



ASPEN 2018



RACKSPACE[®]
LEADERSHIP RETREAT

Welcome & Introductions

Jeff Cotten

Customer and Revenue Officer, Rackspace



THANK YOU

**TO OUR
SPONSOR**

vmware®

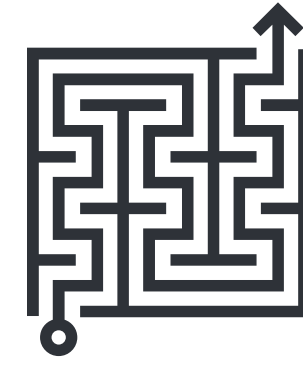
Rules of Engagement



1.
NO CELL
PHONES



2.
LIMITED FORMAL
BREAKS



3.
CHALLENGE
EACH OTHER



4.
EXPLAIN HOW YOU
SOLVED A PROBLEM



5.
GIVE
ADVICE



6.
ASK
PROVOCATIVE
QUESTIONS



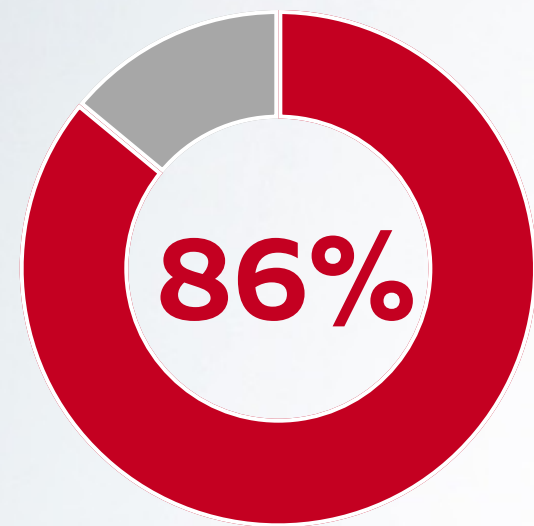
7.
UNDERSTAND YOUR
NEXT STEPS WITH
CONFIDENCE

Today's Lineup

8:30AM – 9:00AM	Rackspace Capabilities & Roadmap	JEFF COTTEN Customer and Revenue Officer, Rackspace
9:00AM – 10:15AM	What Keeps You Up at Night?	JOEL FRIEDMAN CTO, Rackspace
10:15AM – 10:30AM	Break	
10:30AM – 10:45AM	Today's Application Modernization Trends	GERARD BROSSARD EVP & GM, Enterprise Application Services
10:45AM – 11:15AM	Business-First Technology Transformation at Hulu	MATTHEW KRAVITZ Director of Viewer Experience, Hulu
11:20AM – 11:30AM	Wrap Up	JEFF COTTEN Customer and Revenue Officer, Rackspace
11:30AM – 3:30PM	Lunch + Afternoon Activities	
3:30PM – 6:15PM	Free Time	
6:15PM	Bus Departs for Dinner at Beringer	

What We See in The Market

The Big Trends



The multi-cloud trend is here to stay.
86% of midmarket and enterprise companies now use multiple cloud platforms

They are migrating to **modern technologies** from legacy IT.

They want to avoid monolithic IT that locks them into outdated technologies. They prefer to consume **IT as a service**, so it can be constantly optimized.

This move to multiple clouds creates more **complexity** for companies — including a need for multi-cloud security

