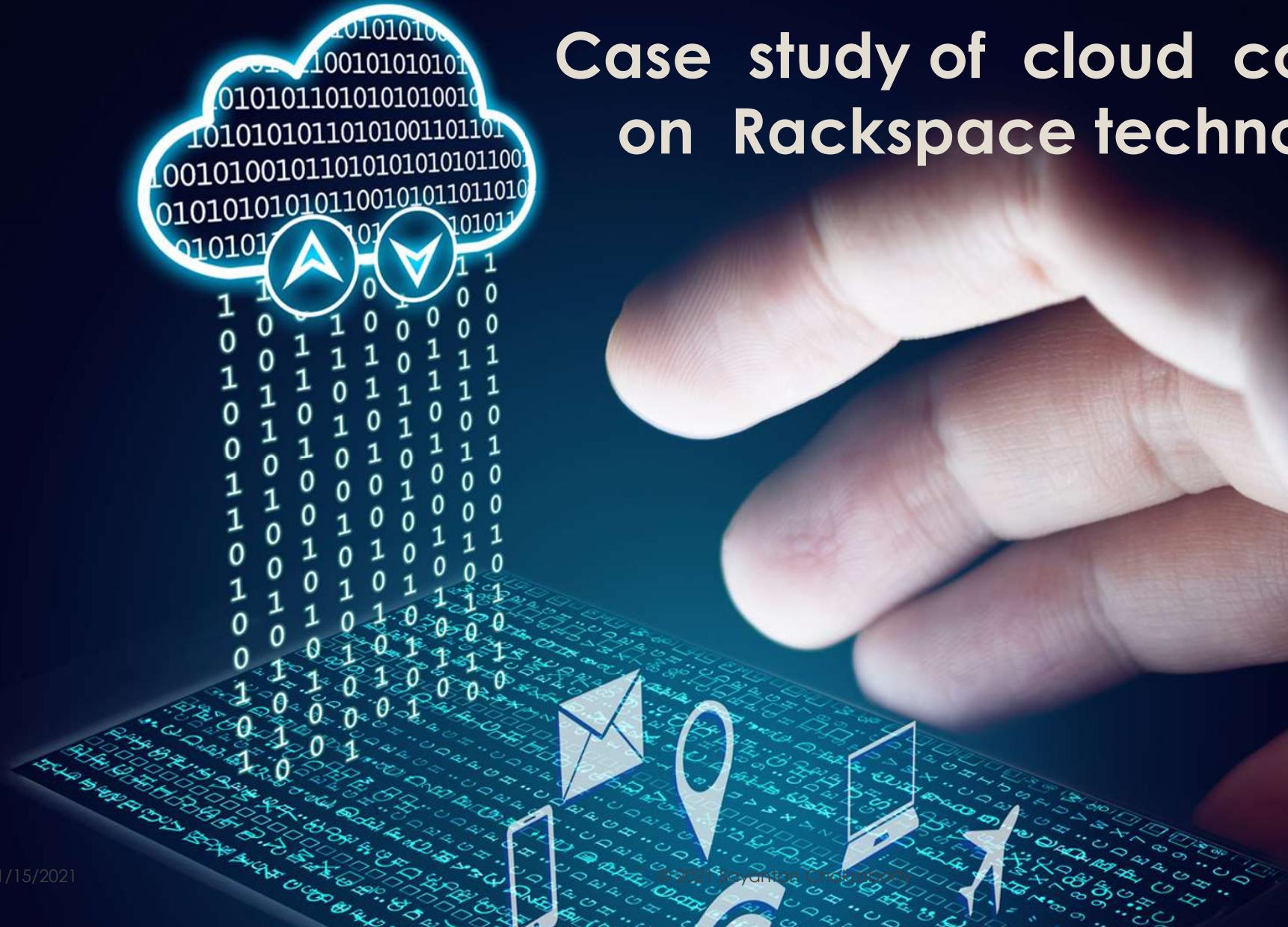


# Case study of cloud computing on Rackspace technology





1/15/2021

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The Most Successful  
Technology Transformations Start  
With Clear Vision Of Tomorrow

1/15/2021

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# The #1 Cloud Managed Company Rackspace

- Google , Microsoft , Amazon(unmanaged & multiple cloud providers):

*Bad effects:* Customer who choose this option often get lower infrastructure prices than they would get from a managed cloud provider – but a higher total cost for hiring more engineers, supervising those engineers, and over-provisioning to avoid contention for resources on multi-tenant infrastructure.

