E-book

Customer Case Study Anthology: Cloud Optimization
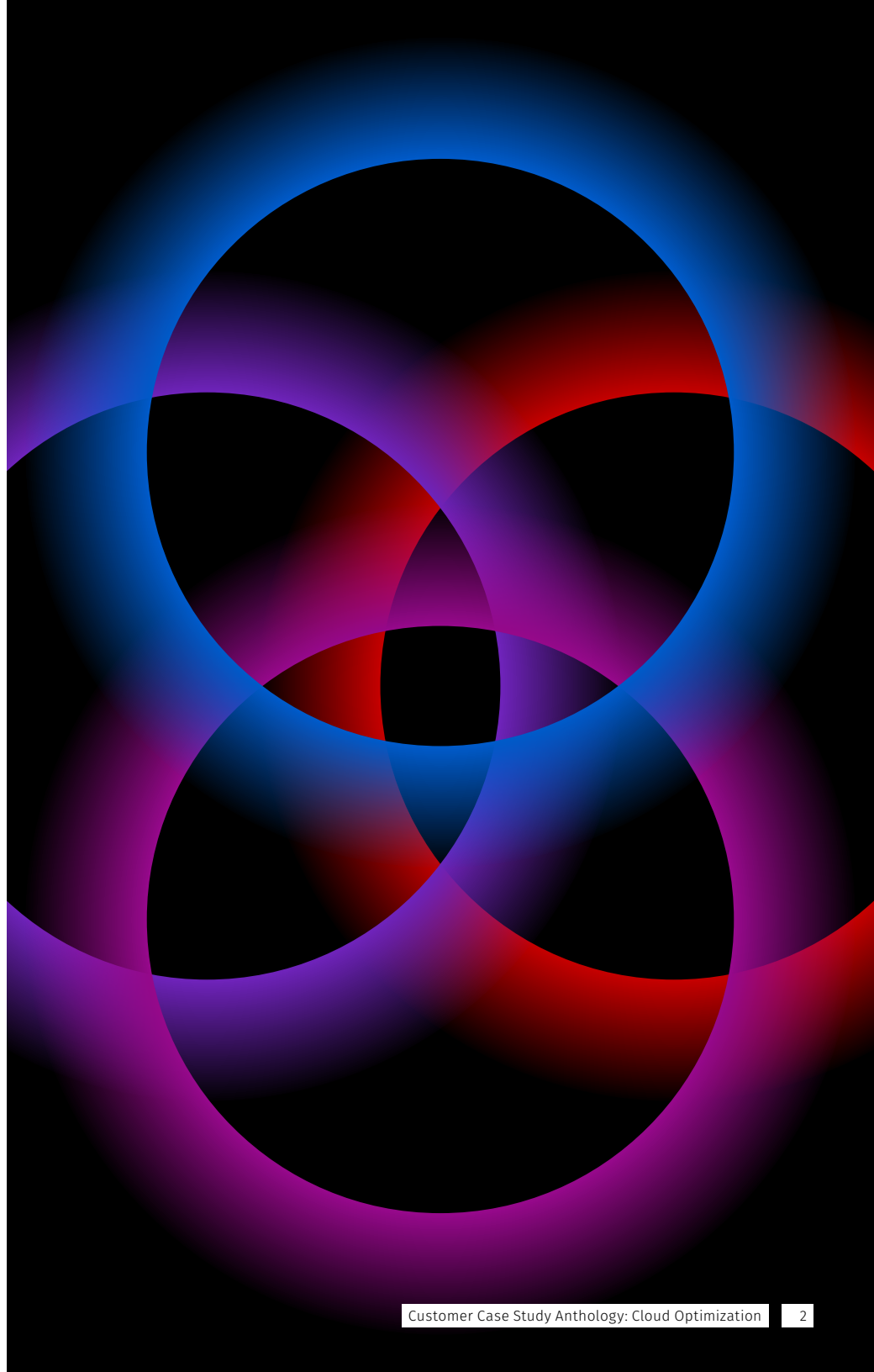
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Customer First.
Cloud First.

