

# Exiting your data center: Why the move could be good for your business

Today's economic environment is fraught with uncertainty, and enterprise balance sheets are coming under increasing scrutiny. This puts the spotlight on on-premises data centers, which are notoriously costly.

The initial hardware and software investment of an on-premises data center can be significant, and ongoing management costs — including utilities, maintenance, security and staffing — continue to add to the burden. Given that the estimated shelf life of an on-premises data center is about 15 years, you'll inevitably continue to make large capital outlays to keep your data center operational.

Migrating to a managed data center hosting solution could be your best move, not only in terms of reducing costs but also improving your business overall.

## Why shifting to a hosted and managed solution makes good business sense

If you're looking to reduce costs and your data center is a target, Rackspace Technology® and Dell Technologies™ can help. Our managed and hosted data center solutions built on Dell Technologies servers and storage include flexible service models and infrastructure designs that help you reduce data center costs instantly — and that's just the beginning. Supported by Dell Technologies' industry-leading infrastructure and the customer-first, cloud-first approach to service from Rackspace, this solution allows you to:

- **Meet unique industry-related needs:** Industries such as healthcare, banking, finance and insurance have specific requirements around applications, compliance and security. With 20+ years of experience, more than 120,000 customers and over 10,000 total technical certifications, the experts at Rackspace Technology can find the perfect solution that fits the specific needs of your industry and business.
- **Manage legacy tools:** Many legacy applications use outdated software frameworks and programming languages that don't align with today's scalability, resilience and connectivity demands. It can be difficult and costly to refactor or rebuild them to function in the cloud. Rackspace Technology guides the process of refactoring legacy applications to help you determine which of your legacy tools need to be retired and which can be moved to the cloud, then helps you build a road map for getting there.
- **Shift from a capex to opex cost model:** The typical data center commitment can range from 10 to 15 years. But being locked into such a long-term engagement can impede your growth potential. By leaving the data center behind, you position your organization to take advantage of new cost models that improve agility and cost efficiency — either as the first step toward larger IT transformation or as the next stage of an ongoing metamorphosis.

## As a leader in multicloud managed data center hosting, Rackspace Technology:

- Manages data center workloads for over 120,000 customers
- Maintains 100,000+ virtual machines and 40 data centers around the world
- Performs approximately one billion automated tasks monthly
- Holds 10,000+ technical certifications

- **Maximize staffing resources:** An on-premises data center requires the constant attention of a dedicated team to achieve the visibility and reliability you need. Our experts leverage automation to manage all the maintenance and routine tasks that have been bogging your IT staff down, freeing them to work on initiatives that bring greater value to your organization.

Whether your focus is on strengthening your security profile, improving compliance or becoming more resilient, our hosted and managed services are flexible enough to address your needs while keeping your costs to a minimum.

## Extend your reach with a multicloud leader

While many providers offer data center hosting, not all are able to easily connect to the public cloud for every purpose. Some rely on a third-party consultancy when it comes to providing extended services, such as moving an enterprise resource planning (ERP) application out of the data center. Our hyperscale public cloud partnerships allow us to work directly with all leading public cloud providers. We can deliver data, application and security solutions in any cloud, to organizations of all sizes, including government, healthcare, financial services and educational organizations. We transform, manage and optimize solutions for any cloud, wherever you are in your cloud journey.