- IBM, HP, DXC(outsource IT providers):

*Bad effects :* These arrangements allow the customer to focus on its core business, but are very expensive. Big outsourcers also tend to move slowly. It can take weeks to update a part of the customer's configuration. More enterprises, and the developers who are pushing innovation within those companies, are finding that they can move more quickly and cost-efficiently by shifting new applications away from IT outsourcing and toward nimbler, less-expensive managed cloud providers.

# Cloud Services of our Company

- Public Cloud



## PUBLIC CLOUD

- Offered by third-party providers
- Available to anyone over the public internet
- Scales quickly and convenient

1/15/2021



## HYBRID CLOUD

- Combination of both public and private cloud
- Shared security responsibility
- Helps maintain tighter controls over sensitive data and processes

- Hybrid Cloud

- Multi-Cloud



## PRIVATE CLOUD

- Offered to select users over the internet or a private internal network
- Provides greater security controls
- Requires traditional datacenter staffing and maintenance

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A black and white photograph of a man in a dark suit and tie. He is holding a large, white, fluffy object, resembling a cloud, between his two cupped hands. The background consists of several server racks, suggesting a data center or IT environment.

**It's Time to Jumpstart  
Your Cloud Journey**

*Public Cloud*

# Managed Public Cloud Services

Meeting you wherever you are on your cloud journey.

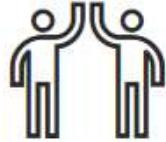
- Let us help you modernize your IT and drive innovation by harnessing all the benefits of the public cloud. Our certified cloud experts work closely with you to understand your unique requirements and challenges, delivering the tools, management and expertise you need when migrating to the cloud..



# Use Cases

- The public cloud is the ideal cloud platform for non-sensitive, public-facing operations, with unpredictable traffic. These are some of the use cases we support:
  - Web pages and CMS Systems
  - Web servers/ app servers
  - In-memory analytics
  - Disaster Recovery
  - Batch processing apps
  - Media streaming apps
  - Enterprise apps
  - Web and mobile apps
  - NoSQL stores (Mongo DB, Cassandra)
  - Small databases or large relational databases
  - Network appliances
  - Caches (Redis, Memcached)
  - Test and dev environments

# A Comprehensive Managed Public Cloud Solution



## Unbiased Expertise

Certifications across the world's leading hyper-scale clouds, with unbiased guidance to help you choose the best public cloud solution.



## Full Cloud Lifecycle Support

Flexible services and support to meet your cloud needs — from planning, migration and deployment to ongoing management and optimization.



## Modernized IT

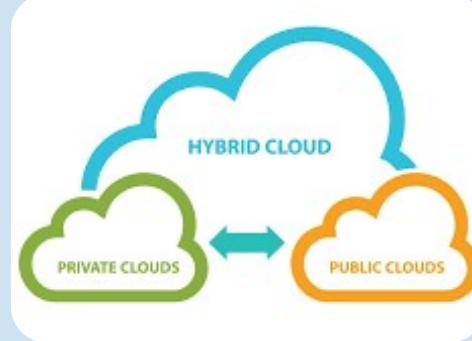
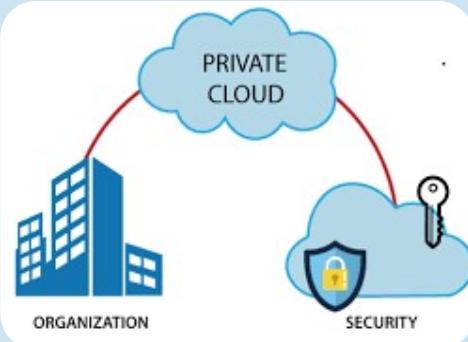
Advanced cloud capabilities for your team, including Managed Infrastructure as Code, DevOps, Cloud Center of Excellence, Managed Kubernetes and more.



## Unified Multi-Cloud Management

Centralized, cross-platform cloud management that reduces the complexity of managing multiple public clouds.

# Cloud Services of our Company



Public  
Cloud

Private  
Cloud

Hybrid  
Cloud

Multi-  
Cloud

# Private Cloud

Cloud Agility in Single-Tenant Environments



Get the agility, scalability and efficiency of the public cloud, with the greater levels of control and security of a single-tenant, dedicated environment. It can be hosted on-site at your own data center or at a service provider's data center.

# How Private Cloud Helps Your Business



## Agility

Deliver features faster by providing your users with on-demand, self-service access to infrastructure.



## Customization

Customize the dedicated compute, storage and networking components to best suit your needs.

