

Rackspace Technology – Solving Together

Sascha Blasaditsch
Sales Executive – Rackspace

29th April 2021

rackspace
technology.

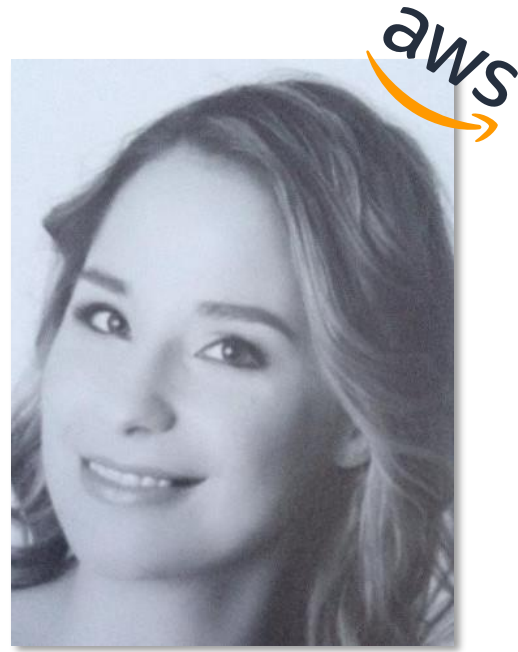
TM



**Solving
Together**

Who is who?

AWS & Rackspace introducing themselves



**Marcella
Kullmann**

Account Manager
for Public Sector Austria



**Agnes
Balazs**

Sr. Client Executive
for Public Sector Austria



**Sascha
Blasaditsch**

OCRE Sales Lead
for A & CH

WE ARE THE
multicloud solutions
experts.

Our technical acumen with the world's leading technologies – across your apps, data and security – enables you to grow your business, increase efficiency and deliver the future.



We put technology to work



Empower customers with our expertise and solutions



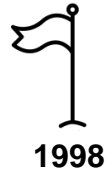
Deliver the future, faster



Obsess over customer success with Fanatical Experience™

OFFICIAL
"OCRE AWS PARTNER"

How Rackspace has evolved to become Rackspace Technology



1998



2017



2017



2018



2019

Managed
Hosting



+Cloud



openstack.

+Multiple Clouds



aws

Microsoft Azure

Google Cloud Platform

vmware®

openstack.