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Introduction

According to Gartner, nearly all legacy applications migrated to public cloud will require optimization to become more cost-effective,[1] and most businesses with workloads in the cloud currently overspend by 70%.[2]

In this unprecedented time of change, businesses are under constant pressure to do more with less and IT leaders are now being tasked to leverage the various benefits of the cloud to create meaningful differentiators and drive innovation on an ever-shrinking budget.

To maximize the value of your cloud investments, you need solutions that are expertly designed, built and managed for high performance and cost effectiveness. An effective cloud optimization solution helps you save money, improve performance and enhance customer experiences by allowing you to:
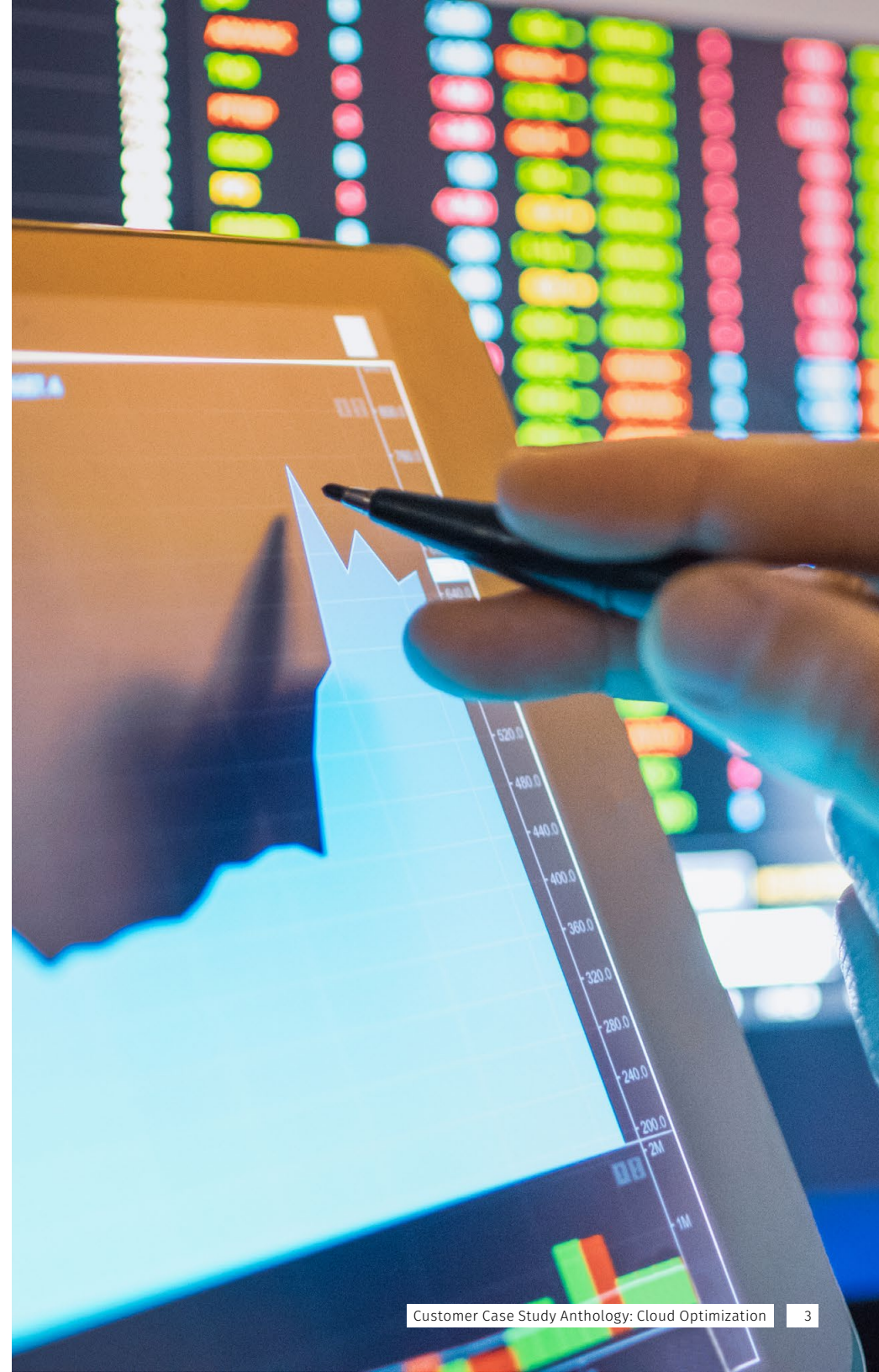
- Expand or shrink resources based on demand at any given moment
- Generate alerts for unusual usage or security issues
- Gain insights into spend and usage that enable further optimization
- Minimize downtime and service disruptions by deploying highly available, resilient architectures.

