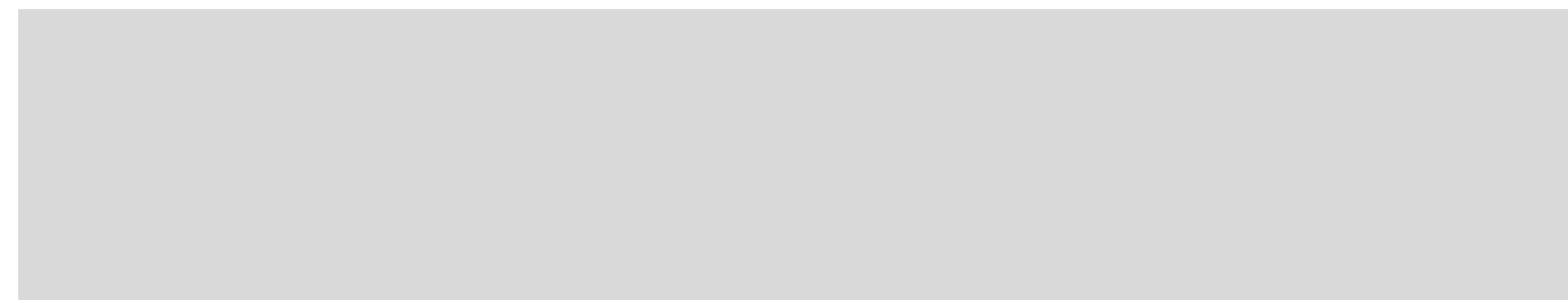


# Presentation for [Company Name]

Introduction to Rackspace

For [Name(s) of Executive(s)],  
[Title(s) of Executive(s)]  
[DATE]



***rackspace***<sup>®</sup>

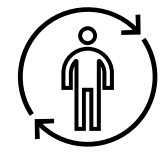


# About us

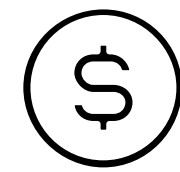
Customers

Financial Strength

Continued Investment



Customers in  
150+ countries



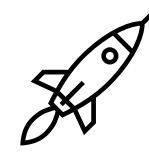
\$2.5B in annual  
revenue



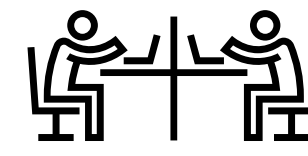
Invested \$2B in services  
and technology



Data centers  
on 5 continents



20 years of  
consecutive growth



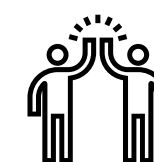
3,500 Infrastructure, data,  
application and security experts



Serving more than half  
of the fortune 100



Increasing profits and  
healthy balance sheet



Industry-leading  
customer satisfaction

**rackspace**<sup>®</sup>



Unrivaled  
portfolio  
and choice

## Professional services

Architecture Development, Application and Portfolio Rationalization, Migration

## Security and compliance

Managed Security Services and Tools, Compliance-Ready Platforms

## Infrastructure

### Managed Hosting

- Compute
- Storage
- Networking
- Colocation

## Expertise

Fanatical Experience, Over 3000+ Cloud Experts

## Containers/PaaS

Modern application development processes and multi-cloud portable API's

## Applications

Database, Ecommerce, Web Content Management, ERP, BI, CRM, Email, Productivity

Private Cloud

 vmware®

 Microsoft

 openstack.

Public Cloud

 aws

 Azure

 Google Cloud Platform

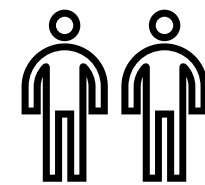
 Alibaba Cloud

 openstack.

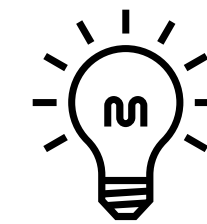
# Drivers for digital transformation



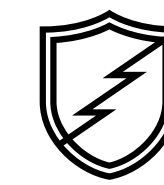
Increase revenue  
and lower costs



Improve customer and  
employee experience



Innovate faster



Reduce risk

# Companies struggle in today's complex, multi-cloud world

## Apps

Power BI, SAP, Windows Server Remote Desktop Service, MariaDB, Lync, Cassandra, Tableau, MySQL, SAP BusinessObjects, Salesforce, PeopleSoft, SAP HANA, Oracle Database, Informatica, Office 365, Workday, WordPress, SQL Server, Sitecore Own the experience, VMware Horizon View, Oracle Commerce, Qlik, SharePoint, Oracle E-BUSINESS SUITE, SAP Hybris (Y), IBM COGNOS, Exchange, CITRIX, mongoDB

## Infrastructure software

MESOSPHERE, kubernetes, ubuntu, docker, redhat.

