

Rackspace Elastic Engineering for DataOps: Improve data quality and accelerate analytics cycles

As your business grows, so does the amount of data it collects. The need to monitor and manage large volumes of data across several data pipelines can strain your in-house teams. And optimizing your data so that you can begin to get the greatest performance from your data analytics platform is highly labor-intensive, which often requires pulling resources away from projects related to your applications and core engineering efforts.

In an effort to accelerate innovation and remain competitive, many companies are trying to adopt a collaborative data management practice that's focused on improving communication, integration and automation of data flows between data managers and data consumers across the organization. However, achieving predictable delivery and change management of data, data models and related artifacts requires a focus on data quality improvements, data maintenance and the acceleration of analytics cycle times.

Experts Dedicated to Your Success

Onica by Rackspace Technology delivers an organization-wide data management practice that improves the speed and accuracy of analytics through process automation and cultivating collaboration between data scientists, engineers and technologists. This agile and automated, process-oriented methodology removes the operational burden of data platform management by:

- Automating tasks like data clean-up/prep, analysis and data integration
- Offloading engineering work, including integrating with data sources, performing transformations, converting data formats, and writing or delivering data to its required destination
- Opening data access to more stakeholders within an organization based on industry best practices

By freeing your data engineers from these mundane and time consuming tasks, they can shift focus toward higher value tasks like advanced machine learning, AI and real-time streaming. In turn, your business operations and production teams can move faster because they have greater access to your in-house data resources.

Key Benefits

Onica® delivers process maturity, agile delivery and world-class support so your team can make business and IT decisions that will drive the most value to your customers and generate the greatest impact to your bottom line. Our DataOps service drives results that accelerate innovation through:

- A managed end-to-end analytics pipeline that reduces operational burden and allows you to focus on business-critical activities
- Automation and the accelerated adoption of platform capabilities
- Expert direction based on the latest innovations in data management
- Establishing DataOps principles that deliver a repeatable approach to data lifecycle management
- Collaboration around data lifecycle and governance that establish shared responsibility for successful delivery

About Onica by Rackspace Technology™

- 2,500+ AWS accreditations
- AWS Service Delivery Partner for Database Migration Services, RDS, DynamoDB and Redshift
- AWS 2021 Migration Partner of the Year (U.S. and Canada)
- 13 AWS Service Delivery Designations
- Managed Service Provider

Expertise Across 15 AWS Competencies

- Data & Analytics
- DevOps
- Education
- Financial Services
- Healthcare
- Industrial Software
- IoT
- Machine Learning
- Microsoft Workloads
- Migration
- Oracle
- Retail
- SaaS
- Storage
- Travel & Hospitality



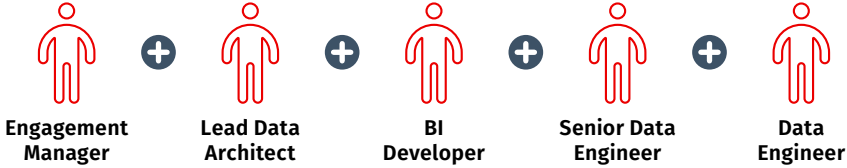
Key Features

Onica thrives on working closely with your business across one joint, agile team to collaboratively accelerate data initiatives, while passing on collective knowledge gained from multiple Onica clients to your internal team.

Rackspace Elastic Engineering for DataOps delivered by Onica provides access to a truly innovative managed service that enables data lifecycle management to help increase operational efficiency and accelerate innovation.

Rackspace Elastic Engineering for DataOps Pod

On-demand access to a pod of DataOps specialists to accelerate your path to data-driven innovation.



Engagement Manager + **Lead Data Architect** + **BI Developer** + **Senior Data Engineer** + **Data Engineer**

Roadmap and Strategy, Data Platform Architecture, Data Lifecycle Automation, Operational Excellence, Data Quality and Data Security

The benefits of your pod include:

- A do-with approach: Pods work in an agile, sprint-based model right alongside your team.
- Consistency: No matter which tier of hours you use each month, you'll always work with the same pod that knows you, your environment and your business.
- Flexible, tiered pricing: Purchase fractional access to your pod via straightforward hours-based tiers and scale up and down monthly as your business needs change.
- Multi-faceted skill sets: Your pod for Data consists of an engagement manager, architects and engineers working together as one unit.
- Ongoing innovation: You can more easily leverage leading cloud platforms tools and frameworks to facilitate progressive improvement, enablement and transformation.
- Data Pipeline Management — 24x7x365 Monitoring & Response Add-On Service

Transformation can be disruptive and exhausting. With Data Pipeline Management for Rackspace DataOps delivered by Onica, you can focus on outcomes and innovation, and maybe getting some sleep at night. An automated pipeline monitoring system is supported with 24x7x365 response capabilities from our DataOps team. In addition to monitoring, alerting, and incident management, our DataOps team also provides troubleshooting, platform escalations, runbook-based resolution and operational support.

Take the next step toward improved data quality and analytics capabilities.

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