

Tomorrow's cloud becomes today's reality

Rackspace Technology helps companies innovate and evolve in the cloud with hyperconverged infrastructures built on Dell EMC VxRail.



Customer profile

rackspace
technology®

IT and Services | United States



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Hannah Duce

Global Alliance Sales Manager,
Rackspace Technology

Business needs

Rackspace Technology, a Gartner Magic Quadrant leader for managed cloud services, is always looking for better, faster ways to help businesses create value from cloud technologies. The company decided to take advantage of Dell EMC VxRail hyperconverged infrastructure appliances to advance its private cloud solutions.

Business results

- Facilitates completion of private cloud deployments in hours instead of weeks.
- Supports 100% uptime.
- Ensures predictable SAP S/4HANA migrations.
- Shortens time-to-market for IT organizations.
- Fosters cloud-based innovation.
- Enables workload migration to the cloud on a vast scale.

Solutions at a glance

- [Dell EMC VxRail Hyperconverged Infrastructure appliance](#)
- [VMware Cloud Foundation](#)

A leader in enabling cloud transformations on all major technology platforms, Rackspace Technology assists companies in pursuing transformative growth while also becoming more competitive and innovative. Rackspace Technology teams delve deeply into clients' challenges and requirements to help them achieve the right outcomes from multi-cloud environments. They also assist these companies in bridging skills gaps when it comes to creating and managing cloud technologies.

The company works with clients to find ways to rationalize their applications and run workloads on the public and private cloud platforms that make the most sense for them. Dan Houdek, senior product marketing leader at Rackspace Technology, says, "Together with partners like Dell Technologies, we help companies make the best decisions on where workloads need to run. Rackspace Technology and Dell Technologies are here to assist our clients, no matter what their cloud environments might look like."

Anchoring the cloud to hyperconverged infrastructure

Rackspace Technology often uses VMware Cloud Foundation on Dell EMC VxRail hyperconverged infrastructure as the infrastructure for its solutions. There are many reasons for this choice. Hannah Duce, global alliance sales manager at Rackspace Technology, comments, "We chose Dell EMC VxRail as the best possible technology to enhance our customer experience and ensure high uptimes. VxRail is the only hyperconverged platform that is not only engineered for VMware but also extends and enhances VMware." Houdek adds, "Dell EMC VxRail allows us to be highly flexible in addressing clients' needs and designing the right solution for them."

Finding the right cloud environment to power innovation

Currently, Rackspace Technology is taking further steps to simplify its clients' technology management and shorten their time-to-value. The company is reengineering its private cloud solutions on Dell Technologies to allow clients to innovate their technology services more quickly and maintain



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a consistent experience from edge to core to cloud. This initiative, called “Rackspace Services for VMware Cloud,” will enable organizations to deploy a modern cloud that can interact seamlessly with hybrid cloud environments. Houdek explains, “On a Dell Technologies cloud foundation incorporating VxRail and VMware we’re able to deliver more than just another VMware hosted environment and really help clients take advantage of the innovation potential of the cloud.”

For IT organizations used to grappling with complex cloud decisions and implementations, reimagining the private cloud with Rackspace Services for VMware Cloud will make it easier to deliver capabilities and services to their businesses. Adrianna Bustamante, senior director and strategic alliance executive for VMware and Dell at Rackspace Technology, says, “Companies should be able to focus on their mission, not on IT administrative tasks. Many technology providers cannot help them move workloads to the right cloud environment at a broad scale, but Rackspace Technology and Dell have both the expertise and the solutions to accomplish this.”

Deploying in hours, minimizing day-to-day management

Dell EMC VxRail is integral to clients realizing the benefits of their Rackspace Technology solutions, which contradicts the notion that hardware products used in the cloud are interchangeable commodities. For one thing, the ambitious service levels Rackspace Technology commits to with Rackspace Services for VMware Cloud would not be possible without VxRail, and the benefits include 100% production platform uptimes, deployment in hours instead of weeks and the ability to scale in minutes. “The VxRail platform is so closely integrated with VMware that companies can rely on their data landing in the right location during a deployment,” Bustamante says. “They simply go from one good state to another.”

VxRail also enables efficiencies that simplify the management of cloud environments. Houdek says, “One great advantage of VxRail is automation, which helps us accelerate upgrades and other processes. For example, instead of IT managers spending many hours manually performing a software upgrade, the integration of VxRail and VMware lets them accomplish this in just a few clicks.”

Automation also allows Rackspace Technology clients to minimize risk and innovate with greater confidence. Bustamante says, “Automation and machine learning in Dell EMC VxRail with VMware streamline our clients’ cloud journey into the future in a controlled, predictable manner.”

Easing the migration to SAP S/4HANA

Many enterprises anticipate a transition to SAP S/4HANA in the cloud. Migrations of the newest version of the SAP enterprise resource planning (ERP) system are complex undertakings that require significant investments of expert skills and budgets. Companies also need to design the right infrastructure to deliver the capabilities of S/4HANA to their business groups. Successfully planning and provisioning the right ERP cloud platform requires a level of foresight and expertise that can be beyond even well-resourced IT organizations.



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To help companies generate the full benefits of SAP S/4HANA, Rackspace Technology offers S/4HANA migration and ongoing managed services. VxRail and the skills that Dell Technologies offers are invaluable in enabling Rackspace Technology to serve these SAP clients. Dell Technologies performs the testing to make sure that its solutions not only meet the performance and availability goals of these companies, but also satisfy the certification criteria and other requirements imposed by SAP. “When we facilitate SAP S/4HANA migrations, we gain the full advantage of Dell Technologies’ expertise in supporting business-critical workloads and achieving outstanding performance,” Bustamante comments. “That gives us the peace of mind that we can deliver a highly manageable, scalable SAP solution that allows our customers to focus on their core competency and innovation initiatives instead of managing technology.”

Strategic partners help businesses get ahead

Rackspace Services for VMware Cloud and the SAP migration service prove that the Rackspace Technology collaboration with Dell Technologies can truly deliver the results the company’s clients hope for. Rackspace Services for VMware Cloud also enable Rackspace Technology to stay true to its vision for serving businesses.

Bustamante comments, “By partnering with Dell Technologies, we can serve the largest enterprises and compete with global systems integrators, but still deliver a high-quality experience that fits our fanatical dedication to see companies through to meeting their goals. Because we share the same values and commitment, our alliance is also highly competitive. We are often the first to market with new solutions.”

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