Rackspace Artificial Intelligence and Machine Learning

Transform how you use your data with cutting-edge algorithms and proven cloud frameworks.

Across industries, organizations are looking for ways to enhance their product offerings, improve business efficiency and anticipate customer behavior. With Artificial Intelligence and Machine Learning (AI/ML), organizations can leverage their data to make automated recommendations, take preemptive action and streamline decision-making.

But not all organizations have developed the required technical skills and business processes to implement AI/ML solutions. They may not have expertise in mathematics, algorithm design or data science and engineering. Or data may not be in a unified data lake infrastructure for ready access. These conditions create challenges for any organization looking to advance in the market and derive value from AI/ML. This is where Rackspace can help.

Rackspace understands that every organization's data needs are different, whether modernizing data infrastructure with data lakes, unlocking transformative new capabilities by developing custom AI/ML algorithms for your data or creating enterprise-grade cloud deployment pipelines for AI/ML operations. With comprehensive data engineering and AI/ML capabilities, Rackspace can meet you wherever you are with practical and outcome-focused solutions, so you can get more from your data.

Experts Dedicated to Your Success

The data engineering and data science experts at Rackspace accelerate the value you get out of your data by using leading cloud-native AI/ML frameworks. Rackspace offers deep technical and business process expertise at scale to help you gain actionable intelligence from your data.

A cloud-agnostic team at Rackspace will assess your current environment, identify your business objectives and design your ideal future state solution with your outcomes in mind. The depth and breadth of data services and tooling expertise enables Rackspace to engage throughout the journey to a production AI/ML solution and enables your internal AI/ML teams with cloud-based solutions.

The Rackspace AI/ML Journey

AI/ML Assessment and Strategy

Rackspace will work with your team to envision the possibilities with AI/ML and develop a practical solution that focuses on both technology and business transformation. This solution includes:

- **AI/ML Workshop:** Rackspace data architects and scientists will conduct an on-site workshop to discuss how businesses in your segment are leveraging data and AI/ML today, ideate solutions for your high-priority use cases and determine if a proof-of-concept or prototype could accelerate the journey.

About Rackspace

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

- A leader in the 2019 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

"I'm amazed at how quickly we got to a working PoC. We thought it would take months and Rackspace has gotten it done in weeks. Our experience has been great, and we're thinking now about phases two and three and what other equipment to connect next."

Edward Sawyer :: General Manager, Cerapedics

Fanatical Experience™

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

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- **AI/ML Strategy:** Based on the ideation session and your goals, Rackspace will spend 2-4 weeks prioritizing use cases according to business needs and solution complexity, assessing your current data platform, defining a high-level architecture and conducting an initial long-range planning (LRP) session to define the implementation roadmap.

Key Deliverables
- Defined business use case
- Proposed AI/ML solution definition and scope
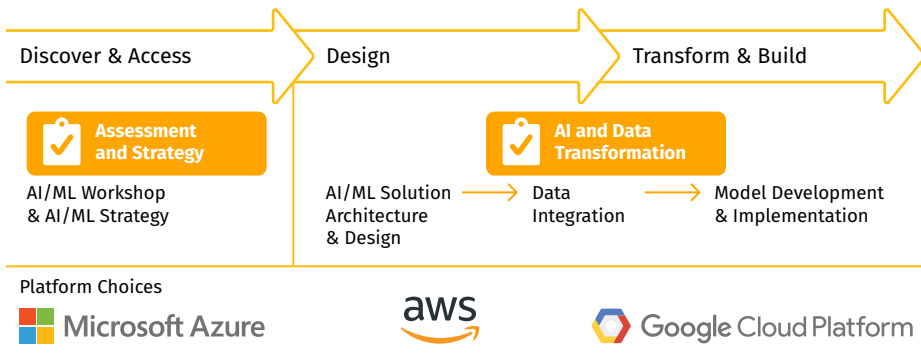- Technical roadmap for AI/ML implementation

AI Transformation

Rackspace will work with you to transform how you use your data. Depending on where you are today, this may start with a proof-of-concept on a sample of your data to demonstrate the value of AI/ML to your business. You may be further in your journey and want to have a prototype or minimum viable product developed to see how to leverage AI/ML in practice. Or you may be ready for a full production solution, including data infrastructure and AI/ML model development and deployment, to automate business workflows or develop actionable predictions. The production solution includes:

- **AI/ML Solution Architecture and Design:** Rackspace will review your use case, data quality and existing data infrastructure. This will be used to design an enterprise-grade production AI/ML solution.
- **Data Integration:** Rackspace will develop an overall data lake and data pipeline strategy and build a large, high-quality training dataset including data ingestion, data preparation, data segregation and pipeline automation.
- **Model Development and Implementation:** Rackspace will implement the end-to-end AI/ML solution. This includes feature engineering, model development and training, testing and validation, and model deployment and monitoring, leveraging our Data Science Workbench to accelerate deployments and Model Factory to expedite operationalization of the solution.

Key Deliverables
- Implemented AI/ML solution using your data
- Implemented data infrastructure build and integration
- Documented processes and knowledge transfer

Discover & Access — Design — Transform & Build

Assessment and Strategy: AI/ML Workshop & AI/ML Strategy

AI and Data Transformation: AI/ML Solution Architecture & Design → Data Integration → Model Development & Implementation

Platform Choices: Microsoft Azure, aws, Google Cloud Platform

Key Benefits

Real-time decision making: Empower your data to make automated recommendations and take preemptive action. Spend less time managing and tracking data and more time deriving actionable intelligence to make valuable business decisions.

Break down data silos: Streamlining your data architecture enables easier access across your organization, encouraging transparent, accurate and faster collaboration.

Improve customer experience: Develop a holistic view of a customer's activities across the entire journey and enable exceptional customer experiences. From personalization to sentiment analysis, and from customer acquisition to churn prevention, customer experience is being transformed by AI/ML.

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