Cloud Computing in 2021

Tolga Tarhan
Chief Technology Officer

rackspace
technology.

ANALYST DAY.

CLOUD IS THE ENABLER OF

INNOVATION

rackspace
technology.

ANALYST DAY.

Cloud adoption is complex and requires a new way of thinking

New skills

Architectural patterns

Cloud security

Modern operations

New methods

Agile and DevOps

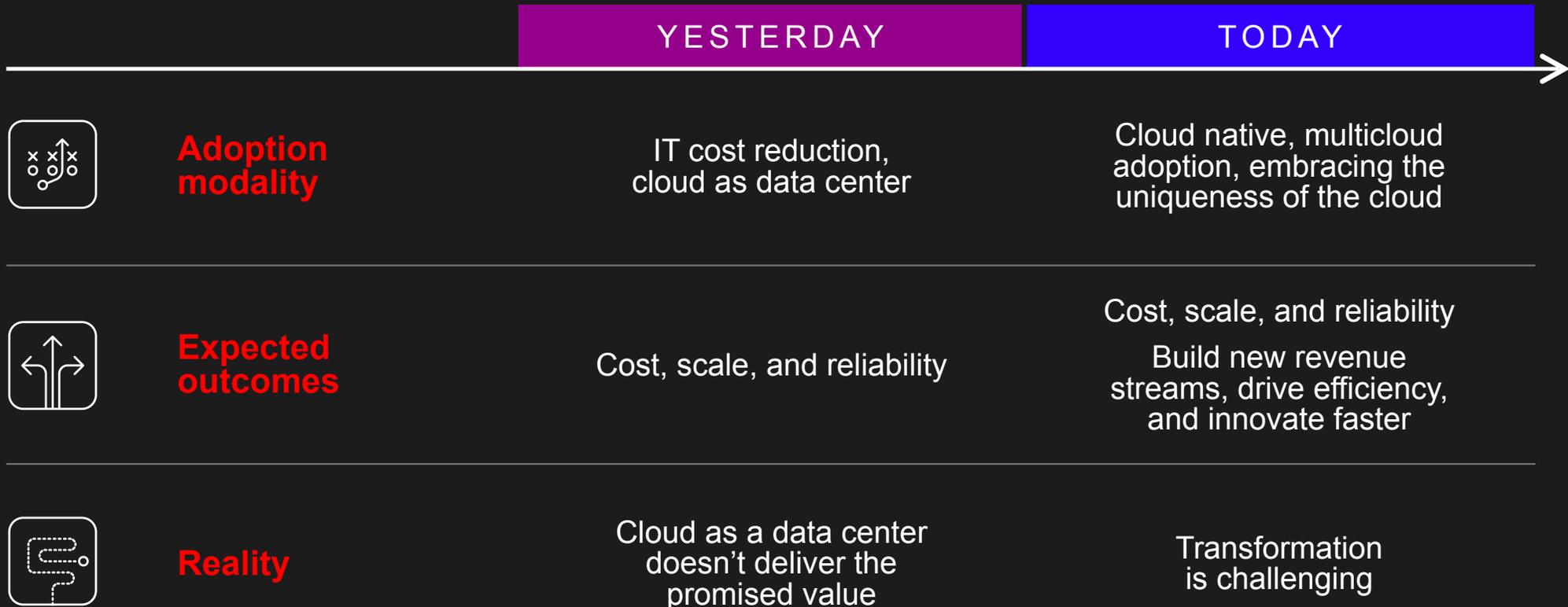Flexible consumption

Everything-as-code

New technologies

Containers

Serverless

AI/ML

rackspace
technology.