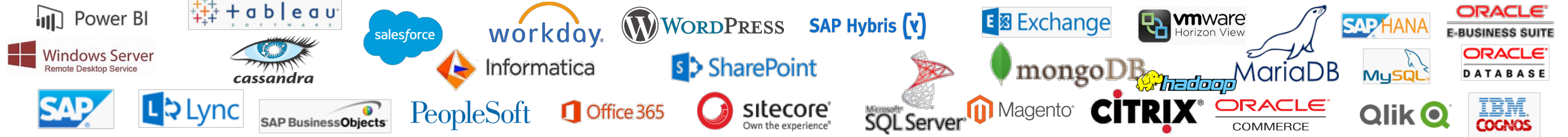


Multi-Cloud IT is Powerful – And Highly Complex

SECURITY



APPS



INFRASTRUCTURE SOFTWARE



PUBLIC CLOUDS



PRIVATE CLOUDS



HARDWARE



DATA CENTER



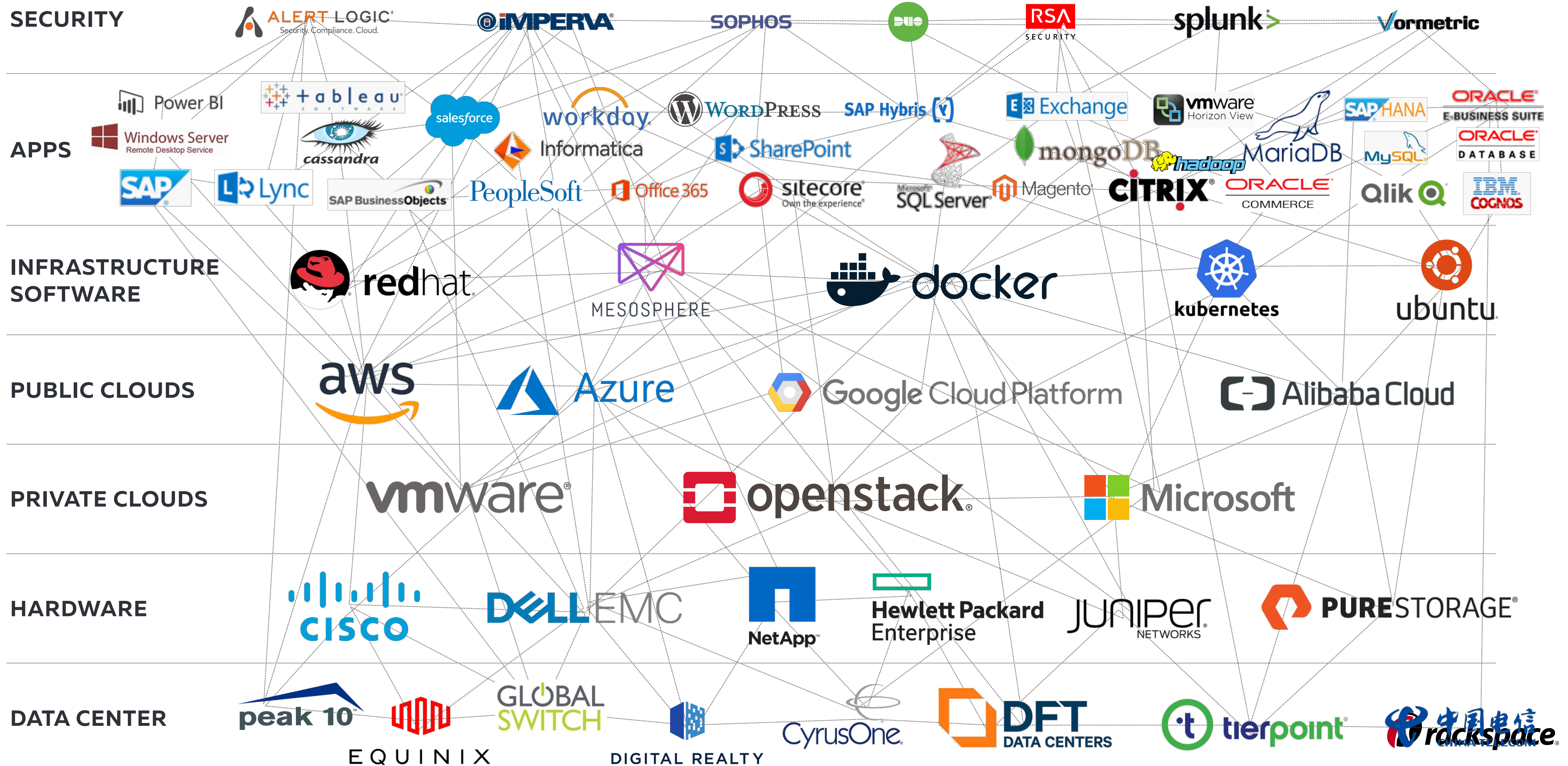
EQUINIX



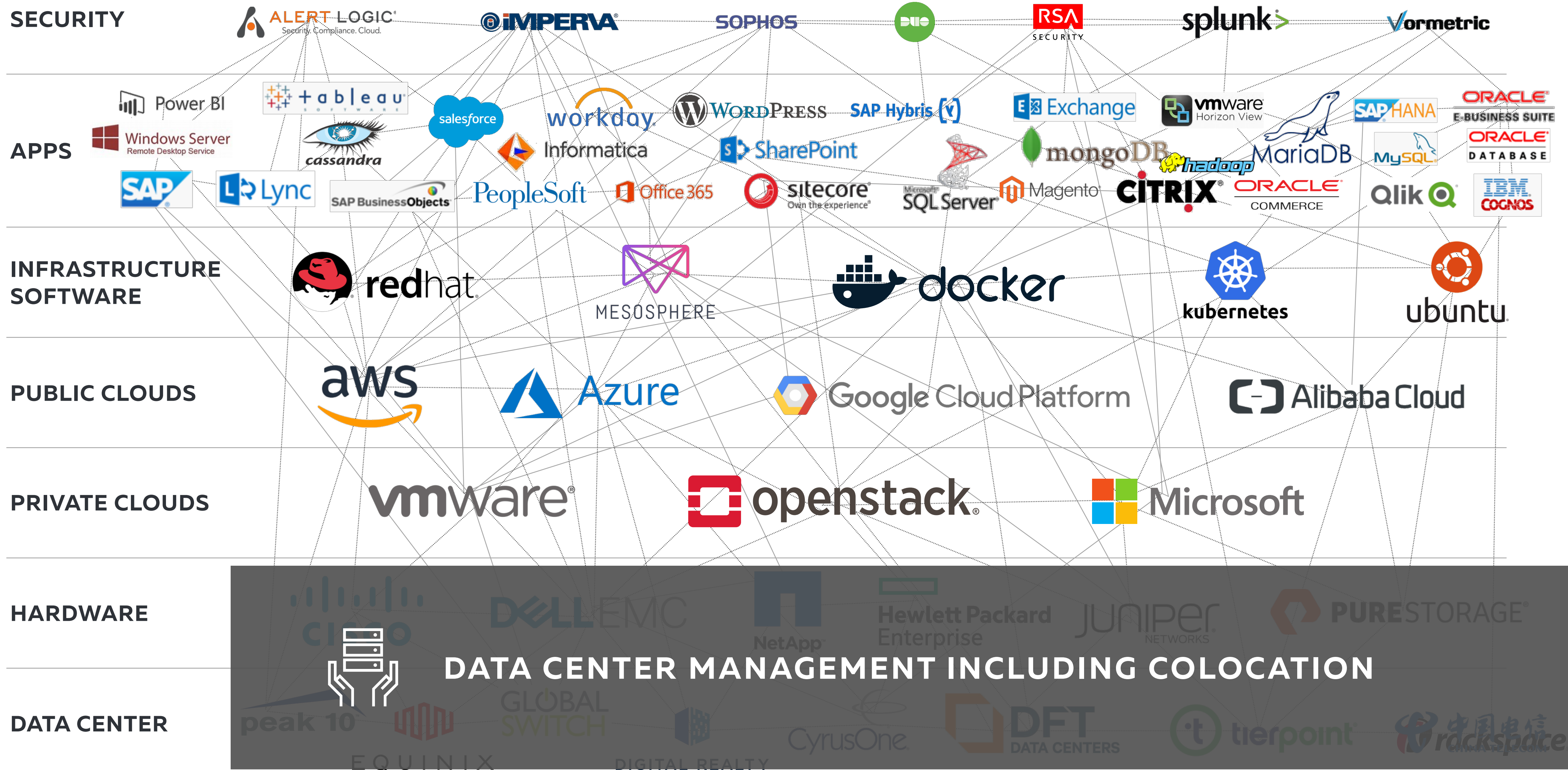
DIGITAL REALTY



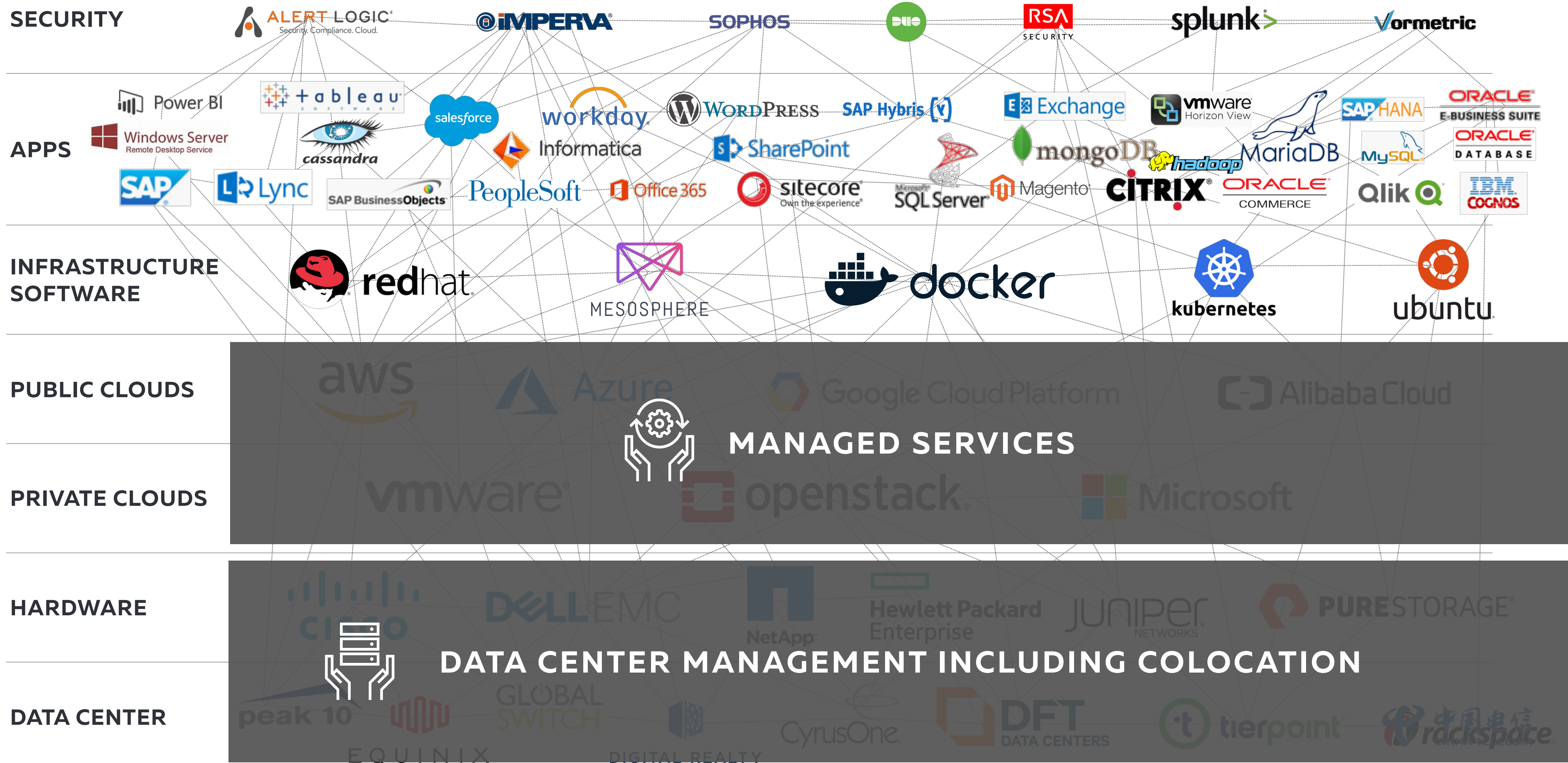
Multi-Cloud IT is Powerful – And Highly Complex



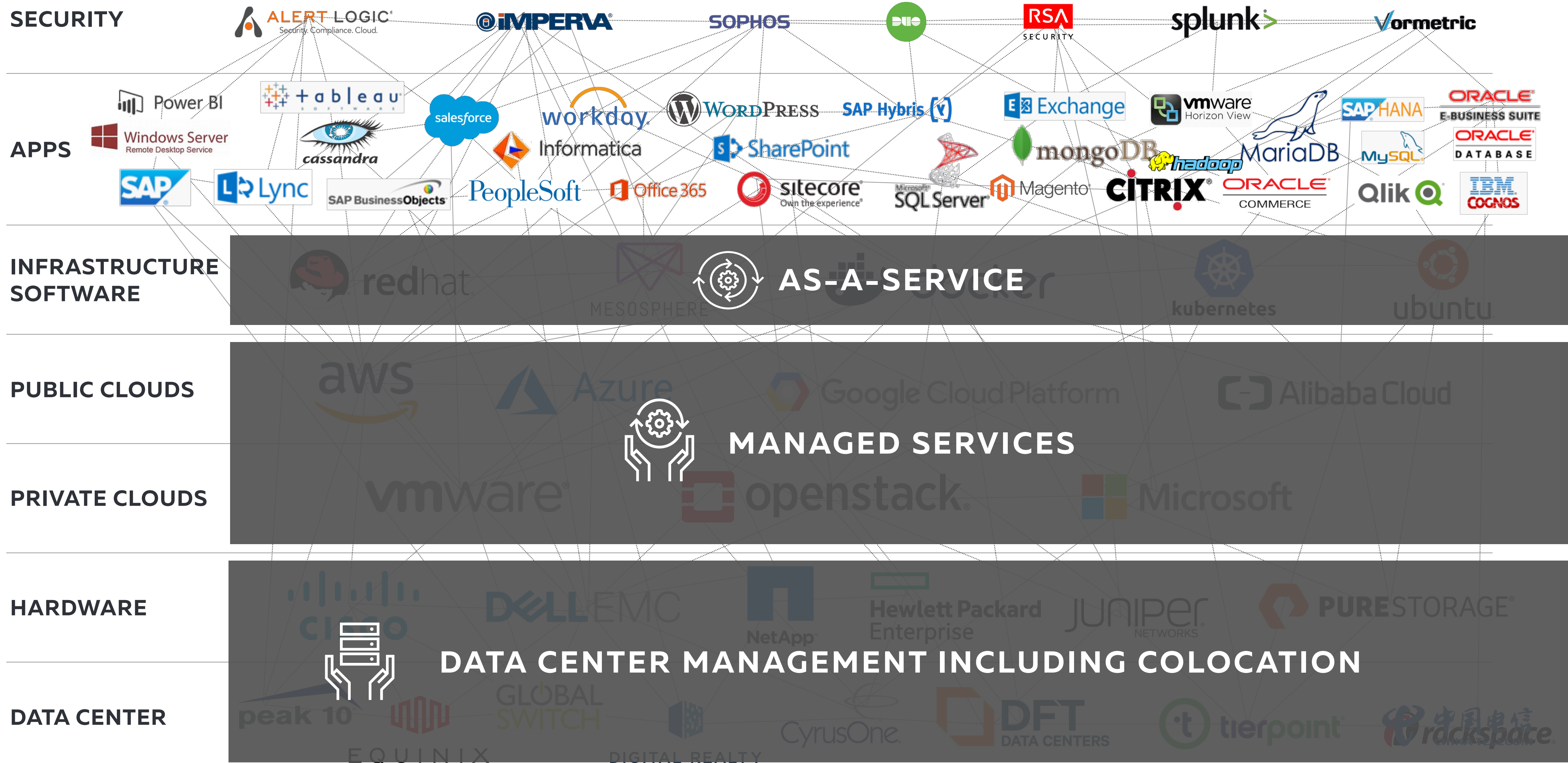
Multi-Cloud IT is Powerful – And Highly Complex



