

E-book

# AWS Without Limits: Six Ways to Go Further, Faster

Discover the key capabilities that unlock scalability, agility and innovation.



**rackspace**  
technology

**aws**

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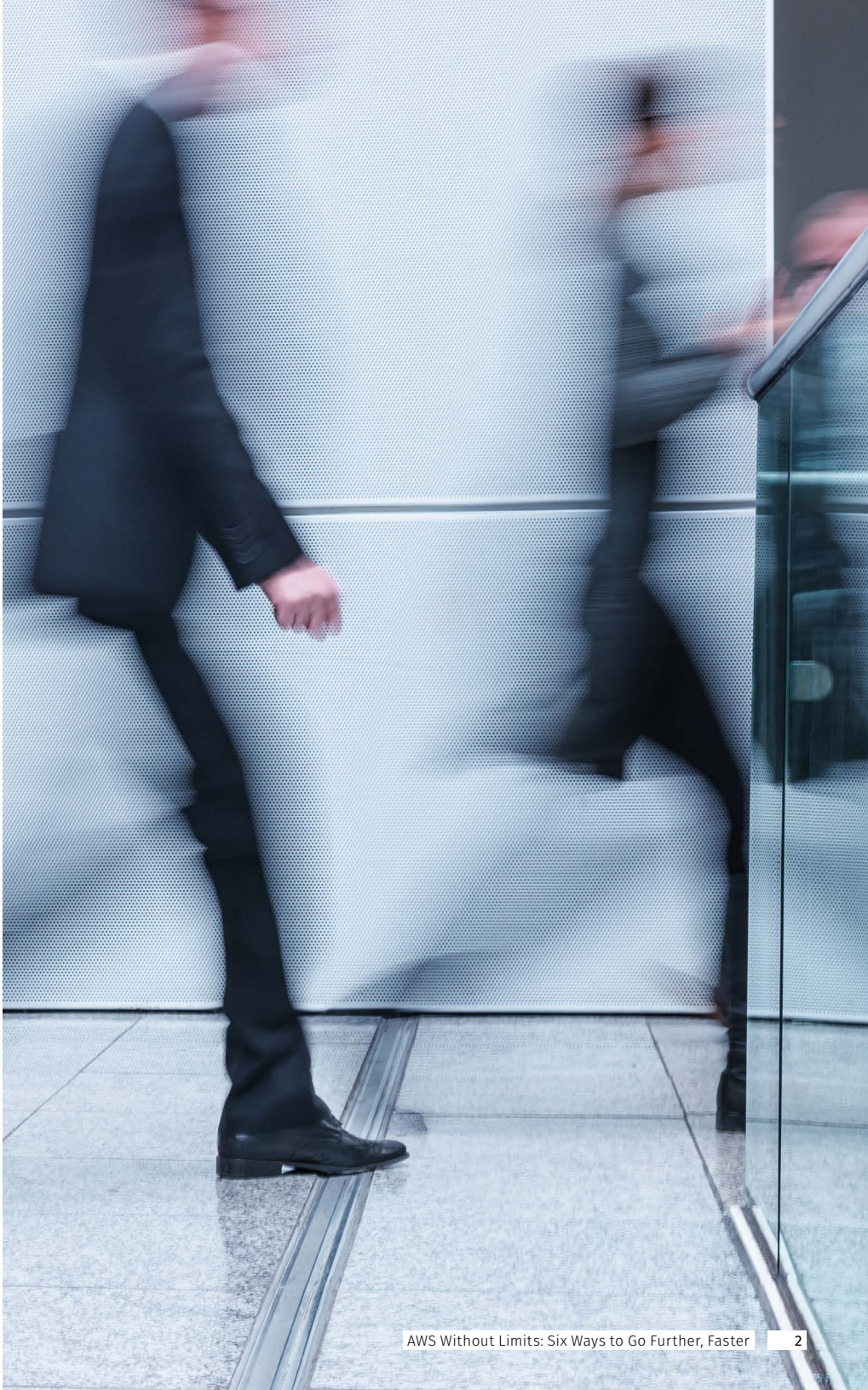
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# Introduction

Discover how to overcome the roadblocks that slow progress in the cloud. This guide shows you how to accelerate your cloud journey on AWS.

