

# Seth

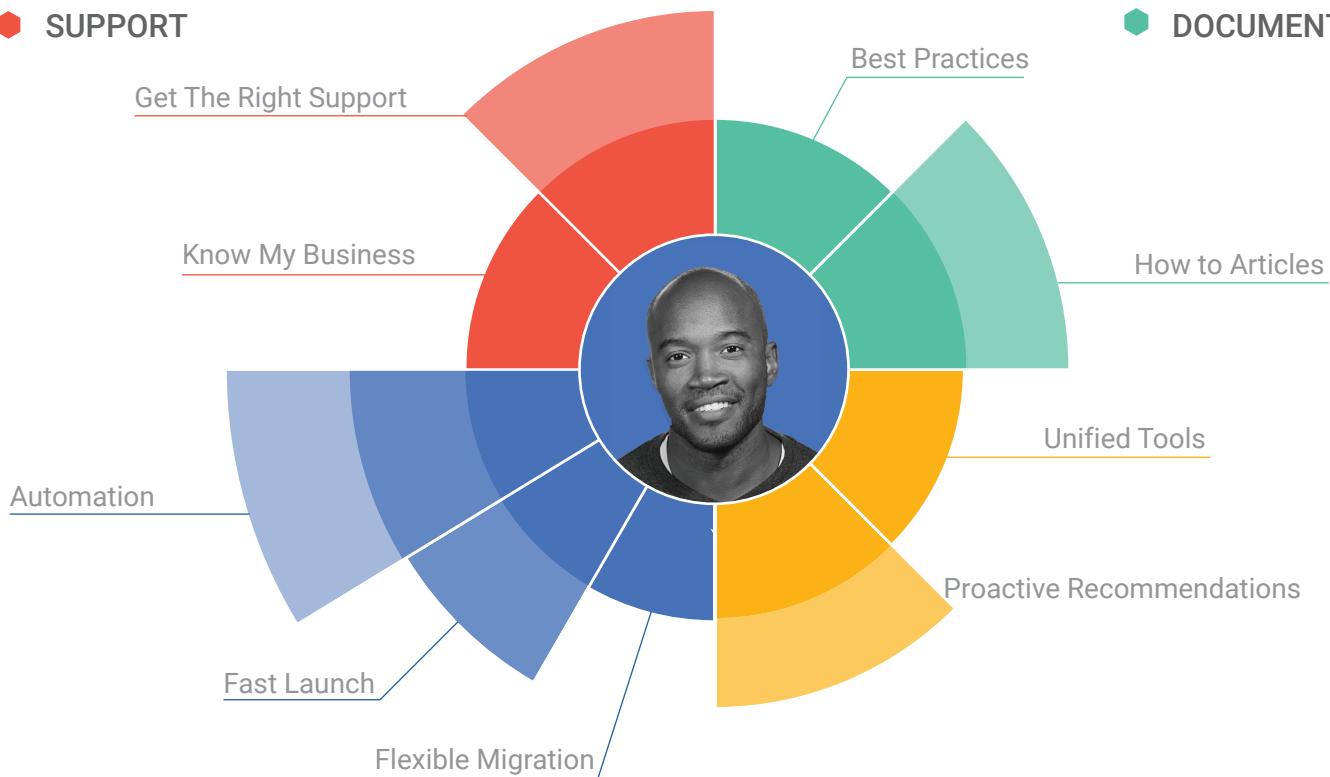
IT System Administrator

- SYSTEM ADMINISTRATOR
- 32 YEARS OLD
- 5 YEARS EXPERIENCE
- SUPPORTS ENTIRE START-UP
- 150 EMPLOYEES LOCALLY AND REMOTE

“I've been working for local startups for several years. At first, I just needed a website to promote my band—but then I figured out how all the backend system operations work, and it quickly became my day job. I'm the only Sys Admin here at my company, so I'm fielding constant demands and changes for our startup.”

## USER NEEDS

### ◆ SUPPORT



### ◆ DOCUMENTATION

### ◆ DEV & SECURITY TOOLS

### ◆ CONTROL PANEL SELF SERVICE

## INFRASTRUCTURE: Cloud / Managed Operations

- Cloud Servers
- Cloud Storage and Backup

## DEV & SECURITY TOOLS

When I'm in the control panel, I spend most of my time managing servers. Our startup is growing faster than most of the team expected, so we're constantly spinning servers up and down. I'm usually doing upgrades and moving data from one place to another. We also love to use new servers for piloting concepts or our university hack-a-thons. I'd like an automated way to create new servers and better ways to replicate existing servers in multiple regions, so that I don't need to start from scratch each time. I want to help my company launch new products fast.

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## SUPPORT

I'm the only person handling IT needs for our entire company, which means I really depend on Rackspace to be an extension of our team. When there's an issue that I can't handle, I call our Account Manager, because they know the most about our company. Our Account Manager does a lot of hand holding to help get me to the right support person, but sometimes I end up having to repeat myself when I'm transferred. Getting tough issues resolved can take days or weeks, but my startup operates fast. I need to be able to get the right technical support, right away.

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## DOCUMENTATION

I'm not professionally trained in this field; I'm self-taught. I spend a lot of time researching better ways to do things, but technology changes so fast. I spend a lot of time talking to my Account Manager, getting answers to my questions. It's tough to find documentation about the things I want to learn about, and the documentation isn't always up to date. So, I've started consulting with my Account Manager instead of trying to navigate the website. I need Rackspace to proactively send me information on better ways to set up and scale our infrastructure.

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## CONTROL PANEL SELF SERVICE

I like to use monitoring to track server health. I'm always checking on our production servers, because I want to know early if we're running out of memory or space. My account team set up monitoring agents for me. Some of the monitoring agents are helpful, but some of them aren't at all. It's unclear which ones I should pay attention to.

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## CORE ACTIVITIES

- Upgrades and Data Migration
- Spin Up/Delete Servers
- Email Account Manager
- Manage Tickets
- Get Help / Guidelines
- Monitor Performance