

INTRODUCTION TO

cloudservers™ 
with a Managed Service Level

PRESENTED BY:

Lew Moorman, President, Rackspace Cloud & Chief Strategy Officer

Paul Salisbury, Director, Managed Service Level, Rackspace Cloud

Frederick Mendler, VP, Sales and Marketing, Rackspace Cloud

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TOP ASKED QUESTIONS

- Will a recorded version of the webinar be available to share with colleagues?
 - Yes, the entire webinar will be available on the Rackspace Hosting Knowledge Center (www.rackspace.com/hosting_knowledge) starting on January 10th.
- Will I be able to receive a copy of the presentation after the webinar?
 - Yes, a copy of the presentation will also be posted to the Rackspace Hosting Knowledge Center (www.rackspace.com/hosting_knowledge) starting on January 10th.



OUR SPEAKERS



Lew Moorman, President, Rackspace Cloud & Chief Strategy Officer

Lew Moorman has been instrumental driving strategic planning, product development and new business initiatives for Rackspace since joining in April of 2000. Prior to joining Rackspace, Lew held several positions at management consulting firm McKinsey & Company, advising high tech companies on critical strategic issues.



Paul Salisbury, Director, Managed Service Level, Rackspace Cloud

Paul has 19 years of high tech experience in customer care & service for companies that include: Procter and Gamble, Ernst & Young Consulting, and Dell Computer. At Rackspace Paul has been a director of managed dedicated support and more recently he led the effort to design and launch the Managed Cloud offering. Paul currently leads the Managed Cloud support organization.



Frederick Mendler, VP, Sales and Marketing, Rackspace Cloud

Frederick "Suizo" Mendler, an 8-year Racker, currently leads our Cloud Sales and Marketing teams. Prior to joining the Rackspace Cloud, he lead Rackspace Managed hosting support teams and was integral in the evolution of Fanatical Support at Rackspace



AGENDA

- The Cloud Revolution, How It's Changing IT
- Details Behind Our New Managed Cloud Service Offering
- What You Can Do to See if the Cloud is Right for Your Business
- Q&A



APPLICATION

} **20%**

CORE TECH

OPERATING SYSTEM

SERVERS

DATA CENTER

} **80%**

**THE PROBLEM WITH
THE 80-20 RULE**



- Better

- Faster

- Cheaper

THE PROMISE OF THE CLOUD

A WHOLE NEW MODEL OF COMPUTING

POOLED COMPUTING

CAPEX

- Utilization
- Asset Life

SOFTWARE POWERED

OPEX

- Automated
- Pay for what you use

DELIVERED OVER THE WEB

FOCUS

- Off-load non-strategic
- Access to Unlimited Resources



NO COMPROMISE IN RELIABILITY



CLOUD \neq MAGIC

CORE TECH

OPERATING SYSTEM

SERVERS

DATA CENTER

MANAGED CLOUD

80%

CLOUD HOSTING

APPLICATION

20%

**FOCUSING ON
WHAT MATTERS**

MANAGED CLOUD MAKES PROMISE OF CLOUD REAL

A large white arrow pointing upwards, containing text about business results and skills.

Business Results

SOFTWARE DEV.
BUSINESS PROCESS
PARTNERING
BUSINESS SKILLS

A large white arrow pointing downwards, containing text about time and cost.

SYSTEM ADMIN
NETWORK ADMIN
HARDWARE
DC EXPERTS

Time and Cost



THE STATE OF THE RACKSPACE CLOUD

- Over 100,000 Customers
- Linux and Windows Supported
- Cloud UK is in Beta
- Load Balancing as a Service is in Beta
- Recent CloudKick acquisition will increase management capabilities
- All powered by OpenStack project
- Lots more in the works



cloudkick



OUR CUSTOMERS SPOKE... WE LISTENED AND DEVELOPED MANAGED CLOUD

- Over 100 customers participated in our extended 7-month pilot program of Rackspace Cloud Servers™ with a managed service level.
- Feedback from these customers was incorporated into the product that we are offering today



