloud Professional and Managed Services.

### Clouds

We offer full support of the world's leading clouds, including VMware® and OpenStack® Private cloud, as well as public clouds from AWS, Microsoft® Azure® and Google Cloud Platform™. And we can connect your private clouds to your public clouds with RackConnect® for a fully integrated hybrid solution.

### Data

Gain the advantage of professional management, support and customised deployment capabilities of all major database platforms, including relational, NoSQL, big data (Hadoop® and Spark®) and SAP Hana®.

### Applications

We offer professional services for application modernisation, along with app management services across Oracle and SAP ERP, BI, Salesforce CRM, digital experience, email and productivity, and JAVA and .NET applications.

### Security

Address your security, compliance and data protection needs with our multi-layered approach to cloud and network security, backed by our 24x7x365 customer security operations centre.



So you get  
the right  
solution

# Continuous modernisation

Continuous modernisation is a methodology specifically designed to help you constantly optimise your technology to eliminate the burden of technical debt. While many service providers walk away after they implement the solution, we work with you to continually manage and optimise your solutions, keeping your technology up-to-date, secure and operating at a high performance level.

## Quick wins

Our approach to application modernisation starts with the engagement of business and IT leaders across your organisation. We identify quick wins, then widen the scope of modernisation projects from there to build confidence and momentum.

Next, we analyse your business operations, then design and implement applications and data solutions that support how you want to work.

Finally, we deploy, manage and optimise those applications and data with infrastructure that maximises their effectiveness.

## The elimination of technical debt so you're better prepared for the future

If you aren't constantly evolving, you'll get left behind. We help you to continuously update and improve your technology, without accruing technical debt that will eventually make you uncompetitive. And when technology changes again, with our help, you'll be ready to adapt easily.

## A proven methodology

We deliver continuous modernisation through services designed to meet you wherever you are on your transformation journey:



So you stay competitive

# Rackspace Service Blocks™

Your needs and priorities are likely to change quickly. That's why we offer a customisable consumption model that helps you maintain optimisation of your IT investment by allowing you to pay only for the cloud services you need.

## Customise your services

Service Blocks are the centrepiece of our value delivery model. Using the service blocks model, we can quickly implement cloud projects and initiatives in a customised, flexible and value-driven way.

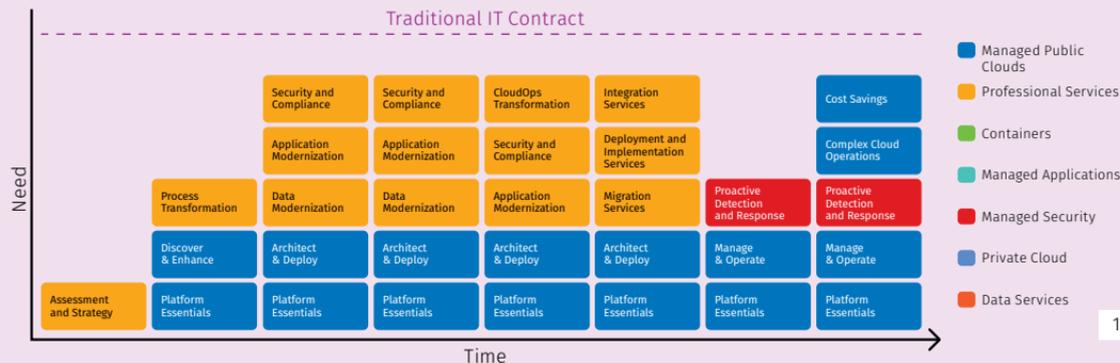
## Pay only for what you need

Service Blocks are discrete, pay-as-you-use services that provide the highest levels of IT service delivery flexibility by allowing you to mix, match, add and subtract the services you use — and pay for — as your business requirements change.

## Reduce TCO

If done incorrectly, your cloud environment will add cost to your bottom line. Our experience makes the most of your spend through all the phases of your cloud journey, which usually means greater efficiency and a lower total cost of ownership.

### Rackspace Service Blocks™





So you only  
pay for  
what you  
need

# Leading alliances and partnerships





# Our integrated services portfolio

We offer a broad and deep portfolio of technology services that is fully integrated and easy to consume, allowing us the flexibility to provide a solution that is 100% tailored to meet your needs.