Designing and implementing a comprehensive cloud optimization strategy is easier said than done. It requires the ability to navigate an increasingly complex environment where visibility into cloud spend and usage is usually lacking, specialized expertise is hard to find and the rapidly changing business landscape is constantly introducing new challenges to overcome.

But while cloud optimization can be complicated, it doesn't have to be messy. A good partner will keep the pressure off your teams while helping you utilize cloud solutions to drive business outcomes. As you'll see below, these nine companies were able to count on Rackspace Technology to be that partner through a customer-first, cloud-first approach to optimization.

1 Gartner: 4 Trends Impacting Cloud Adoption in 2020

2 Gartner: Your 90-Day Action Plan to Control Public Cloud Spend

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Customer Case Studies

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Auto & General

Auto & General Southeast Asia increases site speed by 60%

Our customer

Auto & General Southeast Asia (SEA) is a group of companies providing insurance solutions providers across four continents. Launched in 2015, it now generates more than $2 billion in annual revenue with its primary focus on digital business.

The obstacles they faced

Auto & General SEA needed a secure solution that would meet stringent industry compliance regulations.

How we helped

By working with Rackspace Managed Services on Cloudflare®, Auto & General SEA deployed an edge security solution that included a web application firewall, DDoS protection, DNS services and a global CDN.

What we achieved together

Application performance was optimized using automation increasing site speed by 60%, compliance standards set by the Monetary Authority of Singapore (MAS) were met and security enhanced.

Read the full case study here

"Having a secure cloud infrastructure is a top priority. Protecting the privacy and personal data of our customers is very important and we feel confident with our solution."

Koji Yung
Infrastructure and
Security Manager, Auto &
General (SEA)

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Auronix

Rackspace Technology helps Auronix double its migration speeds

Our customer

Founded in 1994, Auronix is a communications platform as a service (CPaaS) provider based in Mexico City, that helps customers to automate key business processes, increase sales, reduce costs and improve customer experience.

The obstacles they faced

Auronix needed help quickly upgrading its infrastructure to offer availability, redundancy, elastic capacity and incident monitoring.

How we helped

With our end-to-end multicloud expertise and experience centralizing, automating and optimizing processes more safely and efficiently, Rackspace Technology helped Auronix accelerate its digital transformation.

What we achieved together

Since moving its systems to the cloud, Auronix has ensured its robust infrastructure remains performant and available for its global customers. Auronix saw a 300% return on the investment and doubled its migration speed.