THE MANAGED CLOUD DIFFERENCE

What is Supported/Included?	Cloud Servers	Managed Cloud
24x7x365 Chat/Phone/Ticket Support	X	X
Control Panel, Virtualization Layer and Server Provisioning On-demand	X	X
100% Network Uptime Guarantee	X	X
Data Center (100% HVAC/Power Uptime Guarantee)	X	X
Migrations (3-hr for Server Host Degradation)		X
Standard Image Backups (Snapshots- 2 dailies/1 wkly)	X	
Expanded Backups (Using Snapshots- 14 daily)		X
Server OS & Apps Infrastructure Support		X
24x7x365 Monitoring Response & Resolution (URL Content, Port, Ping)		X
Technical Guidance		X
Account Team		X

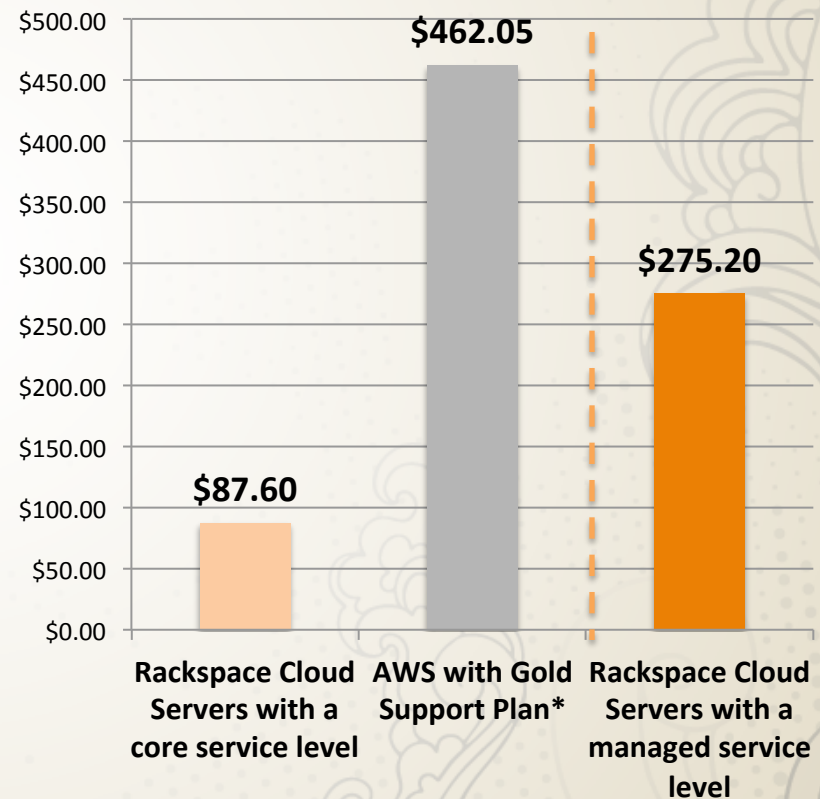


MORE SERVICE, LESS MONEY

- Server Utility fee starting at only 1.5¢/hr
- Flat Account Management fee of \$100/month + service fee of 12¢/hr

For a 2 GB server with a managed service level that is \$100 account fee + 730 hrs x (12¢ utility fee + 12¢ service fee)
= \$275.20

Comparison of 2GB Linux Servers (730 hours/month)



CASE STUDY:

IRON MAN LOOKS FOR SERVICE IN THE CLOUD

Who: Organizer of the world renowned Ironman races.

Problem: Dramatic variances in traffic, especially during marquee events, created need for reliable scalability. Limited internal technical resources to manage this type complex configuration.

Solution: Managed Service Level on the Cloud simplifies their support model & more effectively supports their development efforts.



THE RACKSPACE HOSTING PORTFOLIO



Traditional Hosting & Private Cloud

*Highest
Configurability &
Compliance*

Hybrid Hosting

*Mix and Match
For Your Unique
Needs*

Rackspace Cloud

*Instant Scalability
& Fast
Provisioning*



THE RACKSPACE VISION



“TO BE RECOGNIZED AS ONE OF THE
WORLD’S GREAT SERVICE COMPANIES.”





**REACH OUT TO US
DAY OR NIGHT
TO TALK ABOUT
YOUR NEEDS**

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