

Accelerate,
simplify and
transform
your IT

rackspace[®]



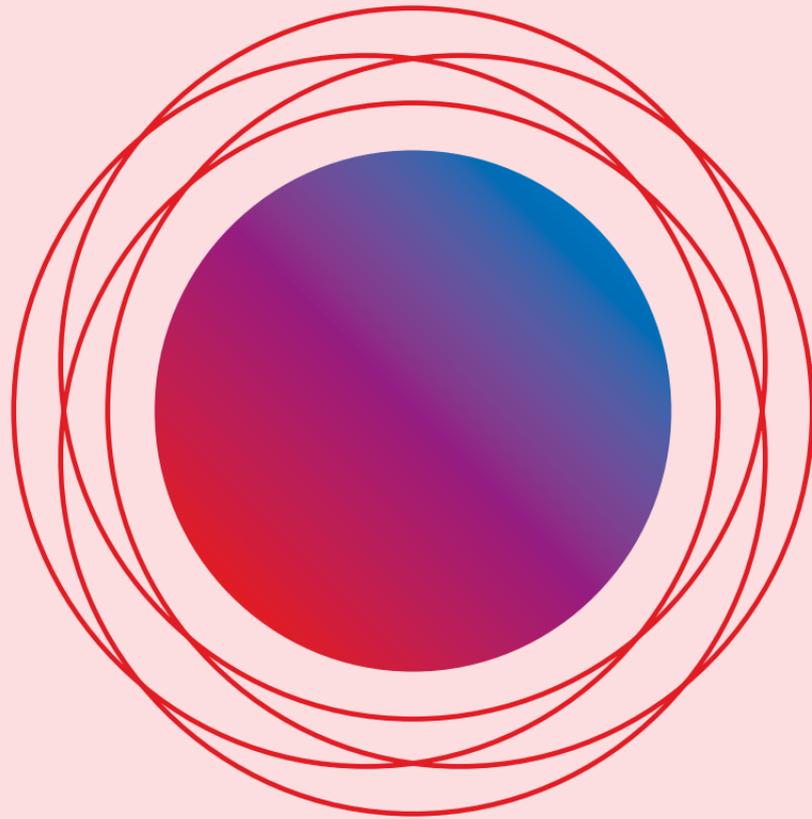


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An overview of Rackspace

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



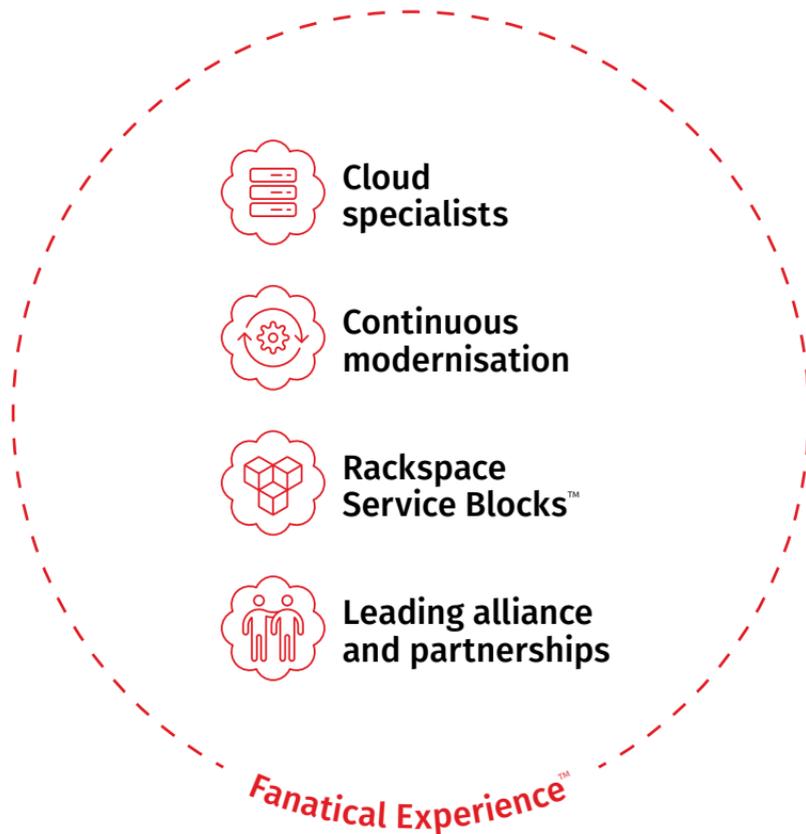
We provide
Fanatical
Experience



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.

