

The future of compute with serverless



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Serverless allows customers to develop at cloud-scale



**FASTER TO
MARKET**



**INCREASED RATE
OF INNOVATION**



**REDUCED
COSTS**



**IMPROVED
RELIABILITY**

FOCUS ON BUSINESS VALUE, NOT INFRASTRUCTURE



Adoption of serverless is accelerating among our customers



Logistics

Shipping, tracking & fleet management



Commercial & Consumer Products

Connected devices & worker safety



Industrial

Virtual Andon & predictive maintenance



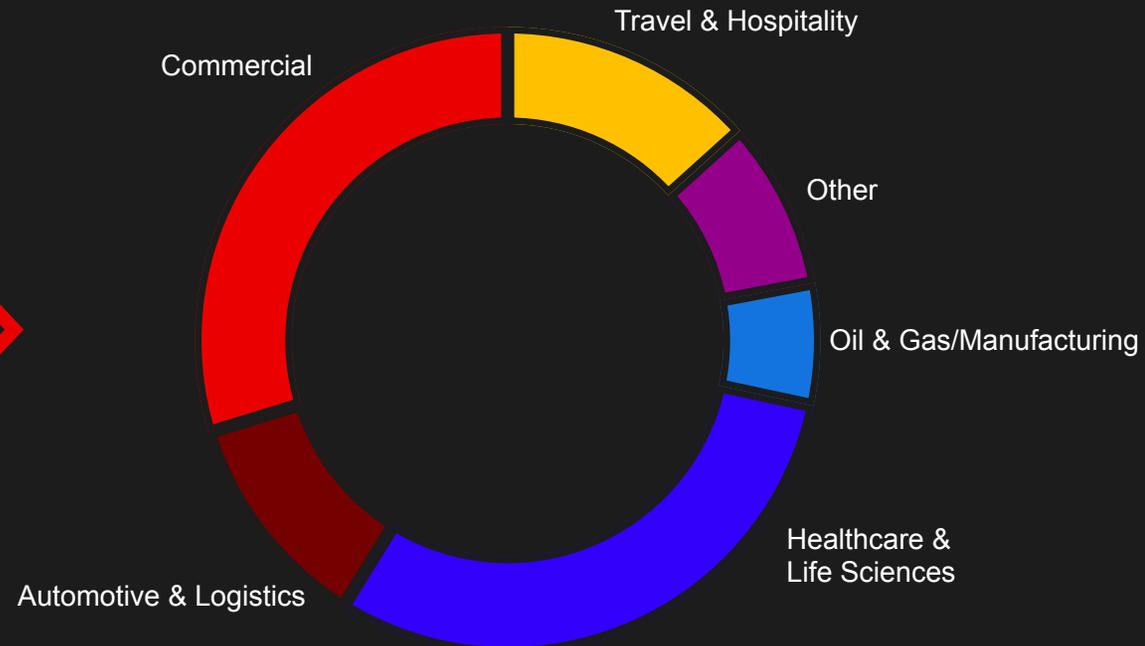
Travel & Hospitality

Occupancy monitoring & event coordination



Healthcare & Life Sciences

Medical billing & digital therapeutics



Our approach: serverless first

Start with serverless

Compute	Messaging	Database	API Proxy
Storage	Analytics	Workflow Orchestration	AI & ML

+ PaaS

Relational Databases

Specialized Database

Caching

+ IaaS

Third party

Legacy applications

Latency sensitivity

INTRODUCE NON-SERVERLESS AS NEEDED



Helping customer navigate the serverless universe

CHALLENGES

Developer Workflows

Operational Visibility

Security & Governance



SERVERLESS TRANSFORMATION



**Cloud Native
Development**

Innovate: end-to-end
software development



**Application
Modernization**

Elevate: replatform
existing applications



**Managed
Services**

Operate: optimize and continually
improve environment

DEVELOPER ENABLEMENT





teva

Instant insights to patients,
caregivers, and doctors –
without a server in sight!

rackspace
technology.

ANALYST DAY. 