Different businesses. Different industries. Same outcome: *Real value through proven security expertise.*
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Foreword

Cybersecurity should be an enabler of business outcomes — not just an IT problem to be solved. As Rackspace Chief Security Officer Brian Kelly likes to put it, “brakes were invented to allow cars to go faster.” Similarly, properly designed and implemented security controls allow businesses to go faster and farther while maintaining acceptable levels of risk.

And that’s exactly what Rackspace Security enables our customers to do. Sometimes “going faster and farther” means helping them scale to keep pace with rapid growth while maintaining regulatory compliance; other times it means empowering them to innovate and add new capabilities that transform the business while retaining confidence that their data remains secure.

In this Case Study Anthology, you’ll find a range of examples of organizations in different industries — from healthcare to financial services to tech — using a variety of traditional managed hosting and third-party public cloud services to power their businesses. And in each case, you’ll see how access to the proven security expertise across all of Rackspace enabled them to address their unique challenges to achieve their business objectives.

So, how can Rackspace Security help your business go faster and farther?

Christy Schumann
General Manager, Rackspace Managed Security
Rackspace Managed Security
Customer Base Overview

We help customers of all sizes and industries protect their businesses. Our customers’ revenue ranges from $150,000 per year all the way up to $60 billion per year.

OUR CUSTOMERS BY INDUSTRY:

- 2% EDUCATION
- 3% INSURANCE
- 5% OTHER
- 5% HOSPITALITY & ENTERTAINMENT
- 8% MARKETING, ADVERTISING & CONSULTING
- 9% TECHNOLOGY & SERVICES
- 11% HEALTHCARE & HEALTHCARE TECHNOLOGY
- 15% RETAIL
- 17% BANKING & FINANCIAL SERVICES
- 25% IT/TECH/SOFTWARE

ABOUT RACKSPACE:

More than half of the Fortune 100 trusts Rackspace to host their applications.

Customers across 150+ countries

24x7x365 Customer Security Operations Center staffed by GCIA- and GCIH-certified security analysts

We help businesses secure their data across the world’s leading cloud technologies:

Microsoft Azure

Windows Server

Hyper-V

vmware

aws

openstack

Google Cloud Platform
The National Kidney Registry

U.S. nonprofit safeguards healthcare data and securely modernizes the kidney donation and matching processes while maintaining HIPAA compliance.

OBJECTIVE:
The National Kidney Registry (NKR) is a nonprofit dedicated to saving lives by matching kidney donors with people facing kidney failure. As NKR grew, they required a more sophisticated security solution to protect patient and donor information.

In addition, NKR wanted to modernize a key step in the kidney donation process: transferring donors’ CT scans to recipients’ surgeons. Due to HIPAA challenges, this step had involved physically shipping CDs between hospitals, sometimes leading to catastrophic transplant cancellations due to time lags. They needed a solution to securely store and transfer very high volumes of anonymized image files over the internet.

SOLUTION:
NKR’s mission-critical databases and front-end website, which provide connectivity between transplant centers, are now hosted on a HIPAA compliant server in a highly secure Rackspace data center. These solutions help ensure NKR can effectively safeguard patient and donor data as they continue to grow, while also empowering them to securely modernize key processes, such as transferring donor CT scans between hospitals via the internet, instead of physically shipping flash drives of image files.

RESULTS:
• Reduced a critical step in the kidney donation and matching process from 10 days to 10 minutes, while maintaining HIPAA compliance, ensuring more successful transplants.
• Reduced day-to-day infrastructure and security operations from 30 hours per week to a couple of hours per month.

“AS OUR NEEDS GREW TO PROTECT PERSONAL HEALTH INFORMATION, THE FIRST PLACE WE LOOKED WAS RACKSPACE.”

JOE SINACORE :: DIRECTOR OF EDUCATION & DEVELOPMENT AT THE NATIONAL KIDNEY REGISTRY
Safe Banking Systems

Provider of anti-money-laundering solutions helps clients identify wrongdoing while meeting strict compliance requirements.

OBJECTIVE:
Safe Banking Systems (SBS) — a leader in combating money laundering, terrorist financing, fraud and other criminal activity — needed the ability to mine clients’ big data efficiently. To succeed, they required scalable, reliable infrastructure and access to proven cybersecurity expertise to safeguard sensitive data for clients in highly regulated industries, such as financial services.

SOLUTION:
SBS now hosts its mission-critical applications with Rackspace — including its SAFE List Management service, which provides customized risk insights from aggregated watch-list data — in a fully managed hosted environment that includes application servers, databases, load balancers and a firewall. Critically, the environment is hosted in a world-class Rackspace data center certified to meet their compliance requirements.

RESULTS:
• Minimized risk and improved credibility with customers via proven results and reliable, scalable security.
• Enabled SBS to ease the burden on internal IT while retaining peace of mind that their data is well protected.

