

# Phil

IT Generalist, Reseller

- CEO
- 51 YEARS OLD
- 25 YEARS EXPERIENCE IN IT
- ASSISTS SYS ADMIN
- 42 EMPLOYEES LOCALLY

“ Twenty years ago, I founded this company. The first 10 years were slow growth, but recently our company starting growing at double-digit margins. It's mostly centered around the healthcare industry, especially Electronic Medical Records (EMR)s. For our clients, IT is a black box. We provide and sell Rackspace services to clients and businesses who aren't as experienced with IT or their IT needs. ”

## USER NEEDS

### ◆ SUPPORT

Get The Right Support

Know My Business

Rackspace As Expert

Security

Flexible Data Management

### ◆ DOCUMENTATION

Portfolio Awareness

Reporting

Proactive Recommendations

Unified Tools

User Management

Manage Bill

Intuitive UI

### ◆ DEV & SECURITY TOOLS

### ◆ CONTROL PANEL SELF SERVICE

## INFRASTRUCTURE: Private Cloud/ Hybrid

- Private Cloud
- On-Premise
- VMs
- Firewalls
- Block Storage
- Cloud Servers

## ◆ CONTROL PANEL SELF SERVICE

I keep a spreadsheet of all my customer's accounts. It contains their usernames, passwords, and notes. We like for our customers to do things themselves, but I want Rackspace to give me a single place to view my customer's accounts. This way, I could pitch new Rackspace products or give them recommendations on how to improve performance. I don't want to log into different accounts to see all my customer's accounts. Billing for my customers is a nightmare. I recently had to hire someone just to come in and break up the Rackspace bill every month, then send invoices to customers.

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## ◆ SUPPORT

We have some customers in the cloud and some who aren't. Our clients expect us to be the experts. To support this, we currently pay for top-tier support with Rackspace. We need Rackspace to partner with us. We have several clients that we sell our services to, but they are all managed by different Rackspace support teams. We need for Rackspace to connect the dots and to know who our customers are. When we recommend Rackspace, we want to make sure they are getting the same level of support from all teams. It seems like if you are on dedicated that Rackspace responds to tickets faster. We need the same level of responsiveness on both dedicated and cloud.

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## ◆ DOCUMENTATION

We don't have good visibility into new products and offerings. We often only learn about new services from new clients, which makes us look bad. We need better awareness of all the products and solutions Rackspace offers. Also, it would be great if we had examples of success stories with OpenStack and Private Cloud. We could pass on these stories to our customers. It would help both of us, as we can help sell Rackspace to our customers.

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## ◆ DEV & SECURITY TOOLS

We have a lot clients in healthcare or areas where security is a big concern for them. They prefer Private Cloud, because they feel it is more secure. We need to give our customers solutions with the highest level of security. Initially, we had some things in the cloud. There were a few leaks and security vulnerabilities, so we stopped using it. We need solutions (databases, servers, etc.) that are secure and reliable. Rackspace oftentimes makes us look bad. We will recommend their service, and the client gets repeated notices about server reboots. This is a pain, because we can't port over solutions seamlessly.

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## CORE ACTIVITIES

- Managing Accounts
- Billing
- Onboarding Clients
- Spin Up/Delete Servers
- Performance Monitoring
- Tickets
- Upgrades/New Products
- Security Audits