ORACLE
Cloud

+Apps



SAP

ORACLE

salesforce

+Cloud-Native

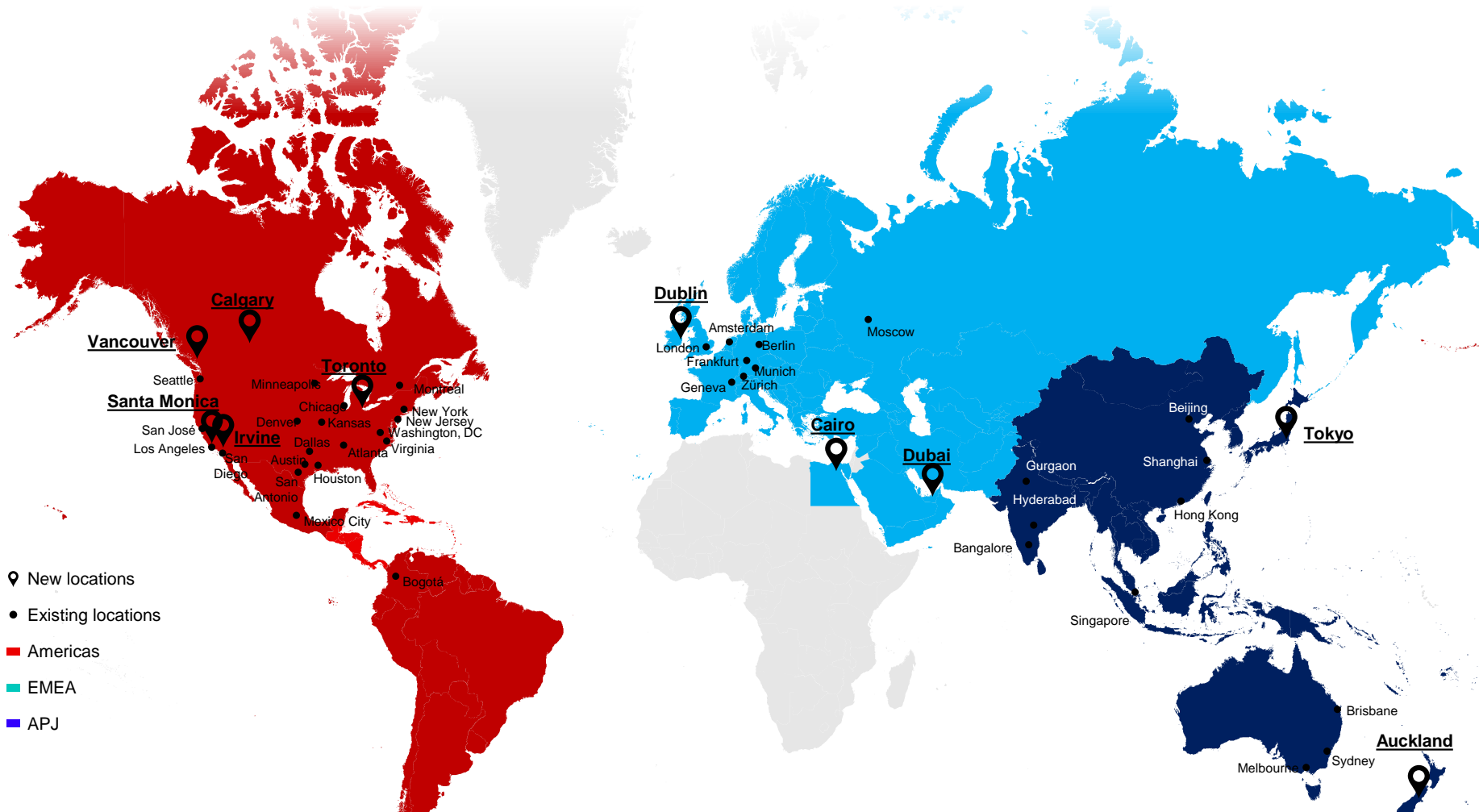


PORTFOLIO GROWTH

CHOICE

COMPLEXITY

Standardized operational excellence on a global scale



- 📍 New locations
- Existing locations
- Americas
- EMEA
- APJ

AMERICAS	
4,600+ employees	SOC Security Operations Center
EMEA	
1,200+ employees	SOC Security Operations Center
APAC	
1,200+ employees	
GLOBALLY	
7,000+ employees	2 security hubs
125K customers in 120+ countries	

40 Data centers	5,000,000+ Monitoring polls every 5 minutes	168 PB Storage under management	500,000+ Monthly customer knowledge-based visits
---------------------------	---	---	--

Unrivaled AWS technical powerhouse

TOP TALENT...



...WITH RECOGNIZED EXPERTISE



2,700+

AWS technical certifications worldwide



3,000+

AWS accreditations worldwide



14

AWS competencies



85+

professional certifications

Premier Consulting Partner

with expertise across competencies

Data & Analytics

DevOps

Healthcare

Migration

IoT

Education

Storage

Microsoft Workloads

Machine Learning

Industrial Software

Retail

SaaS

Oracle

Financial Services

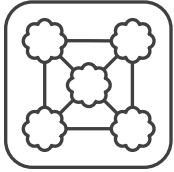
Leader

Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide

“ A lot of the **heavy lifting of moving enterprises to the cloud** is being done by [companies] that have ... **realized what the future was**. These are companies like **Rackspace... [and] Onica**.

– Andy Jassy, AWS CEO

We provide a full stack of services across our four offerings



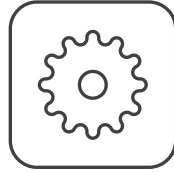
Multicloud

Cloud strategy and transformation

Cloud adoption and migration

Managed services

Cloud optimization



Applications

Cloud-optimized COTS apps

SaaS products

Cloud native applications

End-to-end IoT solutions



Data

Data engineering and strategy

Relational and next-gen DBs

Analytics and business insights

AI/ML-enabled apps and insights



Security

Data governance and security

Security design and strategy

Managed security

24x7x365 Global Security Operations Centers

AT-SCALE CAPABILITIES ACROSS CLOUDS AND EVERYWHERE IN BETWEEN

Professional services

Expert cloud consulting and application services to help customers deliver tangible business value