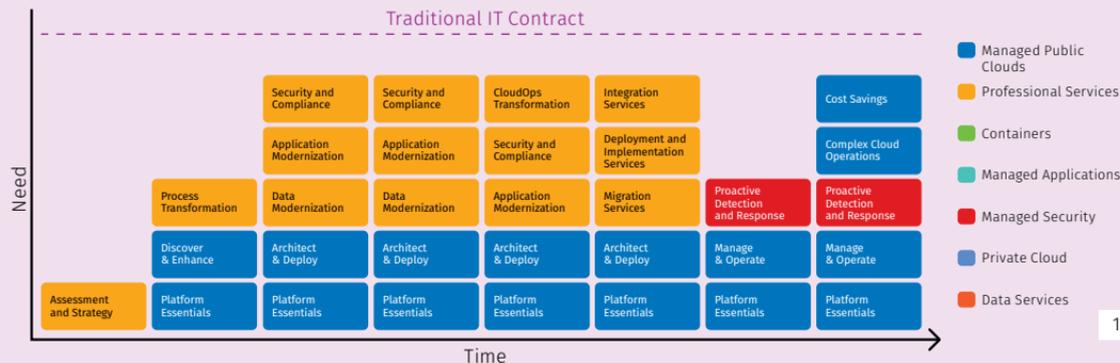
Pay only for what you need

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.

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

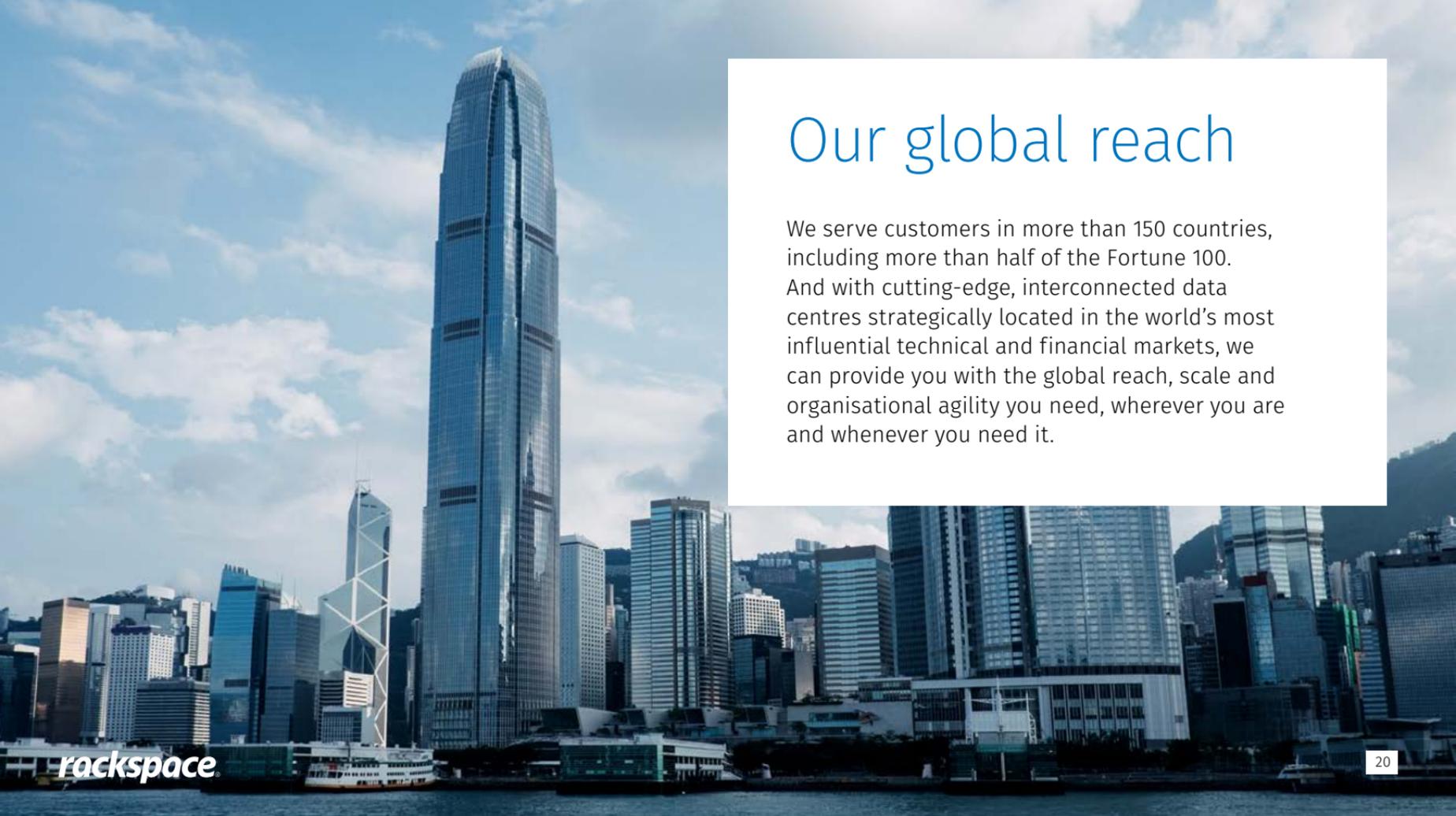
- Application Architecture Design
- Data Analytics Accelerator
- DevOps Consulting
- Cloud Decision Maker — PoC
- Container Enablement
- Application Integration Services
- Migration Planning & Design
- First Mover
- Vendor Selection
- Platform Essentials (Infra)
- Discover & Enhance (Infra)
- Complex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