Read the full case study here
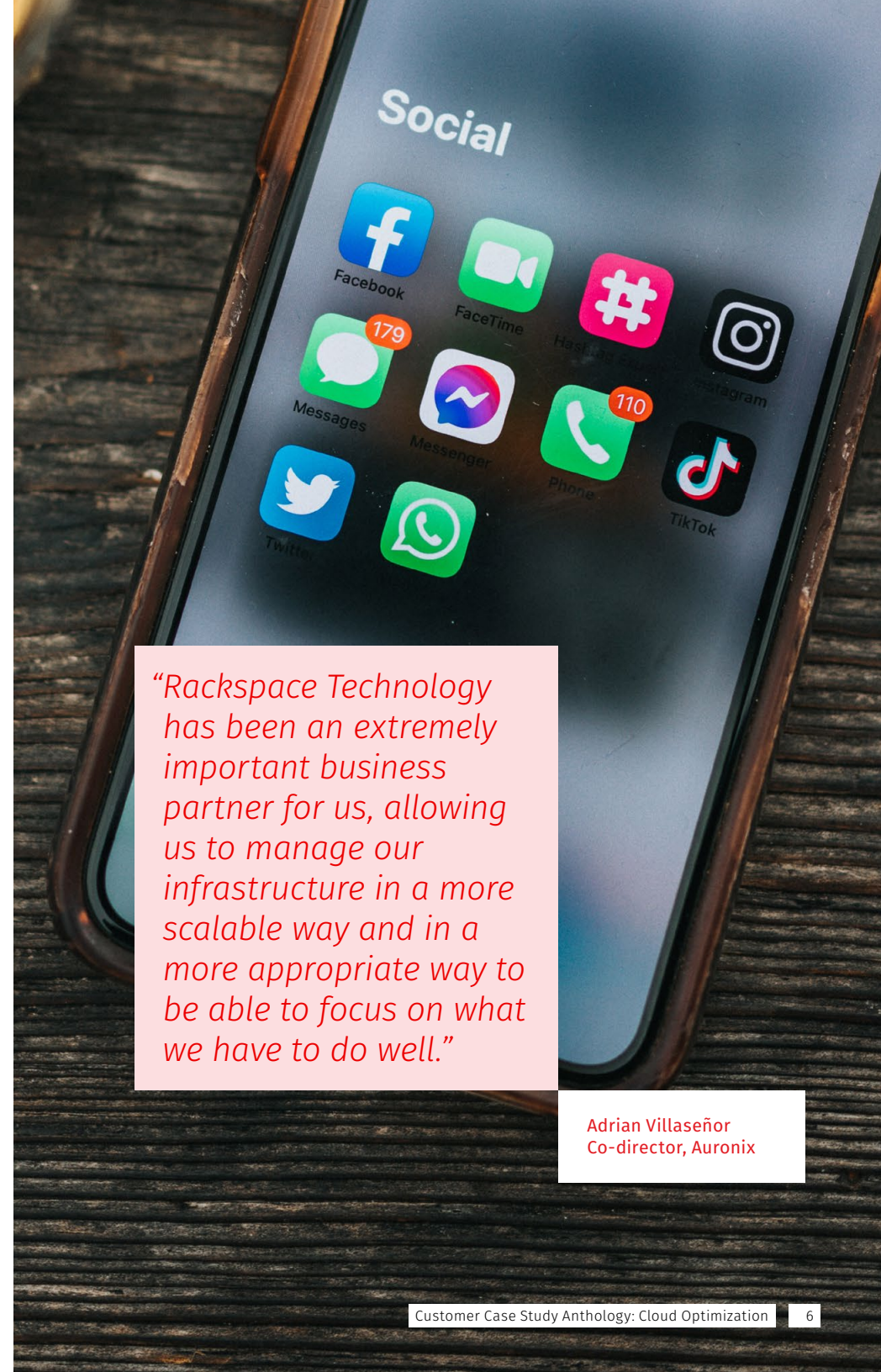
"Rackspace Technology has been an extremely important business partner for us, allowing us to manage our infrastructure in a more scalable way and in a more appropriate way to be able to focus on what we have to do well."

Adrian Villaseñor
Co-director, Auronix

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> *"Experience and the number of certified specialists were the most important factors in choosing Rackspace Technology, as well as their commitment to service, agile procedures ability to scale."*

Genaro Méndez
Director of IT, CICE

CICE

Mexico marine cargo services provider CICE Group expands real-time information and agility in the cloud

Our customer

For the last 30 years, Corporación Integral de Comercio Exterior (CICE) Group has served as one of Mexico's most important marine cargo handling and logistics services, playing a key role in the innovation and modernization of foreign trade.

The obstacles they faced

CICE Group's customers needed real-time information on the status of operations and its cargo transfer.

How we helped

Rackspace Technology helped CICE securely transition to its new cloud platform, avoiding disruption to the organization's day-to-day transactions, while remaining under budget.

What we achieved together

By moving to the cloud, CICE Group added value to its offerings and realized a cost savings of about 15%, while avoiding disruptions.

Read the full case study here

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AGU

AGU strengthens infrastructure to deliver its extensive content to a global audience

Our customer

The American Geophysical Union (AGU) is a non-profit organization that supports 130,000 members ranging from enthusiasts to experts worldwide. It aims to advance geoscience through study, exploration and research covering everything from outer space to the inner core of Earth.

The obstacles they faced

The AGU was delivering content across 70 WordPress sites that were difficult to manage and monitor using an unwieldy Linux-based infrastructure.

