



Data Modernization

Make predictive, data-driven decisions that accelerate innovation and increase ROI with modern data analytics and AI.

According to IDC, 90% of the data that exists today was created in the last two years and by 2025 the volume of data is expected to hit 175 trillion gigabytes. As data volume, variety and sources quickly increase, businesses are struggling to manage data and generate meaningful analysis. These companies risk falling behind competitors who can derive actionable intelligence to quickly and proactively adapt to their customers' needs. However, efforts to optimize legacy databases and data warehouses to fully integrate a siloed data environment can be slow moving, costly and ultimately ineffective.

To accelerate innovation and remain competitive, companies must streamline and modernize their data architecture to align with their business objectives using a modern cloud data platform while operationalizing AI for predictive analytics. But to define the right strategy, design the infrastructure and tooling, and maintain and optimize the environment requires dedicated planning, data science and engineering expertise, and automated operations.

Enable Data-Driven Decisions Across Your Entire Business

Rackspace Technology will help you harness the power of modern data analytics and AI by delivering a data modernization solution — one that monetizes your data by uncovering new use cases for increasing business efficiencies and customer engagement with up to 70% reduction in implementation time and cost.

With an extensive team of highly skilled and certified cloud and data engineers, solutions architects, database administrators and data scientists, Rackspace Technology delivers consultation, architecture design, transformation and managed services to enable your organization to build better products faster. Rackspace Technology partnerships, competencies and certifications with the leading cloud providers means you get unbiased solutions — ensuring that your technology environment aligns to your business, rather than your business conforming to the technology environment.

Getting Your Data Architecture Right

Rackspace Technology offers a broad range of services for designing, building, managing and optimizing your cloud data platform and reporting. 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.

- **Assessment and Strategy:** Quick and cost-efficient way to build a cloud analytics and AI platform architecture strategy and roadmap that aligns to your business objectives, solves your primary data challenges and achieves stakeholder buy-in.
- **DevOps Transformation:** Identify a strategy to modernize your applications environment and move your data, applications development and operations teams to a new DevOps culture, processes and tool chains.
- **Architecture and Engineering:** Develop a cloud data platform architecture and design — leveraging automation, ingestion best practices, security, data protection, data processing, storage patterns and cloud best practices.

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
- AWS Data & Analytics, Machine Learning and IoT competencies
- Five-time Microsoft Partner of the Year
- Azure Gold Data Analytics competency
- Google Cloud Partner of the Year
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 120 countries

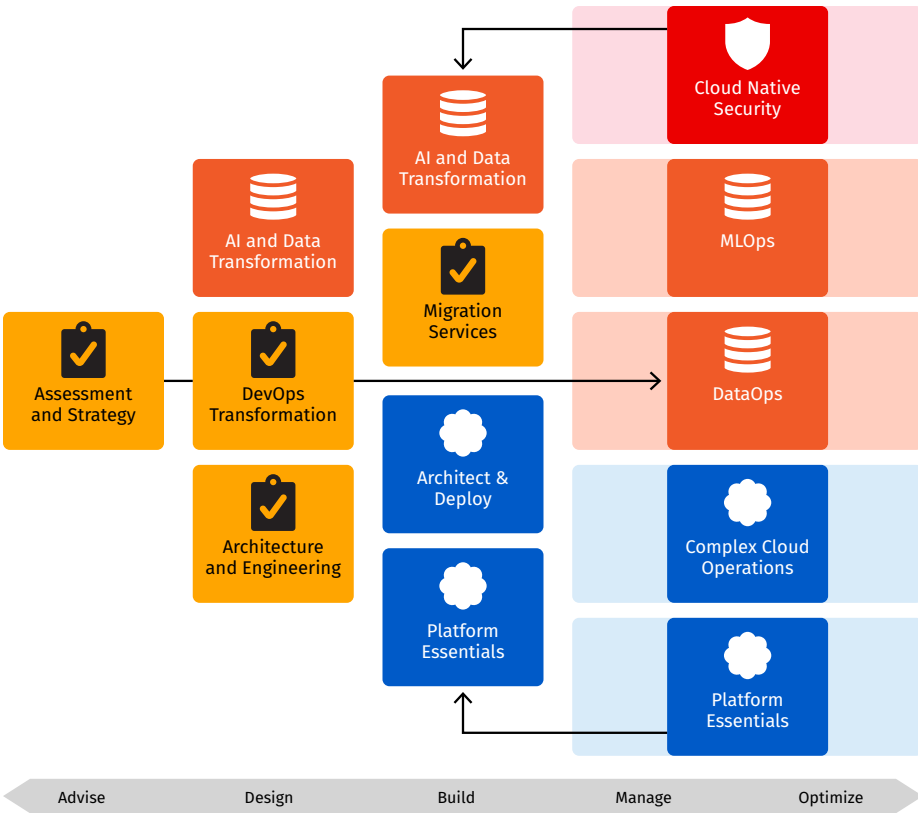
Fanatical Experience™

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.

- **AI and Data Transformation:** Consolidate and transform your data environment and analytics visualizations.
 - **Data Integration & Processing:** Data engineers develop data pipelines to ingest, transform, model and store data from transactional databases, SaaS services, unstructured data sources and public data sets.
 - **Data Science Workbench:** Accelerate deployments with engineering, model development and training, testing and validation, and model deployment and monitoring.
 - **BI & Reporting:** Data analysts and engineers build dashboards and real-time data refreshes as well as build and automate operational and business reporting.
- **Manage & Operate Services:** Remove the operational burden of data platform management so you can focus on improving your business with new capabilities.
 - **DataOps:** Agile and automated, process-oriented methodology to improve the quality and reduce the cycle time of data analytics.
 - **MLOps:** Proven framework combining CI/CD processes, machine learning lifecycle and open source toolsets.
 - **Cloud Native Security:** Around-the-clock monitoring and rapid remediation of security threats in your data environment.

Rackspace Technology partners with you every step of the way in your journey to accelerate access to real-time analytics and intelligence through Service Blocks and a continuous optimization lifecycle — advise, design, build, manage and optimize. The effective and efficient methodology found at Rackspace Technology can deliver a minimal viable product (MVP) within weeks versus several months.

Example Data Modernization Journey



Platform Outcomes

- Analytics and machine learning pipelines
- Cloud data warehouses and data lakes
- Real-time streaming and big data
- IoT analytics
- Business intelligence
- Foundational platform for AI

Process Outcomes

- Agile development
- Repeatable ingestion patterns
- Self-serve analytics
- Data management
- Operational automation
- Data governance

The Rackspace Technology Modern Data Analytics Enabled Business

A customized approach to data modernization delivers tangible business results that accelerate innovation and increase ROI:

- A complete, end-end solution customized to your business objectives, goals and desired outcomes.
- An agile delivery process that simplifies your modernization journey, accelerates development time from months to weeks, and decreases costs through implementation savings and operating efficiencies.
- Comprehensive business and customer analytics dashboards with self-serve access to key stakeholders across your organization that streamline decision-making and deliver a deeper understanding of your customers.
- A path to enable and operationalize AI across your organization for predictive analytics that empowers proactive decision making to quickly adapt to your customers' changing needs.

With a fully integrated data environment supported by DataOps and MLOps to maintain and optimize pipeline ingestion, data processing and analytics delivery, your team can intelligently make business and IT decisions that will drive the most value to your customers and have the greatest impact to your business's bottom line.

Take the Next Step*

Explore how Rackspace Technology can help consolidate and transform your data environment to enable valuable data-driven decisions across your entire organization.

Learn more: www.rackspace.com/professional-services

Call: 1-800-961-2888

* Available in the Americas currently.