E-book

Customer Case Study Anthology: Hybrid Cloud

rackspace®

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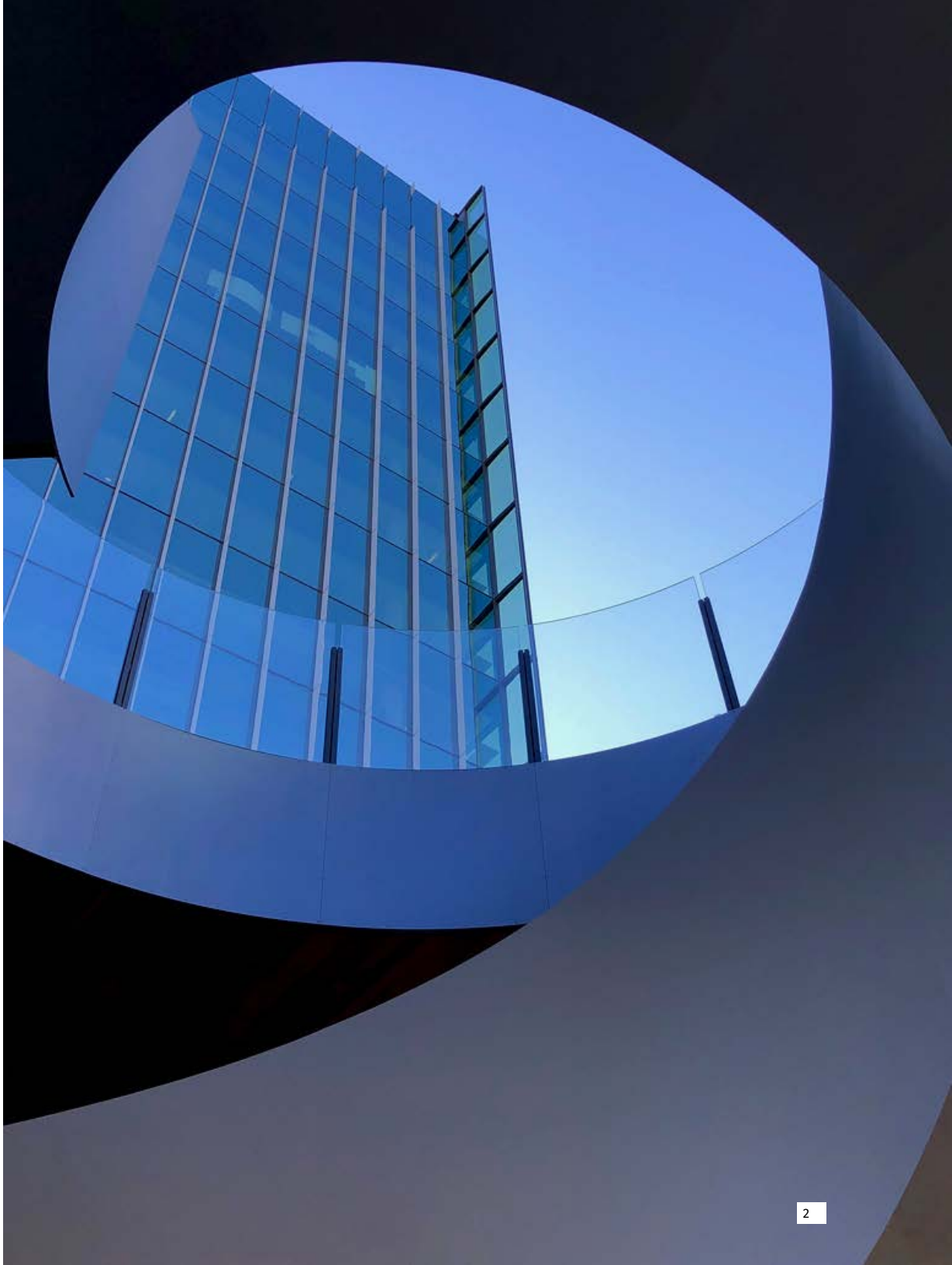


Introduction

"Hybrid architectures will become the footprints that enable organizations to extend beyond their data centers and into cloud services across multiple platforms."[1]

-Gartner

Seven out of ten enterprises[2] describe their cloud strategy as hybrid, meaning they use, or are planning to use, a combination of public and private cloud services. Hybrid cloud lets organizations take an incremental approach to transformation by moving or building certain applications on public cloud that can connect with the data and applications running on private cloud. It delivers the best of both worlds by integrating public and private cloud resources into a linked platform so that data and applications are running on the right cloud, in the right place and at the right time.