Amazon Web Services (AWS) offers powerful capabilities — from scalability and cost control to AI innovation and security. But realizing that potential requires more than just migration. Too often, organizations — even service providers — manage the cloud like a traditional data center, missing the opportunity to adopt cloud-native operations and rethink how they architect, operate and innovate. This legacy approach, combined with complex architectures, evolving business demands and limited internal expertise, can stall progress and undercut the true value AWS can deliver.

To succeed, organizations must assess whether they're truly ready to operate and transform in the cloud. Are your teams asking the right questions? Do you have the skills to design for scale, control costs, and embed security and AI at the core? Without strong ownership, cloud fluency and alignment to strategic goals, even the best technology can fall short.

In this e-book, we unpack six key benefits of AWS — and help you evaluate whether your organization is positioned to capture them. In some cases, closing internal gaps may require support from a trusted managed service provider to accelerate progress and bring in specialized expertise. You'll also see how leading companies built the clarity and capabilities needed to unlock greater performance, agility and growth.

# 6

# Leading benefits of AWS



# 1

## Scalability and flexibility

### Scale with confidence on AWS

AWS offers elastic scalability and on-demand flexibility, allowing you to respond to changing workloads, launch services faster and reduce overprovisioning. Tools like Amazon Elastic Cloud Compute (EC2), AWS Auto Scaling and Elastic Load Balancing (ELB) make it easy to adjust resources in real time — but only if your environment is built for it.

Common obstacles to scaling effectively include:

- Complex infrastructure that slows adaptation
- Interoperability issues in multicloud environments
- Unoptimized performance that leads to disruptions

### Simplifying complexity to add flexibility

To get the most from AWS, organizations need the ability to scale infrastructure vertically, horizontally or diagonally — without adding operational overhead. Achieving true flexibility requires cloud expertise, a clear architectural strategy and the ability to manage complexity across environments. If you're working with a service provider, make sure to explore how they support these priorities:

- Streamlining infrastructure to support dynamic, on-demand growth
- Integrating multicloud systems for seamless performance
- Tuning environments to minimize disruptions and ensure resilience

## AWS insights

**47% of organizations say they need to improve scalability and flexibility to adapt to changing market conditions**

The 2025 State of Cloud Report, Rackspace

**78% average time reduction for deploying new resources with AWS**

IDC, Business Value of AWS

## Proven results with AWS, powered by Rackspace

### Pipedrive expands globally with a strategic migration

**Challenge:** Scale infrastructure across regions to support a rapidly growing customer base

**Solution:** Rackspace Modern Operations, AWS Migration Acceleration Program (MAP), Amazon EC2

**Outcome:** Achieved 95% efficiency across eight global regions and accelerated readiness for AI integration

**“Our Rackspace account manager and management team are key factors in the success of our relationship. The team made this partnership strong and very successful.”**

Kristjan Elias, Director of Infrastructure, Pipedrive

[Read the case study](#)

# 2

## Cost management

### Gain clarity and control over cloud costs

The AWS pay-as-you-go model can drive major savings — but without the right visibility and architecture, costs can quickly spiral. Services, like AWS Cost Explorer, AWS Budgets and AWS Trusted Advisor offer powerful tools, but making them work for your environment takes careful planning and expertise.

#### Common cost-related challenges include:

- Limited visibility into actual use and spend
- Inaccurate forecasting due to unpredictable workloads
- Overprovisioned or under-architected environments
- Billing complexity across multicloud setups

#### Adding predictable pricing

To make informed financial decisions in the cloud, organizations need clear visibility into usage, spend and support costs. Predictable pricing depends on cost-aware architecture, efficient scalability and tailored solutions that align with business needs. To manage cloud costs effectively, look for capabilities such as:

- Gaining transparency across use, spend and support
- Improving budget accuracy with cost-aware architecture
- Optimizing infrastructure to reduce unnecessary expenses
- Consolidating cost oversight across hybrid and multicloud

