



Rackspace Service Block Patterns

Modern, simplified IT solutions to address best practices for container usage, hybrid cloud and data modernization

Rackspace Service Block patterns provide you with a defined, streamlined path to achieve specific transformation initiatives. Each pattern includes the foundational services recommended to build a highly flexible and customizable solution according to best practices. In addition to access to leading technologies, you're backed by Rackspace expertise to provide the guidance and guardrails you need to resolve blind spots and keep your IT transformation on track.

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Container Services Journey

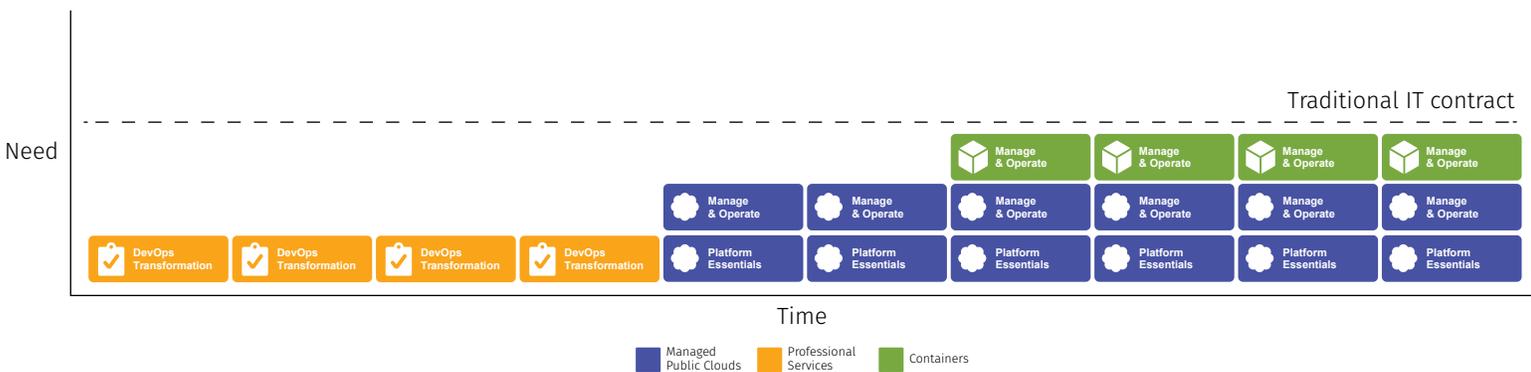
More businesses are looking to take advantage of container architectures to accelerate the delivery of products and services and increase business agility to differentiate themselves in an increasingly competitive business climate.

A software-led, automated approach to integrating business, operations and development allows companies to iterate and evolve faster. It is critical to design, implement and accelerate the adoption of strong engineering practices that prioritize the reusability of software assets and the observability of running systems.

With a DevOps culture and a well-designed container strategy, businesses can deploy and update applications more quickly, save money and provide a better customer experience. A combination of Professional Services, Managed Public Cloud and Advanced Kubernetes Management Service Blocks, the Rackspace Container Services Journey helps customers outline their container strategy, deploy containerized applications and transition them into ongoing management.

See detailed Service Block descriptions [here](#).

Container Services Journey Service Block Pattern



Service Block Descriptions

Professional Services Service Block

- **Assessment & Strategy Service Block:** You want to adopt and consume new technology at the optimal price and performance level. And you need it to deliver value quickly. But to make that happen, you need the right technology strategy, stakeholder engagement across the business and a structured, successful approach to business change. Our advisory and delivery consultants can guide your business approach to technology adoption. We'll engage your stakeholders to build the case for change, set clear expectations and present strategic options based on high-level technical and business analysis.
 - Cloud Adoption Blueprint: This practical consulting engagement helps define what the cloud should deliver for your business. Rackspace experts collaborate with your in-house team to design a high-level strategy that contrasts the current state with your cloud vision to outline impacts, timelines, risks, costs, architectural and resource considerations.
- **Migration Services Service Block:** Regardless of how they're constructed or hosted, Rackspace application migration services specialists can migrate business services based on a deep understanding of your business needs. We create a comprehensive success program for application migrations that follows a proven framework. By profiling your application landscape, we determine the appropriate migration strategy for each application, design the target architecture, then plan and execute the transition into a new stable state. Our industrialized migration factory approach leverages best-practice blueprints to create appropriate workflows, workbenches and quality controls to help you build confidence and momentum. Leveraging automation where possible, we help establish a sustainable rate of change. Rackspace can support any migration strategy — lift and shift, DevOps, application or built from scratch — into IaaS, PaaS and SaaS platforms with minimum disruption, all while tailoring the plan to the business needs.
 - Capabilities:
 - **Migration Strategy & Profiling:** Following a proven migration factory framework, our team examines the application estate, agrees on those that are to be migrated, the high-level migration principles and indicative migration strategies.
 - **Migration Planning & Design:** Detailed planning of each application's migration path, including the landing zone design, future state service management, test cases, change management process and migration schedule.
 - **Migration Execution:** A dedicated technical consultant, project manager and consulting engineer are assigned to execute the comprehensive migration plan, including preparation of the migration environment, cut-over and go-live procedures, a post-migration validation of applications, data and network accessibility and support optimization.
- **DevOps Transformation Service Block:** Continuously improving business capabilities is fundamental to growth and competitiveness. By adopting a software-led, automated approach to integrating business, operations and development, you can iterate and evolve sustainably and, more importantly, at pace. Our consulting and engineering experts work with you to design, implement and accelerate the adoption of strong engineering practices that prioritize the reusability of software assets and the observability of running systems.
 - Capabilities:
 - Defining a container strategy
 - Educating your team on container usage
 - Deploying your container architecture
 - Building a container delivery pipeline
- **Integration Services Service Block:** Organizations rely on hundreds of cloud and on-premises applications, tools and databases — and not surprisingly, integrating them is complex and time consuming. As such, integration has become one of the biggest business and technology challenges facing organizations today.