Managed Services

The Service Blocks concept

Managed Public Cloud Solutions

Supporting your Modern IT Operations Evolution

Ongoing Engineering	<p>RACKSPACE</p> <h1>ELASTIC ENGINEERING</h1> <hr/>  <p>Access to dedicated pods for ongoing infrastructure and DevOps Engineering</p>	
24x7 Response	<h2>ADVANCED MONITORING & RESOLUTION</h2>	<p>Automated monitoring & reactive response for Elastic Engineering Pods</p>
Transitional	<h2>VM MANAGEMENT</h2>	<p>Supporting Traditional Operations as you Evolve</p>

OCRE Framework

What is the frame? What are the benefits?
How does the process look like? How can
Rackspace and AWS assist?

Leveraging the OCRE frame agreement

EU-compliant procurement process AConet is utilizing for its members

Commercial power



- Base discount of 6% on AWS services (excl. marketplace services and solutions)
- Egress waiver for up to 15% of the AWS bill
- Still access to all funding programs and direct connection to AWS

Utilizing with ease



- Easy contracting via predefined Call-Off contract (the country of jurisdiction is Austria)
- Rackspace can assume existing Master Payer or client joins Rackspace Master Payer

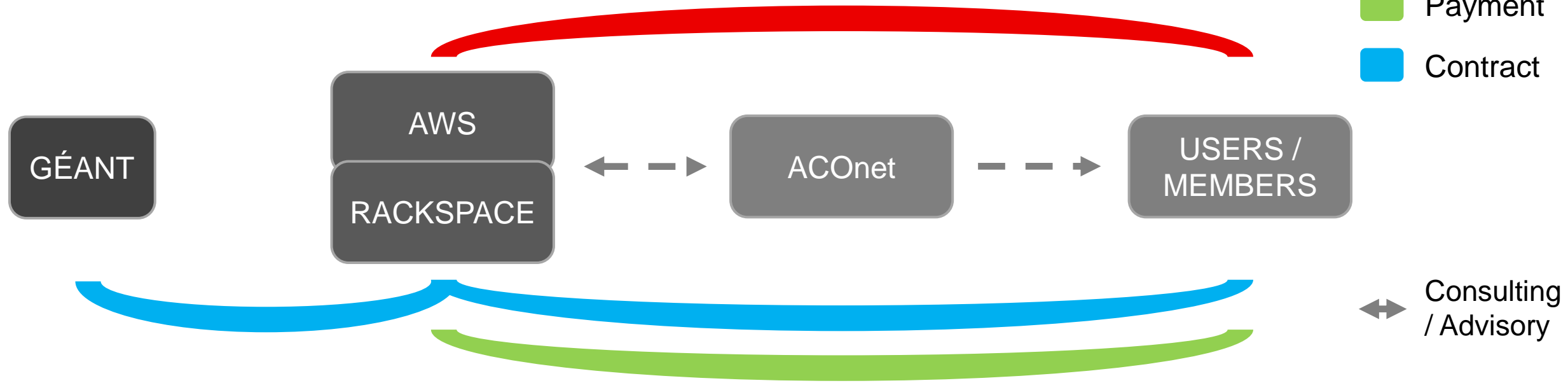
Operational support



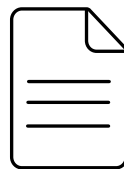
- Access to Rackspace operational support via Optimizer+ with complimentary access to CloudHealth from VMware
- A full range of professional and managed services are available from Rackspace Technology

Call-Off process (Referral model)

- Supply
- Payment
- Contract

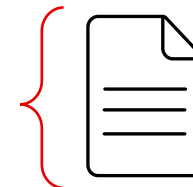


Call-Off Contract
Referring to the OCRE framework agreement



Call-Off Contract Appendices

- Contract Details
- Service Order
- Services including Charges and Supplier's offer in response to mini competition
- Framework Agreement
- Service Terms and OIP Enrollment



Service Order
For utilizing the OCRE framework, the equivalent Rackspace service is Optimizer+