“THEY HAVE HELPED SBS SIGNIFICANTLY IN REACHING COMPLIANCE GOALS, ENABLING THE COMPANY TO OBTAIN APPROVAL FROM MAJOR INSTITUTIONS WITH SOME OF THE INDUSTRY’S STRICTEST COMPLIANCE AND HIGHEST SECURITY REQUIREMENTS.”

DAVID SCHIFFER :: PRESIDENT OF SAFE BANKING SYSTEMS
Six Flags

World’s largest regional theme park company relies on Rackspace to improve infrastructure, security and processes.

OBJECTIVE:
Six Flags, the world’s largest regional theme park company, needed flexible, highly scalable infrastructure to deliver an improved online and mobile customer experience even throughout peak season traffic spikes — all while maintaining security compliance and defending their site against recurring threats such as direct denial of service (DDoS) attacks.

SOLUTION:
Rackspace provided a highly redundant dedicated server environment, with specialists on hand to help Six Flags prepare for the frequent traffic surges that accompany marketing promotions and seasonal events. Working with their team, Rackspace also helped ensure that their off-premises servers — which weren’t necessarily subject to compliance requirements since they didn’t process credit card information — were nevertheless secure enough to meet strict PCI standards.

In addition, in the midst of a serious DDoS attack that brought down their website, Rackspace helped Six Flags find the right third-party partner to combat the attack, engaged that partner with a contract and subsequently got their site back up and running in a matter of minutes.

RESULTS:
• Enabled Six Flags to securely scale up and down to handle planned and unplanned traffic spikes.
• Helped select and implement a DDoS protection service during a major attack and restore site availability in less than 90 minutes after signing the contract.

“I HAVE NEVER SEEN A COMPANY THAT IS SO ABLE TO ADDRESS A PROBLEM CONSISTENTLY AND CALMLY. AND WHEN RACKSPACE COMES BACK WITH A SOLUTION, IT’S THOUGHTFUL, AND IT’S THE RIGHT SOLUTION.”

SEAN ANDERSEN | SIX FLAGS DIRECTOR OF INTERACTIVE SERVICES
agencyQ

Creative agency empowers clients to leverage new digital marketing technologies while maintaining compliance and safeguarding brand reputation.

OBJECTIVE:
agencyQ is a creative agency that helps many large brands use digital platforms to support innovative, multi-channel marketing. In order to help clients deliver synchronized campaigns across multiple web, mobile and social platforms, they needed to ensure they had the capability to protect the privacy of client infrastructure and end-user data.

SOLUTION:
With assistance from Rackspace, agencyQ employs a large, secure managed hosting solution that includes application firewalls and application plug-ins such as Alert Logic to help protect client data and help maintain compliance.

RESULTS:
• Improved ability to safeguard client data and end user data.
• Built confidence with consumers, improving agencyQ’s brand reputation.

“BY PARTNERING WITH RACKSPACE AND LEVERAGING THE RACKSPACE MANAGED SECURITY SUITE, WE ARE ABLE TO ASSURE OUR CLIENTS THAT THEIR SOLUTIONS ARE SECURE AND THEY CAN GIVE THOSE SAME ASSURANCES TO THEIR CUSTOMERS.”

VERONICA OLEYNIK :: SENIOR VICE PRESIDENT AT AGENCYQ
CSID Corporation

Provider of fraud prevention technology services helps safeguard customers from cyberthreats while scaling to support rapid growth.

OBJECTIVE:
CSID is a leading provider of global identity protection and fraud detection technologies for businesses, their employees and consumers. To handle its rapid growth, CSID knew that it urgently needed to expand its IT infrastructure; but they also needed to achieve a baseline that would allow them to meet security and compliance standards.

SOLUTION:
CSID sat with the experts at Rackspace to architect a next-generation environment that uses a mixture of public and private cloud services to help them satisfy their unique security and scalability requirements.

Their solution includes a range of Rackspace Managed Security services, such as monitoring, backup and disaster recovery, PCI Compliance Assistance and more. In addition, CSID has leveraged Rackspace security experts to help explain the security and compliance advantages of their solution to clients and prospects.

RESULTS:
• Slashed operating costs while increasing the performance of its technology platform.
• Realized tangible business value from saved resources, reduced overhead and access to Rackspace tools and expertise.

"WHEN CUSTOMERS COME TO US AND SAY, ‘WE WANT TO PROVIDE SOME PROTECTION TO OUR CONSTITUENTS,’ THEY HAVE A CERTAIN SET OF STANDARDS THAT THEY NEED TO FOLLOW. BY PARTNERING WITH RACKSPACE, WE CAN VERY EASILY POINT TO THEIR TRACK RECORD OF SECURITY AND COMPLIANCE AS BEING A GREAT STARTING POINT."

KENT BLOOMSTRAND :: CTO OF CSID
Santikos

*Santikos Entertainment delivers cutting-edge experiences both online and in movie theaters, backed by certified Rackspace security and AWS experts.*

**OBJECTIVE:**

After a massive spike of online ticket sales, Santikos realized they needed a secure, PCI-compliant method to handle a higher volume of transactions. In addition, they needed a secure way to modernize the in-theater experience to satisfy evolving customer expectations.

