



Cloud Optimization

End-to-end solutions to provide the expertise and insights needed to optimize cloud workloads for cost and performance.

According to Gartner, almost all of the legacy applications being migrated to public cloud require optimization to become more cost-effective,¹ and most businesses currently running workloads in the cloud are overspending 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 with leveraging the performance benefits of the cloud to create meaningful differentiators and drive innovation on an ever-shrinking budget.

The cloud can be a business differentiator, but to maximize the value of cloud investments, you must ensure that cloud workloads are running at peak performance. Businesses need solutions that provide the cloud expertise needed to design, build and manage high-performing, cost-effective infrastructure that enables deep insight into cloud usage for further optimization.

Regardless of where you are in your cloud journey, Rackspace Technology will assess your current environment, provide best practice recommendations on areas to optimize, design and implement your cloud solution and provide continuous optimization so you can stay ahead of the curve.

Experts Dedicated to Your Success

By choosing Rackspace Technology, you will gain access to an industry-leading team of multicloud experts that you can rely on for unbiased guidance. A team of experts is available 24x7x365 to help you optimize your cloud workloads for cost and performance, so that you can focus on what's important — your business.

Key Benefits

- **Save money** with built-in optimization tooling, expert guidance on available discounts and infrastructure designed to provision only the resources you need.
- **Improve performance and enhance your customer experience** with purpose-built infrastructure designed to meet your specific business needs.
- **Offload the burden of time-consuming infrastructure management** by taking advantage of the Rackspace Technology army of unbiased, cloud-specialized experts.
- **Drive innovation** by focusing your in-house staff on creating differentiators for your core business.
- **Decrease time to market** by leveraging Rackspace Technology engineers and architects to design and implement modern, agile applications and business processes.

About Rackspace Technology™

Rackspace Technology is your trusted partner across cloud, applications, security, data and infrastructure.

- A Leader in the 2020 Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide
- 2,500+ cloud-certified professionals
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 120 countries

Fanatical Experience™

Experts on your side, doing what it takes to get the job done right. From first consultation to daily operations, Rackspace Technology combines the power of always-on service with best-in-class tools and automation to deliver technology when and how you need it.

¹. <https://www.gartner.com/smarterwithgartner/4-trends-impacting-cloud-adoption-in-2020/>

¹. <https://www.gartner.com/en/documents/3901768/your-90-day-action-plan-to-control-public-cloud-spend>

Key Features

- **Assessment and Strategy:** Rackspace Technology will help you define the right technology strategies for your business and deliver structured, successful change programs. These services are a quick and cost-efficient way to work with Rackspace Technology experts to identify problems, explore potential solutions, gain stakeholder buy-in and plan your optimization initiatives.
- **DevOps Transformation:** Rackspace Technology works with your team to design, implement and accelerate the adoption of a software-led, automated approach to integrating business, operations and development to gain the ability to iterate and evolve sustainably and more importantly at pace.
- **Architecture and Engineering Services:** Rackspace Technology helps establish architectural principles that work for your business and deliver consistent, high-quality design and build services. You will work with a team of experienced cloud architects and engineers who will deliver guidance, advice and best practices to help you build infrastructure that is designed to be cost effective and high performing, at any scale.
- **Platform Essentials:** 24x7x365 access to certified cloud specialists for cloud guidance, a simplified account management portal for ease of use and tooling with built-in optimization capabilities — all fortified with security.
- **Rackspace Teams:** Tackle a wide variety of cloud initiatives with a team of experts — a Pod — that's as easy to engage with as your own in-house resources. Rackspace Teams provides flexible, collaborative access to cloud expertise while allowing you to dynamically change scope and priorities of services as your business needs change.
- **Cloud Native Security:** Direct integration with AWS security tools and around-the-clock monitoring and rapid remediation of security threats in your AWS environment.

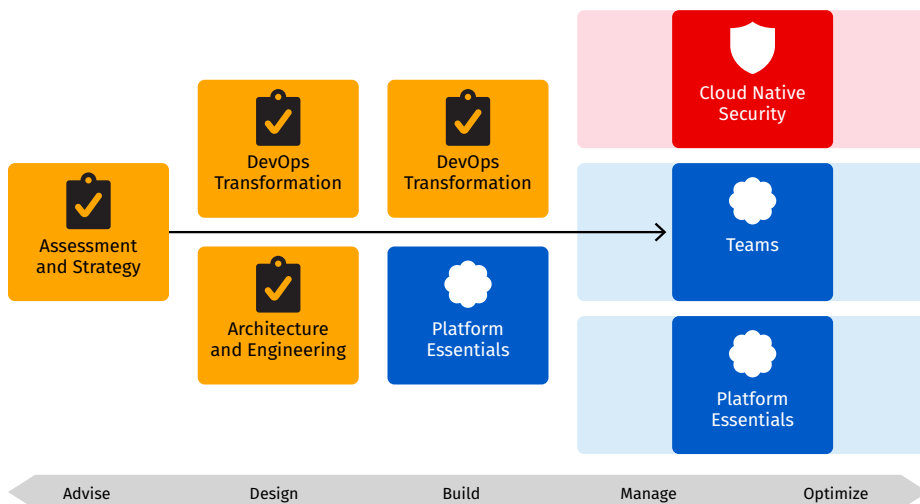
Cloud Optimization Solution Process

Optimization is not a “one and done” endeavor. It begins on Day 1 and continues through the entirety of your multicloud journey. Rackspace Technology provides guidance to help you address cost and performance optimization at each step, partnering with you to develop and implement the right cloud optimization solution for your business. Certified cloud experts at Rackspace Technology take a collaborative and flexible approach with each engagement, with the flexibility to adapt quickly to overcome any new challenges and help ensure project success.

Rackspace Technology leverages service blocks to deliver a flexible solution that is customized to your business needs and employ a continuous optimization methodology to take you through five phases for each solution — Advise, Design, Build, Manage and Optimize.

Rackspace Technology has implemented tens of thousands of solutions for our customers over the years, so you can rest easy knowing that every recommendation will be infused with the learnings and best practices gained through 20+ years of experience.

Example Cloud Optimization Service Block Pattern:



The Cloud Optimized Business

With a cost optimization solution, you will be able to save money, improve performance and gain a team of highly specialized experts to focus on your cloud optimization initiatives. Take control of your future by removing the burden of infrastructure management and empowering your IT team to drive innovation and create meaningful differentiators for your business.

Take the Next Step

Schedule a free strategy session to uncover the next steps on your optimization journey.

Learn more: www.rackspace.com/solutions
Call: 1-800-961-2888