## AWS insights

**43% of organizations say reducing IT costs is a primary driver of their cloud strategy**

The 2025 State of Cloud Report, Rackspace

**25% of organizations estimated cost reduction using AWS**

IDC, Business Value of AWS

## Proven results with AWS, powered by Rackspace

### Wyndham exits the data center and reduces technical debt

**Challenge:** Exit the data center quickly and resolve decades of technical debt

**Solution:** Rackspace Professional Services, Managed Services

**Outcome:** Realized over 40% cost savings, improved check-in experience and sharpened focus on core business

“Having the Rackspace team available to support us overnight and on weekends and help us through migration and remediation was outstanding.”

Scott Strickland, EVP and CIO, Wyndham Hotels & Resorts

[Read the case study](#)

# 3

## Innovation and modernization

### Accelerate innovation with cloud-ready tools and strategy

AWS empowers innovation and modernization by enabling organizations to experiment with new technologies. It also industrializes AI with Amazon SageMaker and Amazon Bedrock. This enables serverless computing with AWS Lambda and helps achieve faster delivery of new services with Amazon API Gateway.

Common blockers to innovation include:

- Legacy systems that require refactoring before migration
- Skill gaps in cloud-native technologies and AI tools
- Data residency or compliance requirements that limit flexibility
- Misaligned teams or unclear ownership across departments

### Facilitating modern adoption

Effective cloud strategies are rooted in a deep understanding of business goals and the ability to apply cloud technologies with purpose. Best practices include aligning technical decisions with strategic priorities, modernizing complex environments, and embracing new capabilities like AI, machine learning and data-driven automation. This becomes especially important when working with an outside provider, ensuring they support your goals, not just your infrastructure. Innovation and modernization are driven by practices such as:

- Modernizing legacy infrastructure to enable cloud-native performance
- Applying AI, machine learning and serverless technologies where they create value
- Addressing compliance and data sovereignty from the start
- Aligning teams and priorities to turn strategy into measurable progress

## AWS insights

**51% of organizations say they need to integrate cloud solutions with emerging technologies like AI**

The 2025 State of Cloud Report, Rackspace

**25% increase in productivity with AWS AI services, like Amazon SageMaker**

IDC, Business Value of AWS

## Proven results with AWS, powered by Rackspace

### Pizza Nova modernizes IT to support future growth

**Challenge:** Replace legacy infrastructure limiting operational efficiency and scalability

**Solution:** Rackspace Modern Operations, Professional Services, Managed Services

**Outcome:** Improved system reliability and created a cloud foundation to support agile growth

**“Our business must be agile and able to adapt quickly. That requires the right infrastructure. AWS provides the foundation, and Rackspace brings the expertise.”**

David Lameiras, Director of Technology, Pizza Nova

[Read the case study](#)



# 4

## Expertise

### Fill critical skills gaps with trusted cloud expertise

AWS contributes to an organization's expertise by providing access to specialized tools, resources and support. Organizations can foster collaboration and allow for easier knowledge sharing and upskilling with services like AWS Training and Certification, AWS Support and AWS Skill Builder.

Where expertise gaps can hold you back:

- **Security:** Misconfigured services increase risk in a shared responsibility model.
- **Operations:** Lack of cloud fluency can lead to outages and inefficiencies.
- **Multicloud:** Governance and integration require specialized knowledge.
- **Rapid change:** New AWS features and best practices roll out continuously.

### Proving expertise every day

If managing cloud complexity is pulling focus from your core business, it may be time to consider working with a managed service provider. The right partner can help you regain that focus by taking on the heavy lifting of day-to-day cloud operations — from cost control and security to multicloud management. To deliver meaningful value, a provider should bring:

- Always-on support from certified cloud engineers
- Secure-by-design configurations aligned with AWS best practices
- Cross-platform expertise for hybrid and multicloud success
- Strategic guidance to evolve with AWS services and innovation

## AWS insights

**40% of organizations say having a lack of skilled personnel is a top reason for engaging a cloud service provider**

The 2025 State of Cloud Report, Rackspace





# 5

## Business agility

### Respond quickly to change with an agile cloud foundation

AWS supports rapid adaptation through tools like AWS CloudFormation and AWS CodePipeline — helping teams deploy faster, reduce time-to-market and pivot when needed. But agility isn't just about having the right tools. It also requires the right structure, processes and mindset.