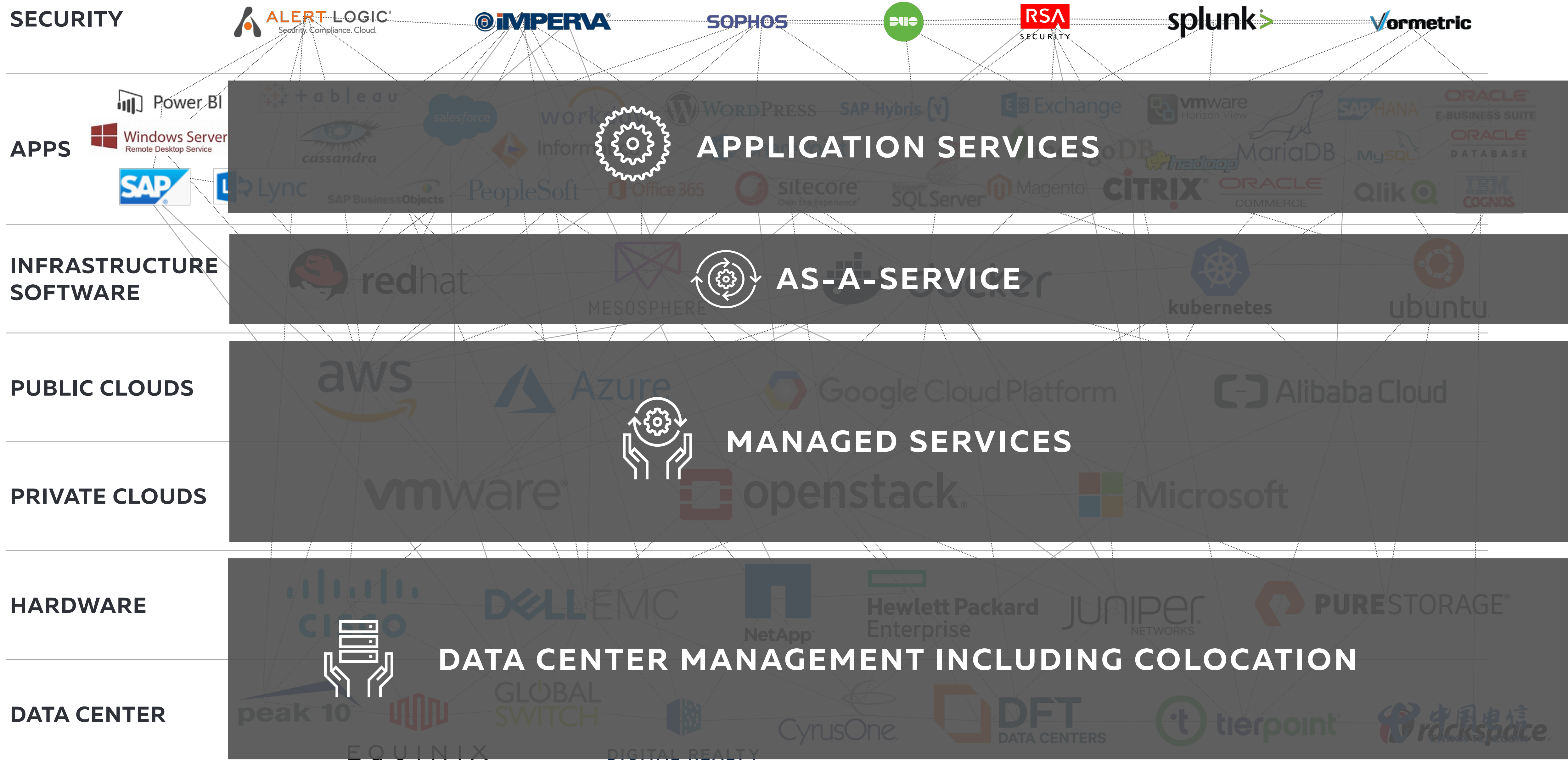
Multi-Cloud IT is Powerful – And Highly Complex



Multi-Cloud IT is Powerful – And Highly Complex



Multi-Cloud IT is Powerful – And Highly Complex



Multi-Cloud IT is Powerful – And Highly Complex

SECURITY



ALERT LOGIC Security Compliance Cloud IMPERVA MANAGED SECURITY splunk Vormetric

APPS



Power BI Windows Server Remote Desktop Service SAP Lync SAP BusinessObjects PeopleSoft Office 365 sitecore SQL Server Magento CITRIX ORACLE COMMERCIAL Qlik IBM COGNOS

INFRASTRUCTURE SOFTWARE



redhat MESOSPHERE AS-A-SERVICE kubernetes ubuntu

PUBLIC CLOUDS



aws Azure Google Cloud Platform Alibaba Cloud

PRIVATE CLOUDS



vmware openstack Microsoft

HARDWARE



DELL EMC NetApp Hewlett Packard Enterprise JUNIPER NETWORKS PURE STORAGE

DATA CENTER



peak 10 EQUINIX GLOBAL SWITCH DIGITAL REALTY CyrusOne DFT DATA CENTERS tierpoint rackspace 中国电信

Many Providers Are Falling Short

LEGACY OUTSOURCERS



- Profit by locking customers into legacy tech on **long contracts**
- Slow, monolithic
- Lack of exposure to new technology, skills and automation
- But trying to address

TRADITIONAL SIs AND OFFSHORING PROVIDERS



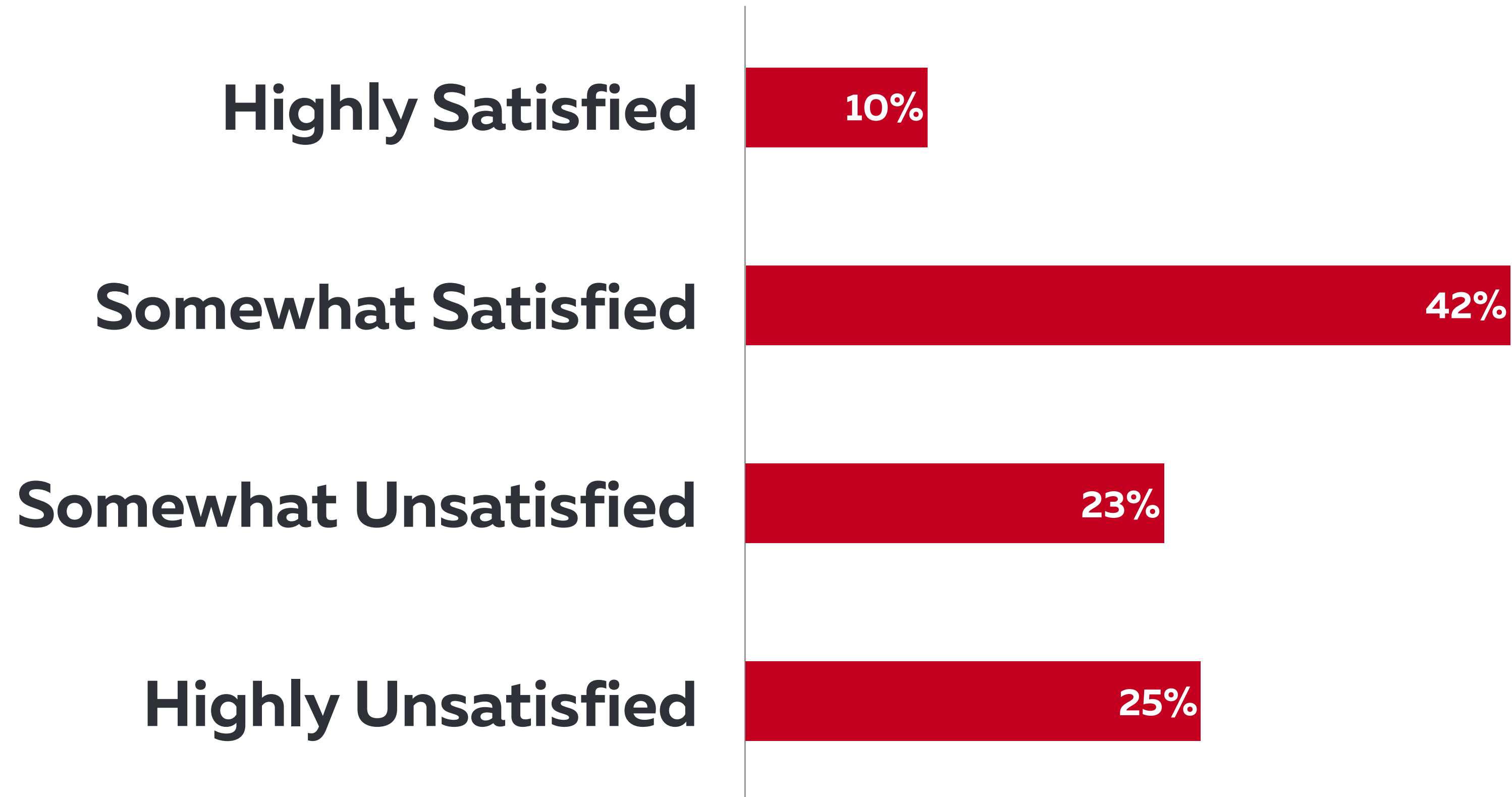
- **Lack operational capabilities**
- Labor and project-based business models
- Expensive, **lack automation**
- Accenture increasing its lead, but others trying to catch up