1/15/2021



## Security

Get the enhanced security of dedicated, physically isolated network, compute and storage layers.



## Performance

Gain performance advantages over public cloud, with dedicated resources for your business.

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# Use Cases

Choose a private cloud when security, control and performance are your top priority.

- Workloads and data with demanding security requirements
- Mission-critical business applications
- Addressing compliance regulations
- Data sovereignty
- Applications that require high performance
- Test/dev environments and application development
- Disaster recovery

# Why Rackspace for Private Cloud



## Always-On Service and Support

Our specialists proactively monitor and maintain the health of your private cloud and are available 24x7x365.



## Choice and Expertise

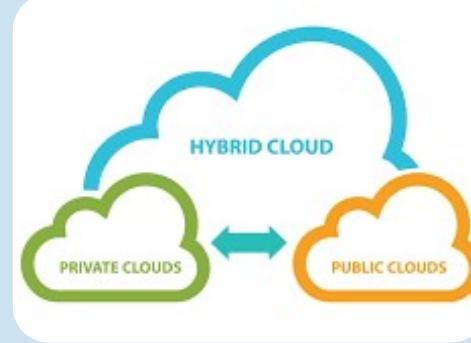
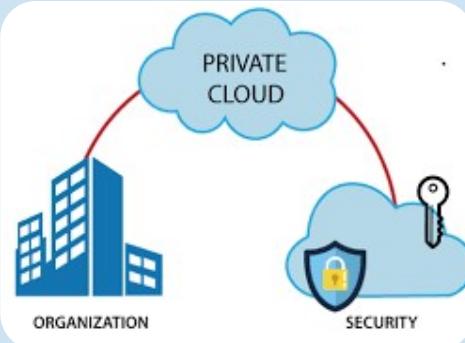
We are one of the largest hosting partners of VMware and Microsoft, and we're a co-founder of OpenStack.



## Hybrid Cloud

Connect your dedicated Rackspace Technology environment to the public cloud of your choice — AWS, Microsoft Azure, or the Rackspace cloud — with RackConnect®.

# Cloud Services of our Company



Public  
Cloud

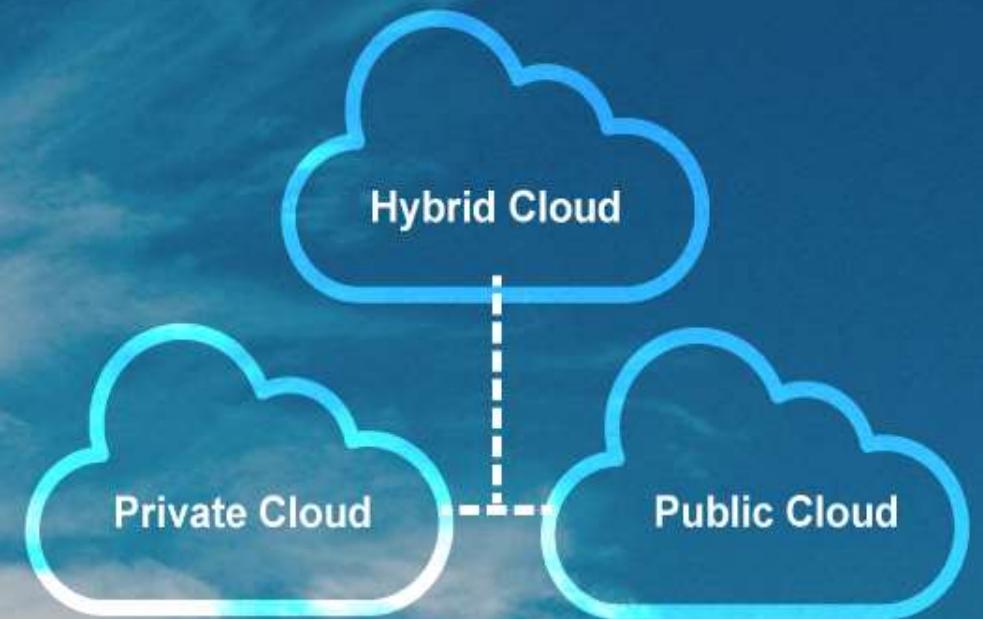
Private  
Cloud

Hybrid  
Cloud

Multi-  
Cloud

# Hybrid Cloud

Tailored For Your Need



# Hybrid Cloud

- Sometimes the best environment for a workload is one that combines both public cloud, private cloud and single-tenant dedicated environments.
- That's why we've created a true hybrid cloud, with multi-cloud flexibility, so you can connect dedicated bare metal environments to the private and public clouds of your choice — such as AWS®, Microsoft®, Google Cloud Platform™, OpenStack® and VMware®

# Hybrid Cloud

A true hybrid cloud, with  
multi-cloud flexibility



Microsoft  
Hyper-V

**DELL EMC**



## The Hybrid Cloud Landscape



# How Hybrid Cloud Helps Your Business



## Scalability

The public cloud's pay-as-you-go scalability is ideal for heavy or unpredictable traffic — and can reduce IT costs.