 <b>Professional Services</b>	Strategy & Business Process	Discover & Assess	Design
	Transform & Build	Migrate	Integrate
 <b>Application Services</b>	Customer Experience		ERP
	Digital Experience		Productivity
 <b>Data Services</b>	DBA Services		AI & ML
	Data Analytics		Database-as-a-Service (DBaaS)
 <b>Public Cloud Services</b>	Discover & Enhance	Architect & Deploy	Manage & Operate
	Cost Savings	Reliability Engineering	Cloud Native Application Dev't
 <b>Hybrid Cloud</b>	Managed Kubernetes		RackConnect®
 <b>Private Cloud Services</b>	Managed Private Cloud		Colocation
 <b>Security Services</b>	Proactive Detect & Respond		Privacy & Data Protection
	Compliance Assist		Cloud Native Security

Built-in Security

# Our services by category

## Discover & Assess

- Application Portfolio Rationalisation
- Application Readiness Assessment
- Application Advisory Services
- Data Architecture Assessment
- Cloud Foundations
- Cloud Strategy Assessment
- Cloud Readiness Assessment
- Cloud Adoption Blueprint
- Cloud Cost Modelling
- Financial Modelling
- Security & Risk Assessment
- Application Security Assessment
- Web Application Penetration Testing
- Application Integration Services
- Migration Strategy & Profiling
- First Mover
- Platform Essentials (Infra)
- Discover & Enhance (Infra)
- Program Management
- Resource-as-a-Service

## Design

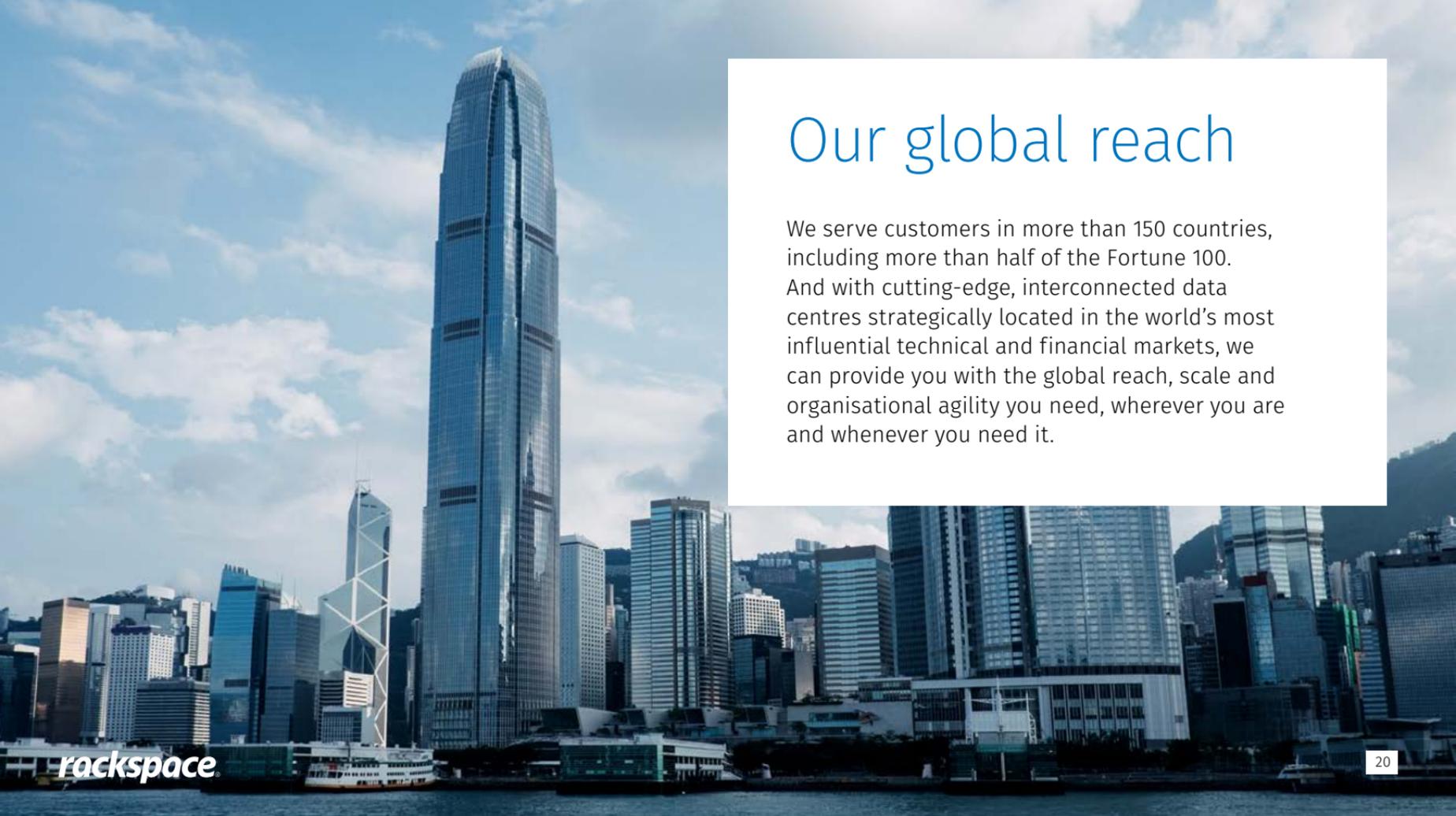
- Application Architecture Design
- Data Analytics Accelerator
- DevOps Consulting
- Cloud Decision Maker — PoC
- Container Enablement
- Application Integration Services
- Migration Planning & Design
- First Mover
- Vendor Selection
- Platform Essentials (Infra)
- Discover & Enhance (Infra)
- Complex Cloud Operations
- Program Management
- Resource-as-a-Service

