E-book

Customer Case Study Anthology: Application Modernization

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Table of contents

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Introduction

Nine out of 10 companies[1] agree that positive customer experiences drive customer loyalty. However, over half of U.S consumers[2] say that customer experience could improve. The improvements consumers are demanding require the integration of next-gen technologies like AI and machine learning into existing service, support, marketing, manufacturing and fulfilment processes. And meeting these new demands requires balancing the modernization of existing applications with the adoption of more efficient new applications and processes.

Businesses recognize the need to improve digital customer interactions. But doing so requires that they modernize their application estate, which means additional spending at a time when many are ordered to reduce costs. In those environments where IT leaders are increasingly encouraged to reduce spend[3], the presence of legacy applications that eat up budget makes it challenging for an IT team to innovate and adapt to the new technologies that can make a business stand out and delight customers.

Application modernization is the blueprint that guides how you simplify, navigate, operate and optimize your applications to take advantage of the latest technologies. Progressive leaders understand the real promise of application modernization and its ability to deliver differentiated business value to their organization and customers by transforming the application environment for greater efficiency, agility, scalability and interoperability. They also understand that application modernization is a continuous journey, not a one-and-done project.

> *"Over half of U.S. consumers say that customer experience needs improvement. Meeting these new demands requires balancing the modernization of existing applications with the adoption of more efficient new applications and processes."*
>
> State of the Connected, Salesforce Research

1. https://www.invespcro.com/blog/customer-acquisition-retention/
2. https://www.salesforce.com/form/conf/state-of-the-connected-customer-2nd-edition/
3. https://www.techrepublic.com/article/it-leaders-expect-only-modest-budget-gains-in-2020/

Naturally, application modernization is complex; many organizations don't have the in-house resources required to properly create and execute a full application modernization initiative. Most are facing one or more of these three hurdles:

1. Acquiring the expertise to plan and execute the transformation

2. Evaluating and integrating new technologies

3. Effectively managing the application environment to reduce costs and free up resources for strategic projects

In this case study anthology, we'll introduce you to four organizations that have successfully transformed business processes, enhanced customer experiences and generated tangible bottom-line results through the strategic implementation of application modernization.

Customer
case studies

Delmar International Inc. unifies its global presence

Rackspace Technology application and infrastructure expertise helps Delmar International enhance its ability to manage disparate systems across its data center.
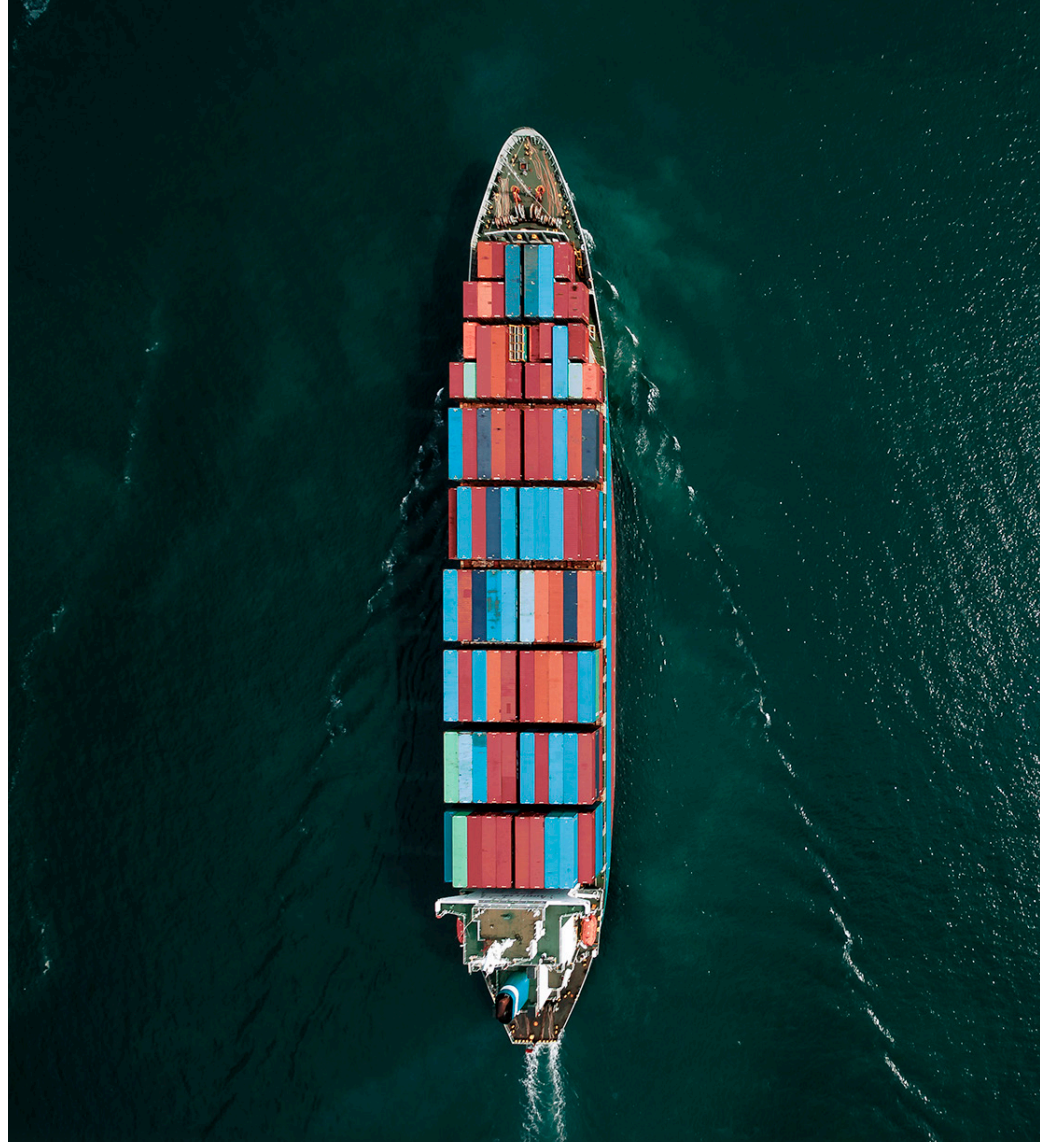
Our customer
Delmar provides international freight forwarding, customs brokerage, trucking, warehouse, distribution and cargo management services through 45 offices in 14 countries.