With connected resources, organizations can accelerate innovation by:

- Reducing the complexity of migrating legacy applications and data to the cloud
- Deploying new application and service development tools (e.g., kNative)
- Implementing artificial intelligence and machine learning frameworks and leveraging those wherever the applications and data reside
- Integrating technologies that Improve the flow of data to the applications that rely on it

But a hybrid cloud approach, with the need to integrate and manage applications across on-premises, public and private clouds, adds a level of complexity that many organizations aren't equipped to navigate.

"With the explosion of disparate technologies today, connecting them all quickly and efficiently is the key to gaining a competitive edge" said Brent Hayward, Senior VP of Global Channels and Alliances at MuleSoft[3]. Challenges include security and compliance, application/data/device integration, skills gaps, monitoring, management and optimization.

A well-designed hybrid cloud strategy is critical to your success. The right strategy will deliver the widest choice of the latest technologies, all deployed to the proper cloud platform. This strategy should also help an organization migrate traditional IT applications and data to meet the demands of an everything-as-a-service digital world. It provides an integrated, agile foundation for an organization's digital future, enabling the creation of new business models, acceleration of new products and services, and delivery of superior customer experiences.

In this case study anthology, we'll introduce you to four organizations that have successfully filled that tall order while transforming business processes, enhancing customer experience and achieving tangible bottom-line results driven through the strategic implementation of hybrid cloud environments.

Customer case studies

Customer Case Study – Healthcare

McKesson cures private cloud pains with public cloud

Rackspace guided McKesson's transformation from private to public cloud, positioning the company to better serve customers across multiple business units.

Our customer

McKesson is the nation's oldest and largest healthcare organization, serving more than 50 percent of U.S. hospitals and 20 percent of physicians, as well as international operations.

The obstacles they faced

McKesson needed to reduce its dependency on dedicated data centers to overcome business limitations, while keeping sensitive, complex workloads secure and compliant.