How we helped

Rackspace Technology helped condense 70,000 pages of relevant content into one content management system on Sitecore and implemented a fully scaled and highly available XP1 Sitecore platform across multiple environments, providing enhanced content delivery services for front-end traffic.

The migration was completed on-time, and AGU now has a website that is stable, reliable and easier to manage.

What we achieved together

By migrating to Sitecore on AWS, platform reliability, flexibility and personalization capabilities were improved, and security was enhanced.

Read the full case study here

"Rackspace Technology has always been committed to our success, there is no doubt about that."

Jay Brodsky
Chief Digital
Officer, AGU

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> *"Rackspace has created a robust 24x7x365 support ecosystem for Zeotap, ensuring we get flawless support, backed by a TAM and access to GCP Enterprise Support."*

Aditya Chandra
Vice President of
Infrastructure, Zeotap

Zeotap

Zeotap accelerates product delivery by 40% and reduces its operations load by 80%

Our customer

Zeotap is a customer intelligence platform (CIP) that aims to help brands understand their customers and predict behaviours to improve customer engagement.

The obstacles they faced

Due to rapid growth, Zeotap wanted to streamline its production operations and improve data processing capabilities to deliver products faster.

How we helped

Rackspace Technology optimized Zeotap's underlying systems and leveraged its automation expertise to help shift its focus from operations to developing and improving its product offerings. Zeotap is now able to take advantage of Google Cloud's customer intelligence capabilities.

What we achieved together

Zeotap optimized its cloud infrastructure with DevOps and automation accelerating product delivery by 40% while leveraging Google Cloud BigQuery reduced its operations load by 80%.

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Plus500

Financial trading technology provider Plus500 protects millions of online trades with a compliant multicloud solution

Our customer

Plus500 is a market-leading provider of Contracts for Difference (CFDs), delivering top of the range trading conditions on shares, forex, commodities and indices alongside innovative trading technology.

The obstacles they faced

Rackspace Technology has managed the Plus500 private cloud environment for more than 10 years, and helped it transition to multicloud with Google Cloud with VMware® Private Cloud to meet security, performance and customer experience demands.

How we helped

Rackspace Technology provided Plus500 with a single-pane security offering across all its operations in both public and private clouds.

What we achieved together

New levels of flexibility and scalability help ensure that Plus500 can facilitate more than three million trades every month — more than one per second — for its continually growing active user base.

Read the full case study here

"Round-the-clock support from Rackspace Technology has allowed us to operate a more sustainable model. Its team is an extension of our own and gives us the confidence to continue to scale internationally."

Idan Mashaal
Director of
Cybersecurity, Plus500

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"We partner with Rackspace Technology because we have the utmost respect for the way they treat customers. They have the scale, skills and culture to help our customers get to where they need to be."

Brandon Jung
VP President of
Alliances, GitLab

GitLab

GitLab accelerates cloud native developer workflows

Our customer

More than 100,000 organizations around the globe utilize GitLab, a single application spanning the entire DevOps lifecycle. By enabling concurrent DevOps, GitLab allows customers to plan, build, test and ship their best software faster.

The obstacles they faced

GitLab needed to simplify DevOps integration for its customers while providing a hybrid-ready, scalable solution backed by 24x7x365 support.

How we helped

Rackspace Technology provided hosting, service and support as GitLab moved its hosted GitLab.com service to Google Cloud™, enabled by Intel 2nd gen Xeon Scalable Processors. Running GitLab instances on Google Cloud with Rackspace Managed Services gives companies a proven way to accelerate its development velocity at enterprise scale.

What we achieved together

Using a multicloud platform based and managed services from Rackspace Technology, GitLab customers can seamlessly build, modernize and deploy applications faster than ever before.

Read the full case study here

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Innovyze

Innovyze revolutionizes water operations with SaaS transformation

Our customer

Over the past 35 years, Innovyze has been one of the preeminent hydraulic and hydrological modelling software companies in the world. It empowers water professionals and municipalities around the world to create, manage and maintain water services.

The obstacles they faced

Historically a desktop product business with on-premises software for the water industry, Innovyze wanted to address the real-time operational needs of utilities by extending the capabilities of its product offerings through a cloud-based platform.