COLO, NICHE PLAYERS



- **Piece-part solutions**
- **Lack scale**

Customers Are Unhappy With Big, Traditional IT Service Providers



How We're Responding



What Exactly Does Multi-Cloud Mean?

Customers are demanding expert, trusted help in using modern, multi-cloud technologies.

But there's little agreement among providers on what it means in practice.

SOME SAY that it means using:

- Multiple public clouds such as, say AWS plus Azure



- "Hybrid" combinations of say, a public cloud and legacy IT in a corporate data center

- Multiple flavors of "cloud" from a single provider such as, say, Microsoft or VMware



We find each of these definitions very limiting.

They emphasize various providers' interests, not your interests.



What Exactly Does Multi-Cloud Mean?

WE SAY Multi-Cloud Means:

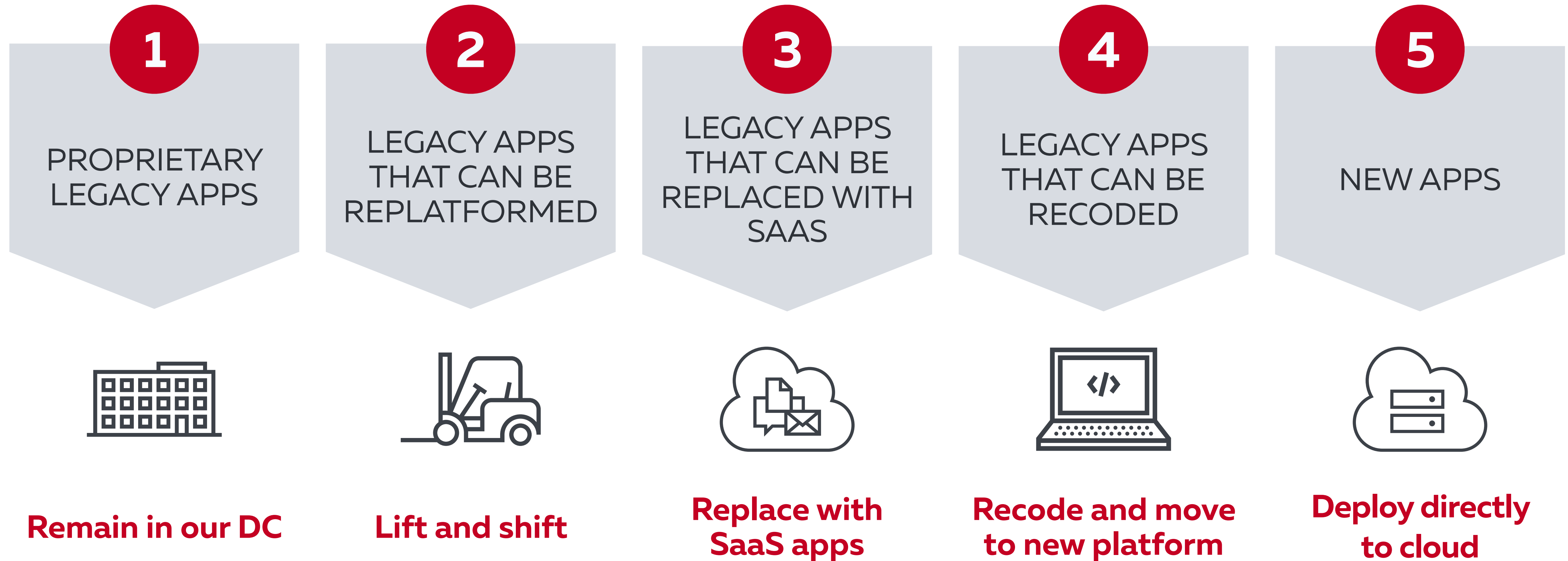
- Helping companies use whichever modern infrastructure platforms, applications, databases and security systems offer the best fit for their unique business needs
- Delivering unbiased expertise on the leading public clouds (AWS, Azure, Google Cloud Platform) and private cloud (VMware, Microsoft, OpenStack)



- Offering private clouds on-prem in customer data centers or hosted in our DCs or in a colocation facility

We Start with Your Applications and Business Context

We Start with Your Applications and Business Context



We Then Map Each of Your Apps to the Right Platform


Email & Collaboration


Web & Media


Data & Analytics


Application Development


Business Applications


Shared IT Workloads

PROCESS TO MODERNIZE

NEW DEV

REBUILD

REFACTOR

REPLACE



INFRASTRUCTURE CHOICES


On Premise Data Center


On Premise Private Cloud


Dedicated Hosting


Hosted Private Cloud


**Public Cloud/
IaaS**


With a New Way to Manage IT

PROFESSIONAL SERVICES



Assess



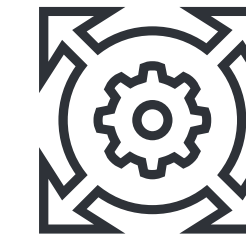
Plan Strategy



Design



Migrate



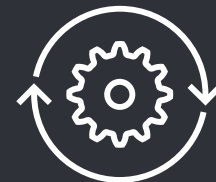
Manage



Optimize



Fanatical Experience and IT Service Management



Apps & Security

MANAGED HOSTING

COMPUTE
STORAGE
NETWORKING

PRIVATE CLOUD (ON AND OFF PREM)

vmware®

Microsoft

openstack.

PUBLIC CLOUD

aws

Azure

Alibaba Cloud

Google Cloud Platform



Key to Our Approach is a New Way of Delivering Professional Services

- We're filling a real gap for customers who need help navigating multi-cloud complexity
- Through conversations higher in the customer's organization, meeting them where they are at on their journey, we're able to add more value
- We're expanding our pro services, including SaaS and other application services, with help from our acquisitions of TriCore and RelationEdge

Our Pro Services Are Differentiated

THEY DELIVER:

A busload of young graduates

Rigid templates for digital transformation

Consulting reports and programs

Limited services like proposals for more consulting engagements

WE DELIVER:

Experienced technical specialists who are hands-on problem solvers

Best practices we've developed via operational experience with thousands of similar customers, and which we tailor to each new customer's needs

Tangible results, delivered via hands-on work alongside customer's IT team

Ongoing optimization

Our Top 7 Customer Asks

1

How do I get out of the data center business?

2

How do I move to the cloud?

3

How can I effectively outsource my IT management?

4

How can I control my IT spending?

5

How do I rationalize, re-platform, or re-factor my applications?

6

How can I effectively secure and store data to remain compliant?

7

Which app should go on which cloud?

With Differentiated Value



UNBIASED EXPERTISE

is trustworthy, proficient and always customer-first, across all leading technologies.

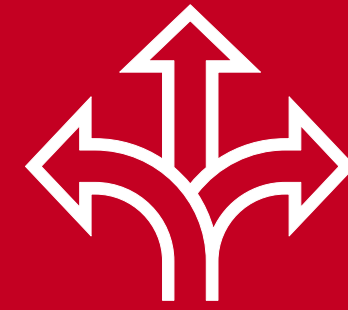
We bring a point of view, informed by experience to serve the unique needs of a customer always void of conflict or bias.