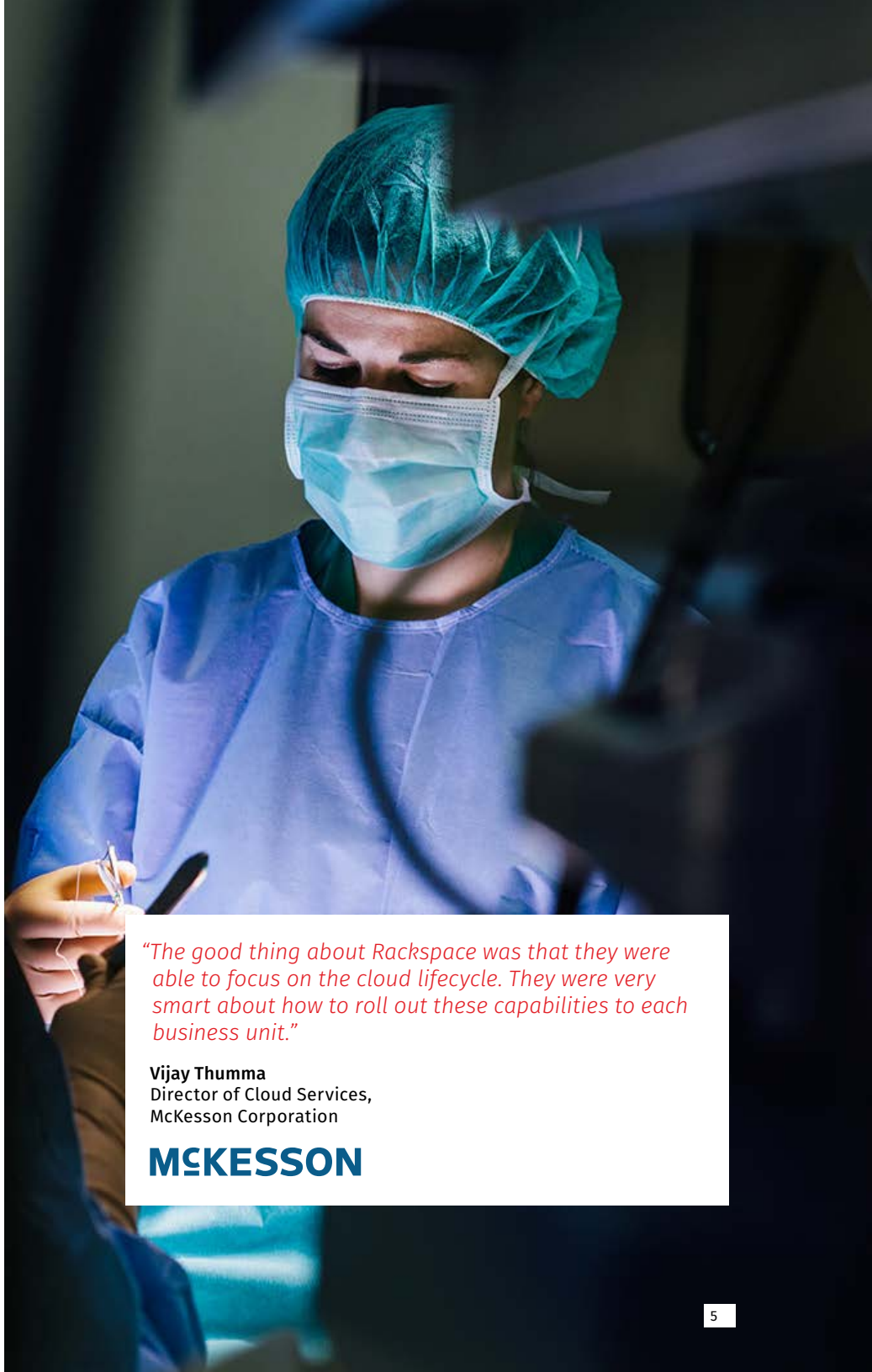
How we helped

Business/IT Transformation; Managed Cloud, Public Cloud, Microsoft® Azure®; Application Services/DevOps; Professional Services; Managed Pivotal Cloud Foundry; Managed Private Cloud on VMware®; ERP Management.

What we achieved together

McKesson reduced its dedicated data center footprint and centralized IT operations, while better serving customers, and maintaining stringent security and healthcare compliance.

Download the complete case study here



"The good thing about Rackspace was that they were able to focus on the cloud lifecycle. They were very smart about how to roll out these capabilities to each business unit."

Vijay Thumma
Director of Cloud Services,
McKesson Corporation

McKESSON

Customer Case Study – Aviation

Aeroméxico soars — from digital latecomer to omnichannel leader

Aeroméxico radically overhauled its digital platforms and backend systems, tripling online sales and becoming a standard-bearer for modern customer experience.

Our customer

With over 80 years of innovation and exceptional service, Aeroméxico is Mexico's flagship airline and the leader in Latin American aviation.

The obstacles they faced

Facing subpar online sales and fierce competition from budget airlines, Aeroméxico needed to differentiate its service with a world-class online experience. But to do so, it needed to radically overhaul its entire application ecosystem — while maintaining security and uptime.

