



Cloud Native Enablement

Implement transformational cloud projects faster with cloud native applications, data and security built in a DevOps culture.

Nearly 30% of all software projects fail to launch, and many more require twice the time and money expected to deploy¹. A central theme driving this failure is the focus on old school software development and a lack of cloud native thinking. Many organizations lurch from project to project, rife with delays, cost overruns and failed expectations. The shortage of skills, no time to transform to DevOps, and the inability to deliver cloud native applications can keep companies from realizing their full potential in the cloud.

By taking a cloud native approach to your application development, data, teams and processes, you can deliver cloud native applications that accelerate application development — with fewer errors, plus business and IT agility and superior customer experiences.

Let Rackspace Technology transform your organization into a DevOps culture. Leverage new technologies such as serverless, containers, artificial intelligence/machine learning (AI/ML) and Internet-of-Things (IoT) to quickly implement cloud solutions that drive innovation, increase productivity and delight your customers.

Become an Agile Business

Rackspace Technology experts guide you through the journey to cloud native applications, data and security with the Cloud Native Enablement solution. Rackspace Technology delivers professional and managed services across a broad portfolio of leading cloud-native technologies, including native application development and data management services, AI/ML, MLOps, IoT, Kubernetes and serverless.

Rackspace Cloud Native Enablement solutions provide your business with on-demand access to a team of highly skilled cloud native and DevOps experts who work side-by-side with your organization to shape successful cloud native application projects. This unique service model is a cost-effective route to the high-value and high-impact multicloud expertise your business needs to become an agile cloud native enabled and DevOps organization.

Key Benefits

- **Access to Innovation:** Building applications using the latest cloud native technologies and devops processes enables your applications to deliver the latest business capabilities to your customers and constituents.
- **Accelerate products and services:** A cloud native enabled business delivers IT apps and data faster to your product and service development delivery teams.
- **Superior customer experiences:** Cloud native enabled organizations have the right data integrated into the apps that need it at the right business moment. Built on a DevOps culture, teams can rapidly improve customer experiences.
- **Increase business agility:** DevOps increases application development speed and IT agility, as well as business agility.
- **Continuous optimization:** Your world and technology marches on. Rackspace Technology helps you stay ahead with its continuous optimization, agile development and innovation focus helping you stay ahead.
- **Accelerated path to a cloud native enabled business:** Move your organization to a DevOps culture focusing on rapid development, cloud native applications and data — taking your business to new heights.

About Rackspace Technology™

Rackspace Technology is your trusted partner across cloud, applications, security, data and infrastructure.

- A leader in the 2020 Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide
- 2,500+ cloud-certified professionals
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 120 countries
- Five-time Microsoft Partner of the Year
- 50,000+ customers across Microsoft technologies and 470,000+ O365 licenses
- 1,500+ Microsoft certifications, worldwide

Fanatical Experience™

Experts on your side, doing what it takes to get the job done right. From first consultation to daily operations, Rackspace Technology combines the power of always-on service with best-in-class tools and automation to deliver technology when and how you need it.

Service Blocks and Features

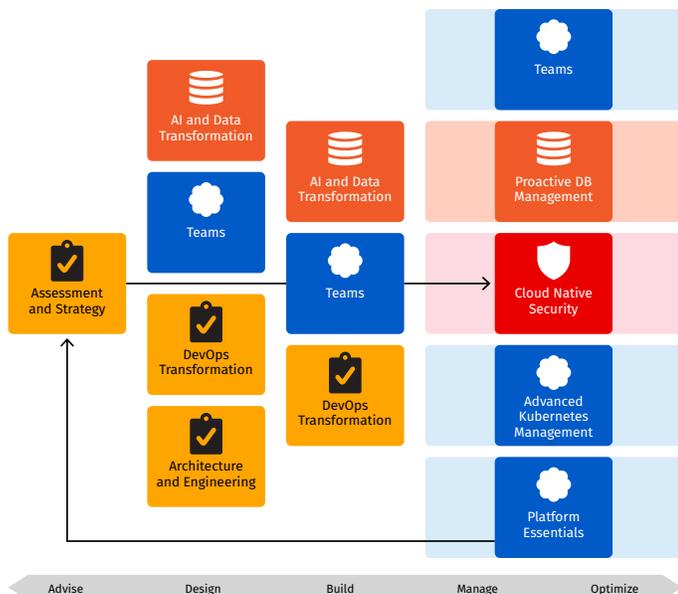
Rackspace Technology offers a broad range of services related to designing, building, optimizing and managing your cloud native applications, data, and DevOps processes and tool chains. These services are delivered as Rackspace Technology Service Blocks™, a customizable and flexible service delivery model that enables you to pay for services only when you need them. Rackspace Technology Service Blocks can be used to build a Cloud Native Enablement Solution, designed for you.

- **Assessment and Strategy:** Quick and cost-efficient way to work with our experts to identify problems, explore potential solutions, gain stakeholder buy-in and plan your transformation.
- **DevOps Transformation:** Identify a strategy to modernize your application environments and move your data. Applications development and operations teams help you adopt a new DevOps culture, processes and tool chains.
- **Architecture and Engineering:** Experts at Rackspace Technology establish architectural principles that work for your business and deliver consistent, high-quality design and build services that accelerate your goals.
- **Rackspace Teams:** Tackle a wide variety of cloud initiatives with a team of experts — a Pod — that's as easy to engage with as your own in-house resources. Rackspace Teams provides flexible, collaborative access to cloud expertise while allowing you to dynamically change scope and priorities of services as your business needs change. Rackspace Teams helps your team transform your old applications into cloud native applications as well as build, manage and optimize new cloud native applications.
- **Application, AI and Data Transformation:** Rackspace Technology assesses your business processes and the applications and data that support them. Taking an unbiased but deeply informed approach, Rackspace Technology transforms your applications and data by designing, refactoring and/or building new cloud native applications and data to a serverless or container-based architecture. Rackspace Technology infuses artificial intelligence, building on an integrated data fabric to create a new set of applications that adapt to changing conditions and opportunities.
- **Managed Services:** Integrate your development and operations with Rackspace Teams. Remove the operational burden of managing cloud infrastructure, Kubernetes, security, applications, data management systems and databases so you can focus on improving your business with new capabilities.
- **Optimization:** Rackspace Technology will continually work with you to eliminate technical debt, incorporate new technologies and improve your cloud native deployments, DevOps processes and tool chains to keep you at the forefront of what's possible.

Cloud Native Enablement Process

Rackspace Technology partners with you every step of the way in the journey to a DevOps and cloud native-enabled organization through Service Blocks and a continuous optimization cycle — advise, design, build, manage and optimize.

Example Cloud Native Enablement Journey



The Rackspace Technology Cloud Native Enabled Business

The Rackspace Technology cloud native enablement solution enables you to grow your business, increase efficiency and deliver the future. Take a leadership position in your industry with the ability to accelerate delivery of products and services, increase business agility and deliver superior customer experiences while optimizing economics and fortifying your security.

Take the Next Step

Engage in a cloud strategy assessment and explore how Rackspace Technology can help your teams adopt a DevOps culture and help you transform into a cloud native enabled organization.

Learn more:

www.rackspace.com/professional-services

Call:

1-800-961-2888

1. Source: Sturdy Networks acquired by Onica in 2017.

2. Rackspace Teams will be available in APJ in the future.