Where agility can break down:

- Resistance to process changes and new workflows
- Overdependence on a single vendor or technology
- Tradeoffs between speed and stability
- Agile practices adopted in name only, without lasting cultural support

#### Edging out the competition

To stay competitive in fast-moving markets, organizations need to maximize the agility the public cloud offers — from faster delivery cycles to the ability to pivot quickly. If internal resources are stretched or agility gains are falling short, it may be time to consider a managed service provider. The right partner applies agile principles to help you drive flexibility, collaboration and continuous improvement.

Key enablers of business agility include:

- Modernizing delivery pipelines and automating deployments
- Reducing time-to-market while maintaining system reliability
- Staying adaptable with expert guidance across multicloud environments

## AWS insights

**46% of organizations say flexibility is a key driver for adopting public cloud**

The 2025 State of Cloud Report, Rackspace

**2.3× increase in new features delivered per year with AWS**

IDC, Business Value of AWS

## Proven results with AWS, powered by Rackspace

### McGraw Hill accelerates its AMI build process

**Challenge:** Automate a complex, manual AMI build process across 190 accounts

**Solution:** Rackspace Elastic Engineering, Amazon Machine Image (AMI), AWS EC2 Image Builder

**Outcome:** Reduced image build time from six months to two weeks, freeing developers to focus on innovation

**“This group of technologists has helped us reduce our cycle time for production of a new secured image from six months to just weeks or days.”**

Ed Koegler, Vice President of Engineering, McGraw Hill

[Read the case study](#)

# 6

## Security and operational excellence

### Strengthen security and streamline operations with AWS

AWS enhances security through centralized controls, like AWS Identity and Access Management (IAM), built-in features such as Amazon GuardDuty, and monitoring tools, like AWS CloudTrail. It also promotes operational excellence with the AWS Well-Architected Framework, automation tools, like CloudFormation and extensive support resources.

Common challenges include:

- Gaps in identity and access management
- Misconfigured resources that increase exposure
- Insecure APIs that create attack vectors
- Uncertainty around who owns which security controls

### Strengthening cybersecurity measures

Achieving strong security and operational excellence in the cloud requires more than reactive measures, it demands proactive monitoring, modern security practices, and well-defined recovery plans. To stay resilient and minimize downtime, organizations need to implement robust access controls, automate misconfiguration detection and align operations with proven frameworks. Key practices that support cloud security and resilience include:

- Defining and enforcing strong access controls
- Identifying and correcting misconfigurations quickly
- Securing APIs and integration points across the stack
- Building operational processes aligned to the Well-Architected Framework

## AWS insights

**50% of organizations say security and compliance are their biggest cloud strategy challenges**

The 2025 State of Cloud Report, Rackspace

**69% fewer unplanned outages reported by AWS users**

IDC, Business Value of AWS

## Our AWS expertise, leadership and recognition

Rackspace has been a technology pioneer for more than 25 years. From our roots in managed hosting, we evolved to become a global leader in managed cloud services. Today, we're a premier consulting partner for AWS, delivering deep cloud expertise and end-to-end support to thousands of businesses across 120+ countries.