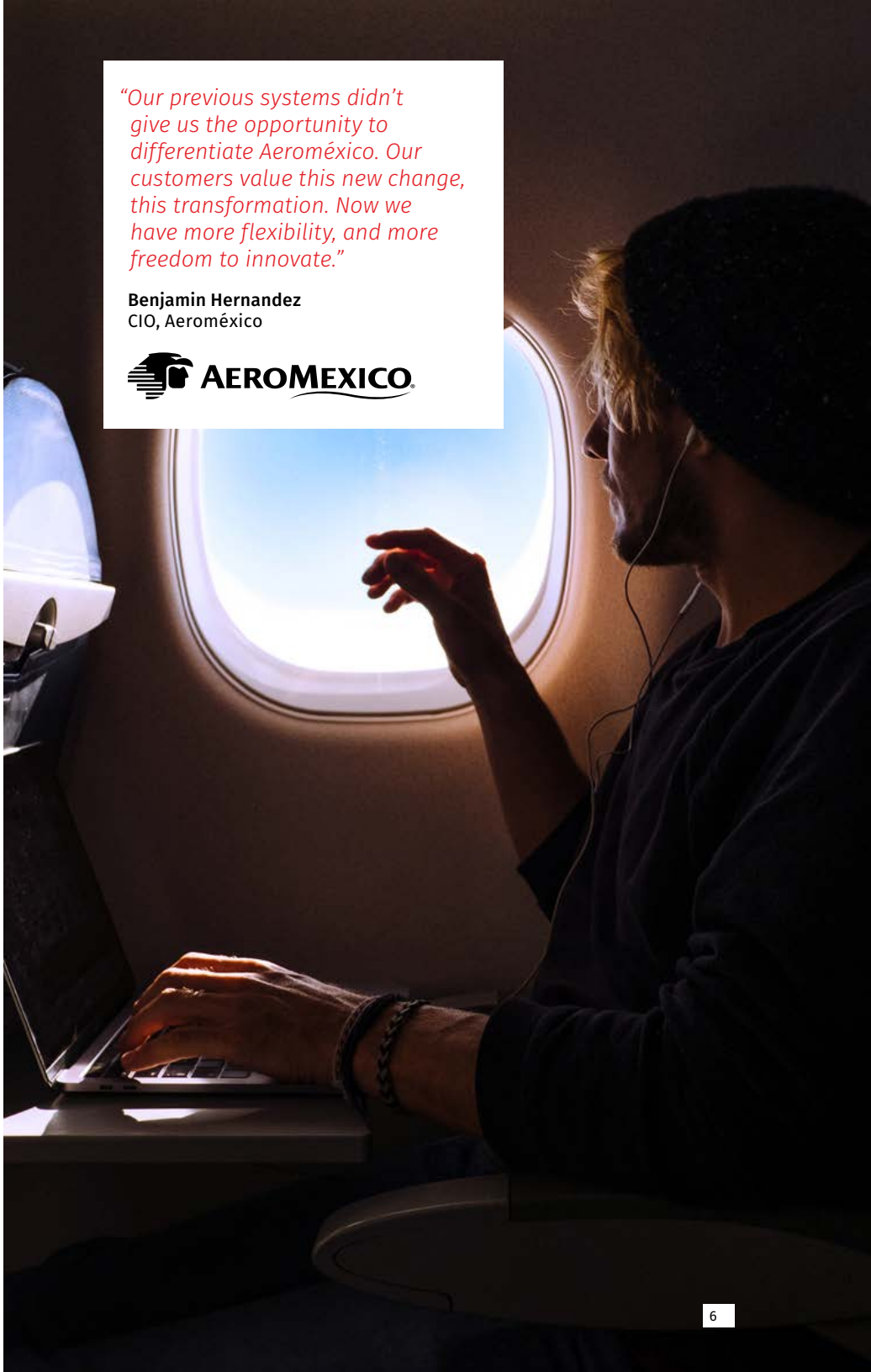
How we helped

IT Transformation; Migration; Networking; Hybrid Cloud; Public Cloud; Private Cloud — OpenStack® Private Cloud Powered by Red Hat, VMware®; Rackspace Managed Security — Proactive Detection and Response; Disaster Recovery; Ecommerce

What we achieved together

By successfully building a seamless experience across web, mobile, self-service kiosks and beyond, Aeroméxico tripled online sales, increased mobile penetration by 40% and boosted brand perception.

Download the complete case study here



"Our previous systems didn't give us the opportunity to differentiate Aeroméxico. Our customers value this new change, this transformation. Now we have more flexibility, and more freedom to innovate."

Benjamin Hernandez
CIO, Aeroméxico

AEROMEXICO

Customer Case Study – Media

Sesame Workshop expands international engagement

The educational nonprofit behind Sesame Street reaches kids in 150 countries through AWS and hybrid cloud.

Our customer

Launching in the 1970s, Sesame Workshop develops educational programs for millions of children in over 150 countries to help them grow smarter, stronger and kinder.

The obstacles they faced

Traditional IT infrastructure and operations were limiting Sesame Workshop's ability to grow with its international audience.

How we helped

Business/IT Transformation; Managed Infrastructure; Multi-Cloud; Managed Cloud — Public Cloud — Fanatical Support® for AWS

What we achieved together

A flexible and scalable hybrid cloud gives Sesame Workshop agility across mobile and OTT platforms and wide access to a global audience.

Download the complete case study here

"Rackspace reaches out and helps us think of things we haven't considered. That's good for our team, and it's a valuable part of our relationship."