FANATICAL EXPERIENCE

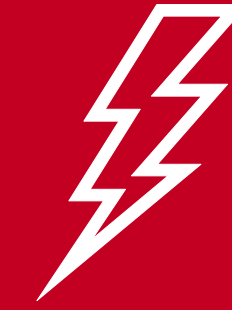
for customers, from first consultation to ongoing operations.

Expertise + service + automation + predictive analytics + operational excellence = unrivaled experience.



UNRIVALED PORTFOLIO

of modern technologies for applications, data, security and infrastructure that facilitates our ability to be uniquely aligned with customer needs.



AGILE DELIVERY

of IT the way customers want it – as a service, with pay-as-you-go billing & seamless, easy adoption of new technologies.



OUR MISSION

To Be the Most Trusted Partner in Delivering
Modern IT as a Service

We deliver unbiased expertise

- ... to help customers leverage a broad portfolio of cloud infrastructure platforms, applications, databases and security systems
- ... in an agile and cost-effective manner
- ... with a Fanatical Experience from first sales contact to ongoing optimization

What keeps you up at night?



ASPEN 2018



RACKSPACE[®]

LEADERSHIP RETREAT

BREAK

15 Minutes

Stretch your legs, grab a snack and mingle, but please be ready to begin again in 15 minutes.



ASPEN 2018



RACKSPACE[®]
LEADERSHIP RETREAT

Application Modernization Trends

Gerard Brossard

EVP & GM, OpenStack Public Cloud & Enterprise Applications, Rackspace



Application Modernization

What and Why

Transforming your application environment for greater efficiency, agility, scalability, and interoperability

Delivering differentiated business value to your organization and your customers

Replacing, refactoring, re-purposing, re-architecting or consolidating



Application Modernization Is **More** Than Technology



Application Modernization Is **More** Than Technology



Process First...



- Focus on the Customer
- Understand your End Goal
- Make it Part of Something Bigger
- Address Technical Debt
- Change your Operating Model
- Embrace Cloud Native

Sources:

- "The 3 principles of modernization success - How GE Healthcare is dealing with modernization will be instructive as you chart your own modernization path forward"; CIO.com
- "Get on the business path to legacy application modernization" Techtarget
- "Modernization Roadmap Starts with "A" for "Assessment"; CIO.com

The Hype Cycle

- Artificial Intelligence / Machine Learning
- IoT Platform
- Edge Computing
- Blockchain
- Big Data and Analytics

Behavioral

- Applications Drive Infrastructure
- SaaS Adoption
- Ready Made Integrations
- Serverless Architectures
- Application As A Service

...Technology Second



A sunset over a mountain range. The sun is low on the horizon, casting a warm glow of orange and yellow across the sky. Several rays of light extend upwards from the sun. The mountains in the foreground are silhouetted against the bright sky.

Application Modernization
is not **JUST** about **ROI**

It's about architecting
for the **FUTURE**

We are your **TRUSTED PARTNER**
To deliver **Modern IT as a Service**



ASPEN 2018



RACKSPACE[®]
LEADERSHIP RETREAT

Business-First Technology Transformation at Hulu

Matthew Kravitz

Director of Viewer Experience

hulu

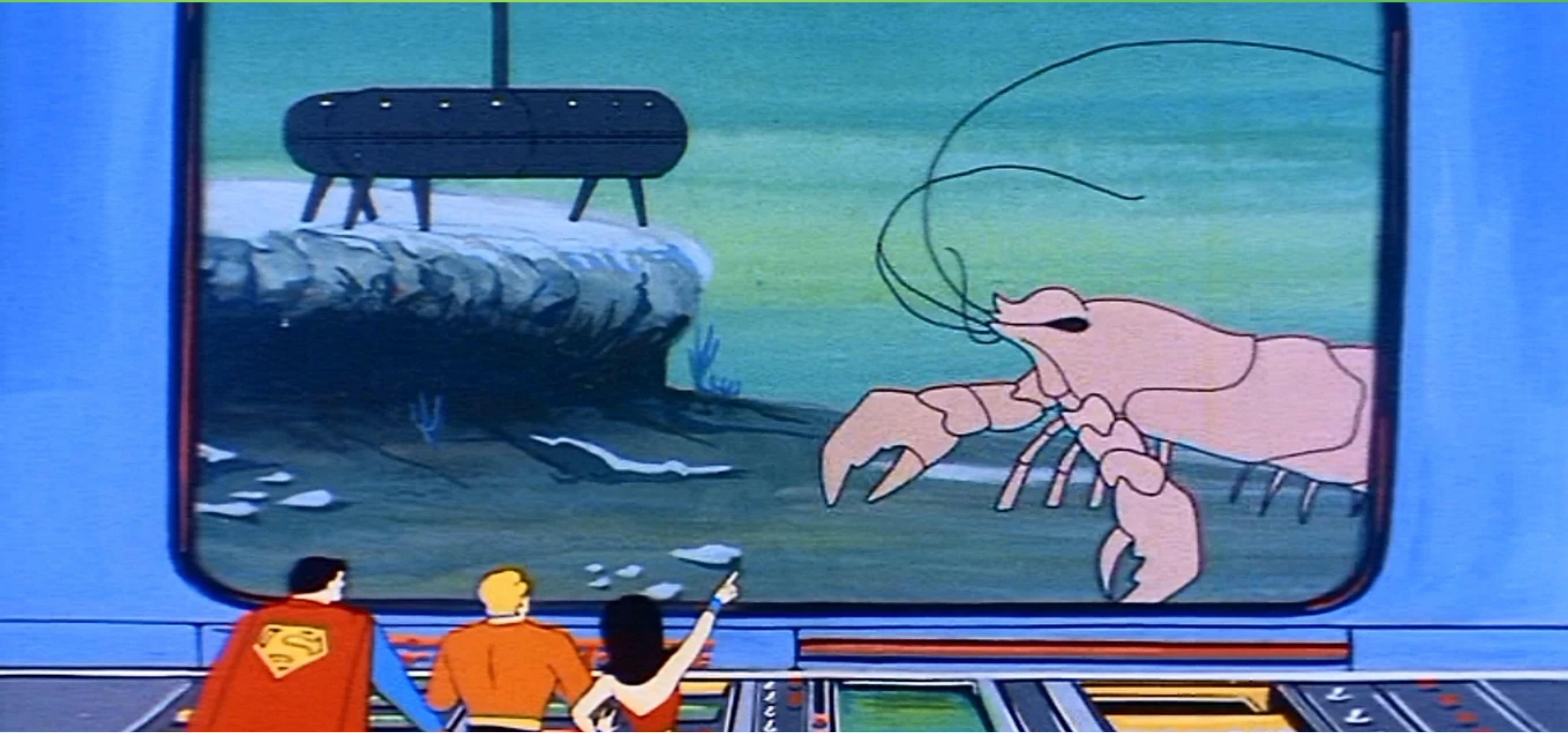
What if you worked with Superheroes?

hulu



What if you worked with Superheroes?

