Solving Top Business Challenges: Exiting the Data Center

Find the right solution and get the expertise you need to free your business from the cost and burden of data center operations.

Getting Out of the Data Center Business

Corporate data centers continue to play an integral part of the IT ecosystems. But in today's ever-changing technological landscape, businesses are facing pressure to become more agile and more efficient. As such, the traditional data center model no longer suits most organizations.

The typical data center commitment can range from 10 to 15 years. But being locking into such a long-term engagement can impede your growth potential, especially as software vendors begin shifting to license-based, cloud-only subscription models. By leaving the data center behind, businesses position themselves to take advantage of these new cost models to improve agility and cost efficiency — either as the first step toward larger IT transformation or as the next stage of an ongoing metamorphosis.

Desired Outcomes

Although moving out of the data center is often a complex endeavor, a successful transition can yield significant business benefits including:

Lower costs: Eliminating the expense of operating your own data center can yield significant cost reductions while shifting from a capex to an opex model.

Greater ability to focus on innovation: By offloading the complexity of managing and operating your data center, you free yourself to focus resources on your core business.

Improved agility: Managed services and access to on-demand resources (as needed) enable faster scaling, easier access to new technologies, and improved ability to adapt to industry trends and shifting business needs.

Common Obstacles

After two decades spent working with customers to achieve their IT transformation goals, Rackspace understands that exiting the corporate data center can be an intimidating and complex proposition. Common obstacles include:

- Risking data loss and interruption of mission-critical applications during workload rationalization, consolidation and migration
- Ensuring architecture and security best practices when deploying on new platforms
- Accurately assessing the existing application portfolio and making optimal decisions about platform selection and cloud strategy (e.g., lift and shift vs. refactoring)

Exiting the Data Center with Rackspace

When you partner with Rackspace, you gain access to the proven expertise you need to overcome both foreseen and unforeseen challenges to successfully exit the data center.

How Feeding America Did It with Rackspace

For over 35 years, Feeding America has responded to the hunger crisis in America, with a mission to feed America's hungry through a nationwide network of 200 member food banks and engage the country in the fight to end hunger.

Business: Non-profit providing 4 billion+ meals to 1 in 8 Americans in need of healthy food annually

Challenge: Moving the infrastructure from a colocation solution, eliminating hardware maintenance lifecycles and reducing capital costs

Solution: Rackspace Private Cloud powered by VMware

Outcome: Feeding America can focus on helping people, while Rackspace keeps their infrastructure secure, scalable and highly available

"Anytime you're moving a data center, it's a daunting proposition that takes a lot of planning. Rackspace really came in and managed the project for us, helped us with technical expertise."

Steven Carlberg :: Managing Director of Infrastructure and Security, Feeding America

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
- 3,000+ cloud experts
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 150+ countries

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Rackspace can perform a comprehensive assessment and evaluation of your existing applications and infrastructure to help you understand your options. Then, drawing from experience gained from helping thousands of customers, Rackspace specialists can help you choose the right solution for your business and create a roadmap to make that solution a reality, while simultaneously mitigating the inherent risks of migrating mission-critical workloads.

Navigate: The Rackspace team will help lay the groundwork for your exit from the data center, creating an inventory and evaluating all areas of IT — including workloads, applications, workflows, systems, data centers and spending. The team can then create a comprehensive and cost-effective migration plan designed to minimize disruptions by considering and recommending the best-suited platform for each component.

Operate: After working to understand your needs, Rackspace will design and build your optimal environment — including infrastructure, security, data and applications. By relying on certified Rackspace engineers to protect and manage your environment around the clock, you can minimize resources spent on operations, monitoring and troubleshooting.

Optimize: Leverage Rackspace's experience and best practices to help ensure you receive maximum value from all of your key investments — constantly reassessing and optimizing utilization, performance and cost effectiveness of your applications and the underlying infrastructure, as well as making the most of new features, services and updates.

Services Delivered Your Way

Whether you're looking for a simplified path to getting out of the data center business or you are planning a full application modernization to leverage the latest public cloud platforms and technologies such as Kubernetes, Rackspace can help you get there.

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

- Moving to the Cloud
- 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.

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.

Take the Next Step

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

Learn more: **www.rackspace.com**
Call: **1-800-961-2888**

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