Shadrach Kisten
Senior VP of IT and Digital Media Engineering, Sesame Workshop

Customer Case Study – Retail

J.Crew transforms its digital customer experience

The right mix of public and private clouds enable innovative and personalized customer experiences while satisfying security and compliance standards.

Our customer

J.Crew Group, Inc. is an internationally recognized omnichannel retailer of women's, men's and children's apparel, shoes and accessories.

The obstacles they faced

To thrive in the fast-moving retail space, J.Crew needed an extremely flexible infrastructure platform with the ability to support unforeseen business requirements and use cases.

How we helped

IT Transformation; Rackspace Colocation; Managed Hosting — Dedicated Servers; Managed Private Cloud — VMware®; Managed Public Cloud — Fanatical Support® for AWS; Productivity and Collaboration; Ecommerce Hosting; Enterprise Resource Planning (ERP); Professional Services

What we achieved together

J.Crew is 12 months ahead of schedule, with access to private and public cloud flexibility to help them adapt to a changing industry landscape.

Download the complete case study here

"J.Crew is now on a platform that allowed us to move without introducing a lot of complexity, yet still gave the benefit of being on a true transformation platform."

Michael Jacobs
CTO, J.Crew

J.Crew

Customer Case Study – Hospitality & Travel

Wyndham makes online hotel booking seamless across its 20 iconic brands.

By exiting the data center business, Wyndham Hotels & Resorts realized cost savings of 40 to 45 percent and simplified IT operations, fueling its acquisition-based growth strategy.

Our Customer

Wyndham Hotels & Resorts is the world's largest and most diverse hotel franchise company, managing over 9,000 hotels and more than 700,000 rooms in 66 countries under 20 hotel brands.

The obstacles they faced

After spinning off from its legacy company, the newly formed Wyndham Hotels & Resorts had only four months to exit its corporate data center and overcome 30 years of technical debt.

How we helped

IT Transformation; Infrastructure; Managed Hybrid Cloud — VMware®; Productivity and Collaboration — Microsoft Office 365; Data Services — Microsoft SQL; Virtualization — VMware Server Virtualization

What we achieved together

In just four months, Wyndham executed a migration that was projected to take a year, delivering an improved customer experience and cost savings of 40 to 45 percent.

Download the complete case study here

Customer Case Study – International Logistics

Delmar International Inc. unifies its global presence

Rackspace application and infrastructure expertise helps Delmar International enhance its ability to manage disparate systems across its data center.

Our customer

Delmar International provides international freight forwarding, customs brokerage, trucking, warehouse, distribution and cargo management services through 45 offices in 14 countries.

The obstacles they faced

Delmar International has experienced strong growth internationally, but needed a data center infrastructure upgrade and guidance around the challenges of integrating disparate systems from the businesses it had acquired.