First next step (Optimizer+)

For institutions already or almost using AWS

Our foundational support options that drives cost savings



Optimizer+

Easy, single pane-of-glass management of multiple accounts

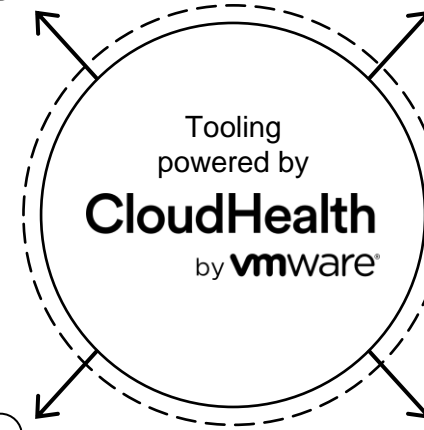
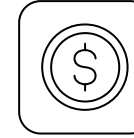
Priority escalation to AWS Support (24x7x365)

Access to Cost Optimizer

Cost analysis
Historical trends by project and service



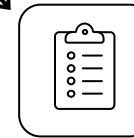
Savings recommendations
With impact and effort estimates



RI analysis
Tracking of savings to date



Summary views
To facilitate stakeholder discussions



No additional costs

CloudHealth is now included in both foundational support options



Leading multicloud management platform designed to minimize cost, risk and time spent on menial tasks



Enhanced governance

- Automated policy management
- Customizable workflows
- Daily reports by LoB / cost centers



Improved visibility

- Aggregated reporting across clouds
- Spending forecast based on historical data
- Custom dashboards



Lower costs

- Uncovering of hidden costs
- Automated recs to downsize unused resources
- Operating budgets by BU



Better security

- Visibility into misconfiguration
- Automated reporting for HIPAA and PCI
- Threat detection

INTEGRATED DATA LAYER

Intuitive and actionable Cost Optimizer monthly reports



Cost analysis

AWS DASHBOARD

AWS Cost Summary

\$525,842.77

Current

\$621,923.26

Last Month

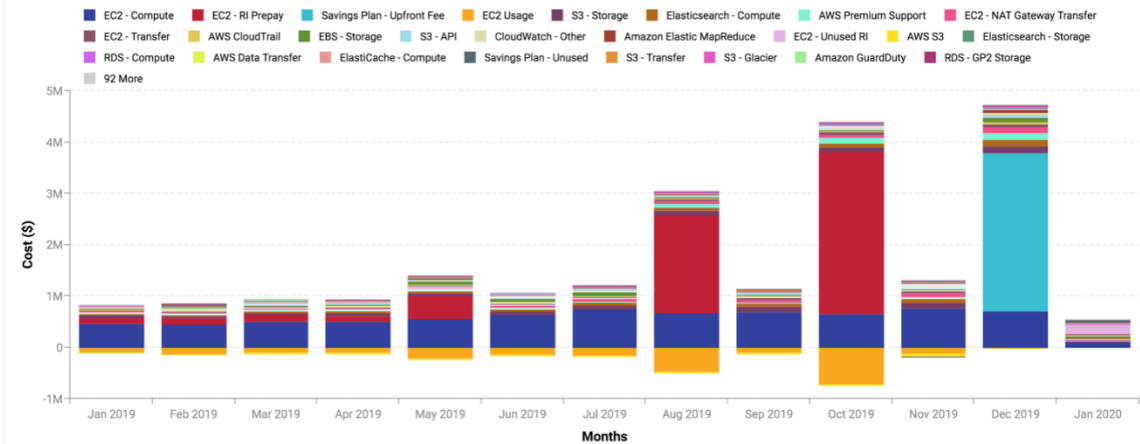
\$712,605.56

Projected for Month

2312 (82%)

EC2 RIs (% of Total)

Cost History by Service Category



EC2 Usage

3,025

Instances Running

3,502

EBS Volumes

529

Images

1,965

Snapshots



Savings recommendations

OPTIONS

Time Period To Analyze

Last 30 Days

Preferred Term

1 Year

Target Coverage

100 %

Set Your Budget

\$ max

EXTENDED OPTIONS

Run Optimizer

Recommendation Summary

INSTANCES

2,007

RESERVATIONS TO BUY

432

COVERAGE

89%

UPFRONT COST

\$245,416

BREAK EVEN

4.6mo

SAVINGS

8.4%

MONTHLY SAVINGS

\$32,815

ANNUAL SAVINGS

\$393,786

COLUMNS: (13)

