DELL EMC

Powering an enterprise that runs on data

As a leader in managed cloud services, Rackspace has hundreds of thousands of customers that rely on continuously available, highly responsive data access to keep their businesses running efficiently

rackspace.

Technology | Worldwide

Business needs

In providing hosted cloud services on a global scale, Rackspace deals with numerous customer requirements. Access to data is the number one priority. This requires storage resources that ensure outstanding performance, very low latency and high quality with absolute dependability—24x7—across both hardware and application layers.
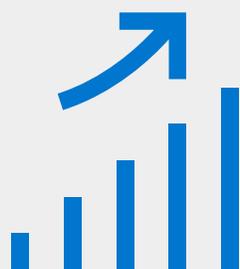
Solutions at a glance

- Dell EMC PowerMax 8000
- Dell EMC Isilon
- Dell EMC Unity
- Dell EMC CloudIQ
- Dell EMC Residency Services
- VMware vSphere

Business results

- 4x improvement in storage performance to meet customer demands

- Ensures sub-millisecond access to critical applications and data

- Fits double the workload on each storage array

- Delivers 99.9999% availability to keep customer businesses up and running

- Shrinks storage footprint by 93%—cutting power and cooling costs by up to 5x
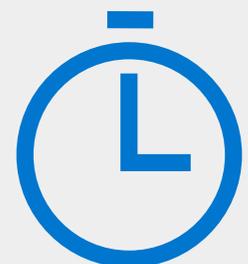
4x
performance improvement

< milli-second
response times

Rackspace is a leading managed cloud services provider, supporting all major cloud technologies and platforms—physical, virtual and cloud-based. Because of this, the company's IT infrastructure means everything. Rackspace's rapidly growing customer base requires continuous access to millions of data points. Customers count on applications remaining available and data being securely and reliably stored at all times.

As a long-time user of Dell EMC storage for more than 15 years, Rackspace recently installed two Dell EMC PowerMax 8000 arrays with 500TB each to handle its cloud infrastructure requirements, now and in the future.

Cooling and power costs reduced by up to

5x

"Dell EMC PowerMax enables a 4x improvement in performance compared to previous platforms. The sub-millisecond response times make a huge difference."

Paul Croteau
Channel CTO
Rackspace

Performance for the heaviest workloads

Hundreds of thousands of customers running almost every application imaginable rely on Rackspace to handle their most important workloads. Applications include all major database platforms such as Oracle, SQL Server, MongoDB, and NoSQL databases, homegrown applications, and VMware-based solutions. With end-to-end NVMe flash storage, PowerMax delivers the high performance and low latencies Rackspace needs to keep all the applications—even older SQL versions that are no longer supported by Microsoft—running at their best.

"Dell EMC PowerMax enables a 4x improvement in performance compared to previous platforms," says Paul Croteau, channel chief technology officer for Rackspace. "The sub-millisecond response times make a huge difference."

Rackspace engineers not only value PowerMax performance, but also appreciate the dependability and ease of use of the arrays. PowerMax is designed for six-nines availability that's required for mission-critical cloud environments. Further, built-in automation and the intuitive, integrated Dell EMC Unisphere interface greatly simplify management for Rackspace teams—with Dell EMC CloudIQ providing valuable insight into the health of the company's systems at all times.

Enhanced efficiencies and lower costs

Rackspace also welcomes the array's data efficiencies, which help to drive new revenues without increased CapEx spending, for higher profitability. In the past, Croteau and his team managed a mix of previous-generation Dell EMC arrays using legacy CLI scripts, which require a higher level of maintenance, duplication of systems and increased workloads on the arrays.

"With PowerMax, we're able to realize operational efficiencies by moving many tasks to agile REST APIs," Croteau explains.

In addition, as Rackspace migrates to PowerMax, the company will see its storage footprint shrink from 30 tiles down to 2. "We expect to fit roughly twice the workload levels on the same arrays occupying far less space," remarks Croteau. "PowerMax will let us generate new revenues from our existing storage, while power and cooling costs will be 2x to 5x less than before."

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> **"***Dell products are vital to everything we do for our customers. We count on Dell to help us provide the Fanatical Experiences that Rackspace is known for.***"**

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Counting on Dell Technologies

Rackspace and Dell Technologies have been partners for many years, with a very close relationship that's benefited both companies. Rackspace relies on a long list of Dell products including Dell EMC Isilon scale-out network-attached storage systems with up to 70PB of data, Dell EMC Unity midrange storage with native replication built in, and an array of Dell network gear, servers, laptops, and more.

"Dell products are vital to everything we do for our customers," Croteau states. "We count on Dell to help us provide the Fanatical Experiences that Rackspace is known for."

Rackspace also takes advantage of Dell EMC's Future-Proof Loyalty Program, which offers investment protection on PowerMax and other Dell products through a set of technology capabilities and programs that deliver greater value and peace of mind. In addition, the company has turned to Dell EMC Residency Services for expert help providing day-to-day operational management of Rackspace's IT infrastructure.
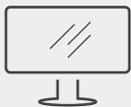
"Our customers depend on us and we depend on PowerMax," comments Croteau. "We've had a strong partnership with Dell since Day One, and we look forward to a long future together."

Learn more about Dell EMC solutions

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