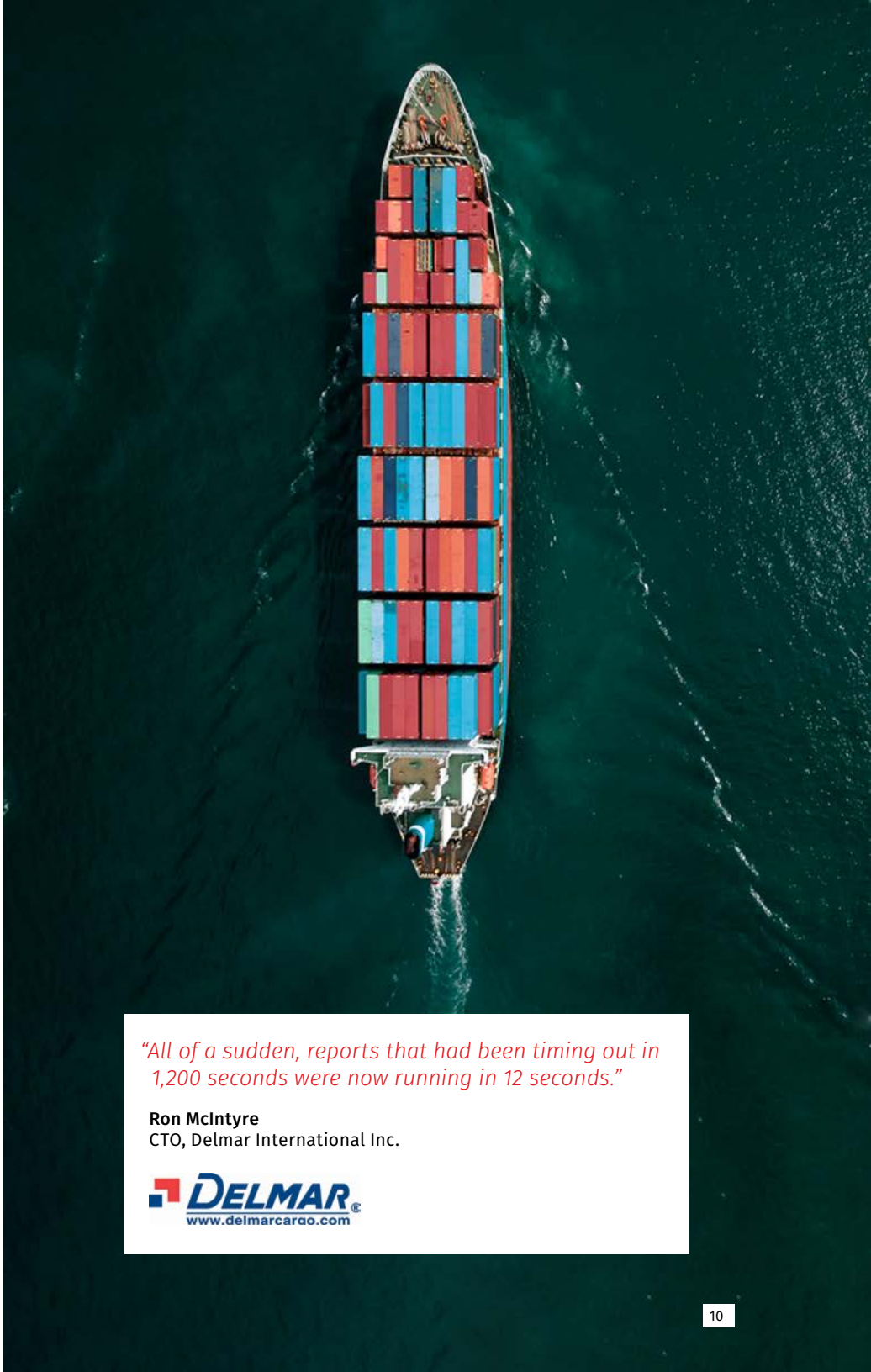
How we helped

IT Transformation; Infrastructure; Managed Hosting — Dedicated Servers; Migration; Email Hosting; Productivity and Collaboration — Fanatical Support for Office 365; Professional Services — Application Services/ DevOps; VMware®

What we achieved together

Delmar International now has the infrastructure required to run applications quickly and efficiently, and can explore new ways to provide services to the freight tracking, management, storage and distribution industries it serves.

Download the complete case study here



"All of a sudden, reports that had been timing out in 1,200 seconds were now running in 12 seconds."

Ron McIntyre
CTO, Delmar International Inc.

