Solving Top Business Challenges: Moving to the Cloud

Take every step with an expert team that uses the latest methodologies and provides you with personalized end-to-end engagement.

Move Beyond the Data Center with Confidence

The technology landscape is constantly evolving. As a result, organizations that rely solely on traditional IT infrastructure are struggling to keep up with their competitors. Traditional infrastructure hampers engineering teams from being able to provide the agility, flexibility and responsiveness their businesses need to thrive.

Across every industry, organizations are investing in cloud solutions. These efforts require rethinking infrastructure, focusing on ways to streamline and optimize operations, updating go-to-market strategies and modernizing applications to extract the most from today's technologies.

Desired Outcomes

Cloud adoption has helped countless businesses drive efficiency through operations automation, grow revenue through innovation, and realize cost savings by shifting toward usage-based, pay-as-you-go pricing models. The cloud provides the strategic flexibility to:

Improve application performance: Get the most from your applications through full solution lifecycle management and access to teams of certified cloud experts.

Meet security and compliance demands: Strengthen your environments with Rackspace Managed Security (RMS) Services, Proactive Detection and Response (PDR) and Compliance Assistance (CA) that addresses PCI-DSS, HITRUST-CSF, SOX and FISMA requirements.

Eliminate geographic limitations: Free your organization from the geographic limitations of hardware-only solutions, and gain the ability to deploy to new regions with minimal upfront costs and drastically reduced lead times.

Common Obstacles

Moving to the cloud makes it easier for you to arm your workforce with the tools they need to perform effectively and efficiently. This is especially impactful as an increasing number of software vendors begin shifting to license-based, cloud-only products. However, there are some common obstacles to moving to the cloud that many companies face including:

- Risk of interrupting mission-critical applications and workloads
- Difficulty maintaining stakeholder motivation throughout changes to the IT infrastructure and business processes
- Loss of data or compromised data integrity during migration to cloud

Moving to the Cloud with Rackspace

Rackspace offers end-to-end engagement to help you assess the cloud compatibility of your current applications and infrastructure, determine

How McKesson Did It with Rackspace

Business: Healthcare company McKesson needed infrastructure and expertise layered with a consultative approach to help its business units move complex, compliance-sensitive workloads to public cloud.

Challenge: Modernize applications; architect the right environment with a strictly defined security and regulatory approach; build the business case and get buy-in for public cloud; acquire an end-to-end cloud lifecycle strategy partner to accelerate deployment and to provide ongoing maintenance.

Solution: Managed Public Cloud, Professional Services, Application Services and DevOps, Microsoft Azure.

Outcome: Reduced dependency on dedicated data centers by moving dozens of applications across multiple business units to public cloud with a consultative approach to planning, assessment, execution and ongoing management, while maintaining stringent security and healthcare compliance.

About Rackspace

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

- A leader in the 2018 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide
- Recognized by Gartner as a HIPAA-ready cloud service provider
- HITRUST CSF-certified dedicated hosting environment
- Certified Level 1 PCI Service Provider on AWS
- 3,000+ cloud experts
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 150+ countries

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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which options would best help you reach your desired outcomes and predict the cost impact of exercising those options. Rackspace provides managed services for leading private clouds such as OpenStack®, VMware® Cloud, and Microsoft® Azure® Stack offered in a variety of data center locations and economic models, including pay-as-you-go. Rackspace is the only managed services provider that currently supports all three major hyperscale public cloud platforms, AWS, Microsoft Azure and Google Cloud Platform™. To maximize portability across clouds, Rackspace offers a cloud-independent container platform, Kubernetes-as-a-Service and Managed Pivotal Cloud Foundry for Platform-as-a-Service.

Navigate: Rackspace migration experts help you create a migration strategy and plan that addresses your application, infrastructure and cloud environment needs. A thorough discovery and cataloguing process ensures that all of your applications and workloads are evaluated for cloud feasibility.

Operate: The optimal migration approach for each app and workload is securely executed using the appropriate methods, which include lift and shift, re-platforming or refactoring. Corresponding databases are securely migrated to the cloud, and applications are reintegrated with relevant external systems.

Optimize: You get ongoing access to Rackspace experts for help with workload optimization. As skillsets are analyzed to identify gaps, you're guided on how to best attain them, via hiring internally or outsourcing through third-party services.

Services Delivered Your Way

Rackspace will design a cloud-based or multi-platform solution that meets your business needs. Experts will also provide recommendations on an application-by-application basis to help ensure that each is mapped to the best-suited platform in terms of economics, performance, workload variability, data sovereignty and compliance.

An established cloud migration team executes your migration using standardized tools, methodologies and automation to minimize the disruption of application platforms. To date, Rackspace has migrated over 5,000 customers with over 200,000 compute instances across multiple private and public cloud platforms.

Professional Services:
Architecture Development, Application and Portfolio Rationalization, Migration

Expertise, Fanatical Experience, Technology and Tools:
Over 3,000+ Cloud Experts

Applications:
Database, Ecommerce, Web Content Management, ERP, BI, CRM, Email, Productivity

Security and Compliance:
Managed Security Services and Tools, Compliance-Ready Platforms

Containers and PaaS:
Modern Application Development Processes and Multi-Cloud Portable APIs

Infrastructure	Managed Hosting	Private Cloud	Public Cloud
	Compute Storage Networking Colocation	VMware® Microsoft® OpenStack®	AWS Azure® Google Cloud Platform™ OpenStack

Solving Your Toughest IT Challenges Together

- Getting Out of the Data Center
- Outsourcing IT Management
- Controlling IT Spend
- Modernizing Applications
- Ensuring Security and Compliance

Security and Compliance

Rackspace security services are tailored to meet your business objectives, minimize risk and save money versus in-house (or DIY) security management — across all of our platforms.

- Rackspace operates security and compliance at scale, leveraging best-of-breed security tools to manage your environment (e.g., multi-factor authentication, intrusion detection, web application firewall and more).

- You have access to an army of experts, including over 400 security professionals with a combined 2,000 years of security expertise in leading cybersecurity organizations and defining industry standards.

- Rackspace delivers proactive detection and response, minimizing business impact by using pre-approved actions, which allows them to act on your behalf.

"The good thing about Rackspace was that they were able to focus on the cloud lifecycle. They were very smart about how to roll out these capabilities to each business unit."

Cabel De Marcellus :: CTO, Dianomi

Take the Next Step

Let's talk about how Rackspace cloud migration expertise helps you achieve your goals.

Learn more: **www.rackspace.com/solutions/migrate-to-the-cloud**
Call: **1-800-961-2888**

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