RECOMMENDATIONS BY: LOCATION

Recommendations by Location

LOCATION	INSTANCE TYPE	ACCOUNT	OS	TENANCY	INSTANCES (NORMALIZED)						CURRENT		PROJECTED MONTHLY	
					INSTANCES	BUY	UPFRONT	COVERAGE	CURRENT	BUY	UPFRONT	COVERAGE		
ap-south-1					5	3	0	3	\$211	88%	\$47	\$31		
	t2 size flexible	ABC 123 456	Linux/UN..	default	1	2	0	2	\$96	84%	\$31	\$21		
	t3 size flexible	ABC 123 456	Linux/UN..	default	1	1	0	1	\$115	100%	\$16	\$10		
us-east-1					3,568	48,859	5,256	856	\$2,088,445	94%	\$526,658	\$652,251		
	c3 size flexible	ABC 123 456	Linux/UN..	default	585	9,685	285	111	\$658,972	98%	\$123,252	\$101,994		
	c4 size flexible	ABC 123 456	Linux/UN..	default	15	500	21	1	\$2,116	100%	\$6,729	\$6,526		
	c5 size flexible	ABC 123 456	Linux/UN..	default	658	5,236	238	2	\$2,681	100%	\$15,090	\$45,314		

Action points

What comes after today?

Next steps

What's next?



1on1

Business or technical orientated meetings



Security Webinar

Grundlagen und Best Practices für die Public Cloud can be watched as Video-on-Demand



Why AWS Webinar

Übersicht & Vorteile der AWS Cloud-Services on the 4th of May in German

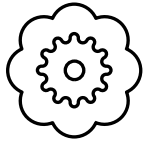


Linkedin Group

GÉANT OCRE AWS Community – DACH for latest news from AWS and Rackspace

Further Information

What to look at after today?



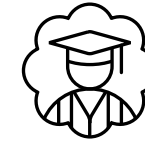
Microsoft Workloads on AWS
What Microsoft workload makes sense to migrate to AWS?



VMware on AWS
The Business Value of VMware Cloud on AWS for supporting Business-Critical Applications



Research Workloads
Platform or use-case specific (HPC, Analytics / ML, etc.)



Educate
AWS Educate connects 2,400 institutions, over 10,000 educators, and hundreds of thousands of students



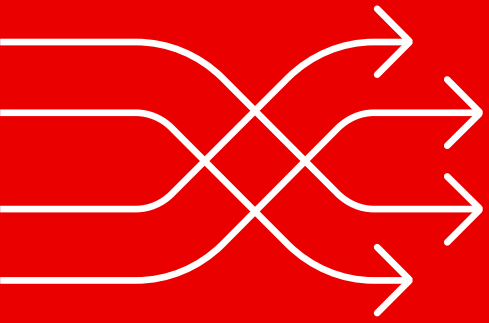
Distance Learning
University of Maryland uses Amazon WorkSpaces to enhance student access to software anytime, anywhere



Training & Certifications
With AWS Training and Certification, you can build and assess knowledge to get the most out of the cloud



AWS Academy
Academy offers colleges a free, ready-to-teach cloud computing curriculum that prepares students for industry-recognized certifications. Our curriculum helps educators teaching students the skills they need to get hired in one of the fastest growing industries.



Solving Together™

We are Rackspace Technology.

We always start with understanding your business.
We help you envision the future and a path to get you there.

We put together a proven technology solution, leveraging our multicloud expertise and solutions – across your apps, data and security.

We advise, design, build, manage and optimize your environment – so you're empowered to drive your business forward and stay ahead of what's next.

We leverage technology to solve your business challenges.
And we've got your back every step of the way. This is Fanatical Experience™.



Sascha Blasaditsch
Enterprise Sales Executive

sascha.blasaditsch@rackspace.com

+49 151 21373225

+49 89 208043627

rackspace
technologyTM