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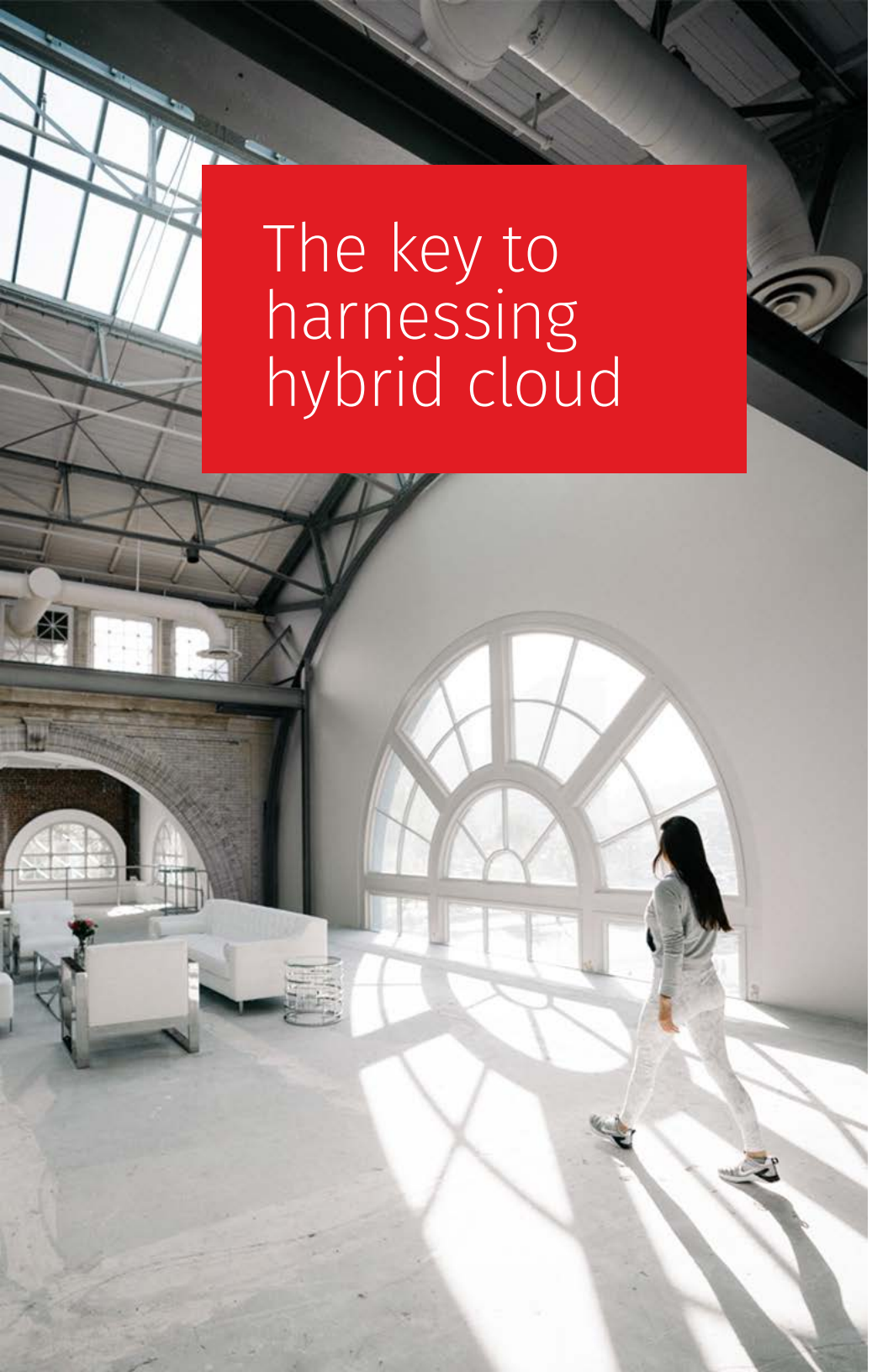


The key to harnessing hybrid cloud

With 83% of enterprise workloads expected to be in the cloud by 2024[4], hybrid cloud is becoming the method of choice for organizations wanting to take advantage of the cloud without moving everything at once or risking mission critical applications. But as with anything worth having, deploying a hybrid cloud that meets business and technical needs requires hard work and strategic planning. Many organizations jump into hybrid cloud without a solid strategy, then find themselves mired in cost over-runs, performance bottlenecks and lift-and-shift projects that deliver little to no value.

In this case study anthology, we've seen how Wyndham boosted performance to make check-ins faster, how Aeroméxico leveraged digital platforms to improve customer experiences, and Delmar cut report processing from 20 minutes to 12 seconds. These wins were made possible by the harnessing the power of hybrid cloud — and the expertise of a managed service provider.

