E-book

Customer Case Study Anthology: Cloud Optimization
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Introduction

According to Gartner, nearly all legacy applications migrated to public cloud will require optimization to become more cost-effective,¹ and most businesses with workloads in the cloud currently overspend by 70%.²

In this unprecedented time of change, businesses are under constant pressure to do more with less and IT leaders are now being tasked to leverage the various benefits of the cloud to create meaningful differentiators and drive innovation on an ever-shrinking budget.

To maximize the value of your cloud investments, you need solutions that are expertly designed, built and managed for high performance and cost effectiveness. An effective cloud optimization solution helps you save money, improve performance and enhance customer experiences by allowing you to:

- Expand or shrink resources based on demand at any given moment
- Generate alerts for unusual usage or security issues
- Gain insights into spend and usage that enable further optimization
- Minimize downtime and service disruptions by deploying highly available, resilient architectures.

Designing and implementing a comprehensive cloud optimization strategy requires the ability to navigate an increasingly complex environment. In this new environment, visibility into cloud spend and usage is usually lacking, specialized expertise is hard to find and the rapidly changing business landscape is constantly introducing new challenges to overcome.

In this case study anthology, you’ll see how nine organizations have successfully overcome these challenges and generated tangible results through cloud optimization.

Customer Case Studies
Oxfam

Oxfam reduces customer journey time by 50%

Oxfam wanted to be more efficient and agile, and needed the flexibility of a modern IT estate. In partnership with Rackspace Technology, it embarked on an ambitious 14-month transformation to migrate its entire application estate to Microsoft® Azure®.

Our customer

Oxfam is a non-profit organization working toward ending poverty. It has a worldwide presence, from ongoing charitable work to teams dedicated to responding to major emergencies.

How we helped

Our professional services team worked with in-house teams at Oxfam to assess the existing estate and draw up detailed plans for migration to Microsoft Azure.

The obstacles they faced

Oxfam needed a partner to help the organization understand its existing IT landscape, workloads and dependencies, and to work on a cloud migration solution.

What we achieved together

Thirty-one workloads were successfully migrated to Azure in under 12 months, and all were completed on the first attempt. Oxfam is now more flexible and agile, and has considerably reduced its operating costs.

“We really wanted to provide more time for our business, and Rackspace Technology enabled this to happen.”

Amber Burke, CIO, Oxfam

Read the full case study here
Coinstar

Coinstar streamlined delivery and cut costs by 40%
Migration from legacy colocation gear to VMware Dedicated vCenter and Hosted SAP services helped Coinstar cut IT costs by 40% and transform its IT service approach.

Our customer
Coinstar is one of the world’s largest fully automated networks of self-service kiosks for converting change into cash, e-giftcards or charitable donations.

How we helped
IT Transformation; Rackspace Colocation; Managed Hosting; Managed Multicloud - RackConnect® Global; Managed Hybrid Cloud — Dedicated Servers; Managed Private Cloud — VMware®; Professional Services — Application Services / DevOps; Productivity and Collaboration; SAP ERP

The obstacles they faced
Coinstar needed to separate its IT services from its parent company and transition to a more modern, scalable managed environment while achieving cost savings.

What we achieved together
By leveraging the unique Rackspace IT-as-a-Service model, Coinstar reduced IT spend by 40% and restructured its IT delivery approach, reduced application support burdens and successfully managed a largescale migration.

“We’re saving 40% over our previous spend with a lot of other pluses to our partnership.”

Jason Friedlander, CTO, Coinstar

Read the full case study here
Wyndham Hotels & Resorts

Wyndham makes online hotel booking seamless across its 20 iconic brands

By exiting the data center business, Wyndham Hotels & Resorts realized cost savings of 45% and simplified IT operations, fueling its acquisition-based growth strategy.

Our customer

Wyndham Hotels & Resorts is the world’s largest and most diverse hotel franchise company, managing over 9,000 hotels and more than 700,000 rooms in 66 countries under 20 hotel brands.

How we helped

IT Transformation; Infrastructure; Managed Hybrid Cloud — VMware®; Productivity and Collaboration — Microsoft Office 365; Data Services — Microsoft SQL; Virtualization — VMware Server Virtualization

The obstacles they faced

After spinning off from its legacy company, the newly formed Wyndham Hotels & Resorts had only four months to exit its corporate data center and overcome 30 years of technical debt.

What we achieved together

In just four months, Wyndham executed a migration that was projected to take a year, delivering an improved customer experience and cost savings of 45%.

“We met our four-month timeline and drove significant savings to our bottom line. So there was quite literally, cheering throughout the building.”