How we helped

Rackspace Technology helped Innovyze incorporate real-time data to improve the data-ingestion pipeline, and leveraged Snowflake and other third-party systems including AWS, Datadog, Looker and Salesforce to develop a solution that tracks platform usage and converts it to credit usage, while providing visibility back to the customer via a web dashboard.

What we achieved together

By moving to the cloud, unifying its infrastructure and leveraging the leading technologies, Autodesk/Innovyze was able to introduce Info360 — a SaaS platform that supports real-world water life cycle management on a common data model, allowing customers to deliver the highest possible service at the lowest possible cost.

[Read the full case study here]
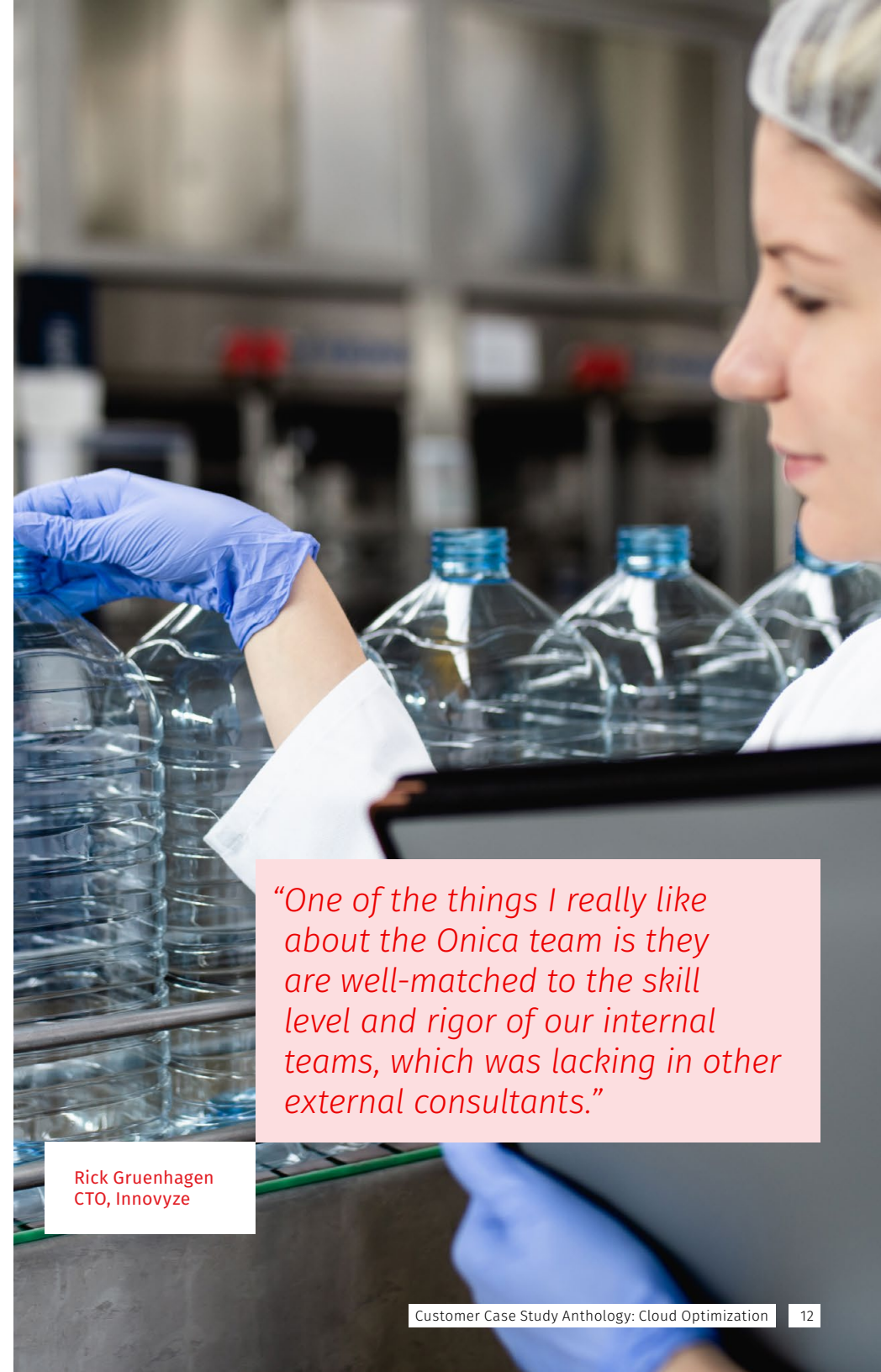
"One of the things I really like about the Onica team is they are well-matched to the skill level and rigor of our internal teams, which was lacking in other external consultants."