## Transform & Build

- Business Process Transformation
- Application Transformation Accelerator
- DevOps Engineering
- Application Customisation
- Application Deployment & Implementation
- Migration Execution
- First Mover
- Application Integration Services
- Platform Essentials (Infra)
- Discover & Enhance (Infra)
- Architect & Deploy (Infra)
- Complex Cloud Operations
- Kubernetes-as-a-Service
- Program Management
- Resource-as-a-Service

## Manage & Optimise

- Application Licensing
- Application Managed Services
- Application Data Services
- Application Advanced Monitoring
- Platform Essentials (Infra)
- Discover & Enhance (Infra)
- Architect & Deploy (Infra)
- Complex Cloud Operations
- Kubernetes-as-a-Service
- Rackspace Managed Security (RMS) Proactive Detection & Response
- RMS Compliance Assistance
- RMS Tooling for MPC
- RMS Tooling, Application Security (for MHPC)
- RMS Tooling, Network Protection (for MHPC)
- RMS Tooling, Compliance Tools (for MHPC)
- Program Management
- Resource-as-a-Service



# Our global reach

We serve customers in more than 150 countries, including more than half of the Fortune 100. And with cutting-edge, interconnected data centres strategically located in the world's most influential technical and financial markets, we can provide you with the global reach, scale and organisational agility you need, wherever you are and whenever you need it.



# A few of our customers



# Case study

# Boozt

## Helping Boozt maximise the results of increased customer demand

Rackspace supported Boozt on its infrastructure overhaul giving the retailer the foundations to grow into a leading fashion provider.

### **Our customer**

Boozt Fashion is a Nordic technology company selling fashion and beauty online. With 1.4 million active customers, it aims to become the region's leading fashion provider, targeting the modern family that values convenience.

### **The obstacles they faced**

As Boozt grew, the demands on all its systems were increasing. This was particularly pronounced during peak periods like Black Friday, which generated ten times the website traffic. At the same time, it had a small team, limiting what it could realistically achieve.

### **How we helped**

Working with Rackspace, Boozt migrated its infrastructure to Google Cloud Platform. This gave the retailer a scalable, secure and reliable base from which it could continue to grow, handle the increased traffic and having access, thanks to its partnership with Rackspace, to a knowledgeable, experienced team.

### **What we achieved together**

Thanks to the migration to Google Cloud Platform and ongoing support of Rackspace engineers, Boozt managed a 40 per cent hike in customer visits over the Black Friday weekend - equating to around 50,000 new customers - without a minute of downtime or any performance issues.

# Case study



## Supporting LeoVegas to stay at the cutting edge of gametech

Rackspace delivered a cloud platform to help the gaming company continue its rapid international growth.