Supporting GoCompare to save people time and money

Rackspace migrated GoCompare's technology platform to the cloud to help the FinTech leader manage demand and scale for the future as it expands and transforms its offering.

Our customer

GoCompare founded in 2006 as the UK's first price comparison website to focus on product features as well as price, it now has multiple brands, more than five million website visits a month and more than 300 commercial partners.

The obstacles they faced

To keep ahead of the competition and continue offering customers a great way to save time and money, GoCompare has been developing new services which require a solid infrastructure foundation. At the same time, it needed to be able to manage unexpected spikes in traffic without impacting the user experience.

How we helped

Working with Rackspace Professional Services and Microsoft Azure experts, GoCompare has begun migrating its infrastructure to Microsoft Azure in a phased approach. This allows the business to trial different workloads in the Azure environment without clashing with other internal initiatives.

What we achieved together

Following the first phase of the migration, the site's sustainability, response times and availability have improved. This is laying the groundwork to support ambitious future plans to broaden the GoCompare offering.

Case study



Getting loveholidays to its dream destination with Google Cloud

Rackspace helped loveholidays migrate its workloads to the cloud, building a foundation to remain agile and responsive to customer needs.

Our customer

loveholidays is one of the UK's fastest growing online travel agents, specialising in bespoke search and filter features that are finely tuned to customer needs. With an expanding user base, the business is focused on using technology to rapidly innovate to meet customer needs and stay ahead of the curve.

The obstacles they faced

loveholidays' legacy infrastructure was holding it back from responding quickly to customer trends, and limited development environments meant teams often had to compromise on agility. A growing user base and fluctuating traffic loads were putting the previous infrastructure under strain.

How we helped

Rackspace helped loveholidays with its migration to Google Cloud, designing a scalable base to support greater product development while minimising the risk of losing velocity.

What we achieved together

loveholidays can now continue its mission to move quickly with customer trends. Where the business was limited in its development, it now often runs up to 50 development environments at any one time, reducing the time to market for new features.

Case study



Supporting the British Heart Foundation to beat heartbreak

Rackspace migrated the charity's web infrastructure to Microsoft Azure and transformed the role of technology within the organisation to help accelerate its ambition to beat heartbreak forever.

Our customer

The British Heart Foundation is the largest independent funder of research into heart and circulatory diseases in the UK. Its focus is on turning discoveries into life saving medical advances to save and improve lives. The charity relies on individual supporters' contributions, as well as its online and in-store retail business.

The obstacles they faced

The charity's website was increasingly becoming the core platform for engaging with its stakeholders, donors, patients, and carers. However, the site lacked the reliability and stability required, and was not set up to grow with the British Heart Foundation's ambitions.

How we helped

Migrated infrastructure to Microsoft Azure. Giving a scalable and reliable platform to handle the increased website traffic. Working collaboratively with Rackspace Professional Services, operating as an extension of its team, to transform its infrastructure and do more with technology across the organisation.

What we achieved together

The British Heart Foundation's website is now fit for purpose and future-proofed to deliver the charity's plans and goals. It is now able to handle increased traffic from campaigns, give donors an improved experience, and provide a solid base on which to grow its online retail business.

Case study

TRIBAL

Helping Tribal Group excel with public cloud

With Rackspace as a partner for cloud installations, Tribal moved from its existing in-house hosting offering into a fully managed service with a strong public cloud footprint.

Our customer

Tribal Group is a global provider of products and services to support the delivery of education, learning, and training services. With more than 850 employees working across five continents.

The obstacles they faced

With a constantly changing landscape and a growing interest in cloud, Tribal was looking to evolve its cloud offering to maintain its leadership in the education sector and further shape market trends.

How we helped

Rackspace helped Tribal move to a multi-cloud environment, working collaboratively to design a public cloud-first strategy that expands its offering for new customers while simultaneously supporting a significant platform migration of existing customers.

What we achieved together

Tribal has established a strong cloud offering and improved its position in the market. It has also achieved cost efficiencies, and streamlined solution delivery. Over an 18-month period following the launch of the new offering, 90 per cent of Tribal's new customers opted into the new offering.

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.

www.rackspace.com

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