hulu

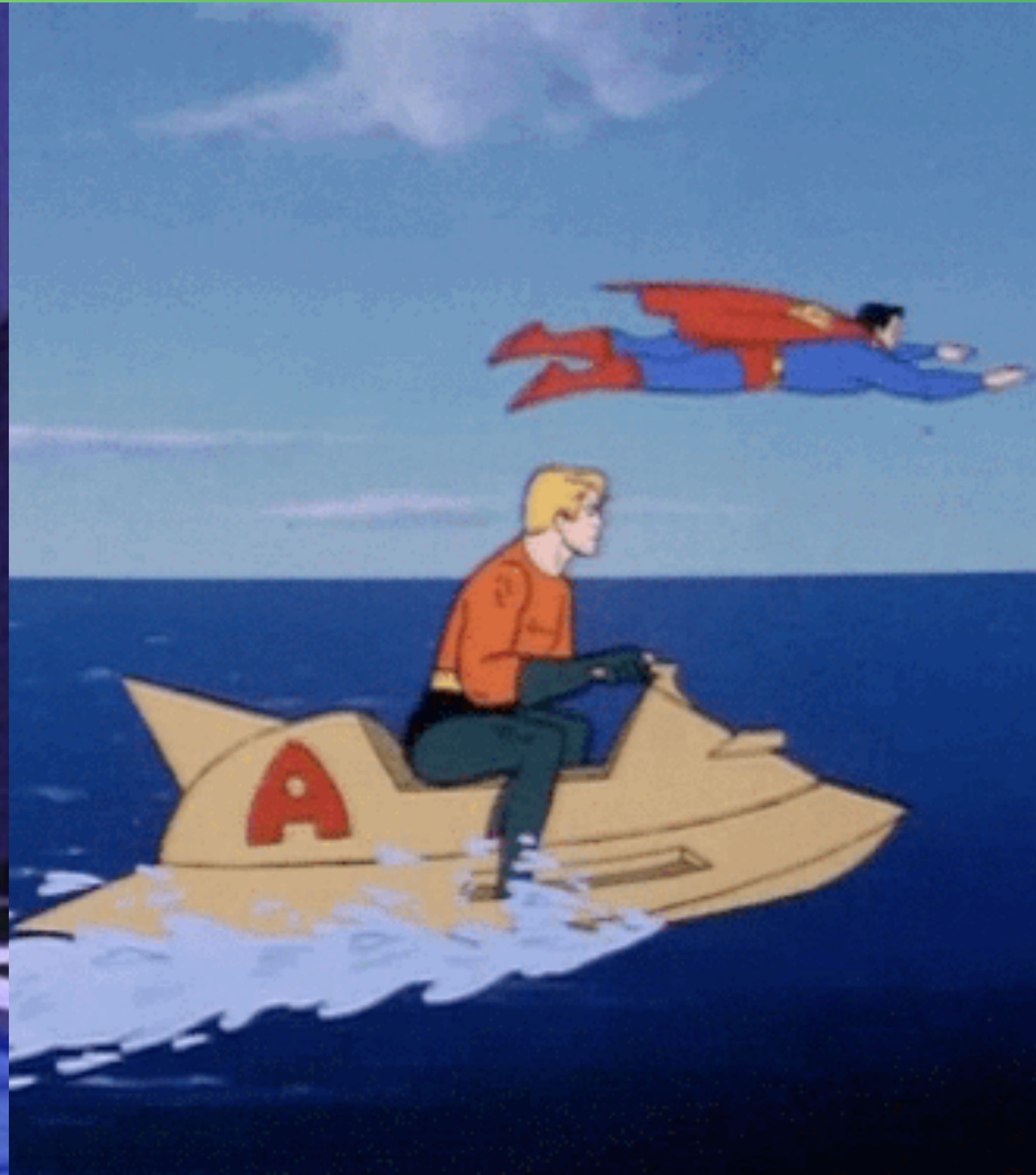


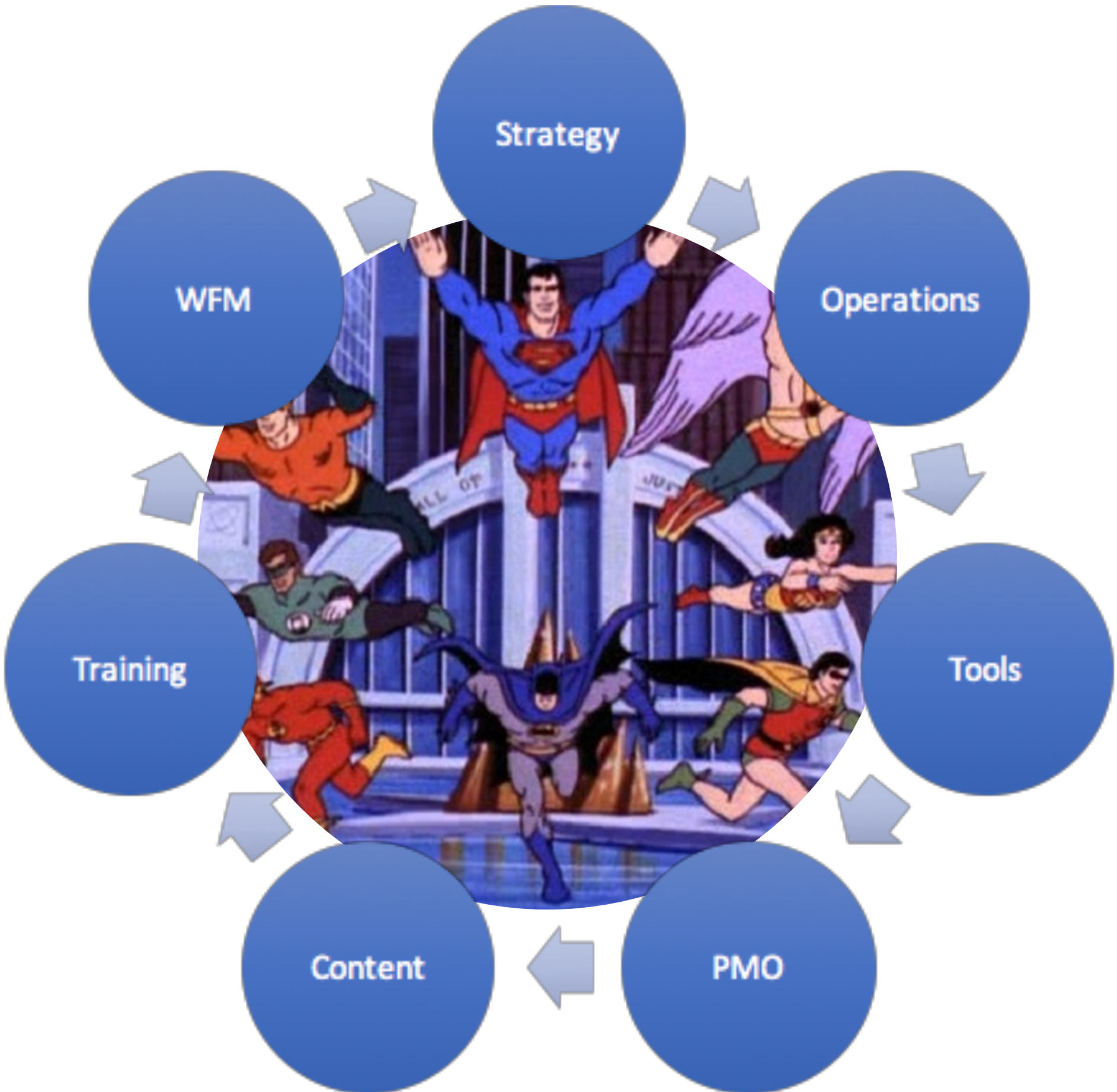
Springing into Action...



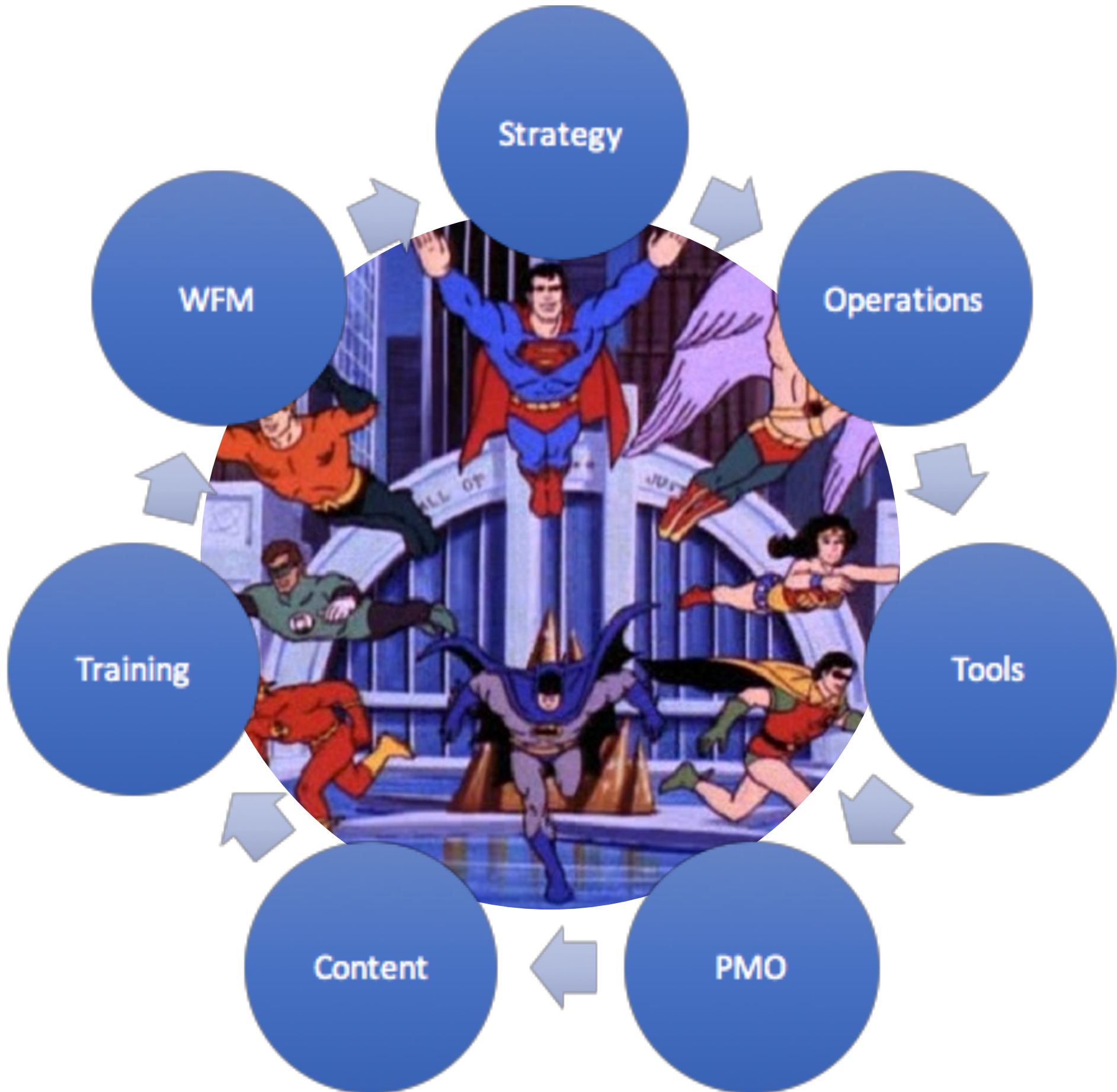
Springing into Action...