ANALYST DAY

Cloud adoption has evolved into a modern, multicloud approach

		YESTERDAY	TODAY
	Adoption modality	IT cost reduction, cloud as data center	Cloud native, multicloud adoption, embracing the uniqueness of the cloud
	Expected outcomes	Cost, scale, and reliability	Cost, scale, and reliability Build new revenue streams, drive efficiency, and innovate faster
	Reality	Cloud as a data center doesn't deliver the promised value	Transformation is challenging

ANALYST DAY.∎∎∎

The future of cloud adoption looks different…

Cloud native

Automated
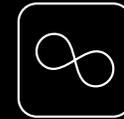
DevOps-y

Transformative

Hybrid + multicloud

Secure

Multicloud is increasingly important to customers

M&A

Organic sprawl

Tech protectionism

Diverging innovation

Lock-in

rackspace technology.
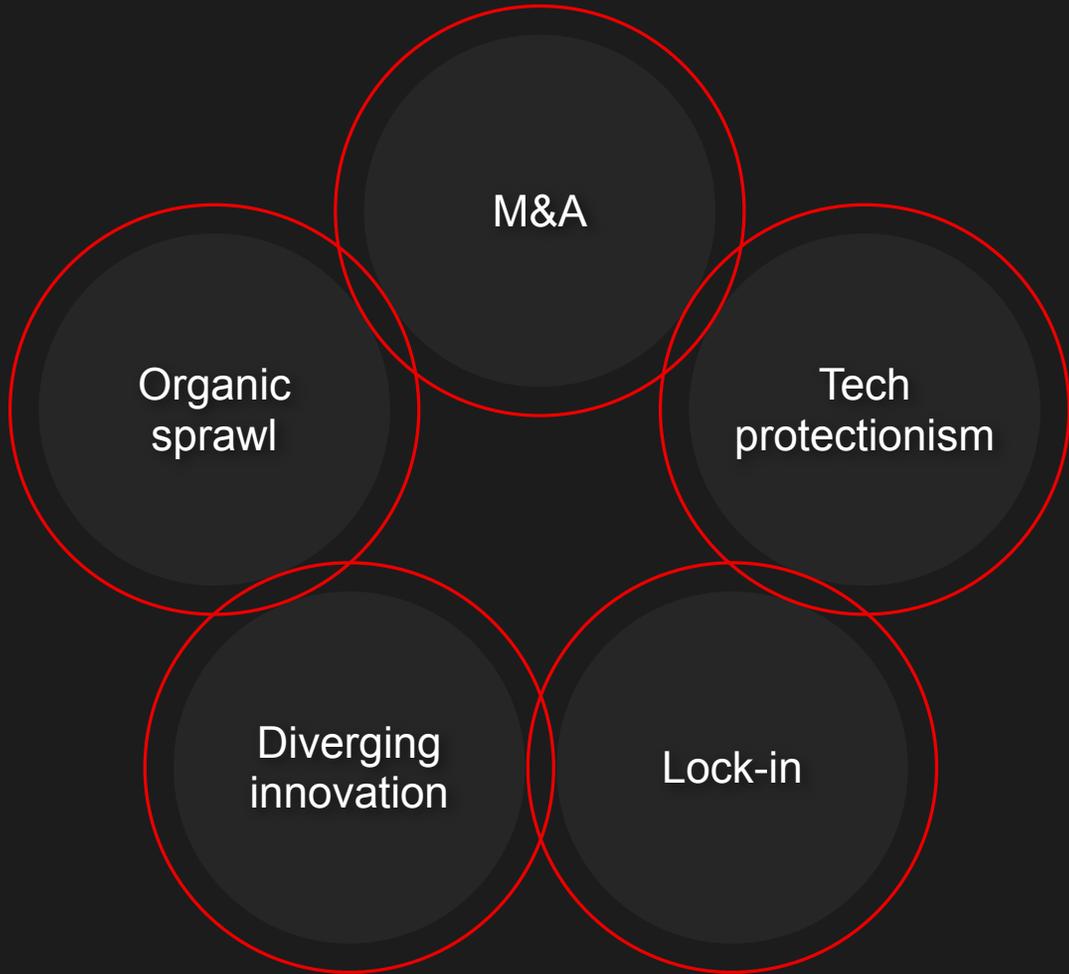
WE ARE POSITIONED TO LEAD THE FUTURE