### **Our customer**

LeoVegas is a global mobile gaming company, - founded in Sweden 2012, it is ranked as Europe's number one mobile casino business, with approximately 900 employees and 1.4 million customers.

### **The obstacles they faced**

Customer experience is critical for LeoVegas. As it grows rapidly, it needs an infrastructure which will support its ambitions and keep it compliant with the stringent regulations it adheres to. At the same time, it is investing heavily in artificial intelligence to continue to deliver an enhanced service.

### **How we helped**

Working with Rackspace, LeoVegas migrated its infrastructure to Google Cloud Platform to access a compliant, scalable and reliable base from which it could continue to grow and innovate.

### **What we achieved together**

Thanks to its new infrastructure and partnership with Rackspace and Google, LeoVegas can access both the technology and knowledge it needs now while preparing for future growth, without impacting the customer experience.

# Case study



## Helping Oxfam reach its goal of ending poverty, faster

Oxfam wanted to be more efficient and agile, with a modern, flexible IT estate. In partnership with Rackspace, it embarked on an ambitious 14-month transformation to migrate its entire application estate to Azure.

### **Our customer**

Oxfam is a non-profit organisation working towards ending poverty. It has a worldwide presence, from ongoing charitable work to teams dedicated to responding to major emergencies.

### **The obstacles they faced**

Oxfam needed a partner to help the organisation understand its existing IT landscape, workloads and dependencies, and work on a cloud migration solution.

### **How we helped**

Our professional services team worked with in-house expertise at Oxfam to assess the existing estate and drew up detailed migration plans Microsoft Azure.

### **What we achieved together**

31 workloads were successfully migrated to Azure in under 12 months, and all were completed first time. Oxfam is now more flexible and agile, and has considerably reduced its operating costs.

# Case study



## SaaS provider Invotra rapidly scales to support enterprise customers

Rackspace enables Invotra to harness the power of AWS to deliver better digital communications to their customers.

### **Our customer**

Invotra is a leading SaaS provider of enterprise intranet and portal solutions. Customers across the world, including governments and local authorities, rely on its flexible and secure software services, to manage internal and external communications.

### **The obstacles they faced**

The business is prominent in the UK public sector, supporting customers including the Home Office with flexible ways to manage internal communications. Invotra was keen to scale quickly and efficiently to meet customer demands, whilst maintaining a significant user base, around-the-clock.

### **How we helped**

Rackspace experts helped Invotra plan, migrate and optimise their use of the AWS cloud platform.

### **What we achieved together**

With access to early architectural insights and 24x7x365 expert guidance, Invotra successfully implemented a scalable AWS platform across the business. This change has enabled Invotra to enhance operations and meet the needs of enterprise customers.

# Cloud Specialists

**3,300+**

Cloud engineers

## Experts

Cloud native application development and migration

## Best

Hybrid cloud — right workload on right cloud

## Global

150 countries

## Leader

Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Provider, Worldwide

**1,600+**

## AWS Certifications

- One of the leading AWS MSPs with 6 competencies

**1,200+**

## Microsoft Certifications

- Expert MSP
- Fastest-growing CSP
- Five-time Hosting Partner of the Year

**350+**

## Red Hat Certifications

- North America MSP of the Year

**330+**

## Enterprise Application Certifications

- Oracle Top-1,000 Platinum Partner
- SAP Silver Partner

**230+**

## VMware Certifications

- Global Integrate Public Clouds Partner of the Year
- VMware Cloud on AWS Competency
- VMware Cloud Verified Partner

**370+**

## Google Cloud Certifications

- First MSP

**400+**

## Salesforce Certifications

- Platinum Consulting Partner

**300+**

## Certified DBAs across leading DBMS

- More than 50,000 managed database instances

## Industry Recognition

**Gartner**

Magic Quadrant leader for Public Cloud Infrastructure Professional and Managed Services, Worldwide

FROST & SULLIVAN

Top Asia-Pacific Managed Cloud Services Provider





At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximise their IT investments. As a recognised Gartner Magic Quadrant leader, we are uniquely positioned to simplify the complex. Passionate about customer success, we provide unbiased expertise across all the leading technologies, continuous modernisation and optimised investment. And across every interaction worldwide, we deliver Fanatical Experience™. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

[rackspace.com/en-nl](https://rackspace.com/en-nl)

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