Rick Gruenhagen
CTO, Innovyze

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IATA

IATA accelerates IT transformation to reduce costs with scalable AWS cloud

"It's about speed. If I can do it faster with less risk with a partner — and I believe Rackspace Technology is that partner — it will make this transformation a success."

Pascal Buchner
CIO, IATA

Our customer

International Air Transportation Association (IATA) supports the aviation industry with global standards for airline safety, security, efficiency and sustainability.

The obstacles they faced

IATA wanted to modernize operations to increase efficiencies and enable innovation during the pandemic slowdown.

How we helped

Rackspace Technology helped IATA identify gaps and delivered quick wins and savings while increased automation. IATA now has access to CloudHealth by VMware, which provides complete visibility into all its cloud platforms and can help with cost optimization.

What we achieved together

A flexible cloud consumption model reduced operational costs on AWS cloud while CloudHealth by VMware provides cost visibility and continuous cost optimization.

Read the full case study here

Echelon

Echelon Fitness achieves elastic scaling to meet 1,000% annual growth on AWS

Our customer

Echelon Fitness provides state-of-the-art exercise equipment through which users in the U.S., Canada, France, Germany and the UK access live, on-demand, studio-quality workouts.

The obstacles they faced

When Echelon Fitness saw exponential growth in 2020, it turned to AWS Premier Consulting Partner Onica by Rackspace Technology™, to optimize its infrastructure.

How we helped

Onica helped Echelon Fitness leverage AWS to launch its full streaming solution and iOS and Android apps in only three months while handling scaling issues, strengthening security and implementing a disaster recovery plan using Amazon S3 Glacier, a secure, durable and low-cost cloud storage for data archiving and long-term backup.

What we achieved together

Echelon Fitness was able to reduce costs and improve performance and security for millions of its global users. After its transformation, Echelon was able to host over two million classes, compared to 800,000 classes in 2019, and went from offering four live classes a day to between 20 and 50 classes each day.

