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# MANAGED CLOUD SERVICES TAKE A PaaS

As businesses turn to cloud-native applications, they're looking to increase their development and deployment options by bringing in cloud platform-as-a-service (PaaS) offerings.

The goal is that offerings such as Pivotal Cloud Foundry will enable rapid implementation of their applications across private or public cloud services. But managing a PaaS can add more overhead and complexity, which most organizations would prefer to avoid.

PaaS evolved from traditional data center middleware offerings – the software that allowed developers to create distributed applications that mapped to operating systems and servers without having to hardcode the applications to each resource. Similarly, PaaS allows developers to create cloud applications that leverage infrastructure-as-a-service without having to manage the underlying resources.

Microsoft's Azure, or a PaaS built specifically for Google or Amazon Web Services, has limited functionality for enterprises adopting multi-cloud environments that include public and private clouds, or hybrids that meld both. Hence, it's tempting to acquire a PaaS with multi-cloud deployment capabilities and manage it in-house.

## COUNTERINTUITIVE

But to some, that seems counterintuitive to cloud-first efforts driving development of cloud-native apps. Such companies want to leverage services, not invest in tools and training to manage another layer of technology that is likely to be constantly evolving.

That's where managed PaaS comes in. Relying on a service provider to maintain the platform allows the enterprise to focus on innovation and outcomes, rather than dealing with the intricacies of middleware and provisioning needed to make everything work. As enterprises evolve their multi-cloud strategies, they don't want to get stuck by making the wrong choice.

Recently, Rackspace upped the ante in the managed cloud services space with its announcement that it is partnering with Pivotal to offer that company's [Cloud Foundry PaaS](#) across public and private clouds. As Rackspace provides managed services support for AWS, Azure, VMware, and Google Cloud Platform, as well as the OpenStack open source software, it seemingly has every base covered for the enterprise.

## LETTING ENTERPRISES FOCUS ON INNOVATION

Pivotal says it works with more than one-third of the Fortune 100, and a rapidly growing portion of the Fortune 2000, "who rely on Pivotal Cloud Foundry to rapidly develop and run modern and legacy applications at startup speeds."

Rackspace says it will manage Pivotal Cloud Foundry on customer-owned infrastructure as well as any public or private cloud infrastructure. "It is a solution that helps customers quickly get up and running on Pivotal Cloud Foundry and stay up and running, with operational support and proactive monitoring," says Brannon Lacey, vice president of applications and platforms at Rackspace. "This way, in-house teams can focus on innovation and getting out to market quickly while Rackspace handles the backend."

As enterprises evolve their multi-cloud strategies, their PaaS requirements will also need to evolve. A managed PaaS option may make it easier to push forward with cloud-native efforts without having to maintain yet another platform internally. Read more about the managed Pivotal Cloud Foundry effort at <https://www.rackspace.com/managed-pivotal-cloud-foundry>.