Multicloud capabilities

Incredible partnerships

End-to-end solutions

World-class automation
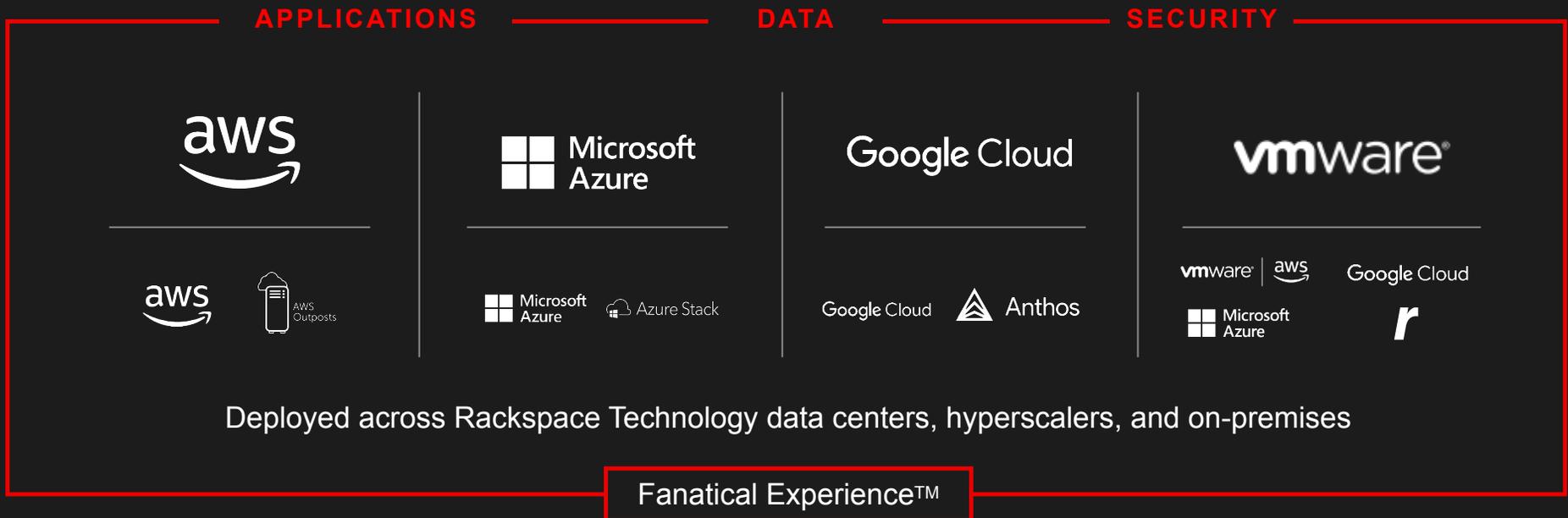
Robust portfolio

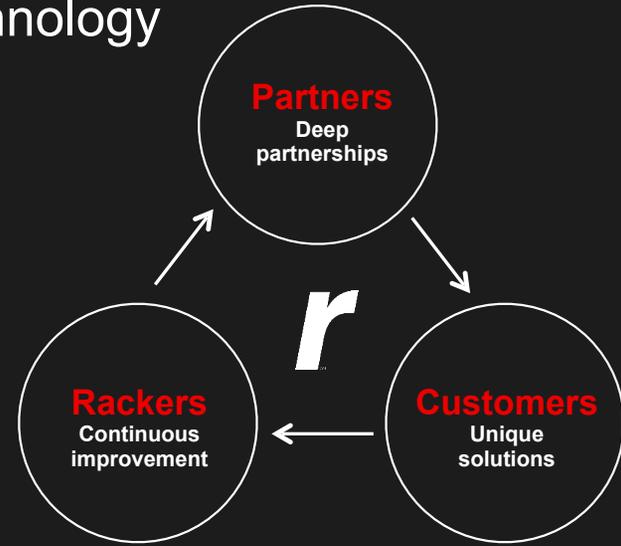# We deliver flexibility in technology stack and deployment model

APPLICATIONS ——— **DATA** ——— **SECURITY**

Deployed across Rackspace Technology data centers, hyperscalers, and on-premises

Fanatical Experience™

AT-SCALE CAPABILITIES ACROSS ALL MAJOR CLOUDS AND EVERYWHERE IN BETWEEN

Multicloud capabilities

Incredible partnerships to navigate the future of technology

PROGRAMMATIC PARTNERSHIP APPROACH

Executive coordination	Marketing
Alliances	Sales
Solutions	Service delivery

Partners
Deep partnerships

Rackers
Continuous improvement

Customers
Unique solutions

We have created the best partner ecosystem in the industry

aws · Microsoft · Google Cloud · vmware · DELLEMC · sitecore · cisco · servicenow

ARMOR · ORACLE · CLOUDFLARE · Akamai · PURESTORAGE · splunk> · New Relic.

