

Rackspace Cloud Modernization for Private Equity Firms

Increase value across your portfolio with cloud-agnostic recommendations.

Most companies realize that cloud technologies speed up innovation, lower costs, improve agility, increase scalability and provide better security. But not every organization is positioned to make this transition — especially private equity firms that manage multiple companies across diverse verticals and locations.

When mergers, acquisitions, divestures or leadership changes happen, you need a plan that fits your cloud modernization objectives. At the same time, you need to execute the required changes for cloud adaption, while still delivering on your business objectives. Rackspace Technology helps private equity firms increase valuation across their portfolio companies by optimizing their IT operations, reducing costs and accelerating cloud transformation.

We start by understanding what a portfolio company needs to achieve and then work with them to deliver the best-fit cloud technologies. Our multicloud expertise provides portfolio companies with the ability to drive the best business outcomes faster and more efficiently across their applications, data and security.

Experts Dedicated to Your Success

Rackspace Technology provides technology-agnostic solutions for companies looking to accelerate their cloud modernization and business outcomes. We have the expertise to help you make informed decisions about changes to your technology and cloud roadmaps.

Our teams have the skills, certifications and relationships with the cloud service providers to help you deploy in your cloud of choice, including Amazon Web Services (AWS), Microsoft® Azure®, Google Cloud, VMware®, Snowflake, Databricks and private cloud solutions.

Key Benefits

When you work with the cloud experts at Rackspace Technology, you gain these business benefits:

- ✓ Drive innovation and better customer experiences
- ✓ Improve security and increase reliability
- ✓ Increase business agility
- ✓ Align with your IT roadmap
- ✓ Reduce and optimize cloud and technology spend
- ✓ Improve operational efficiencies
- ✓ Optimize hyperscale funding and programs
- ✓ Close or consolidate data centers

About Rackspace Technology

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

- 2,600+ certified technical experts
- 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.

Key Features

The cloud experts at Rackspace Technology bring these capabilities to every project:

Workload migration: Transform and migrate using established migration methodologies that improve time-to-market and lead to smooth transitions. We provide end-to-end guidance — from strategy to management — to reduce business disruption and risk. We can help you choose a hyperscale partner, migrate to a new platform, lift-and-shift specific workloads, or plan and manage a complete cloud modernization. We help ensure that every workload migration of any size or complexity goes smoothly.

Application and database modernization: Unlock the full potential of running applications in the cloud. There is no one-size-fits-all pathway to application modernization. Our architects will assess your applications, infrastructure and databases in the context of your business goals and your team's strengths. We'll help you determine which combination of cloud technologies and architectural patterns best fit your long-term roadmap.

Analytics and machine learning modernization: Create a holistic data and machine learning strategy that builds the foundation for a data-driven organization. We understand that every organization's data needs are different, whether modernizing data infrastructure with data lakes or cloud data warehouses, breaking down data silos, deploying advanced analytics capabilities, or training complex data models and monitoring data pipelines.

Windows® modernization: With deep expertise in cloud native development, we can help identify pathways to unlock the benefits of the cloud, without requiring us to rebuild your entire application portfolio or retrain your workforce. We will collaborate with your team to evaluate your application portfolio and databases to provide recommendations on which combination of cloud technologies and architectural patterns best fit your long-term roadmap.

Container Accelerator: Improve your workloads and optimize your licensing costs, while enhancing your overall performance. We deliver a well-architected, production-ready and secure platform for your container workloads on any cloud using managed cloud container services from hyperscalers, Kubernetes® and other container-related services.

Migration funding options: With so much funding and discounts available for cloud migrations, it can be challenging to know which programs can help lower your spend. We are experienced partners and have deep relationships with the cloud providers. As a result, we can help you find the right cost savings programs for migration and modernization, and make it easy to take advantage of funding and discount packages for workloads of any size.

Dedicated private cloud: With customizable control, inherent security capabilities, and high levels of performance and dependability, private cloud solutions offer advanced capabilities that make them more appealing than ever. These include real-time scaling, consumption-based pricing, intelligent automation, containers, serverless computing, AI and machine learning. Our fully managed private clouds are supported by certified experts for each platform we provide, in addition to 24x7x365 proactive monitoring by private cloud specialists.

About the Rackspace Technology Private Equity Partners Program

Rackspace Technology helps private equity partners increase valuation across their portfolio by optimizing IT operations, reducing costs and accelerating transformation. We start by understanding what your portfolio company is solving for and work with them to apply the world's leading technologies. Our multicloud expertise means that your portfolio companies will be able to drive the best business outcomes faster and more efficiently across their applications, data and security.

Take the Next Step

Let's talk about how Rackspace Technology cloud modernization expertise helps you make more informed decisions during acquisitions, mergers and divestitures.

1-800-961-2888

www.rackspace.com/partners/private-equity