



RACKSPACE ADDS VALUE AND FLEXIBILITY AS WIN MIGRATES TO AWS

BUSINESS

WIN is an online platform for independent freight forwarders to connect with logistics service providers for secure, digital, shipment-level collaboration in the cloud.

CHALLENGES

WIN required a more flexible cloud hosting platform – as well as help managing the infrastructure – in order to focus on delivering a superior customer experience.

OUTCOME

WIN migrated to the AWS public cloud, aided by Rackspace. Rackspace helped refine and optimize WIN's AWS architecture according to the latest best practices, improving the performance of content-based apps.

CUSTOMER CASE STUDY



"Time never stands still – apart from in the shipping industry," says John DeBenedette, managing director of Worldwide Information Network, or WIN. The company, founded in 2013 in Bangkok, Thailand, provides a cloud-based collaboration platform for thousands of independent freight and logistics companies in 180 countries. It is intent on bringing logistics into the 21st century.

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JOHN DEBENEDETTE :: MANAGING DIRECTOR, WIN

"Shipping is a very antiquated industry, with processes based on emails and telephone calls. We are trying to help our customers do e-business," says DeBenedette. Instead of spending valuable IT time on connection projects with individual agents, WIN provides a single connection to communicate with any other agent or carrier on WIN, regardless of which software logistics services partners are using.

TIME TO MIGRATE

As WIN expanded, it wanted to move away from a dedicated hosting environment and made the decision to migrate its database to Amazon Web Services (AWS). "AWS has a number of features unavailable in dedicated hosting that enable us to handle scaling and high availability," explains DeBenedette. He found that with dedicated hosting, his company needed to pre-purchase hardware that it would need for scaling; with AWS, WIN would enjoy more flexibility. "AWS benefits our business because our tech stack is a mixed platform. We use Microsoft database; we use Linux boxes, MongoDB and others; and although there are a lot of alternatives out there in cloud hosting, AWS and Rackspace have the great features that we need."

In October 2015, Rackspace signed an agreement with AWS under

which Rackspace offers tools, expertise, application management and operational support to help customers get the most out of their AWS cloud. **Fanatical Support**® is the obsessive Rackspace approach to customer service that infuses everything the company does. The core offering of **Fanatical Support** for AWS reflects Rackspace's strategy of delivering best-in-class expertise and support for the world's leading technologies and platforms, with no service interruption.

Rackspace blends technology, automation and human experts to deliver ongoing architecture, security and 24x7x365 operations backed by AWS-certified engineers and architects. Functions such as migration, architecture design, security and operations can take the focus away from a company's core business, but with Rackspace AWS technologists doing the heavy lifting, WIN's IT team could focus on its business.

"One of the business problems that we needed to solve was increasing the performance of some of our content-based apps. Rackspace helped us to configure that high availability environment, and now we are scaling servers across different geographies," says DeBenedette. Rackspace helps WIN get the most out of AWS with Aviator support for database migration. "Rackspace proved to be a really nice provider. We had continuity, simplicity in terms of the migration, and stepped into the Aviator Support to get ourselves there," says DeBenedette. Rackspace helped refine and optimize WIN's AWS architecture according to the latest best practices.

EFFECTIVE BUSINESS SOLUTION FOR WIN

Rackspace experts assessed all the applications that WIN was running and recommended a plan of action for deciding which apps it should run on which architecture, and how to deploy cost-efficiently with no downtime. Since moving to AWS and being supported by Rackspace, WIN is spending about the same amount, but with Rackspace handling the back end, it has much better pooling, technology and agility to scale. According to John DeBenedette, Rackspace augments the WIN team and allows budget to be spent on platform engineering and products instead of IT infrastructure.

"Rackspace's Fanatical Support for AWS can offer value to a business in many ways. My team is 100% focused on adding features to our products. I don't have them worrying about designing the architecture, and that means all my investment dollars are going towards customer satisfaction," says DeBenedette. "It has been a very effective solution for us and I would absolutely recommend Rackspace with Amazon Web Services."

"It was really a no-brainer to go with Rackspace, as we wanted a company with the expertise and experience to help us take advantage of the AWS platform."

JOHN DEBENEDETTE :: MANAGING DIRECTOR, WIN

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 or call us at **1-800-961-2888**.

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