ALERT LOGIC · intel · SAP · salesforce · NetApp · CDW · shi · Tech Mahindra · AVANT

Incredible partnerships

rackspace technology.

ANALYST DAY.

End-to-end solutions from advise through optimize
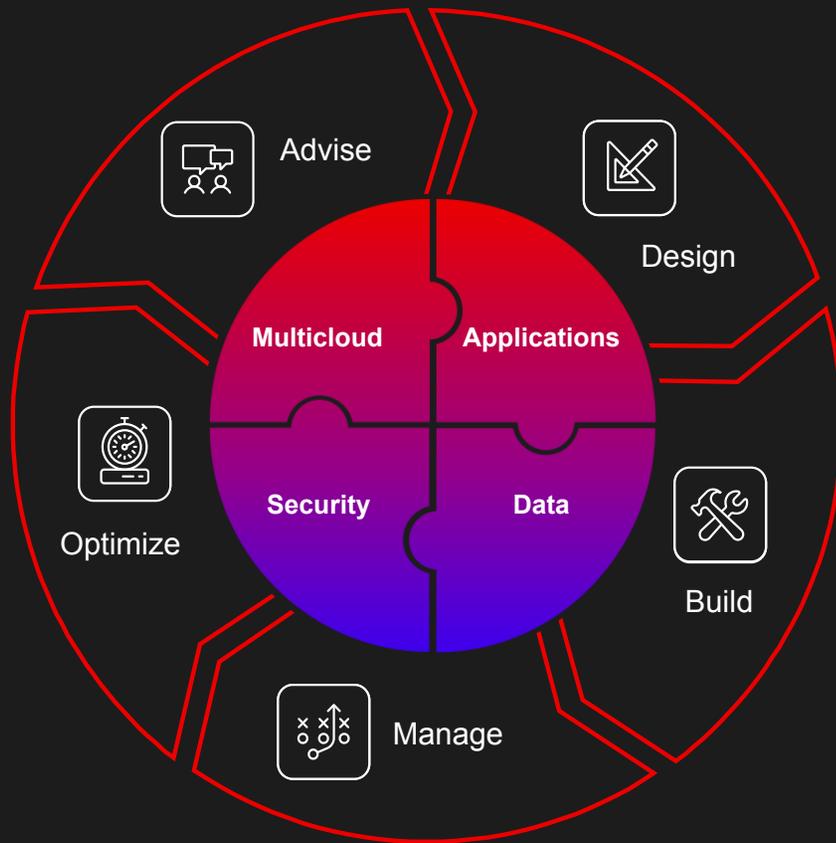
Advise
with right cloud technology solutions