The obstacles they faced
Delmar 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.

What we are Solving Together™
Delmar 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.

"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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Club Champion cures growing pains with Salesforce

Backed by Salesforce and Rackspace Technology expertise, this custom golf manufacturer dramatically reduces the sales process from hours to minutes while improving customer experience.
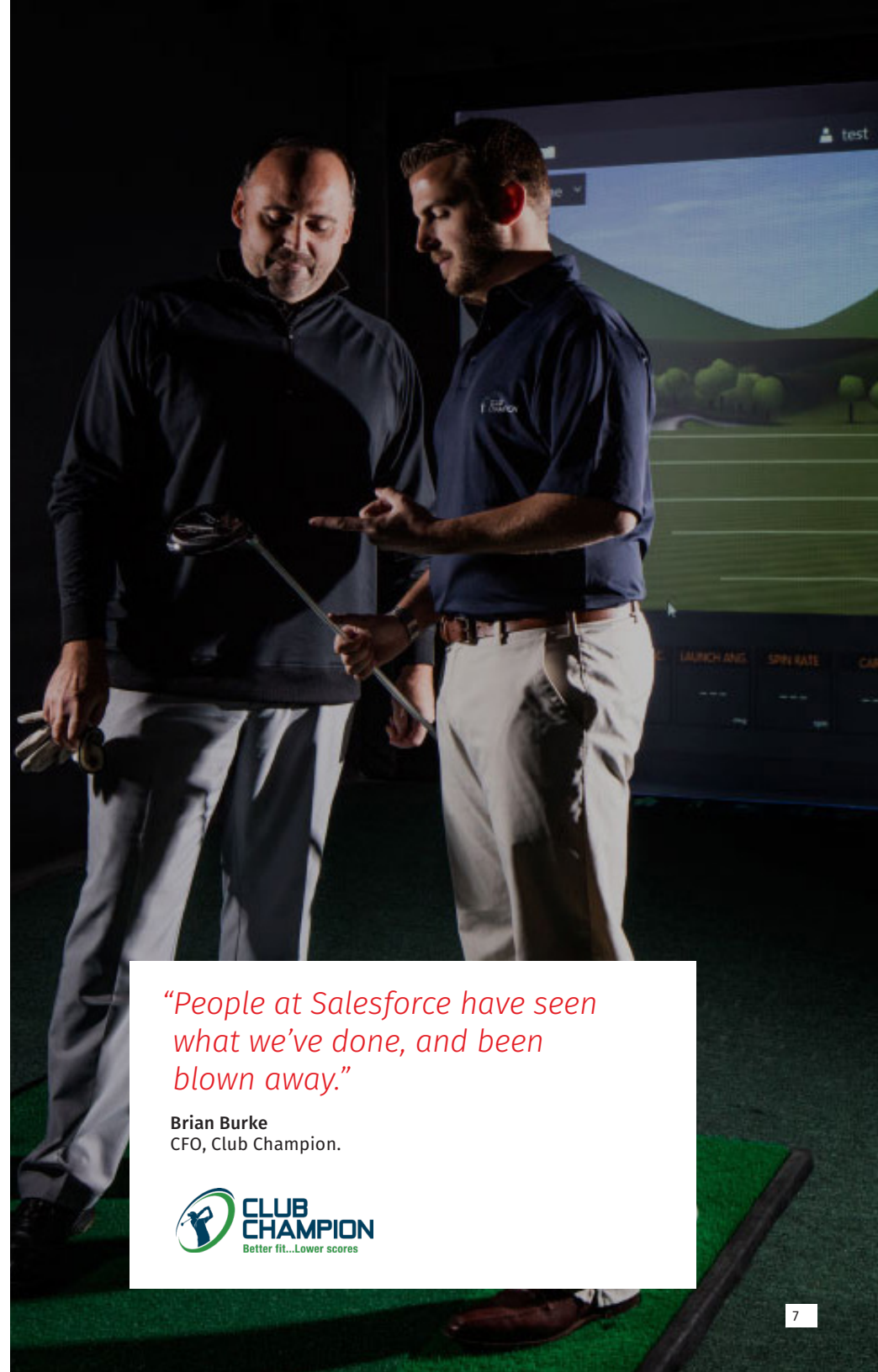
Our customer

Club Champion is the leading premium golf club fitter leveraging a proven custom fitting and building process across 70+ nationwide locations.