## Security

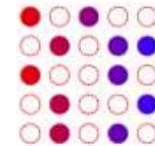
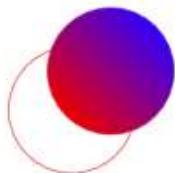
When you need enhanced security and ultimate control for business-critical apps and data, incorporate a private cloud.



## Performance

With single-tenant dedicated servers, you get ultra-fast performance, security, and reliability, on bare metal machines.

# Why Rackspace for Hybrid Cloud

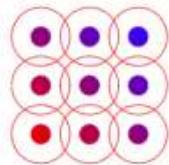


## Unbiased Expertise

Depend on our industry-leading experts to deliver the best strategy and solutions for your challenges.

## Leading Technologies

Let us manage your technology for you — across applications, data, security and multiple clouds.



## Proven Results

Benefit from our 20+ years of experience delivering success for thousands of customers like you.  
© 2021 Sayantan Chakraborty

# Multi Cloud

With Magnificent Power



# Use Cases

Integration and API Management

Hybrid Cloud Connectivity

Google Anthos

Vmware Cloud On AWS

AWS Outposts Managed by Rackspace

Azure Stack

Infrastructure Management Service

## Integration and API Management

### **Defining your seamless multi cloud**

Rackspace evaluates your current state of application and data integration across the entire organization, including hybrid IT deployments.  
We'll deliver integration recommendations that accelerate your business goals and strategies

Hybrid Cloud Connectivity

Google Anthos

Vmware Cloud On AWS

AWS Outposts Managed by Rackspace

Azure Stack

Infrastructure Management Service  
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## Integration and API Management

## Hybrid Cloud Connectivity

### RackConnect Global

- [RackConnect® Global](#) provides multi cloud connectivity to unify your entire hybrid footprint.
- Securely connect your Rackspace Technology dedicated hosting environment to other data center locations and the private and public clouds of your choice, including AWS, Microsoft® Azure®, OpenStack®, VMware® and Google Cloud Platform.
- 24x7x365 support and a 99.95% connectivity uptime guarantee.

## Google Anthos

## Vmware Cloud On AWS

## AWS Outposts Managed by Rackspace

## Azure Stack

## Infrastructure Management Service © 2021 Sayantan Chakraborty

Integration and API Management

Hybrid Cloud Connectivity

Google Anthos

### **Harmonizing on your Google experience**

- Anthos gives you a consistent platform for all your application deployments, from legacy, on-premises applications to cloud native, while offering a service-centric view of all your environments.
- Rackspace managed and professional services help you architect, deploy, configure and manage workloads.

Vmware Cloud On AWS

AWS Outposts Managed by Rackspace

Azure Stack

Infrastructure Management Service  
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Integration and API Management

Hybrid Cloud Connectivity

Google Anthos

Vmware Cloud On AWS

### **Expand your preferred virtualization into public cloud**

- Get a hybrid interconnect that enables fast, simple and secure application migration and mobility between VMware-based private clouds and VMware Cloud on AWS.
- Increase storage scalability without the need to purchase additional hosts.
- Access 24x7x365 OS support for your VMs

AWS Outposts Managed by Rackspace

Azure Stack

Infrastructure Management Service  
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Integration and API Management

Hybrid Cloud Connectivity

Google Anthos

Vmware Cloud On AWS

AWS Outposts Managed by Rackspace

**Explore implementation solutions to get the most of your AWS Outpost deployments.**

Deploy AWS Outposts on-premises, giving you the specialized, comprehensive capabilities you need to address your toughest challenges while recouping value from your datacenter investment.

Access our global footprint of colocation datacenters to help bring your workloads as close to your data as possible.

