

CUSTOMER STORY

Rackspace

Fanatical Support™ for Microsoft Azure

Rackspace helps customers modernize their infrastructure with industry Fanatical Support for Microsoft Azure.

Adaptable & Scalable

- Rackspace helps customers gain greater scalability by extending workloads to the cloud without the complexity. Rackspace has expert custom integration for Hybrid environments, or building applications that span on-premises or in the Azure cloud.
- Rackspace helps customers scale to thousands of virtual machines or deploy thousands of SQL databases, while maintaining 99.9% uptime.

Security

- Rackspace Managed Services adds an additional layer of protection to the Azure environment.
- Rackspace can customize security settings to meet rigid mission-critical and compliance requirements.

Fanatical Support™

- Customer Azure environments are backed by 24x7x365 live support with the configuration of System Center and the Rackspace portal.
- Rackspace can provide customers management of VM environments supported Microsoft applications.

A match made in heaven

Microsoft Azure and Rackspace Fanatical Support

Why choose Rackspace for your Azure deployments? Rackspace adds:

- Rackspace Fanatical Support providing a dedicated access point for 24x7x365 support and 24x7x365 issue response and resolution.
- SLA backed service offering.
- Azure Cloud provisioning, managed scaling, managed network security groups and other advanced monitoring, and governance tools.
- Hybrid systems available that include Rackspace Fanatical Support for both public and private cloud environments.
- Database, OS, network, and storage management services.
- Workload transition, cloud lifecycle management and architecture and best practice design and architecture planning.

Key Features and Benefits:

Microsoft Azure backed by Rackspace Fanatical Support is a unique offering that combines the flexibility, scalability, and power of the Azure cloud platform with Rackspace's award-winning Fanatical Support and managed services.

Harness the power of the cloud with Microsoft Azure backed by Rackspace:

- Hybrid Ready:** Innovative power hybrid cloud solutions give you the best of both worlds, expanding your IT systems without added complexity. It allows you to build applications that span on-premises, Microsoft Azure cloud and Rackspace Private Cloud powered by Microsoft Cloud Platform.
- Operate:** Teams of certified Rackspace Windows and Linux engineers monitor and support your environments 24/7, allowing you to offload infrastructure management while you focus on growing your business.
- Secure:** Under the hood the Azure infrastructure implements a number of technologies and processes to safeguard your environment. Azure helps you maintain data security through the typical communications, as well as virtual management and migration practices, including regular penetration testing. Rackspace Managed Services can also provide an additional layer of protection for your environment.
- Identify:** Because Microsoft Azure offers flexible development tools, including the Microsoft Visual Studio development system, you can immediately leverage your existing technical expertise with the Microsoft platform.
- Scale:** Rackspace with Availability Scale to thousands of virtual machines, or deploy thousands of SQL databases, while maintaining a 99.99% uptime. Azure can easily scale up or down to match demand, so you only pay for what you use. Our remote data and a commitment to reach competitive prices for popular infrastructure services like compute, storage and bandwidth.

Choose the industry leader - Rackspace:

- Customer "Leader" in 2014 Magic Quadrant for Cloud Enabled Managed Hosting.
- Five-time Microsoft Rising Starline of the Year.
- 10-year hosting experience.
- 200+ Microsoft certifications, including MCPs, MCAs, MCIS, and MCITP.
- Rackspace manages hybrid cloud infrastructure every day in 10 global data centers.

Solution Overview

Products and Services

Product Launch

Industry

Information Technology & Services

Organization Size

5001- 10,000 Employees

Country

United States

Language

English

Rackspace launches Fanatical Support® for Microsoft® Azure™

EMM helps Rackspace with their selling strategy and sales materials for the new service offering.

Understanding their needs:

Rackspace expanded their support services offering for Microsoft solutions with Fanatical Support® for Microsoft® Azure™. With Azure added to their portfolio, Rackspace gained the ability to provide expert-level support for their customers who wanted to leverage public, private and hybrid cloud environments built on the Microsoft Azure platform. Rackspace hired Extra Mile Marketing (EMM) to help with their launch, focusing on the selling strategy and sales materials for the new service offering.

How we helped:

EMM created three selling tools for Rackspace's sales teams; a customer sales deck, a sales playbook, and a sales battlecard. The customer sales deck focused on educating new potential prospects about the essential benefits of Rackspace's Fanatical Support® for Azure service offering, as well as essential benefits of Azure. The sales playbook and battlecard provided an overview of the service offering, key sales messages, product information, and tactical sales messaging for Rackspace sales people to use as a resource when selling against a competitor or opposing support offering.

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- Operate:** Teams of certified Rackspace Windows and Linux engineers monitor and support your environments 24/7, allowing you to offload infrastructure management while you focus on growing your business.
- Security:** Under the hood the Azure infrastructure implements a number of technologies and processes to safeguard your environment. Azure helps protect sensitive data, secure through the typical communications, as well as virtual management and migration practices, including regular penetration testing. Rackspace Managed Services can also provide an additional layer of protection for your environment.
- Productivity:** Because Microsoft Azure offers familiar development tools, including the Microsoft Visual Studio development system, you can immediately leverage your existing technical expertise with the Microsoft platform.
- Scalability with Availability:** Scale to thousands of virtual machines, or deploy thousands of SQL databases, while maintaining a 99.99% uptime. Azure can easily scale up or down to match demand, so you only pay for what you use. Our remote data and a commitment to reach competitive prices for popular infrastructure services like compute, storage and bandwidth.

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Choose the industry leader - Rackspace:

- Customer "Super" in 2014 Magic Quadrant for Cloud Enabled Managed Hosting.
- Top 100 Managed Hosting Partner of the Year.
- 10 year hosting experience.
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How we helped (continued):

For solution selling, EMM created four different solution-based documents. These consisted of a complete Rackspace Fanatical Support® for Azure solution sheet, an Azure hybrid cloud solution sheet, an Azure DevOps solution sheet, and an Azure SQL database sheet. Each solution-based document focused on identifying the customer's pain points in certain scenarios, and showing how Rackspace and Azure can help solve those pain points.

Finally, to educate and drive partnership with Microsoft, EMM also created a slide deck for Rackspace field sales to present to Microsoft. It was focused on teaching Microsoft's sales team about the Fanatical Support® for Microsoft® Azure and outlining what benefits Rackspace provides that is above and beyond Microsoft's standard support offerings.



"This is seriously impressive. Thank you so much!!"

- Bill Venteicher, Rackspace