



# IoT Accelerator

## Fast track your IoT initiatives by leveraging Rackspace Technology IoT expertise and IP

There will be over 25 billion connected devices in use by 2021. As IoT is embraced across industry segments, the difference between the innovators and the followers often comes down to who can bring their solution to market first. Connected devices inherently have a great deal of complexity and customization, which often leads to cycles lost on lessons-learned and increased time-to-market.

Whether you're looking to introduce IoT enabled products into your portfolio, employ more intelligent decision making, or improve the efficiency of engineering and manufacturing processes, leveraging Amazon Web Services' connectivity, storage application, and analytics capabilities, Rackspace Technology IoT professional services can help you quickly build IoT solutions customized to your use case.

### IoT Accelerator: Engagement Overview

Let the IoT experts at Rackspace Technology evaluate your IoT use cases and provide recommendations for an IoT pilot solution along with backlog, roadmap and cost estimate for hardware, firmware and cloud architecture.

This five-day assessment includes:



#### Discovery Session:

We'll work with you on prioritizing your IoT use cases and identify one for a pilot to drive business outcomes.



#### Backlog:

We'll build a backlog of deliverables for the pilot that address the hardware design, firmware, cloud backend and data collection and visualization based on your requirements and business objectives.



#### Roadmap:

Based on the pilot, we'll determine a best path to production for your IoT solution, complete with phased launches, testing, cost estimates and ROI.

### Enhance your business with IoT solutions on AWS

- **Connected products:** Build new revenue streams, enhance customer experience and bring new products to market.
- **Industrial IoT:** Enhance manufacturing and industrial applications with real-time, cloud-powered intelligence.
- **Distributed intelligence:** Gain insights from your fleet of distributed devices, deployed worldwide, to enhance and optimize your operations.

### The Rackspace Technology™ Edge

Rackspace Technology is your trusted partner across cloud, applications, security, data and infrastructure.

- A Leader in the 2020 Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide
- 3,000+ cloud experts
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 150+ countries
- 1,600+ AWS technical certifications worldwide

### Comprehensive AWS capabilities

- Premier Consulting Partner
- Audited Managed Service Provider
- Solution Provider
- AWS Reseller
- Well Architected
- Public Sector Partner
- Immersion Day Partner
- ISV Workload Migration
- Data & Analytics Competency
- AI/ML Competency
- DevOps Competency
- Education Competency
- Financial Services Competency
- Healthcare Competency
- Industrial Software Competency
- IoT Competency
- Microsoft Workloads Competency
- Migration Competency
- Oracle Competency
- Storage Competency
- Amazon EC2 for Microsoft Windows Server
- AWS Database Migration Service
- Amazon RDS
- Amazon Aurora
- Amazon CloudFront
- AWS CloudFormation

### Fanatical Experience™

Experts on your side, doing what it takes to get the job done right. From first consultation to daily operations, Rackspace Technology combines the power of always-on service with best-in-class tools and automation to deliver technology when and how you need

## Leverage our Collection of IoT Hardware, Software and Analytics to Launch Your Connected Device

Tap into our deep IoT solution expertise spanning various industries — from life sciences to manufacturing — and leverage our proprietary collection of hardware, software accelerators and analytics.

### Hardware:

You can't do Internet of Things without the Thing. Rackspace Technology combines the cloud with the hardware engineering expertise required to successfully complete your IoT solution.

- Reference designs to accelerate prototypes, with a clear pathway to production
- Custom hardware engineering including electronics, industrial and mechanical design
- End-to-end go-to-market expertise for all phases — from prototype to manufacturing

### Software & Cloud:

Build world-class, event-driven applications to securely ingest, store and manage your IoT data — leveraging the vast and growing array of AWS IoT services.

- Full-lifecycle cloud native application development
- Connectivity, ingestion, security and device management built on battle-tested architectures
- Event-driven, serverless applications that automatically scale to meet the demands of your workload

### Analytics:

Actionable business intelligence from your fleet of connected devices, delivered in real-time and enhanced by machine learning.

- Intelligent storage, processing and analysis pipelines for IoT data, reducing time-to-insight
- Advanced modeling and predictive analytics, powered by machine learning, uncovering hidden insights
- Automatic device and payload metrics to monitor the health and utilization of your fleet

## The Rackspace Technology Cloud Native Enabled Business

The Rackspace Technology cloud native enablement solution enables you to grow your business, increase efficiency and deliver the future. Take a leadership position in your industry with the ability to accelerate delivery of products and services, increase business agility and deliver superior customer experiences while optimizing economics and fortifying your security.

### Take the Next Step

Engage in a cloud strategy assessment and explore how Rackspace Technology can help your teams adopt a DevOps culture and help you transform into a cloud native enabled organization.

Learn more:

[www.rackspace.com/professional-services](http://www.rackspace.com/professional-services)

Call:

**1-800-961-2888**

## IoT Customer Success

We define our success by the outcomes we drive for our customers.

### Increasing Operational Efficiency

#### Agriculture

Local Roots Farms was looking to remotely collect environmental data from their farms such as temperature, humidity, and CO2. Rackspace Technology connected their farm sensors to the AWS Cloud, allowing horticulturists to control multiple growing environments remotely, offsetting the need for additional in-person data collection.

### Business Intelligence

#### Medical & Life Sciences

Arthrex is a life sciences company that manufactures endoscopic cameras for surgical use. Rackspace Technology implemented an IoT solution with an AI/ML workflow enabling Arthrex to analyze the surgical data gathered and ultimately correlate surgery length with positive outcomes.

### Predictive Quality

#### Oil & Gas

FRAC-CHEM sought to track the performance of fracking hydration units in remote field locations. Rackspace Technology developed an IoT solution that enabled their operations team to monitor the quality of chemicals coming from the hydration units, enabling FRAC-CHEM to enhance their positioning as a managed service provider in the liquid-chemical supply industry.

### Creating New Revenue Streams: Smart Products

#### Consumer Products

AutoPets, a pet care product manufacturing company, teamed up with Rackspace Technology to launch a new IoT-enabled version of their "Litter Robot" that attracted new customer segments.