



LINQ TAPS RACKSPACE FOR AN ACCELERATED MIGRATION TO AWS CLOUD

Rackspace helped LINQ™ accelerate its migration to the Amazon Web Services (AWS) cloud, providing ongoing Fanatical Support® and industry-leading expertise and security capabilities.

BUSINESS

New Zealand Information Supply Chain management business that helps companies visualise data flow and identify opportunities for transformation.

CHALLENGES

LINQ needed to improve operations, migrate existing infrastructure and free up the development team to focus on building solutions and improving its customers' experience.

SOLUTION

[Fanatical Support for AWS with Aviator™](#)

OUTCOME

LINQ accelerated its migration to better network architecture and active system monitoring. Its infrastructure can now keep pace with its development team, and it has better resourcing plans in place to address the hidden costs of running in the cloud.



CUSTOMER CASE STUDY



LINQ helps businesses understand critical information flows and identify opportunities for transformation. The cloud-native company offers the first Software-as-a-Service (SaaS) tool to visualise Information Supply Chains.

Based in Wellington, New Zealand, LINQ helps business leaders understand how to use their information assets so that people and systems can reduce waste and work harmoniously in support of business outcomes.

FASTER MIGRATION, BETTER RESULTS

The LINQ team was looking to improve operations by migrating its systems to the AWS cloud. Using the company's own sales plan, systems risk assessment and sequencing diagram tools, the team analysed a potential AWS migration with in-house resources. It then used the same methods to analyse a potential migration managed by Rackspace. The benefits of migrating with Rackspace were clear.

"Our calculations predicted that, were we to migrate our infrastructure ourselves, it would take around six to eight months," says Neil Calvert, LINQ's chief operating officer. "With Rackspace, we completed it in two months. As a startup, a difference of four months is critical. We were faster to market, and our development teams could focus on building out our solutions and improving our customers' experience, rather than managing the migration."

NEIL CALVERT :: CHIEF OPERATING OFFICER AND HEAD OF CUSTOMER SUCCESS, LINQ

Rackspace Fanatical Support for AWS delivers a combination of technology and human expertise to support organisations moving to the AWS cloud. Rackspace cloud specialists bring deep experience in migration, architecture design, security and operations.

KEEPING PACE WITH SECURITY AND INNOVATION

Fanatical Support for AWS helped LINQ implement a network architecture with active system monitoring that can keep up with the pace of development. The move also provided LINQ with better resourcing techniques to address previously hidden costs involved in running its business in the cloud.

"We looked into other options, including hiring our own AWS-certified experts, or going with a smaller local provider," says Calvert. "But these options were more costly and didn't come with the extensive tooling that Rackspace has invested in on top of the AWS platform."

Growing quickly, LINQ relies on Rackspace to help drive the business forward. The Rackspace team offers industry experience, innovation and added security.

"Collaborating with Rackspace also provides us with the security and management capabilities of a business many times larger than ourselves, enabling us to demonstrate our security credentials to the most demanding of customers in the public sector," continues Calvert. "We can talk more confidently on the security processes and procedures we have in place.

"Furthermore, AWS isn't going to slow down its pace of innovation, and Rackspace's expertise means that we are always up to date and working with professionals who already know our business and offer a safe pair of hands."

PASSION AND EXPERTISE DRIVE SUCCESS

Since the implementation, LINQ's infrastructure has caught up to development timelines, and test environments now allow for automatic deployment. As a result, interventions from the systems team are down.

"Fanatical Support could have just been a marketing tool, but it's not," says Calvert. "It's the culture of Rackspace – a level of care that comes from people pushing us to get the most out of the service. It's knowledge, expertise and passion. The feeling is that Rackspace cares more about our success than anything else."

NEIL CALVERT :: CHIEF OPERATING OFFICER AND HEAD OF CUSTOMER SUCCESS, LINQ

"There is a consistency of knowledge, expertise and passion to make your business successful that runs all through the Rackspace business."

ABOUT RACKSPACE

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and Fanatical Support® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 150 countries, including more than half of the FORTUNE 100. Rackspace is a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide, and has been honored by Fortune, Forbes and others as one of the best companies to work for.

Learn more at www.rackspace.com/en-au.

ABOUT LINQ

LINQ Ltd. (LINQ) is the company behind LINQ™, the first platform built to deliver insights through the understanding of information supply chains. With headquarters in Wellington, New Zealand, LINQ is a “global from birth” company that leverages technology to help clients across the world. Find out more about LINQ at <http://www.linq.it>

Learn more at www.rackspace.com/en-au/aws or call us at 1-800-722-577.



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DIG-CCS-LINQ_Written_Case_Study-7452-v03

AUGUST 7, 2017

