

Get the full cloud
experience for your
VMware workloads
with Rackspace
SDDC Flex

The big attributes of Rackspace SDDC Flex

1. Consumption-based pricing
2. Flexible infrastructure
3. Self-service
4. Rapid deployment
5. Automation
6. Rackspace Elastic Engineering

Rackspace SDDC Flex

Rackspace SDDC Flex delivers greater agility for your VMware® workloads. If you are heavily invested in VMware and have no wish to change technologies, but you want consumption-based costs and flexibility, then look no further than Rackspace SDDC Flex.

However, if a transition to cloud native is part of your overall business strategy and you are concerned about the associated risks, then Rackspace SDDC Flex also offers you a route to mitigate those risks.

Why Rackspace Technology for your VMware Cloud?

- We have the largest global VMware MSP footprint
- Our deep strategic alliance with VMware over a 15-year partnership
- Our jointly developed Center of Excellence with 250+ VMware certifications
- We're a top-five VMware service provider (out of 4,500+)
- Our broad VMware portfolio expertise, from virtualization to cloud

Rackspace SDDC Flex has been developed in close collaboration with VMware, resulting in many new innovations that include:

- Novel and innovative VMware Cloud Director deployments
- BYO network and security devices
- BYO compute and storage
- Flexibility to blend custom environments with managed environments
- Flexible managed services via Rackspace Elastic Engineering for VMware
- Professional Services

Rackspace SDDC Flex offers customers five key capabilities across their VMware estate, including:

1. Consumption-based pricing
2. Flexible infrastructure
3. Self-service
4. Rapid deployment
5. Automation

Consumption-based pricing

One of the major trends in modern IT is toward consumption-based pricing — that ability to pay only for what you use. This model of charging a customer for usage as opposed to what was provided initially enabled businesses to move IT expenditure from capex to opex, freeing up capital for growth initiatives as opposed to funding operations.

From a business perspective, consumption-based pricing can enable:

- **Greater customer satisfaction:** When customers are so precisely charged, they're more likely to feel they're receiving value for the price.
- **Go-to-market agility:** Flexible combinations of recurrent and consumption pricing allow companies to experiment, testing in-market and readjusting quickly.
- **Reduced revenue leakage:** Efficient pricing models mean there's less money left on the table as you optimize product usage — and revenue generated — from each customer.

However, many enterprises have been unable to take full advantage of consumption-based pricing because they have legacy applications and operations in both their own data centers and third-party data centers which, for a wide variety of reasons, are unable to transition to cloud native.

Rackspace SDDC Flex addresses this issue, enabling businesses to avoid or postpone costly application modernization projects, retain existing facilities if they want or need to, and avoid major upskilling of development teams and processes — while still making the move to an opex cost model.

But where Rackspace Technology steps ahead of its competitors is by offering consumption-based pricing both on data center resources (compute, storage, networking) and on the professional and lifecycle services offered to customers.

Under this service model, customers gain access to a portfolio of skills that are made available on an as-needed basis. You can access an architecture engineer one day and a VM operations specialist the next (refer to the Rackspace Elastic Engineering section further down) — all backed by our legendary Fanatical Experience®, so you know we have your back every step of the way.

Leverage flexible hybrid consumption models and consume on-demand hourly, or take advantage of one-year and three-year reserved models for deeper discounts.

Multitenancy

One of the fundamental elements that contributes to the highly attractive costs associated with cloud native applications is multitenancy. Without the sharing of infrastructure resources across multiple customers, cloud native providers would be unable to offer the pricing that's available today.

Intuitively, businesses opting not to indulge in cloud native operations are naturally assumed to want dedicated infrastructure resources. And yet, there are business models where multitenancy is attractive.

For example, companies that offer SaaS services have a similar need to share infrastructure, and yet they may have no wish to run their services from public cloud. Alternatively, larger organizations with multiple business units, lines of business or divisions may wish to retain a consolidated infrastructure, but enable each unit to manage its own affairs. Multitenancy is also attractive to businesses wishing to minimize development and test costs for new applications and services because of the lower prices that are available.

Rackspace SDDC Flex offers multitenancy options that lower the entry cost for the cloud solution model through resource pooling, dynamic load sharing, redundant infrastructure and on-demand scalability. Furthermore, customers can combine dedicated and share infrastructure into a single operational model.

Self-service

Another key need is the ability for customers to serve themselves. Whereas in the past, IT managers might have to wait weeks for equipment to be delivered, installed and configured, in the cloud, an experienced engineer can specify, purchase, provision, configure and monitor compute, storage and networking within hours (if not minutes).

But with Rackspace SDDC Flex, in addition to rapid infrastructure provisioning (see next section), customers will be able to spin up and tear down VMs, adjust configurations, monitor performance, and directly raise and manage support tickets with Rackspace Technology. This allows customers to run their VMware environments with far more flexibility and agility.