## Public clouds

aws, Azure, Google Cloud Platform, Alibaba Cloud

## Private clouds

vmware®, Microsoft, openstack.

## Hardware

NetApp®, hp, JUNIPER NETWORKS, CISCO, PURE STORAGE®, DELL EMC

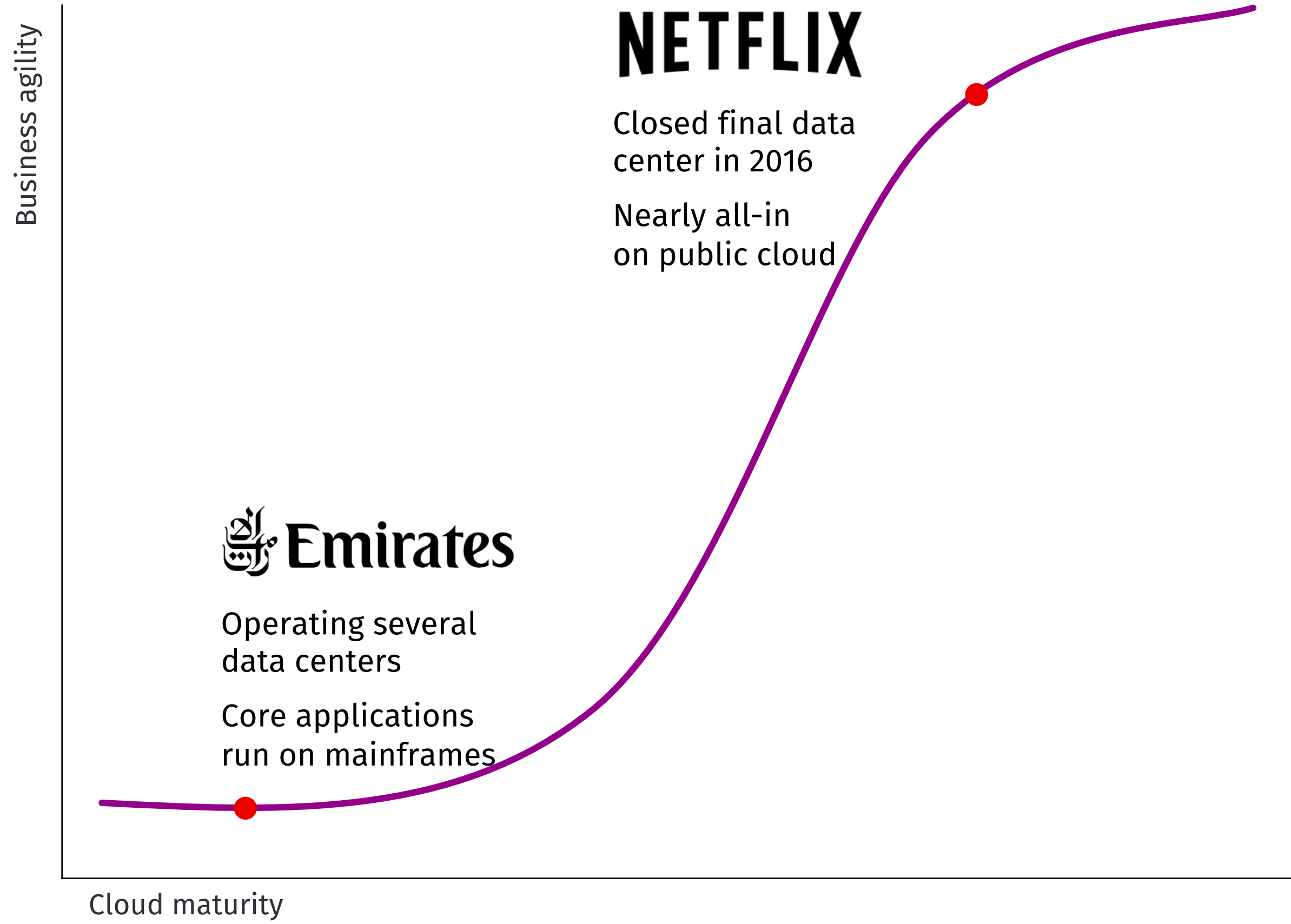
## Data center

EQUINIX, DIGITAL REALTY, CyrusOne, peak 10, GLOBAL SWITCH, DFT DATA CENTERS, tierpoint, 中国电信 CHINA TELECOM

## Security

Palo Alto Networks, RSA SECURITY, ALERT LOGIC® Security. Compliance. Cloud., IMPERVA®, SOPHOS, splunk>, Vormetric

# At different stages of the cloud journey



How will  
you drive  
your digital  
transformation?