Azure Stack

Infrastructure Management Service  
© 2021 Sayantan Chakraborty

Integration and API Management

Hybrid Cloud Connectivity

Google Anthos

Vmware Cloud On AWS

AWS Outposts Managed by Rackspace

Azure Stack

### **Bring Azure into your datacenter**

- Microsoft® Azure® Stack delivers agility and scale, plus security and control in your own private Azure cloud.
- Azure Stack is as complex as it is powerful and so can be challenging for organizations to deploy and run it without supplementary expertise,. With many years of Azure experience, deep expertise and offering unmatched support, Rackspace® can help deploy and manage your Azure Stack environment.

Integration and API Management

Hybrid Cloud Connectivity

Google Anthos

Vmware Cloud On AWS

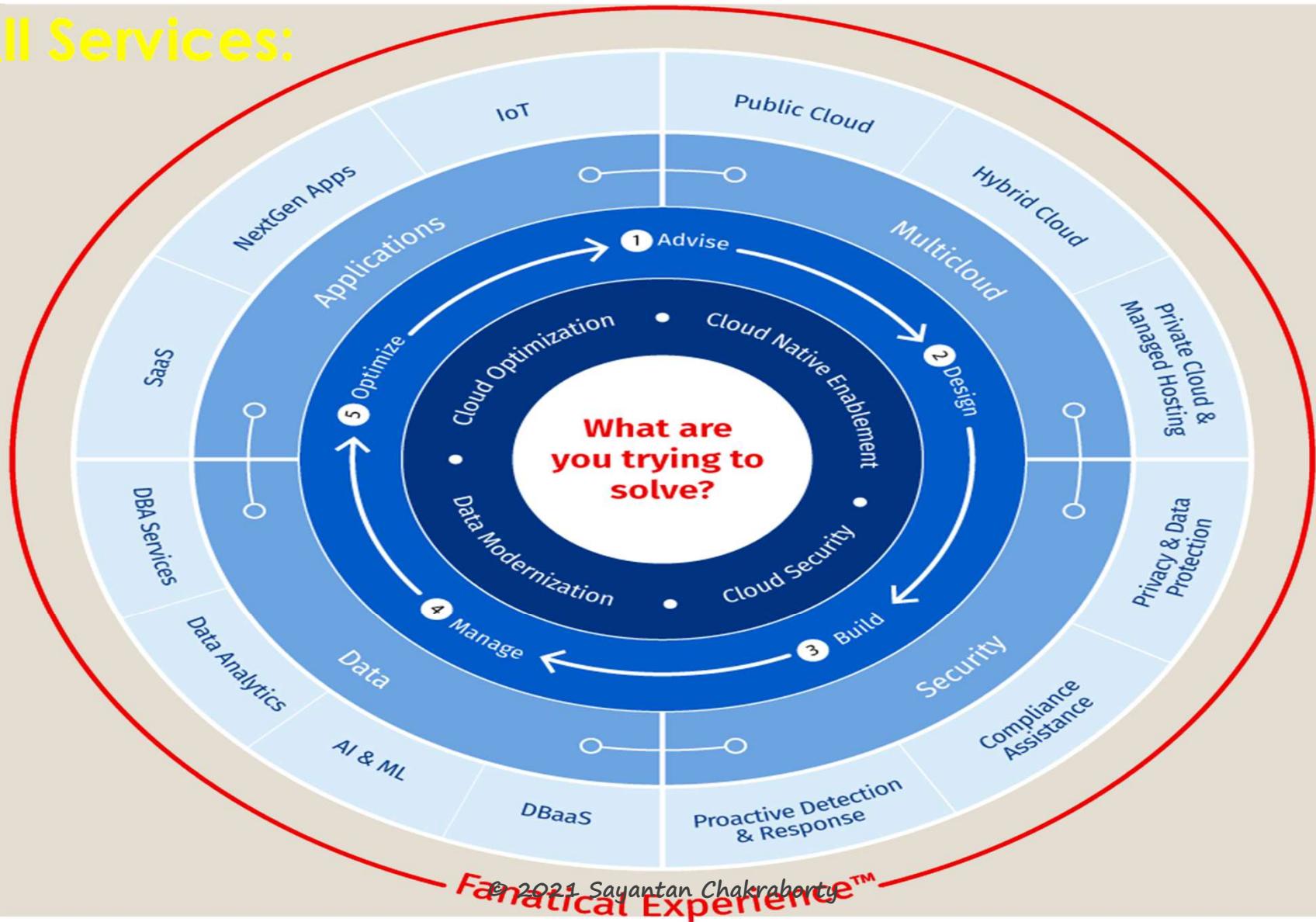
AWS Outposts Managed by Rackspace

Azure Stack

Infrastructure Management Service

Rackspace provides manage and operate services for cloud workloads for an array of platforms across public and private cloud, including on-premises, colocation, Bare Metal and VMware vSphere® virtualization.