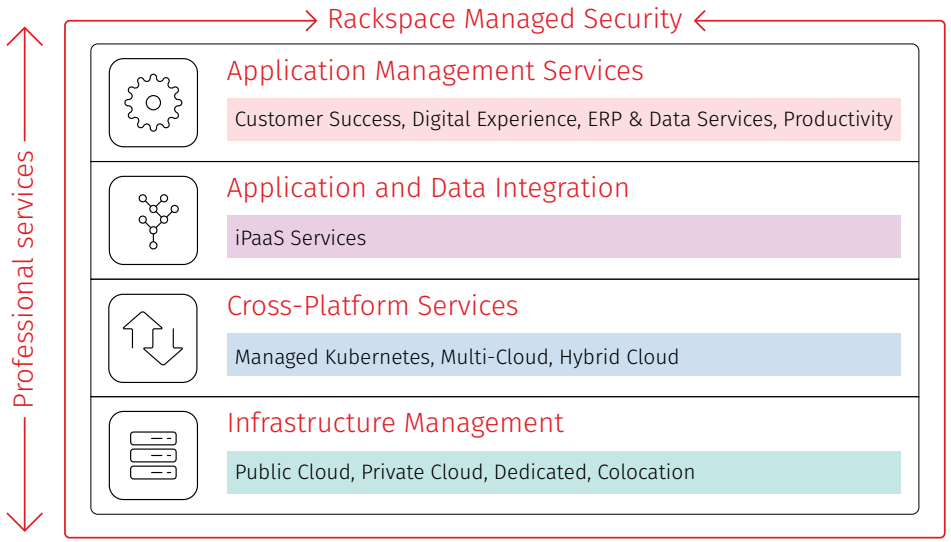
By choosing Rackspace, these organizations had access to the multi- and hybrid-cloud expertise they needed to navigate, plan, execute and manage complex environments. With a fully integrated portfolio of hybrid cloud services, Rackspace customers are able to offload the complexity of deploying, integrating and managing applications with the services they need to empower their hybrid cloud strategies.

Explore more customer stories (including video interviews) at rackspace.com/customer-stories.

Rackspace accelerates hybrid cloud adoption

Rackspace delivers a comprehensive set of solutions specifically developed to help make it faster, less expensive and easier for organizations to leverage hybrid cloud technologies to accelerate their modernization journeys.

Rackspace offers access to a broad set of advanced services to facilitate modernized, consistent deployment and management of applications on hybrid architectures. These solutions allow you to offload the complexity of deploying, integrating, managing, securing and optimizing hybrid cloud environments while gaining the full spectrum of benefits that come with an agile hybrid cloud.



Rackspace by the numbers

3,300+	Cloud Engineers Across Linux Windows, and VMware
First	Managed Services Partner: Google Cloud Platform and Alibaba
Global	120 Countries
Leader	Gartner Magic Quadrant for Public CloudInfrastructure Managed Service Providers, Worldwide

Top tech talent

FORTUNE 100 BEST COMPANIES TO WORK FOR 2018

THE SUNDAY TIMES 100 BEST COMPANIES TO WORK FOR
8 times in the last 11 years

2018 Forbes COMPANIES THAT CARE

1,200+	**Microsoft Certifications**	• Expert MSP • Fastest-growing CSP • Five-time Hosting Partner of the Year
1,100+	**AWS Certifications**	• #1 AWS MSP • Financial Services Competency
370+	**Google Cloud Certifications**	• First MSP
230+	**VMware Certifications**	• Global Integrate Public Clouds Partner of the Year • VMware Cloud on AWS Competency • VMware Cloud Verified Partner
20+	**Alibaba Cloud Certifications**	• Expert Partner of the Year
350+	**Red Hat Certifications**	• Partner of the Year
400+	**Salesforce Certifications**	• Platinum Consulting Partner
330+	**Enterprise App Certifications**	• Oracle Top-1,000 Gold Partner

Serving the majority of the Fortune 500 | $2.5B annual revenue

We have the expertise, tools and technologies to meet you wherever you are in your hybrid cloud journey, and take you wherever you need to go. We have two decades of experience helping companies in over 150 countries solve their biggest technology challenges, and we can help you too. Whatever your hybrid cloud challenges are, chances are we've seen them before.

Let us help you design, deploy and manage a custom hybrid cloud solution to help you reach your goals.

Learn more

- Visit online: https://www.rackspace.com/en-us/cloud/hybrid
- Talk with us: **1-800-961-2888**

[1] https://www.gartner.com/smarterwithgartner/modernize-it-infrastructure-in-a-hybrid-world/

[2] https://www.forrester.com/report/Top+10+Facts+Every+Tech+Leader+Should+Know+About+Hybrid+Cloud/-/E-RES143160

[3] https://blog.rackspace.com/accelerating-innovation-rackspace-mulesoft-partnership

[4] https://www.forbes.com/sites/louiscolumbus/2018/01/07/83-of-enterprise-workloads-will-be-in-the-cloud-by-2020/#69f2b7156261

About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

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