DELL EMC

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PRIVATE CLOUD AS A SERVICE

A global leader in managed cloud services capitalizes on Dell EMC vSAN Ready Nodes to bring its customers innovative private cloud solutions.

rackspace®
the #1 **managed cloud** company

Rackspace | IT as a Service | United States

Business needs

Rackspace needed highly reliable, quick-to-deploy IT infrastructure to deliver its Private Cloud as a Service offerings to organizations around the world.

Solutions at a glance

- Dell EMC vSAN Ready Nodes
- Dell EMC PowerEdge™ servers with Intel® Xeon® processors

Business results

- Accelerating time to value for customers
- Reducing the cost of hosted private cloud services
- Delivering highly reliable private cloud services

With Dell EMC vSAN Ready Nodes, Rackspace shortened implementation timeframes from

months to weeks

Rackspace Private Cloud as a Service solutions help the company's customers realize

39% savings

A leader in managed cloud services

Around the world, forward-looking organizations count on Rackspace to help them achieve the benefits of cloud technologies — on their terms. A leading provider of IT as a service (ITaaS) solutions, Rackspace serves more than 140,000 business customers, including most of the Fortune 100, from data centers on five continents.[1]

For all of its customers, Rackspace offers expert advice and integrated managed services across applications, data, security and infrastructure, including public and private clouds and managed hosting. Rackspace partners with all the leading technology providers — including Alibaba, Amazon Web Services, Google, Microsoft, OpenStack, Oracle, SAP and VMware. With its broad, platform-agnostic view, the company is uniquely positioned to provide unbiased expertise on the technologies that will best serve a customer's specific needs.

The market has taken notice — and placed Rackspace among the frontrunners in managed cloud services. Rackspace was named a leader in the 2018 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide.[2] And Rackspace's status as the number one managed cloud provider was reinforced in June 2018 when the company won the managed cloud service provider category at the 2018 NetworkWorld Asia Information Management Awards.[3]

Breaking new ground in managed cloud

Rackspace, which was founded in 1998, has worked closely with Dell Technologies since its earliest years. Today, the company's VMware team is building on this long relationship to help its customers accelerate the deployment of a groundbreaking managed cloud solution, Rackspace Private Cloud Everywhere, powered by VMware Cloud Foundations.

> *" With vSAN Ready Nodes, we can deploy faster across the globe and shorten that time from signing a contract and having an agreement with the customer to actually designing the gear and deploying the solution for them. "*
>
> Peter FitzGibbon
> General Manager and Vice President of VMware practice, Rackspace

With Rackspace Private Cloud Everywhere, Rackspace customers get a fully managed, single-tenant, dedicated VMware private cloud, in their choice of global data centers — including their own. This allows organizations to address their data sovereignty requirements while also locating cloud resources closer to their users, which can improve performance and overall satisfaction.

The debut of Rackspace Private Cloud Everywhere in April 2018 marked a new era for the VMware cloud market. Organizations can now leverage a fully managed VMware private cloud as a service located wherever their users need it. They get the best of two worlds: public cloud-like services, with the ease of migration, security, performance and economic advantages of private clouds.

Under the hood: Dell EMC vSAN Ready Nodes

The engine that powers Rackspace Private Cloud Everywhere is based on Dell EMC vSAN Ready Nodes. These Ready Nodes are preconfigured and validated building blocks that help Rackspace and its customers get to market faster with a robust managed cloud solution that reduces deployment risks, improves storage efficiency and enables easy storage scalability to accommodate growth.

The Dell EMC vSAN Ready Nodes used in Rackspace Private Cloud Everywhere are built on 14th-generation Dell EMC PowerEdge™ R740 rack servers with Intel® Xeon® processors. These servers have been preconfigured, tested and certified to run VMware vSAN. Each Ready Node includes just the right amount of CPU, memory, network I/O controllers, HDDs and SSDs that are best suited for VMware vSAN and the needs of Rackspace customers.