# Our All Services:



#1 on trending

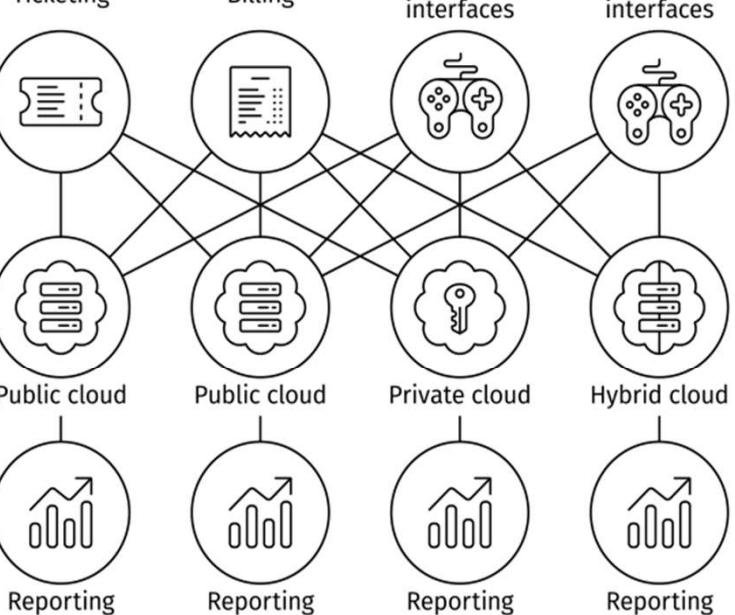
## Our products

### Rackspace Fabric



## Complex customer environments

Disjointed user interfaces



Unreliable support

Need for rare expertise

Inconsistent user experience

**VS.**

## Rackspace Fabric™ radically simplifies

Single, multi-tenant user interface



Proprietary software platform

Rackspace Technology Experts

Unified SaaS-like user experience

Apps | Data | Security



Microsoft  
Azure

Google Cloud

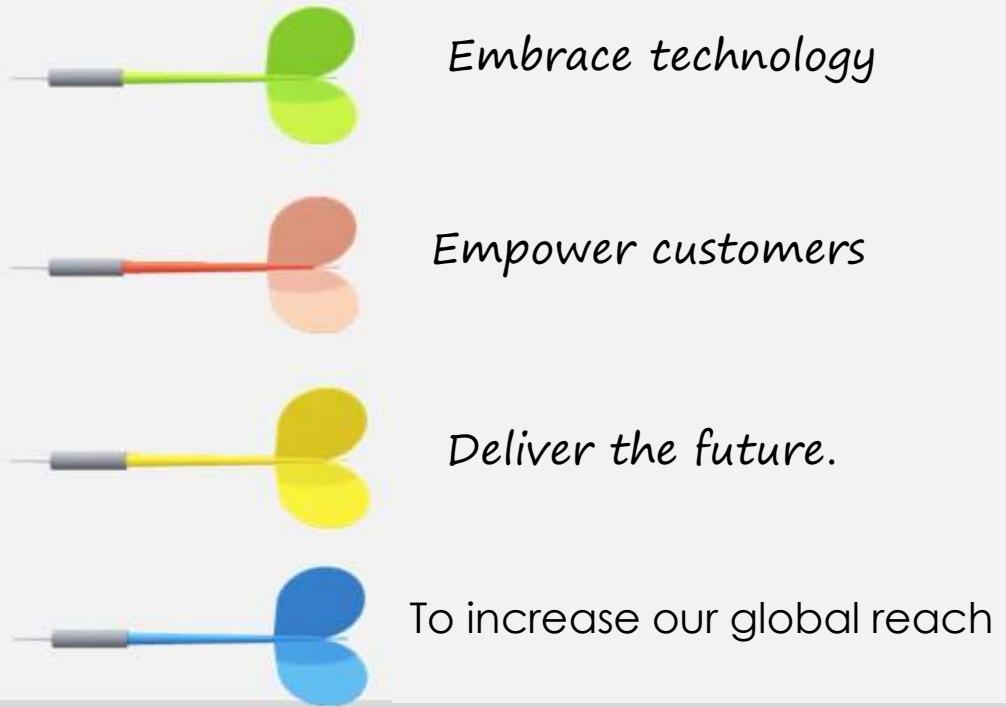
vmware

Unified experience

# Our Future Goal



# Our Future Goal



# Our Future Goal



## ***Embrace technology:***

Our multicloud solutions give you the power to build new revenue streams, increase efficiency, and deliver the future.