Scott Strickland, EVP and CIO, Wyndham Hotels & Resorts

Read the full case study here
TotalTrax fuels growth with lift-and-shift to multicloud

Fast-growing telematics developer TotalTrax deploys AWS and integrated cloud-based container architecture to automate processes and manage customer deployments faster.

Our customer
TotalTrax empowers manufacturing and warehouse operations to improve productivity, safety and cost savings by providing real-time forklift, driver and inventory tracking data and technologies.

How we helped
Managed Cloud; Infrastructure; Business IT Transformation; Professional Services; Multicloud; Professional Services — Application Services, Dev/Ops; Public Cloud — Fanatical Support® for AWS.

The obstacles they faced
Extended time required for manual deployments triggered the need to migrate from a hardware-heavy and labor-intensive on-premises application architecture to the cloud for efficient deployments and scalability.

What we achieved together
The Rackspace Technology DevOps Accelerator and applications specialists helped TotalTrax gain efficiency, accuracy and speed — accelerating deployments from days to hours — allowing it to scale growth with new customers.

“Deployment of an individual customer used to take us three to four days and now it takes us three to four hours.”

Neil O’Connell, Senior Vice President of Technology Product and Innovation

Read the full case study here
HK Express

HK Express stays fast and lean while growing with cloud

In 2013, HK Express disrupted Hong Kong's commercial airline industry by focusing on affordability and on-time reliability. It now flies to 27 destinations across Asia.

Our customer

HK Express is Hong Kong's first and only low-cost carrier (LCC). Since its founding, HK Express has flown more than 8 million passengers, with passenger traffic up 22% during the past year.

How we helped

Infrastructure, Managed Hosting — Dedicated Servers, VMware®

The obstacles they faced

As a young airline in a competitive market, HK Express had to stay fast and lean. It needed a technology partner that could help provide a seamless booking experience for value-conscious travelers.

What we achieved together

With its Rackspace Technology managed infrastructure running smoothly, HK Express can keep its internal teams small while focusing on its core business: affordable flights that connect families, loved ones and business partners across Asia.

“We can sleep better, we can work better, and we don’t have to focus on technology — we can focus on our own core travel business.”

Read the full case study here
Eagle Eye

Powering rapid business growth to connect with consumers all over the world

Rackspace Technology pioneered infrastructure transformation at Eagle Eye to support its achieved and aspired growth.

Our customer

Eagle Eye is pioneering real-time high street engagement with its digital marketing platform, which enables retailers and brands to use promotions, loyalty and rewards to establish relevant and meaningful connections with customers.

How we helped

Eagle Eye is working with Rackspace Technology to migrate its technical infrastructure from a dedicated environment to Google Cloud.

The obstacles they faced

Eagle Eye’s rapid growth resulted in its infrastructure processing unprecedented numbers of transactions every second, while generating the data collection and insights at scale that present such value to their customers. This put immense pressure on the business to keep pace with its customers’ transactional throughput.

What we achieved together

In Eagle Eye’s growth now sees its AIR platform processing up to 3,000 API requests per second, scaling to manage a 556% increase in the number of coupons redeemed during the last financial year. The work with Rackspace Technology and Google Cloud will continue to allow the company to deliver exceptional reliability to its customers.

“Without a partner like Rackspace Technology, we would’ve spent years trying to build infrastructure to support our goal. Now, we have the technological backbone that will enable us to achieve our global ambitions and a trusted partner that’ll continue to support us on that journey.”

Steve Rothwell, Founder and CTO, Eagle Eye

Read the full case study here
Boozt

Helping Boozt maximize the results of increased customer demand

Rackspace Technology supported Boozt on its infrastructure overhaul, giving the retailer the foundation to grow into a leading fashion provider.

Our customer
Boozt Fashion is a Nordic technology company selling fashion and beauty online. With 1.4 million active customers, it aims to become the region’s leading fashion provider, targeting the modern family that values convenience.

How we helped
Working with Rackspace Technology, Boozt migrated its infrastructure to Google Cloud Platform, which gave the retailer a scalable, secure and reliable base from which it could grow, accommodate increased traffic and gain 24x7x365 access to experts at Rackspace Technology.

The obstacles they faced
As Boozt grew, the demands on all its systems increased. This was particularly pronounced during peak online sales periods like Black Friday, which generated ten times the usual website traffic. At the same time, Boozt had a small internal IT team, limiting what it could realistically achieve.

What we achieved together
Thanks to its migration to Google Cloud Platform and ongoing support of Rackspace Technology engineers, Boozt managed a 40% hike in customer visits over the Black Friday weekend — equating to around 50,000 new customers — without a minute of downtime or any performance issues.