Through access to the self-service multicloud portal, customers have increased visibility into resources, costs, billing payments and identities across the infrastructure and as-a-service operations in real time, allowing them to drive transformation strategies that support both traditional and cloud native workloads.

Rapid deployment

For businesses that want to continue leveraging their VMware environments, self-service of the underlying infrastructure has been an impossibility — until now. As a result of our 20+ years of experience offering managed hosting services, we've been able to identify the most popular configurations of compute, storage and networking resources. And now, with the introduction of Rackspace SDDC Flex, customers will gain the ability to rapidly deploy compute, storage and networking resources from a range of standard configurations. Customers will be able to light up new infrastructure within an hour.

Now, within a defined envelope, customers will be able to scale up and down in minutes to handle peaks and seasonality demands uninterrupted, and leverage autoscaling to dynamically adjust resources to fit the current demand for the system.

Automation

The final element in the big-five attributes of Rackspace SDDC Flex is automation. While cloud technology has tremendous benefits from a cost perspective, truly successful utilization of the huge range of features that are available only comes through root and branch change to application development processes. In particular, businesses need to adopt DevOps techniques in order to maximize the benefits they can extract from operating in the cloud.

Many automation tools are available to support businesses building CI/CD pipelines in order to accelerate software development-to-production timelines, and these can be equally applied in on-premises or hosted data centers — their use isn't restricted to the hyperscale clouds. For example, application upgrades and patching can be automated and pre-defined resource configurations can be defined in code so that deployment of a new server can be achieved literally at the press of a button.

Rackspace SDDC Flex utilizes a range of automation tools (both open-source and proprietary) to enable customers to complete a variety of infrastructure administration tasks easily, repeatedly and, most importantly, consistently. Deep integration with leading automation tools such as vRealize Orchestrator and an open source vCD Terraform Provider allow customers to automate complex infrastructure-as-code and take advantage of CI/CD pipelines and other automation patterns.

Our software and automation platform, Rackspace Fabric™, is one example of the proprietary technologies that power our unified approach to technology services, enabling customers to centralize security, billing, operations and management.

Automation runs deep at Rackspace Technology. AI-based automation learns over time, predicts failures before they occur and enables self-healing environments. Our automation solution accelerates onboarding, provisioning and administrative tasks. Rackspace intelligent automation processes over eight million events and one billion actions per month, and allows us to automate 62% of customer support workloads.

Rackspace Elastic Engineering for VMware

Elastic engineering is our approach to service that allows you to leverage access to dedicated pods of expertise for ongoing infrastructure and DevOps engineering. Rackspace Elastic Engineering delivers the following benefits:

- **“Do-with” approach:** Agile, sprint-based approach to service delivery alongside your teams
- **Outcome-focused:** Delivers against your initiatives, not our SLAs
- **Dedicated pod:** Allows you to engage consistently with the same pod of experts who know both your environment and your goals
- **Flexible tiers:** Scale your services up and down monthly as business needs change
- **Ongoing innovation:** Progressive improvement, enablement and transformation
- **Consumption-based pricing:** You decide in advance, month-by-month, how many hours you need

Rackspace Elastic Engineering for VMware helps IT organizations break down the silos of the past and transform to modern cloud operations by fundamentally changing the relationship between customer and provider. It provides you with on-demand access to a streamlined, dedicated pod of cloud experts and engineers dedicated to your business. You'll always engage with the same pod of expertise, cultivating a level of familiarity that fosters the sharing of collective knowledge and skills with your internal team and supports your team's evolution alongside your environment's.

Gain access to the team by purchasing a monthly, hours-based tier — essentially granting you fractional capacity to a collective of engineers, while allowing you to scale your tiers up and down as needed each month to match your business' needs.

Conclusions

Rackspace SDDC Flex offers customers the opportunity to gain more flexibility and agility from their in-house VMware platform. They can take advantage of shared infrastructure to reduce per VM unit costs and get consumption-based pricing to only pay for what they use.

Pre-provisioning of Rackspace Technology data centers means that our customers get rapid deployment of resources while self-service allows them to configure and manage VMs just as they would today. And automation allows customers to rapidly on-board as well as eliminate a significant proportion of the day-to-day IT operations tasks that consume so many valuable resource hours — resources that could be better spent on innovation projects.

Together with these technical capabilities, Rackspace has added a fully flexible portfolio of support, managed and professional services. In particular, Rackspace Elastic Engineering for VMware offers customers on-demand access to a pod of certified VMware engineers and architects. This Pod can take on a broad range of projects, including migrations, disaster recovery planning, application operations, infrastructure build-outs, security tools management, DevOps and automation, and even performance and cost optimization projects. Rackspace becomes the consultative partner that helps you transform your business.

Take the Next Step

Learn more about why Rackspace Technology is best place to run VMware cloud.

1-800-961-2888
www.rackspace.com

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 at www.rackspace.com or call 1-800-961-2888.

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