# Our Future Goal



## ***Empower customers:***

We enable solutions for your business through our expertise with the world's leading technologies.

# Our Future Goal



## ***Deliver the future:***

We help customers achieve business outcomes faster by combining world-class process and technology.

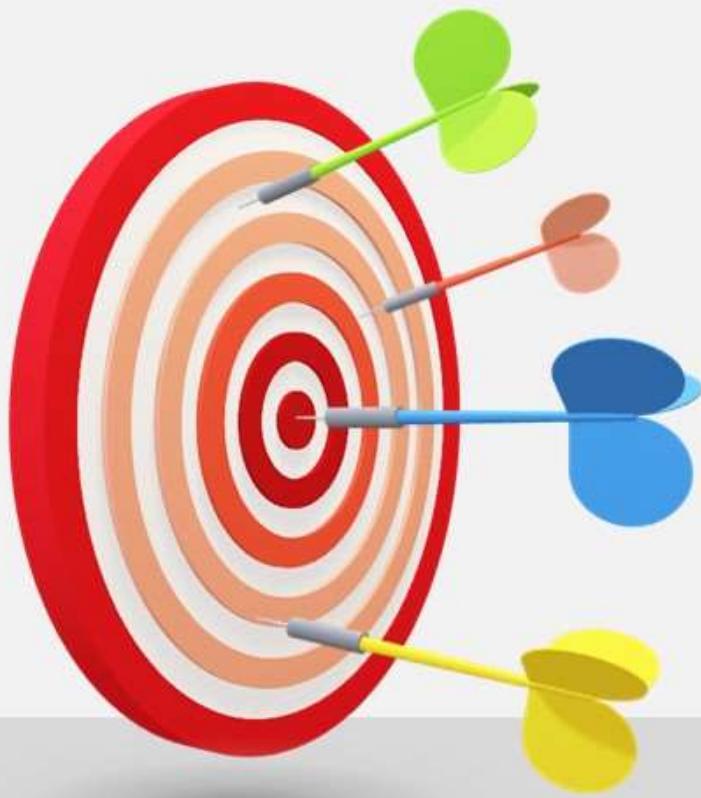
# Our Future Goal



To increase our global reach:  
to nullify all issue of every  
customer we are increasing  
our global reach...

- ❖ At the end of 2022 we will available at every corner of locality in the world

# Our Future Goal



When we are going with our aims.....

- ❖ **World's most robust , secure , simple , smooth running cloud interface.....for you!**

# Our Future Goal

Embrace technology

Empower customers

Deliver the future

To increase our global reach



# Why Rackspace ?

1. We have financial strength to maintain this economy .
2. We're still growing despite of this economy.
3. We provide stability to your business needs.
4. We don't cut corners.
5. We have choices for your needs and budget.
6. We set Standard for customer uptime and service level agreements.
7. We are still investing and developing more best-fit solution.
8. Competitive and value focused pricing.

Most importantly ,our entire business model designed around supporting our customer with Our one –of-a kind Fanatical support 25 x 7 x 365. It is our need to make difference every day to every customer .And under any Circumstances.

# Next Generation IT

**FAST**



**FLEXIBLE**

**NIMBLE**

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# Comparison between Amazon EC2(Amazon Elastic Compute Cloud)

 Add Product

 Amazon EC2

[Get a Quote](#)

 Rackspace Technology

[Request More Information](#)

 Amazon EC2

 Rackspace Technology

[Get a Quote](#)

[Request More Information](#)

## Ratings

Meets Requirements	 9.2 Responses: 343	 8.9 Responses: 34
Ease of Use	 8.1 Responses: 343	 8.8 Responses: 35
Ease of Setup	 7.9 Responses: 169	 8.9 Responses: 22
Ease of Admin	 8.3 Responses: 170	 8.8 Responses: 21
Quality of Support	 8.3 Responses: 315	 8.8 Responses: 35
Ease of Doing Business With	 8.7 Responses: 162	 8.6 Responses: 22
Product Direction (% positive)	 9.2 Responses: 339	 7.5 Responses: 37

1/15/2021

 Add Product

Small-Business  
(50 or fewer emp.)



Mid-Market  
(51-1000 emp.)



Enterprise  
(>1000 emp.)