We have the expertise to provide you with a long-term, dynamic and scalable integration strategy. We help you accelerate application and data integration connected through APIs, on-premises or in the cloud to unlock new revenue channels, improve customer experiences, drive innovation and deliver strong business results.

- Capabilities:
 - **Integration and API Management Assessment:** Rackspace experts will evaluate the current state of software integration across your entire organization by looking closely at the data, processes and applications supporting them. We then provide application integration recommendations that align with your overall goals and strategies.
 - **Integration Services:** Rackspace experts will help create critical connections between your systems and data for insights needed to run your business effectively and to provide an exceptional experience.
 - **API Management Services:** Rackspace experts will create and publish APIs and monitor their performance over time.
- **Data Transformation Service Block:** Data analytics technologies make valuable information accessible across your organization. However, these technologies also introduce new architectural patterns, application models and operational requirements into a rapidly evolving technical ecosystem. This creates challenges in designing and configuring a reliable and scalable analytics environment. To enable your organization to make better data-driven decisions, Rackspace helps you transform data collection, processing and storage while helping to ensure proper system integration.

- Capabilities:

- **Modern Data Architecture Assessment:** Our cloud-agnostic team assesses your current systems, identifies your business objectives and designs your ideal future-state reference architecture. You receive a roadmap that accounts for future data management, analytics and AI/machine learning workloads.
- **Data Analytics Accelerator:** An end-to-end solution that implements a working big data, NoSQL or cloud analytics platform that includes all the key facets of a modern data platform. The Rackspace data modernization team delivers data engineering and integration services for the entire project lifecycle: planning, design, implementation, training and ongoing data platform support.
- **Complex Data Migration:** Experienced professionals help migrate and transform data and related code objects from existing legacy systems to AWS-native services across databases, big data, data processing and analytics systems. Rackspace experts can handle the entire end-to-end process of migrating data from one datastore, database management system or platform to another.
- **AI/Machine Learning Strategy & Assessment:** AWS-certified machine learning experts will work with your business to identify use cases where machine learning and AI can be adopted and applied to provide deeper insights into data. These adaptive infrastructures and applications learn from ongoing data collection, analysis and experience to enable new features and capabilities for the business and help create layers of efficiencies that were not possible before.

Managed Services Service Blocks

Infrastructure Management Service Blocks

- **Architect & Deploy for AWS:** AWS-certified cloud architects will design, build and deploy your AWS cloud infrastructure to meet your specific requirements for governance, operational processes and security, leveraging the AWS Well-Architected Framework and cloud architecture best practices.
- **Platform Essentials for AWS:** Provides you with next-gen cloud management tools for account and user management and environment optimization along with 24x7x365 ticketed access and prioritized escalations delivered by our AWS cloud experts.
- **Manage & Operate for AWS:** 24x7x365 ongoing operational support including OS management, monitoring, alerting and remediation assistance through escalation and incident management with enhanced tooling and automation from a team of AWS-certified cloud specialists.

Data Services Service Blocks

- **Data Platform Essentials:** As part of this service, we will monitor, manage and operate your existing datastores, regardless of the data technology or whether it's a native AWS data service, running on our database as a service platform, or running on your AWS compute/storage.
- **Managed Data Services:** Our certified DBAs are with you through every stage of your project – whether you're in the early stages of your lifecycle, or you're about to undergo a major re-architecture – to help you make crucial decisions about the future of your applications. Our services span architecture guidance, query optimization and performance tuning.
- **DataOps:** High-touch, high-value dedicated resources to manage and operate your end-to-end data analytics pipeline and provide complete coverage for troubleshooting, updating and managing data pipelines. As part of this service, we will proactively monitor in-depth performance metrics of your data services and pipelines, analyze slow or non-optimized queries, enable ingestion of new datasets, automate and manage schema evolution and serve as a SME for data management and operations.

Container Management Service Blocks

- **Manage & Operate for Kubernetes:** Help maximize container performance and minimize container management with 24x7x365 monitoring and management of your container environment, including support for non-native cluster services, detailed application logging and monitoring, pod and deployment troubleshooting and package management.

Traditional Managed Cloud Services

- **Managed VMware Cloud on AWS:** VMware Cloud on AWS bridges the gap between private and public clouds enabling you to run applications across private, public and hybrid cloud environments based on VMware vSphere®, with optimized access to AWS services. Our VMware and AWS experts help you extract all of the benefits of this next-generation cloud while maximizing the return on your existing VMware and AWS investments. We'll apply our unbiased expertise to accelerate and optimize your transformation — no matter where you are on your cloud journey. Plus, you'll simplify operations by turning to Rackspace as your single provider.
- **Rackspace Private Cloud on VMware:** Embrace the benefits of VMware — in your own data center, a Rackspace data center or a global colocation facility. Our VMware-certified professionals can handle the day-to-day management of your VMware software and its underlying hardware — as well as technologies like VMware vSphere®, NSX®, vSAN™ and the vRealize® Suite — so your teams can focus on high-value activities.

About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

Learn more at www.rackspace.com or call **1-800-961-2888**.

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