The obstacles they faced

Club Champion needed a way to eliminate manual processes, quickly and cost-effectively stand up their technology stack and enhance its marketing efforts with better customer tracking tools.

What we are Solving Together

With a single-platform cloud solution in Salesforce, Club Champion can track marketing activity, opportunity activity and purchase history in one location from any mobile device.

"People at Salesforce have seen what we've done, and been blown away."

Brian Burke
CFO, Club Champion.

CLUB CHAMPION
Better fit...Lower scores

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Coinstar streamlined delivery and cut costs by 40%

Migration from legacy colocation gear to VMware Dedicated vCenter and Hosted SAP services helped Coinstar cut IT costs by 40% and transform its IT service approach.

Our customer
Coinstar is one of the world's largest fully automated networks of self-service kiosks for converting change into cash, e-giftcards or charitable donations.

The obstacles they faced
Separate IT services from its parent company and transition to a more modern, scalable managed environment while achieving cost savings.

What we are Solving Together
By leveraging the Rackspace Technology IT-as-a- Service model, Coinstar reduced IT spend by 40%, restructured its IT delivery approach, reduced application support burdens and successfully managed a large-scale migration.

> ""*The Rackspace management approach brokered a lot of flexibility and increased availability of staff augmentation for me*"

Jason Friedlander
CTO, Coinstar.

coinstar

Zachry Corporation boosts IT agility

By offloading business-critical SAP and VMware workloads to Rackspace, Zachry Corporation increased the efficiency and strategic value of its IT team.

Our customer

Zachry Corporation is a construction and engineering industry leader, helping its customers plan, build and renew critical facilities to the highest safety standards.

The obstacles they faced

The Zachry Corporation IT team had the skills to manage its own data center, but the operational burden kept it from evolving into a strategic business partner.

What we are Solving Together

Instead of "keeping the lights on" at its own data center, the Zachry Corporation IT team can focus on forward-looking projects that directly benefit the business.

"People at Salesforce have seen what we've done, and been blown away."

Brian Burke
CFO, Club Champion.

ZACHRY

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Don't let legacy applications hold you back

Application Modernization requires looking beyond the current organization and establishing the right business processes and systems to support agile execution. It is about anticipating and implementing innovation quickly. It requires the ability to customize, modernize and migrate existing applications to integrate and scale with the latest technologies.

Application Modernization needs to be simple, personalized and adaptable to future changes. You need an unbiased partner who is focused on your outcomes, with unrivaled cloud experience to deliver your application transformation through a full spectrum of professional and management services. You shouldn't have to have to worry about where to find the right experts, how you identify and integrate the latest technologies, or manage your IT

environment because you have a partner dedicated to making your application modernization come to life.

In this case study anthology, we've seen how Delmar enhanced its ability to run applications quickly and efficiently, how Club Champion cured growing pains with Salesforce, how Zachry Corporation's IT can focus on forward-looking projects, and how Coinstar reduced IT spend by 40% and restructured its IT delivery approach. These wins were made possible by harnessing the expertise of Rackspace Technology and our Rackspace Application Services team.

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

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Rackspace Application Services

Building modern digital-ready application environments

For almost two decades, companies have looked to Rackspace Technology for our infrastructure expertise. We deliver a comprehensive solution based on our "Process First. Technology Second®" approach to application modernization. We dig deep to understand your company's goals, then we figure out the best technologies to help you reach them. Partner with us today for unbiased, outcome-focused application services built on unrivaled cloud expertise.

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Across the leading applications

- Five-time Microsoft Partner of the Year
- Salesforce Platinum Partner
- Oracle Platinum Partner
- SAP Silver Partner
- 1,300+ Microsoft Cervifications worldwide
- 3,000+ cloud experts

CRM

salesforce   MuleSoft   Microsoft Dynamics 365   SAP C4 Hana Sales Marketing Cloud

---

Productivity

Office 365   Exchange   SharePoint   Rackspace Email

Digital Experience

sitecore   SAP Hybris   SAP C4 Hana Sales Marketing Cloud   Adobe Experience Manager   ORACLE COMMERCE

ERP

SAP ECC   SAP S/4 HANA   ORACLE eBUSINESS   ORACLE FUSION APPLICATIONS   ORACLE PEOPLESOFT

About Rackspace Technology

Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world's leading technologies — across applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimizing returns into the future.

As a global, multicloud technology services pioneer, we deliver innovative capabilities of the cloud to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in our obsession with our customers' success — our Fanatical Experience™ — so they can work faster, smarter and stay ahead of what's next.

Learn more

Visit online:
https://www.**rackspace**.com/application-services

Talk with us: 1-800-961-2888