“Data and machine learning is playing a key role in how we deliver great customer experiences. Rackspace Technology and Google Cloud have been integral to our technology strategy.”

Aurelijus Valeisa,
Web Development Director, Boozt

Read the full case study here
Publicis Sapient

Publicis Sapient slashes deployment times
Fanatical Support® for Amazon Web Services (AWS) along with superior customer service offerings help Publicis Sapient respond to customer demands with optimized solutions.

Our customer
Publicis Sapient helps organizations achieve digital business transformation.

How we helped
IT Transformation, Managed Public Cloud — Amazon Web Services (AWS), Performance, Scaling

The obstacles they faced
The newly merged company needed a way to help its clients focus on agility, speed and their ability to scale.

What we achieved together
By working with Rackspace Technology, Publicis Sapient reduced deployment times from 15 days to three minutes and provided clients with optimized solutions that meet their needs and empower their businesses.

Read the full case study here

“I really believe that culture eats strategy for breakfast, and what I first noticed working with Rackspace Technology was our alignment on culture: client-focused delivery is a core value for us both.”

Nishit Gupta, Head of Delivery, Publicis Sapient
Metro Bank accelerates processes by 50%

The first new high street bank in 100 years chose a Rackspace Technology solution to support its rapid growth.

Our customer

Metro Bank was founded in 2010 and has already launched more than 45 stores, providing banking services for both personal and business customers. With ambitions to open 100 stores, Metro Bank stands out from traditional financial organizations, with its highly customer-driven approach.

How we helped

Managed Cloud — VMware®; Managed Hosting — Dedicated Servers; Managed Hybrid Cloud; Professional Services

The obstacles they faced

Metro Bank is growing rapidly and needed a managed cloud partner that could scale with it as its business expands. Rackspace Technology worked with Metro Bank’s IT team to evaluate its architecture, pain points, goals and future requirements, and provide it with an unparalleled solution. The company then built a roadmap for seamless migration to a bespoke and highly secure hybrid architecture.

What we achieved together

The work started with an initial 12-month migration project. This was delivered on time, on budget and without any costly downtime, with applications starting to go online within six weeks. The day after the first migration, close-of-business processing on core banking systems was 50% quicker and vital reports that were taking an hour to produce were completed in just 20 minutes.

We were very impressed with how the Rackspace Technology culture aligned with our own.

David Young CTO, Metro Bank

Read the full case study here

Explore more customer stories and videos here
The optimization imperative

In this case study anthology, we’ve seen how Oxfam was able to reduce operating costs and become more flexible and agile, how Wyndham boosted performance to make it faster and easier for their customers to check in, and how Coinstar was able to cut IT costs by 40%.

By choosing Rackspace Technology, these organizations gained access to an industry-leading team of specialized cloud experts they can rely on for unbiased guidance on their paths to cloud optimization. These organizations were able to save money, improve performance and remove the burden of infrastructure management while nurturing renewed focus on driving innovation and creating meaningful differentiators for their businesses.

Accelerate your cloud optimization with Rackspace Technology

Optimization is not a one-and-done endeavor. It begins on day one and continues for the entirety of your multicloud journey. Rackspace Technology guides you on your path to cost and performance optimization, partnering with you to develop and implement the right cloud optimization solution for your business. Our certified cloud experts take a collaborative and flexible approach with each engagement, allowing us to adapt quickly to overcome new challenges and ensure project success.

Reducing complexity means finding the right solution at the right time. Rackspace Technology Service Blocks™ give you agility and flexibility — so you have and pay for only for the services you need, when you need them. You get a solution that’s customized to your business needs according to our continuous optimization methodology — Advise, Design, Build, Manage, Optimize — taking you through the full lifecycle of your solution.

Example Cloud Optimization Service Block Pattern

We’ve implemented tens of thousands of solutions for our customers over the years, so you can rest easy knowing that every recommendation we provide is infused with the knowledge, practicality and best practices gained through 20+ years of experience.

Take the Next Step

Schedule a free discovery session to learn how Rackspace Technology can help you accelerate your cloud optimization journey.

Learn more: [www.rackspace.com/lp/cloud-optimization-discovery-session](http://www.rackspace.com/lp/cloud-optimization-discovery-session)

Call: 1-800-961-2888

About Rackspace Technology

Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world’s leading technologies — across applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimizing returns into the future.

As a global, multicloud technology services pioneer, we deliver innovative capabilities of the cloud to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes, and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in our obsession with our customers’ success — our Fanatical Experience™ — so they can work faster, smarter and stay ahead of what’s next.

Learn more at [www.rackspace.com](http://www.rackspace.com) or call 1-800-961-2888.

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