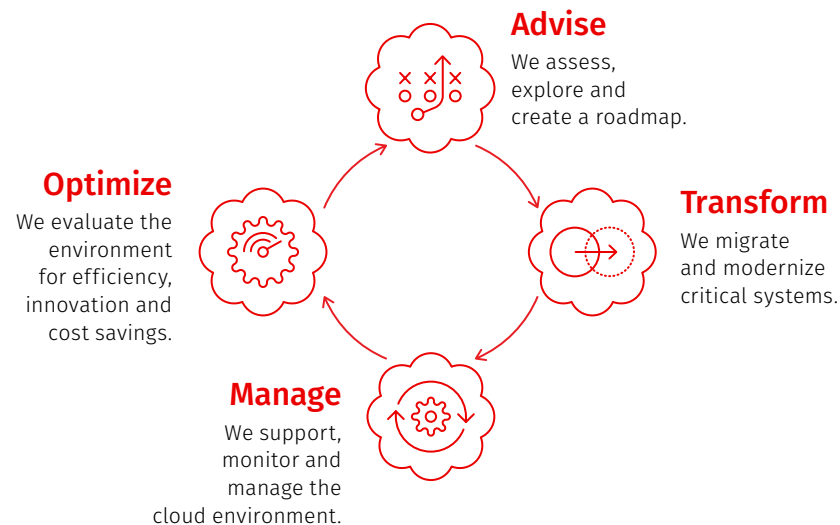
- AWS Premier Consulting Partner
- 2023 AWS SI Partner of the Year – North America
- 2023 AWS Sustainability Partner of the Year – North America
- 2023 AWS Education Partner of the Year – EMEA
- 2021 AWS Migration Partner of the Year (U.S. & Canada)
- 2,200+ AWS technical certifications worldwide
- 18 AWS competencies
- 14 AWS service delivery designations

# The Rackspace service delivery model

## Wherever you are in your cloud journey, we're here to help

When you uplevel your organization with AWS, you'll probably experience more than one challenge. That's why you need a cloud solutions partner with more than one focus. At Rackspace, we deliver a holistic approach to solving IT infrastructure challenges that includes expert guidance in four key stages: advise, transform, manage and optimize.

It's why we're a trusted partner with a rich track record for outstanding customer service and satisfaction. We call it Fanatical Experience®. We're passionate about customer service excellence and our ability to advise, transform, manage and optimize solutions for any cloud, wherever you are in your cloud journey.



### **Advise:** Align your strategy with business goals

We work with you to assess your current environment, explore cloud options and build a roadmap tailored to your goals. Our AWS experts help you:

- Evaluate cloud readiness and prioritize workloads
- Identify opportunities for modernization and automation
- Develop an outcome-driven cloud strategy

### **Transform:** Modernize infrastructure and applications

Our architects and engineers collaborate closely with your teams to migrate and modernize critical systems. We focus on building secure, scalable foundations that support long-term success:

- Migrate and replatform legacy applications
- Automate infrastructure and deployments
- Implement consistent security across environments

### **Manage:** Support your environment 24x7x365

Ongoing success depends on strong day-to-day operations. We provide global support, advanced monitoring and hands-on management to help you maintain reliability and focus on what matters most:

- Monitor and manage cloud environments proactively
- Oversee global data center operations and incident response
- Handle patching, backups and cloud governance tasks

### **Optimize:** Improve performance and prepare for what's next

We continuously evaluate your environment to uncover opportunities for efficiency, innovation and cost savings. This approach to future-readiness helps keep your cloud aligned with changing business needs:

- Analyze application performance and resource use
- Apply data insights to improve speed and stability
- Explore automation and AI to fuel innovation



# Next steps

## Maximize the capabilities of your AWS investment, powered by Rackspace

Whether you're optimizing operations, launching new services or exploring AI, our experts can help you take the next step with confidence.

### View on-demand webinar: Optimizing Cloud Operations

See how leading organizations tackle cloud complexity, integrate emerging technologies and improve scalability. This on-demand webinar offers practical insights to help you build efficient, future-ready operations.

[View now](#)

### Schedule a complimentary cloud assessment

Get a clear view of your current cloud environment and actionable recommendations for improving reliability, security and cost efficiency. Schedule your free cloud assessment now.

[Schedule today](#)

## Need to talk now?

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Learn more at: [rackspace.com](https://www.rackspace.com)



# About Rackspace Technology

Rackspace Technology is a leading end-to-end hybrid cloud and AI solutions company. We can design, build and operate our customers' cloud environments across all major technology platforms, irrespective of technology stack or deployment model. We partner with our customers at every stage of their cloud journey, enabling them to modernize applications, build new products and adopt innovative technologies.

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