Read the full case study here
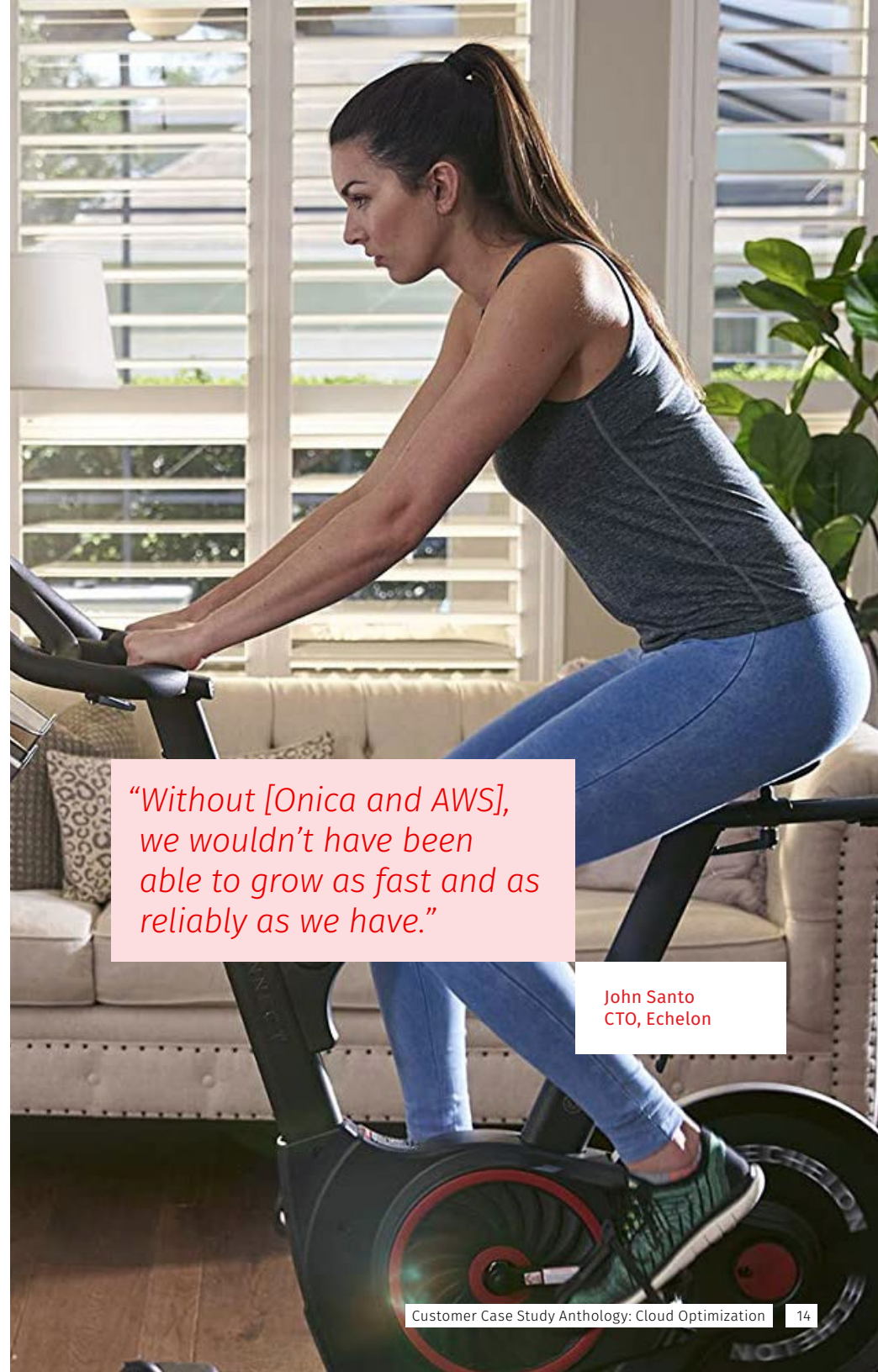
"Without [Onica and AWS], we wouldn't have been able to grow as fast and as reliably as we have."

John Santo
CTO, Echelon

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The optimization imperative

In this case study anthology, we've seen how Zeotap was able to accelerate their product delivery by 40% and reduce its operations load by 80%, how Innovyze was able to revolutionize water operations by transforming to a SaaS solution, and how Echelon was able to reduce costs and improve performance and security for millions of its global users.

By choosing Rackspace Technology, these organizations gained access to an industry-leading team of specialized cloud experts they can rely on for unbiased guidance on their paths to cloud optimization. These organizations were able to save money, improve performance and remove the burden of infrastructure management while nurturing renewed focus on driving innovation and creating meaningful differentiators for their businesses.

Our customer-first, cloud-first approach to optimization

Optimization is not a one-and-done endeavor, but rather a continual cycle of improvement. We're here to guide you on your path to cloud optimization, helping you to build a foundation for the future with secure, integrated solutions. We think beyond cloud infrastructure to simplify your path forward with a vast portfolio of cloud, data, application and security solutions. And we deliver these solutions to you at any stage in your cloud transition.

Optimize with end-to-end management and support across these four service delivery points

Advise

- Assess your current needs
- Explore your options
- Build your transformation plan for cloud, data, application and security solutions.

Transform

- Modernize your applications
- Automate workloads
- Implement unified security across multiple cloud

Manage

- Public and private cloud management
- Data center operations
- Cloud networks

Optimize

- Application performance
- Data analytics
- Customer experience

Customer First. Cloud First. For better outcomes

We've implemented tens of thousands of solutions for our customers over the years, so you can rest easy knowing that every recommendation we provide is infused with the knowledge, practicality and best practices gained through 20+ years of experience.

Take the next step

Schedule a free discovery session to learn how Rackspace Technology can help you accelerate your cloud optimization journey.

[Free discovery session]

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.

As a global, multicloud technology services pioneer, we deliver innovative capabilities of the cloud to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes, and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in our obsession with our customers' success — our Fanatical Experience® — so they can work faster, smarter and stay ahead of what's next.

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

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