Application Modernization for the Digital Economy

Delivering modern IT-as-a-Service through unbiased, outcome-focused application services built on unrivaled cloud expertise.

To drive change, you need to deploy new technologies quickly. But antiquated IT, siloed proprietary applications, outdated processes and resource-intensive operations can slow your pace. Being ready to capitalize on the digital economy requires more than a single IT solution. It requires a holistic view of application modernization — from human resource skill sets to IT operating models. Rackspace can partner with you to build a digital-ready application environment designed to accelerate your journey.

Experts Dedicated to Your Success

Rackspace application experts deliver professional and managed services across a broad portfolio of applications, including ecommerce and web content management, ERP, business intelligence, Salesforce® CRM with RelationEdge, databases, email and productivity. With a process-first, technology-second approach coupled with industry-leading support, Rackspace is the only partner you need to both modernize and manage your application environment.

Key Benefits

Rackspace Application Services solutions deliver tangible business results, including these key benefits:

Unbiased Expertise: Services cover the entire application spectrum, including business process transformation, administration, monitoring, hosting, custom packaged applications and SaaS applications.

Flexible Deployment: Solutions can be deployed on any infrastructure, from on-premises to public and private cloud.

Unrivaled Portfolio: With Rackspace, you'll get an unrivaled technology portfolio supported by unbiased, outcome-focused application services built on unrivaled cloud expertise.

Agile Delivery: Rackspace helps simplify and guide your modernization journey, focusing on capabilities that deliver immediate value to your organization.

A Comprehensive Set of Application Modernization Services

Professional Services for Applications: Application modernization is more than just technology. It requires a comprehensive approach that aligns to business outcomes, examines the current IT environment, assesses the gaps and develops a customized, process-led plan.

Business Process Transformation: Experts help you refine and develop processes aligned to your business goals — reducing time, increasing your capabilities and maximizing your application effectiveness.

Application Portfolio Rationalization: Evaluate your application landscape and set the roadmap for what needs to be replaced, retired, modernized or consolidated — so you can increase interoperability, extend application lifecycles, gain efficiencies and reduce costs.

About Rackspace

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

- A leader in the 2018 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide
- 3,000+ cloud experts
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 150+ countries

Application Expertise

- Oracle® Gold Partner
- Salesforce Platinum Partner
- 350+ Salesforce Certifications
- Five-time Microsoft® Partner of the Year
- 1,500+ Microsoft Certifications Worldwide
- 125+ MCSA Certifications in Office 365
- SAP® Certified HANA Operations Services
- SAP Certified Hosting Services
- SAP Certified Partner Center of Expertise
- SAP Silver Partner
- HPE Silver Partner
- Sitecore® Platinum Partner

Fanatical Experience™

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

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Custom Application Development: A team of developers will update, customize, migrate and integrate your custom applications, extending their life span and reducing the maintenance burden.

System Implementation and Integration: Experts will help you quickly connect new modules and capabilities to the rest of your existing infrastructure on any platform — so you get a faster return on your new investment.

Migration Services: Move your applications to a platform that optimizes performance — across on-premises, private and public cloud platforms. Every step of the way, Rackspace migration experts help you address issues like privacy, interoperability, data and application portability, data integrity, business continuity and security.

Application Management Services

Your business success is tied to the applications you rely on — from servicing customers, to managing supply chains, to getting new products to market. Managed Services from Rackspace helps optimize your application environment, so you can deliver on your service level agreements, free up resources and reduce costs.

Advanced Configuration and Optimization: System engineers will custom-tailor your applications to fit your individual environment and optimize performance and cost.

Administration, Monitoring and Maintenance: Application specialists will reduce the burden on your staff by administering, maintaining and continuously monitoring your applications.

Data Services: Data specialists will apply best practices and automated technology to modernize your database footprint and maximize the utility of your data.

Platform Management Services

Rackspace application experts can help with application modernization specific to your unique applications.

Enterprise Resource Planning (ERP): ERP applications are essential to running your business. But they can be time consuming and expensive to maintain, modify and customize. Rackspace provides the expertise you need to make the most of your ERP investment.

Business Intelligence: Data is essential for operations, but it can be difficult to catalog, maintain and act on. Rackspace helps streamline your analytics process, discover data efficiencies and improve business results.

Database Services: A team of certified DBAs with extensive MySQL and high-end NoSQL database implementation expertise guides you through architecture design, setup, administration, monitoring and troubleshooting.

Salesforce CRM with RelationEdge: Salesforce can be a business differentiator. Access a custom-engineered solution that improves your business processes, solves your biggest challenges and supports better sales results.

Ecommerce and Digital Experience: Optimize your customer experience with help from experts in the industry's leading ecommerce and digital experience platforms.

Email and Productivity: Increase productivity and collaboration across your choice of industry-leading solutions backed by experts to help you choose, deploy and manage the best option to meet your specific business needs.

Java and .NET Applications: Rackspace experts help you overcome the challenges of maximizing the performance of your Java and .NET applications.

Take the Next Step

Let's talk about how Rackspace application management expertise helps you achieve your goals.

Learn more: **www.rackspace.com/application-management**
Call: **1-800-961-2888**

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