Faster time to value

For the VMware team at Rackspace, Dell EMC vSAN Ready Nodes were the key to faster deployment of Rackspace Private Cloud Everywhere on a global scale, according to Peter FitzGibbon, general manager and vice president of the VMware practice at Rackspace.

"We've been doing it ourselves completely with bare metal servers over our 20-year history, and we continue to do that for specific customers," FitzGibbon says. "But in our scenario to quickly deploy Rackspace Private Cloud Everywhere, powered by VMware Cloud Foundations, vSAN Ready Nodes were the perfect choice. That's from a standpoint of integrating with our existing private cloud technology and our need to speed deployment across the globe."

With the preconfigured Ready Nodes, the VMware team at Rackspace has been able to reduce months-long deployment timeframes to a matter of weeks, FitzGibbon says.

"With vSAN Ready Nodes, we can deploy faster across the globe and shorten that time from signing a contract and having an agreement with the customer to actually designing the gear and deploying the solution for them," he says. "If I were describing vSAN Ready Nodes to my mom, I would tell her it's like making a cake where a number of the ingredients are prepackaged and prebundled for you. You're not starting from scratch every time, so you get that cake onto the table faster."

Better economics — and more

Dell EMC vSAN Ready Nodes are one of the building blocks for Rackspace Private Cloud as a Service (PCaaS) solutions that help organizations achieve better economics for their cloud solutions. Rackspace reports that its PCaaS customers see 39 percent savings versus building and operating private clouds themselves.[4] Better still, Rackspace offers its PCaaS customers a choice of economic models, enabling them to consume private cloud primarily as operating expenses or as capital expenditures, and with innovative on-demand options.

Rackspace backs its PCaaS solutions with industry-leading SLAs, including a 99.99 percent API uptime guarantee, a 100 percent network uptime guarantee, a 15-minute live response time to emergency tickets and 24x7x365 access to cloud experts. With stringent SLA agreements like these, the legendary reliability of Intel-based Dell EMC PowerEdge servers becomes even more important.

"Reliability is key for us in our ability to support our customers, and our Dell PowerEdge servers are an extremely reliable platform that we can depend upon," FitzGibbon says.

Looking ahead

Throughout its 20-year history, Rackspace has worked closely with Dell Technologies, and FitzGibbon expects this close relationship to continue as the company takes its managed cloud services to new levels.

"We have a global alliance relationship with Dell Technologies," he says. "As a global company, it's very helpful to be able to deal with one partner that also operates in all the same geographies that we do. That helps with speed of deployment, that helps with contracting, that helps with vendor management."

FitzGibbon notes that the global reach of Dell Technologies and its supply chain was one of the keys to enabling the success and rapid momentum of Rackspace Private Cloud Everywhere on a global scale.

"When we were rolling out Rackspace Private Cloud Everywhere, powered by VMware Cloud Foundations, one of our main concerns was our ability to roll this out at once across the globe," he says. "And we've been very successful at that. In conjunction and in partnership with Dell Technologies and its world-class supply chain, we've been able to roll out Rackspace Private Cloud Everywhere globally in a seamless fashion."

The bottom line? "The investment in vSAN Ready Nodes was certainly worthwhile," FitzGibbon says. "It has allowed us to launch our products faster, on a global scale, and it has allowed us to meet our customers' needs for reliable managed cloud services faster."

1 Rackspace news release, "Rackspace Expands VMware Private Cloud as a Service to Customer Data Centers," April 25, 2018.

2 Rackspace news release, "Rackspace in the Leaders Quadrant of Gartner Magic Quadrant for Public Cloud Managed Service Providers," April 4, 2018.

3 Rackspace news release, "Rackspace Wins Managed Cloud Service Provider from NetworkWorld Asia," June 7, 2018.

4 Rackspace TCO Assessment – Industry Average – April 2018.

Learn more about the solution at Dell.com/vSanReadyNodes

View all customer stories at DellEMC.com/PowerEdge-Stories

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