hulu

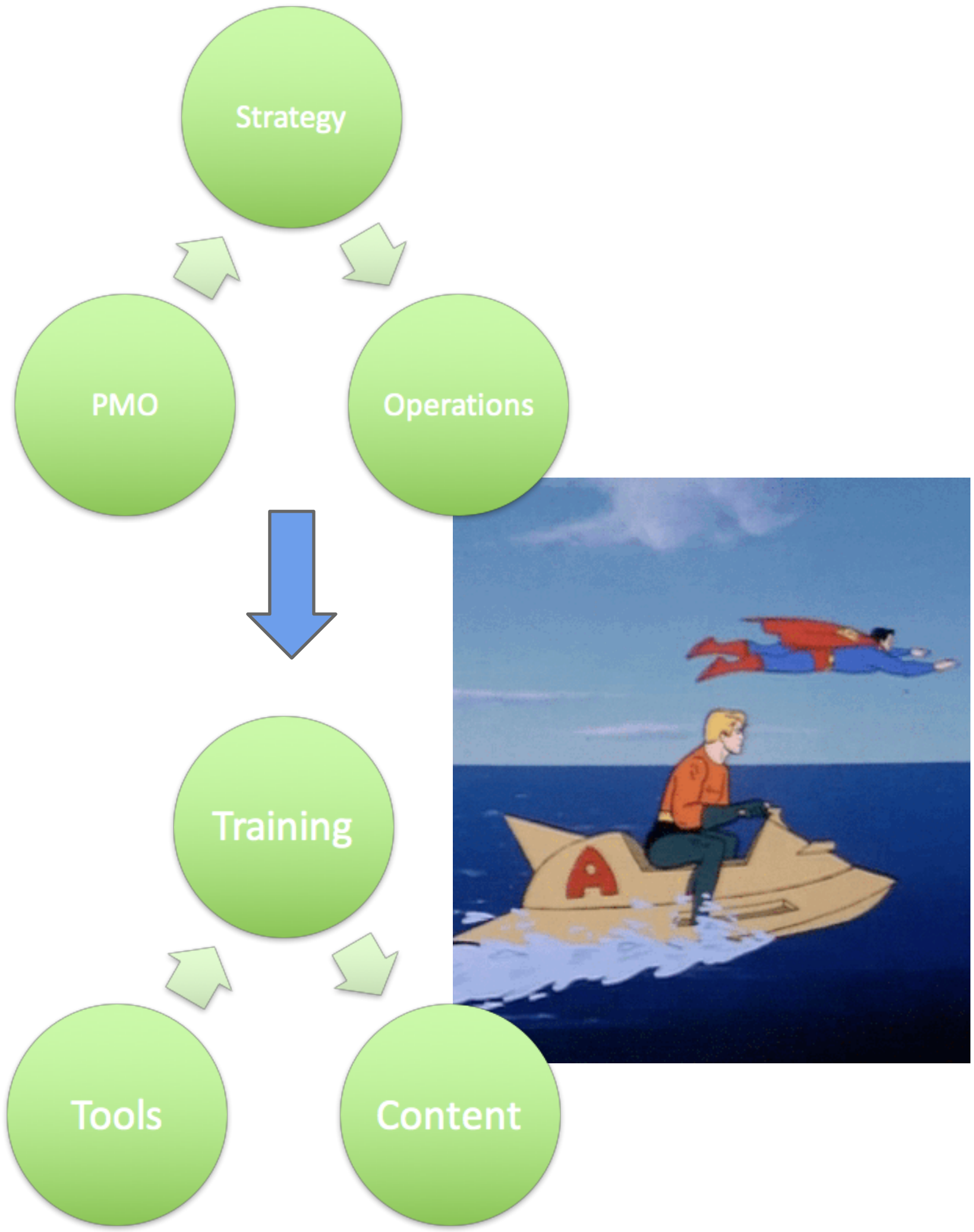


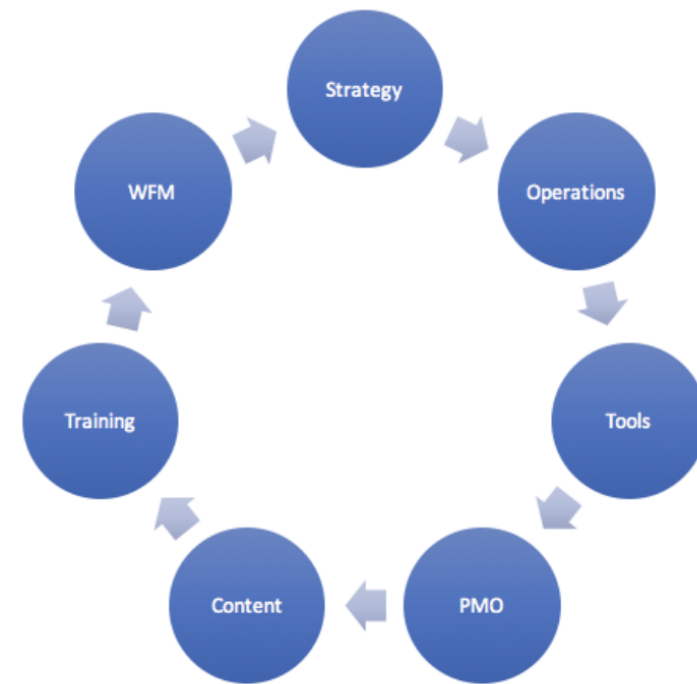


“A Seat at the Table”



*“A Seat at the Table”
or
“Of Service”*





“break the tie” of having so many voices and blurring of lines.



Trusted Partners (and Advisory Councils) can help bridge the divide.