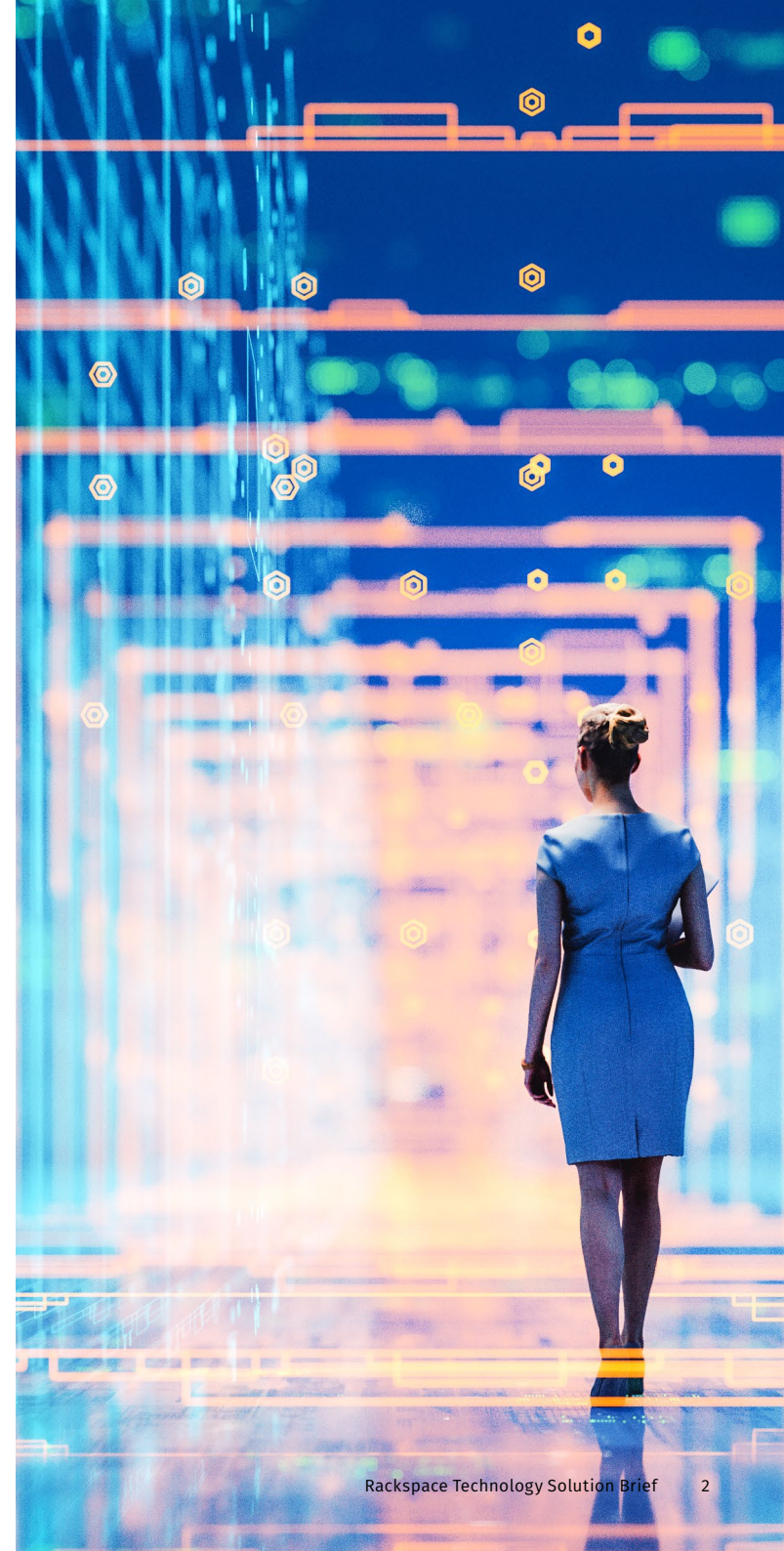
## Enjoy the benefits of service flexibility

Typically, managed service providers offer solutions through a service-level agreement that strictly specifies responsibilities and remains static until renewal. By contrast, Rackspace Elastic Engineering allows you to scale services up and down on a monthly basis as your needs change, keeping costs in check with consumption-based services.

Do you need DevOps skills next month? We can provide them. Will you need extra security skills later on? We'll grow with you. Our aim is to help you navigate through project backlogs and meet your objectives, whatever they are and whenever they occur.

## Keep your network private through our advanced connectivity

Enabled through industry-leading partnerships, our private fiber network runs between all of our data centers and into cloud exchanges — and extends the last mile to the customer's premises. This allows us to offer you a completely private network solution for your multicloud environment, not only for your hosted private cloud, but public cloud as well. We take care of all the connectivity for you, so you can enjoy the benefits of a completely private multicloud environment, including a strong security posture that doesn't rely on public internet connections.



## Our customer-first, cloud-first approach to services

Starting with our first conversation, we want to know all about your business — which problems you're trying to solve and what your goals are. Then we create cloud-enabled solutions to design a best-of-breed, customized hosted private cloud solution tailored to your needs.

Together, Rackspace Technology and Dell Technologies can help advise, transform, manage and optimize your cloud journey so you achieve the outcomes you want, including:

- ✓ Predictable costs
- ✓ Increased cost savings
- ✓ Improved compliance, security and customer support
- ✓ Better software-defined data center (SDDC) capabilities
- ✓ A public cloud-like experience with improved performance on customer-dedicated platforms

## Managing data centers is our core competency

You aren't in the business of managing data centers, so why spend time and resources managing your own? Rackspace Managed Private Cloud and hosting solutions provide a dedicated, secure environment that delivers customized compute, storage and connectivity. We take care of managing your data center so you don't have to.

Contact your Dell Technologies account executive to set up a more in-depth joint discussion with Rackspace Technology, or email [dellalliance@rackspace.com](mailto:dellalliance@rackspace.com).

## 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.

## About Dell Technologies

Dell Technologies (NYSE:DELL) helps organizations and individuals build their digital future and transform how they work, live and play. The company provides customers with the industry's broadest and most innovative technology and services portfolio for the data era.