

What can you do when the public cloud doesn't meet your needs?

To fully benefit from the cloud's capabilities, your applications need to be optimized accordingly. Unfortunately, many organizations that rushed to lift and shift workloads to the cloud in response to the COVID-19 pandemic are facing unexpected increases in operating costs and a higher total cost of ownership (TCO). These companies need to make a critical decision soon:

Do they invest the resources required to refactor those applications, or is it more efficient to move back to on-premises or co-located data centers?

The answer for many is a private cloud solution from Rackspace Technology®. We can help you retain the benefits of the public cloud without its cost. With our managed and hosted private cloud, you can repatriate your workloads to a Rackspace data center powered by Dell Technologies™, and experience the best features of both private and public cloud.

The unexpected downsides of the public cloud

While the infrastructure-as-a-service (IaaS) aspect of the public cloud typically makes it less expensive compared to a capex cost model, unless an application is specifically designed or refactored to take advantage of cloud capabilities, it becomes much more expensive to run in the public cloud over the long-term. And increased costs are only one of the challenges. Companies that rely on the public cloud to run applications that weren't built for it often face these additional challenges:

- **Innovation and growth constraints:** Managing complex, unoptimized workloads across a public cloud, multicloud or hybrid cloud environment requires IT staff to work full time to simply keep the lights on. This leaves them with no time to contribute to the innovation and growth opportunities for which the company moved to the cloud in the first place.
- **Data privacy, residency and compliance concerns:** Over the past few years, regulators have become increasingly concerned about where organizations store data — particularly sensitive customer data. In fact, Gartner predicts that by the end of 2023, 75% of the world's personal data will be regulated. Companies with data spread across multiple clouds or among multiple cloud providers may be challenged to meet these regulations.
- **Complex security landscapes:** While public cloud security is strong, running applications off-site on a cloud provider's shared infrastructure changes a business's overall security posture. In the end, it's the organization, not the cloud provider, that is responsible for data breaches. When the organization's data is on multiple clouds, the security landscape becomes even more complicated.
- **Talent shortages:** Global public cloud providers continually offer new services and configurations that can add significantly to the cost of doing business with them. Experienced cloud administrators and security personnel are expensive. Without them on staff, your organization will be hard-pressed to optimize the public cloud on your own.

Private cloud can reduce TCO and staffing demands

- 61% of companies have repatriated workloads from the public cloud, due in part to high TCO¹
- 41% of companies moving to a private cloud chose a managed hosting provider over rebuilding owned data center capacity²

1. IDC IaaSView
2. Ibid

The better option: managed hosting

Managed private cloud environments like those from Rackspace Technology and Dell Technologies provide public cloud-like scalability, enhanced performance and predictable costs, but on customer-dedicated platforms. This helps to eliminate the public cloud challenges of high, long-term TCO, expensive data egress fees and uncertainty over the physical location of data.

Under the hood: how we offer the best of both worlds for less

We can tailor a Rackspace Technology hosted private cloud solution that delivers the full benefit of the cloud without the unexpected impact on your budget. All 40 of our global data centers run on industry-leading servers and storage solutions from Dell Technologies, and they're connected via our private fiber network, RackConnect Global.

This network serves two important purposes. First, it bypasses the public internet to link applications and data to cloud exchanges and customer sites. Second, it allows customers to move data between clouds while reducing data egress costs. Rackspace Data Freedom disaggregates data from public clouds and stores it in a cloud-neutral location.

Our on-demand Rackspace Elastic Engineering service model provides all of the services you would expect from an experienced internal IT team, freeing up your own staff to pursue higher value initiatives. Rackspace Technology has 3,200+ certified technicians and engineers whose cloud expertise is available day and night to help you with everything from refactoring your legacy applications to repatriating workloads into our highly secure environments. And with Rackspace Fabric, a unified dashboard for public and private cloud services, your IT team gains best-in-class automation for superior customer support, making their job easier and saving you money.

A smarter approach to the cloud

If rising costs, complexity and compliance concerns are pushing you to get smarter about the cloud, a managed hosted private cloud from Rackspace Technology and Dell Technologies may be the answer you're looking for. Instead of repatriating your workloads back into your data center, you can enjoy public cloud-like performance without the hassles and headaches of owned infrastructure or the unpredictability of public cloud costs.

Contact your Dell account executive to set up a more in-depth joint discussion with Rackspace Technology, or email 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.