Step 1: Business Problem

hulu

FOX 11 LOS ANGELES

LIVE 9:55AM-1:25PM • FOX

San Francisco 49ers vs Minnesota Vikings

NFL Football

FOX NFL

JUMP TO LIVE

LIVE

1:21:25 / 3:29:28

GUIDE

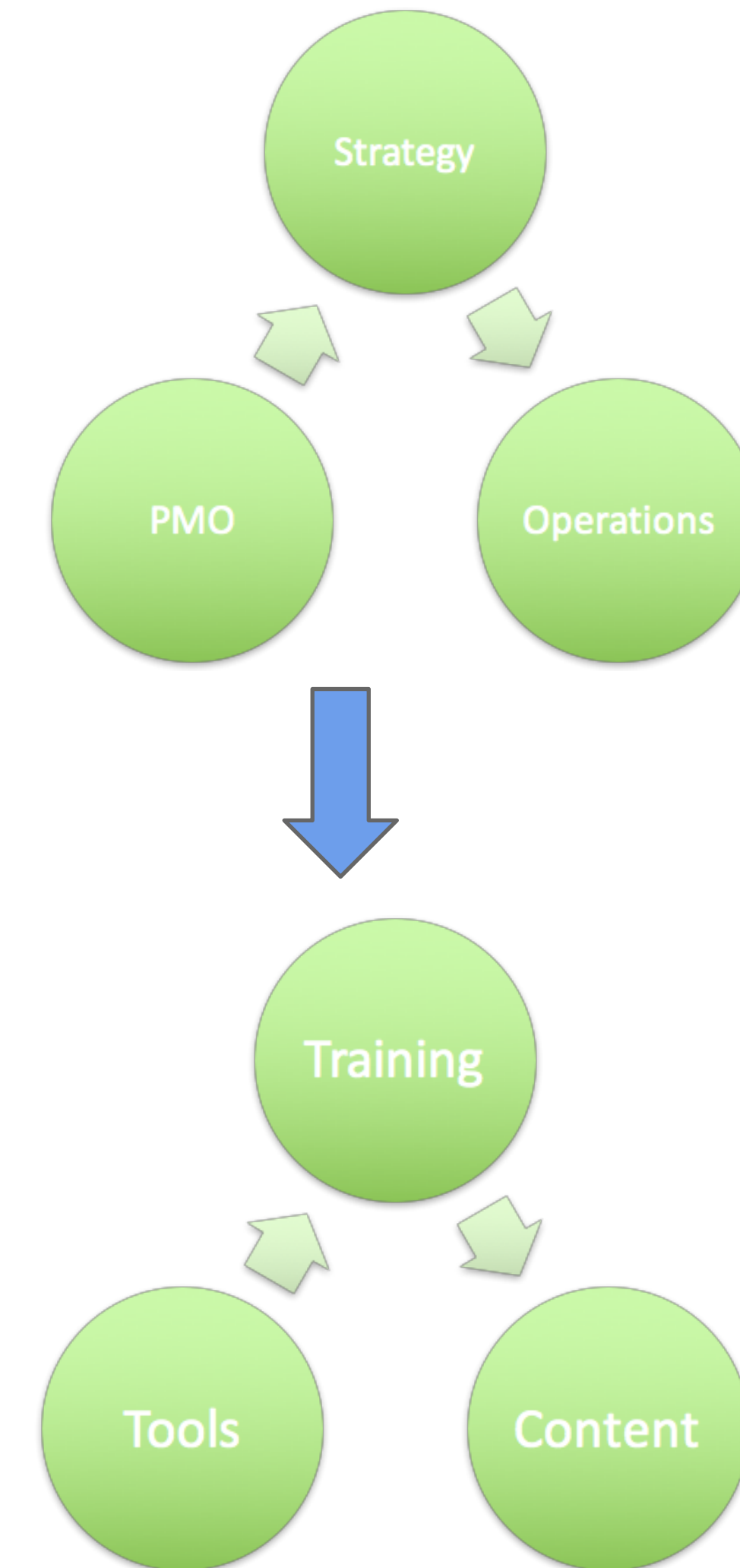
Settings and volume icons

10 10

Fullscreen and window control icons

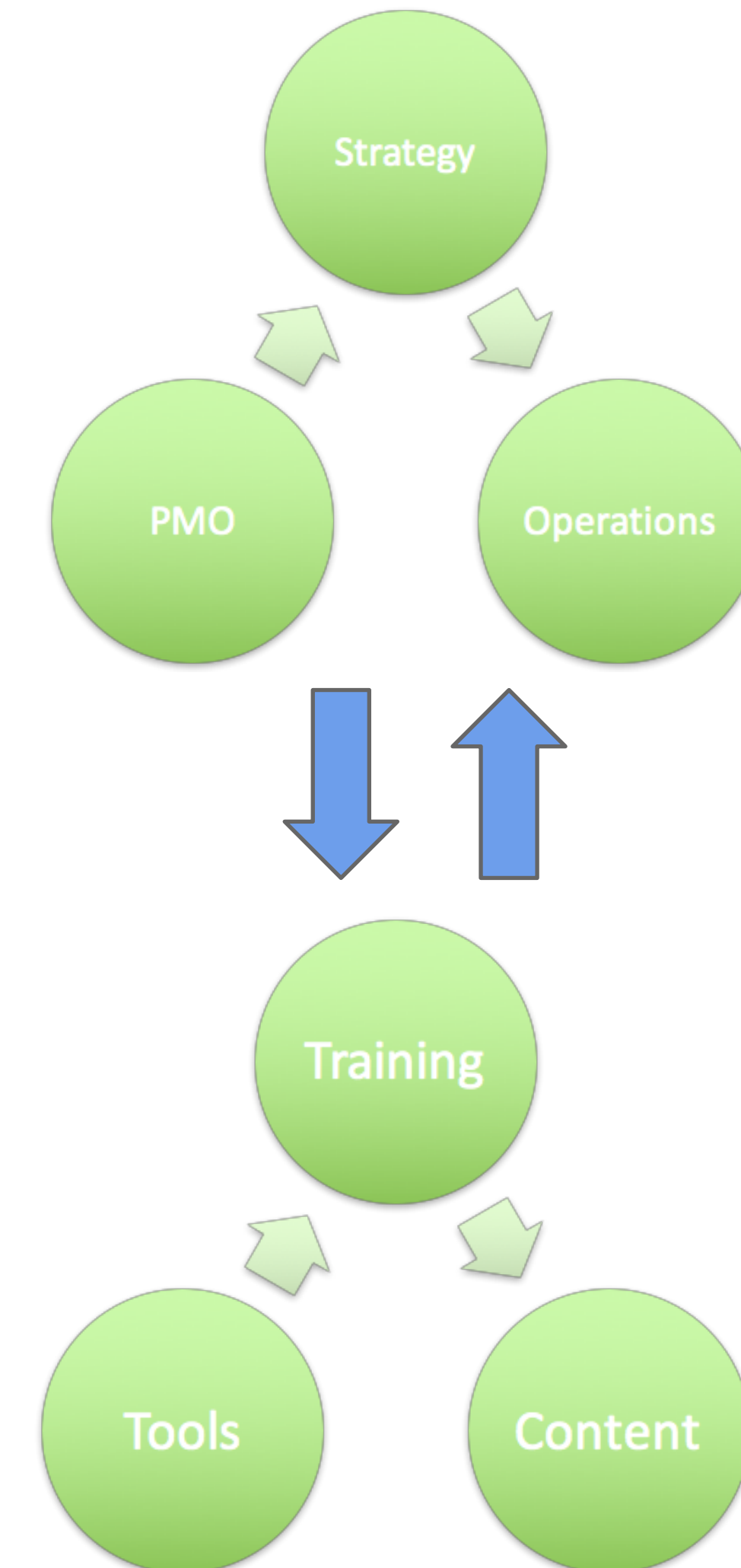
Brokered a Solution:

1. Build a customization to track Help Site and Article navigation at the user level



Brokered a Solution:

1. Build a customization to track Help Site and Article navigation at the user level
2. Analyze contact drivers and activity data



Step 3: The Solution... Increased Personalization / Deflection

hulu

hulu | Help Center

Matthew Kravitz Log Out

MANAGE YOUR PLAN

2

1



NFL kicks off today! Need help getting your game?

- ✓ [Find all your games here](#) (or just search "NFL")
- ✓ [Enter your ZIP to confirm which local affiliates are available](#)
- ✓ [See all the devices you can watch on](#)
- ✓ [See all the other TV apps you can get access to](#)
- ✓ [Get help with any issues during the game](#)



TRENDING TOPICS

Manage an iTunes-billed subscription plan

FEATURED TOPICS

Watching NFL football

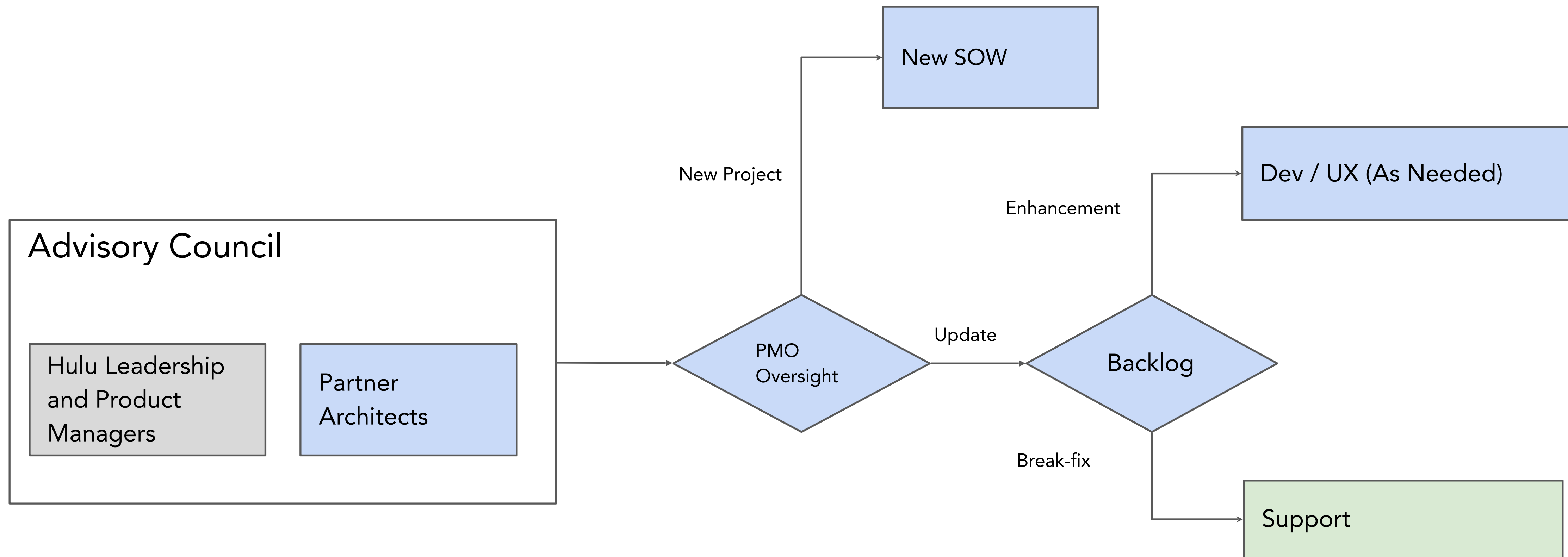
ACCOUNT & BILLING

Getting started with Hulu

3

~45

Baseline Framework for Partner/Strategic Alignment



1. Determine your Model...
 - a. Do you “have a seat” or be “of service?”
2. Build Partner Relationships with Unbiased Sources and Expertise
 - a. Reasonably Technology Agnostic
 - b. Partnership vs. Transactional Models
3. Don't lose site of the Business Problem



ASPEN 2018



RACKSPACE[®]

LEADERSHIP RETREAT



- 11:45_{AM} Shuttles depart for Maroon Bells
- 12:00_{PM} Lunch at T-Lazy 7
- 1:00_{PM} Maroon Bells Photo and then Hiking or Fly Fishing
- 3:00_{PM} Shuttles depart for Hotel Jerome

DINNER at MATSUHIISA

Meet @ 6:15PM in the
Courtyard to walk
to Dinner





ASPEN 2018



RACKSPACE[®]
LEADERSHIP RETREAT