	Yourself	With a consultant	With Rackspace
Talent	Hire and retain	Fixed access	Flexible access
Services provided	Implement and operate	Implement only	Implement and operate
Approach to service delivery	Build teams and technology	Time and materials	Tech-enabled
Contracts	Complex, multiple vendors	Labor-based, multiple vendors	Outcome-based, single vendor

Customer  
success



*Johnson & Johnson*

Centralize management and deliver  
scalable, compliant solutions

**MCKESSON**

Modernize applications and move to  
the public cloud

 **coinstar**

Migrate from colo and IBM, reduce IT  
costs by 45%

**rackspace**



# How Rackspace helps organizations realize digital transformation

## Navigate

- Advisory services
- Migration/deployment
- DevOps/automation services
- Data modernization services

## Operate and Optimize

- Infrastructure services
- Database management
- Application management
- Managed security and compliance



# Services delivered for the majority of leading technologies

## Security



## Applications



## Data



## Infrastructure



Via a tech-enabled, integrated experience



### **IT Admin**

- Identity and privilege delegation
- Cost analytics and billing

### **CIO**

- Provisioning and orchestration
- Application and infrastructure intelligence

### **General Manager**

- Enterprise tooling and customizations

Your infrastructure, data, applications, security

With global delivery, adhering to security standards



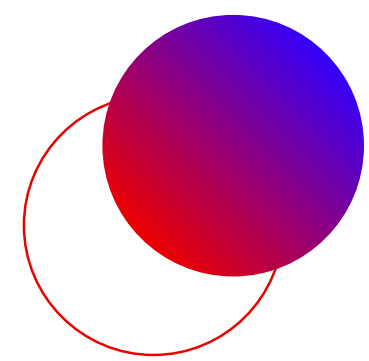
### Serve locally

- Deployment in customer data centers or third party data centers
- Onshore and offshore service delivery models, at the customer's discretion
- Local sales, marketing and account management
- Local languages and billing

### Adhering to security standards

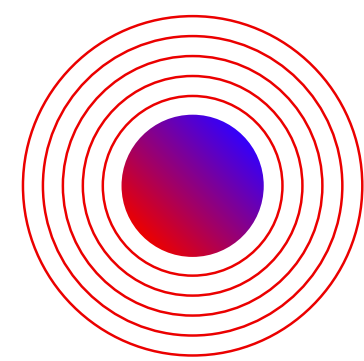


Passionate experts,  
dedicated to your success.



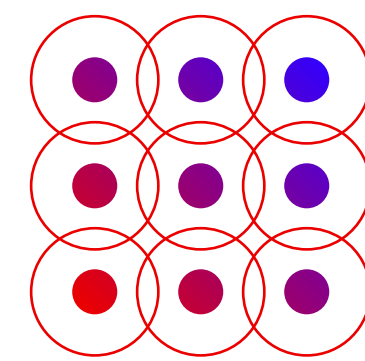
### **Unbiased experts on your side**

Nothing inspires greatness like an experienced partner with your best interests in mind. That's why we consider all leading technologies before bringing you an unbiased yet highly opinionated solution that's best for you



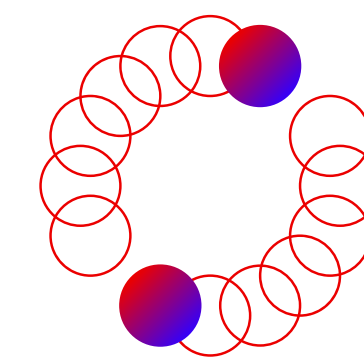
### **Fanatical<sup>®</sup> about your business**

From first consultation to daily operations, Fanatical Experience<sup>™</sup> means we stay proactive with always-on service, unmatched expertise and our fierce dedication to get the job done right.



### **Proven solutions for your success**

You need technology that custom fits your business. So we offer the industry's broadest and most relevant portfolio of modern technologies for applications, data, security and infrastructure.



### **Your way – agile I.T.**

Flexibility in how we deliver your solutions is as important as what we deliver. We stay agile so you get IT the way you want it — as a service, with pay-as-you-go billing and seamless adoption of newly emerging technologies.

Centralize  
management and  
deliver scalable,  
compliant  
solutions

**rackspace**<sup>®</sup>



## Business Challenge

Five separate Johnson & Johnson divisions, including health and wellness, marketing and for-charity, needed an integrated service experience that met healthcare compliance regulations.

## Solution

Rackspace deploys and manages multiple private clouds and multiple AWS environments globally, with MySQL and OracleDB management – meeting the standards for HIPAA compliance.

## Results

Millions of private medical records remain secure on scalable platforms; more than 158 charities have received \$3.1M in funding through a for-charity photo-sharing program.

*Johnson & Johnson*

# Thank you

Rackspace

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San Antonio, TX 78218

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US support: 1-800-961-4454

[www.rackspace.com](http://www.rackspace.com)

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