**SOLUTION:**

The Santikos IT team worked with the Rackspace Fanatical Support® for AWS team to leverage the speed and agility of AWS and to make sure its online platform was secure and PCI-compliant. Rackspace security experts played an integral role in architecting and securing a system that was safe for customers and their critical data while undergoing a larger transformation that included automated drink and snack bars, bowling and on-site ticket kiosks.

**RESULTS:**

- Transformed the business to satisfy a growing preference for online interactions and an automated movie-going experience in a secure, PCI-compliant fashion.
- Improved ability to confidently process a growing number of online transactions and host the latest and greatest in film projection.

“OUR GOAL WAS TO FIND A TECHNOLOGY PARTNER WHO WOULD NOT ONLY HELP US SERVE OUR EXISTING NEEDS AND ADDRESS OUR CURRENT VULNERABILITIES, BUT ALSO SOMEONE WHO WOULD WORK WITH US TO HELP ANTICIPATE TECHNOLOGY CHANGES.”

**DAVID HOLMES :: CEO OF SANTIKOS**
Delivering Successful Customer Security Outcomes via the CSOC

In today’s shifting cybersecurity landscape, a reactive, set-it-and-forget-it approach to security just won’t cut it. That’s why having a world-class Security Operations Center (SOC) is so critical to maintaining acceptable levels of business risk. But building and maintaining a SOC is a massive undertaking that often falls outside a business’s strengths and core mission. You have to be committed to it both in terms of finance and effort — from analyst recruitment and retention to ongoing security technology investments — to ensure you’re getting the most from your security investments.

At Rackspace, that’s exactly what we’ve done. Not only do we maintain a SOC to keep our own business safe, we’ve also created the Customer Security Operations Center (CSOC) to deliver the successful customer security outcomes illustrated in this booklet.

CYBERSECURITY IS MORE THAN A TECHNOLOGY PROBLEM

Many Managed Security Service Providers (MSSPs) today are focused on just the technology. When you speak to them, the call usually sounds something like this: “Hello, we’ve detected something suspicious going on with your infrastructure. You should probably be concerned about that.”

But cybersecurity is much more than a technology problem. It’s an operational business problem. It does not mean going out and buying the latest flux capacitor or security widget on the market and reactively responding to alerts. It means matching malicious actors in terms of persistence, teamwork and expertise. And that’s what we provide to our customers through the CSOC: a place where technology meets expertise and best-in-class processes to actively hunt and remediate threats.

OVERCOMING THE CYBERSECURITY SKILLS GAP

The single biggest challenge when it comes to building and operating a world-class SOC is recruiting and retaining security analysts who possess
both the right technical skills and the creative, analytical mindset required to think like a hacker.

We started building our CSOC two years ago. Since then, we’ve interviewed 300 analysts — and hired only 25. Many times when reviewing security analyst candidates, their resume lists all the tools they’ve used. But when you actually sit down with them and challenge them to think like an analyst, it’s just not there.

“Reverse engineering security events after the fact is no longer enough: analysts today have to be able to identify live attacks, understand the attacker’s intent and shut down the attack before the business is impacted.”

DANIEL CLAYTON :: DIRECTOR, CUSTOMER SECURITY OPERATIONS AT RACKSPACE

Even in the face of challenges posed by the skills gap, we’ve remained committed to assembling the right team for our Rackspace Managed Security customers. Because we’re based in San Antonio, Texas, we’re fortunate enough to have access to a large pool of battle-tested analysts, thanks to our proximity to NSA and U.S. Air Force operation centers. And due to our security leaders’ military backgrounds, we’ve focused from the beginning on hiring people who share our attitude toward team cohesion and team ethics. Individuals can be extraordinary. But only teams of extraordinary individuals are equipped to handle the most sophisticated adversaries.

**RISING TO THE OCCASION**

Organizations should ask their service provider: when is the last time you did a live-fire exercise? How do you know you’re protecting my business effectively?

To answer this question, Rackspace has partnered with Ernst & Young to conduct an annual series of simulated attacks and breaches, escalating gradually into a sustained, highly sophisticated global attack. By testing our operational maturity, examining how our CSOC performs under extreme pressure, and incorporating the subsequent recommendations from EY after each simulation, we can give our customers confidence that the CSOC and related teams at Rackspace can all respond effectively in the event of a major cybersecurity incident.

You only have to watch the news to understand that a lot of businesses are getting cybersecurity wrong. And these are complex, high-stakes challenges. That’s why having an experienced partner like Rackspace can provide so much value. Because we’ve invested in building out our CSOC and staffing it with the best talent, we can enable our customers to focus on what’s most important — whether they make cars or medicine or manufacture products or deliver financial services. Let us secure your business so you can focus on your customer.