Design
solutions to drive customer outcomes

Build
solutions across apps, data, and security

Manage
and run the day-to-day elements

Optimize
by developing the right tools

End-to-end solutions

ANALYST DAY

Automation delivers distinctive outcomes for customers

Rackspace Fabric™ best-in-class software

SOLUTION AUTOMATION

- Reduced manual onboarding, provisioning, and administrative tasks

- Cloud native self-healing technology deployed into customer environments

INTELLIGENT AUTOMATION

62% of workloads automated

8M+ events processed per month

1B+ actions performed per month

6K+ unique processes automated

AI AUTOMATION

- Deployed a first-of-its-kind multi-tenant AIOps solution

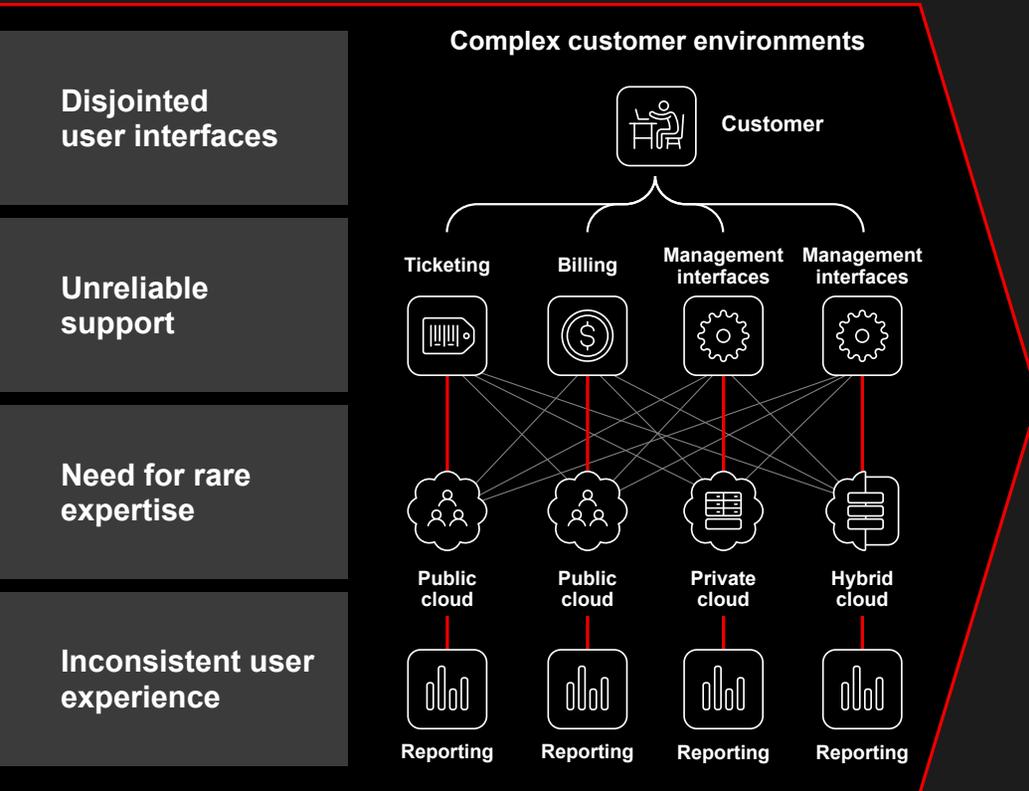- Millions of customer-related events processed each month

World-class automation

rackspace technology.

ANALYST DAY.▄▆█

Complex multicloud environments create a challenging experience

Disjointed user interfaces

Unreliable support

Need for rare expertise

Inconsistent user experience

Complex customer environments

Customer

Ticketing Billing Management interfaces Management interfaces

Public cloud Public cloud Private cloud Hybrid cloud

Reporting Reporting Reporting Reporting

World-class automation

ANALYST DAY
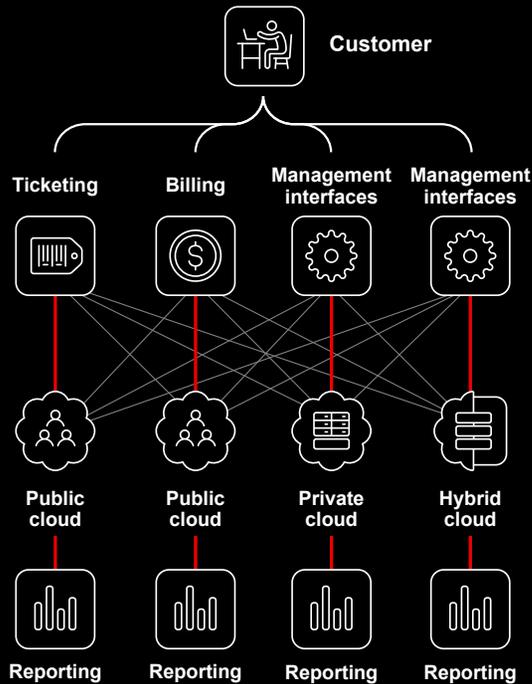
Rackspace Fabric™ unlocks a next-gen experience