# Our Robust support system :

 CHANGE COMPANIES



64 User reviews

 4.1 / 10



VS



32 User reviews

 3.7 / 10



## Support Services

Live Chat	<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Phone Support	<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Email Support	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
Forum Support	<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Video guides	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
Knowledgebase	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes

## CMS Support

Wordpress	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes
Managed Wordpress	<input checked="" type="checkbox"/> No	<input checked="" type="checkbox"/> Yes
Joomla	<input checked="" type="checkbox"/> Yes	<input checked="" type="checkbox"/> Yes

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24/7 HostAdvice Supp

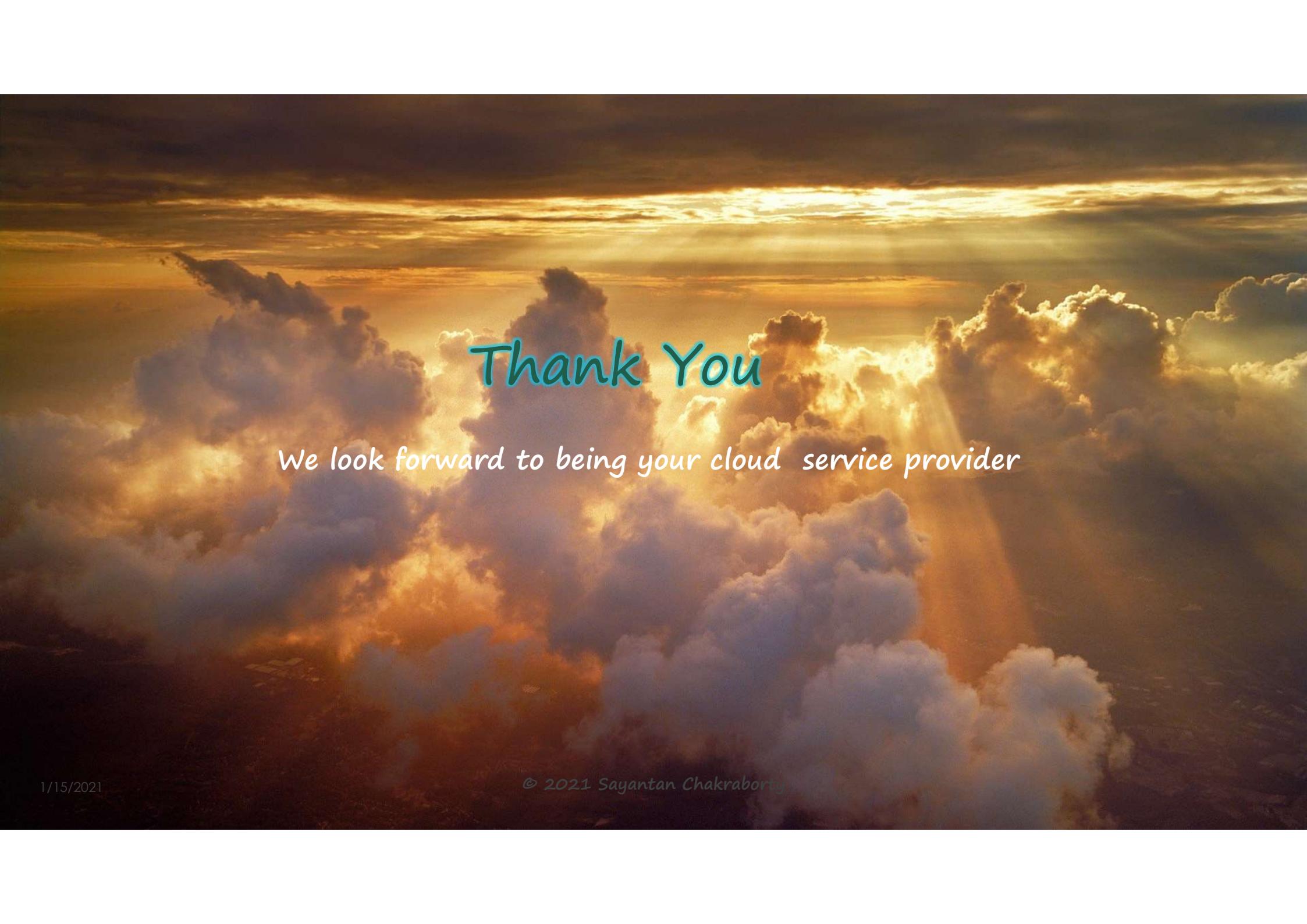


Figure 1. Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services



# ANY QUESTION....?





# Thank You

We look forward to being your cloud service provider