Disjointed user interfaces

Unreliable support

Need for rare expertise

Inconsistent user experience

Complex customer environments

Customer

Ticketing | Billing | Management interfaces | Management interfaces

Public cloud | Public cloud | Private cloud | Hybrid cloud

Reporting | Reporting | Reporting | Reporting

Rackspace Fabric™ radically simplifies

Customer

Rackspace Fabric™

Apps | Data | Security

aws | Microsoft Azure | Google Cloud | vmware

Unified experience
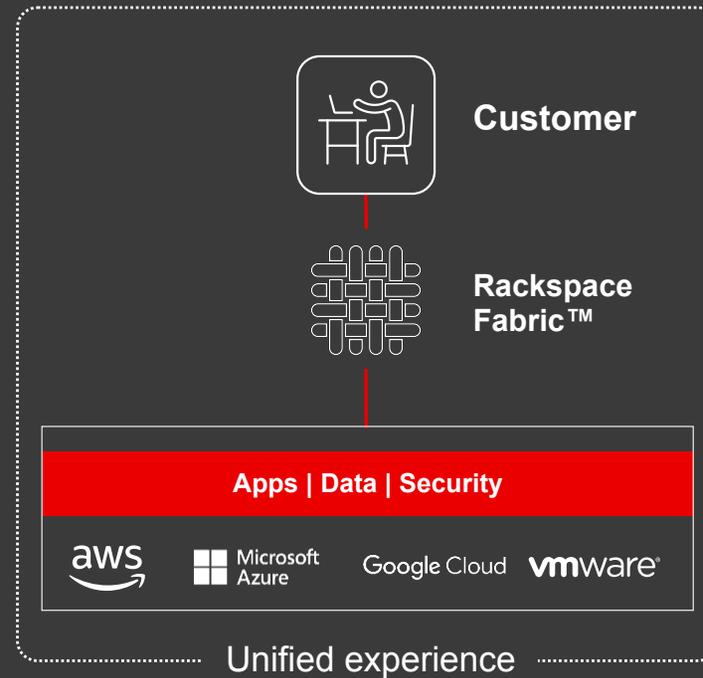
Single, multi-tenant user interface

Proprietary software platform

Rackspace Technology experts

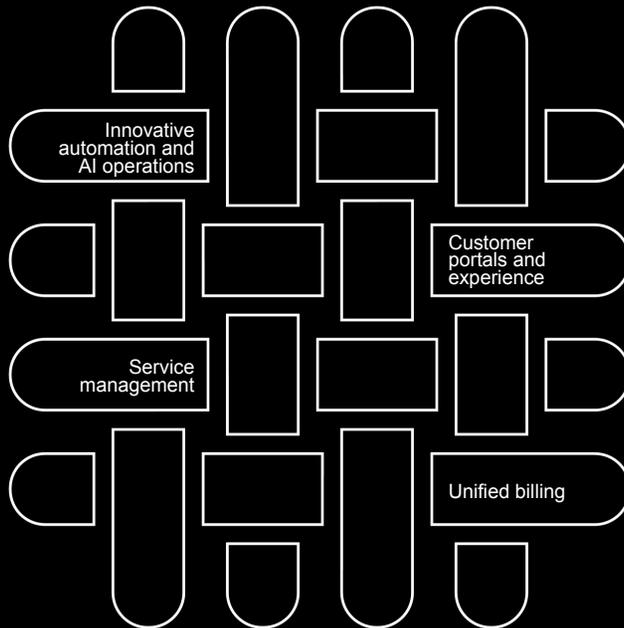**Unified SaaS-like user experience**

World-class automation

rackspace technology.

ANALYST DAY.

Rackspace Fabric™ is at the center of our service delivery

Rackspace Fabric™, our proprietary software platform, delivers a unified experience across our multicloud solutions…

- Innovative automation and AI operations
- Customer portals and experience
- Service management
- Unified billing

…developed over **8 years** by our multicloud experts **alongside our customers**

8 years
of developing unique IP

12M+ **hours of development to date**
honing a highly efficient delivery model

200+ **proprietary software tools and accelerators developed to**
deliver efficient and effective services

300k+ **virtual instances**
under management

World-class automation

rackspace technology.

Rackspace Technology powers the future of innovation

Multicloud

Cloud strategy

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 SOCs

AT-SCALE CAPABILITIES ACROSS ALL CLOUDS AND EVERYWHERE IN BETWEEN

Robust portfolio

rackspace technology.

ANALYST DAY

LET'S TALK TECH

Public Cloud

Private Cloud

Containers

Serverless

Data

IoT

rackspace
technology.

ANALYST DAY