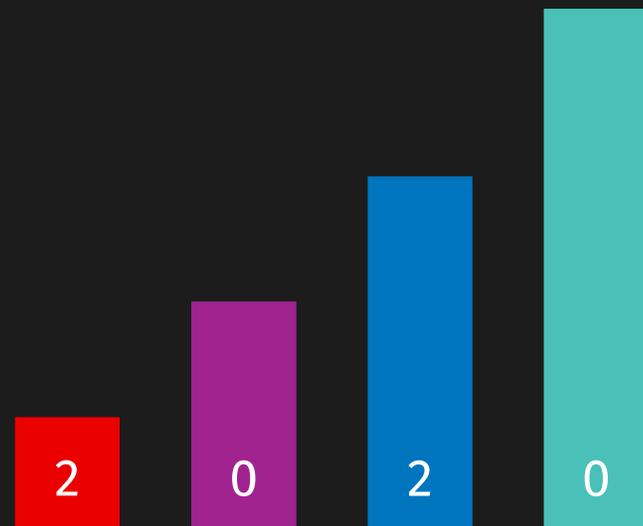


rackspace
technology[™]

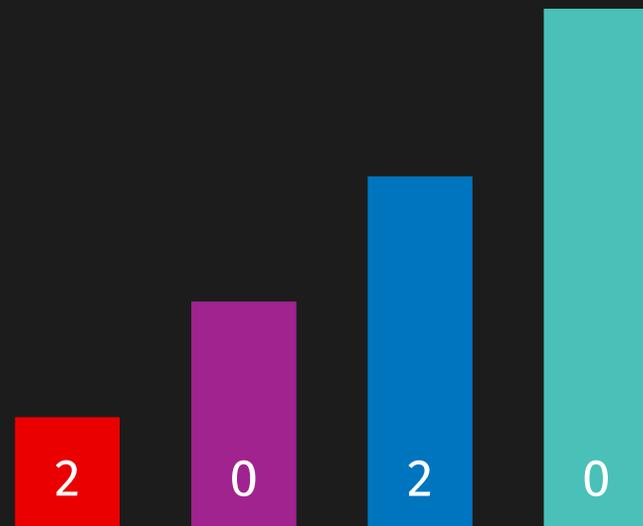


ANALYST DAY

@rackspace

#RXTAnalystDay2020

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ANALYST DAY

@rackspace

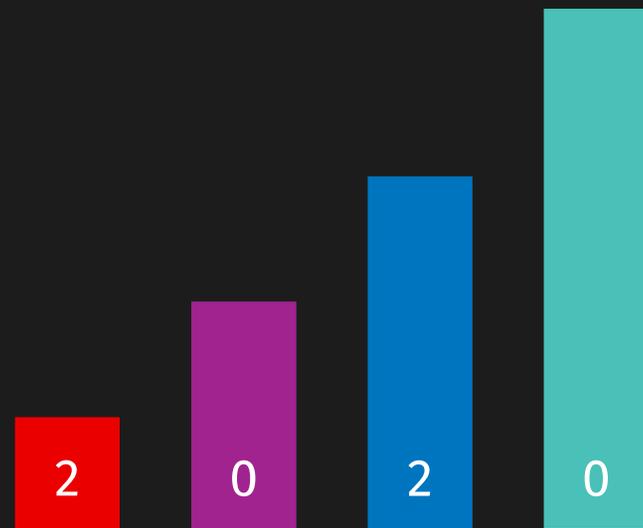
#RXTAnalystDay2020



Solving
Together™

TM

rackspace
technology[™]



ANALYST DAY

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Rackspace Technology Overview



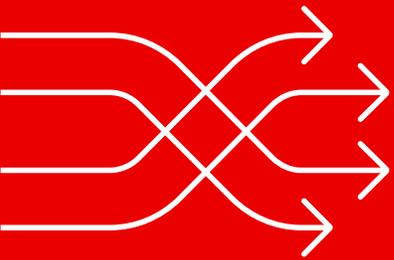
Kevin Jones
Chief Executive Officer

rackspace
technology.

ANALYST DAY.ii

TM

**Solving
Together**



ANALYST DAY.

AGENDA

Thursday,
October 22nd

rackspace
technology.

8:05 am Rackspace Technology Overview **KEVIN JONES**
Chief Executive Officer

8:20 am Technology Vision & Roadmap **TOLGA TARHAN**
Chief Technology Officer

9:40 am Q & A

10:00 am **BREAK**

10:15 am Regional Panel
STEVE MILLS
General Manager, Americas
SANDEEP BHARGAVA
Managing Director, APJ
MARTIN BLACKBURN
Managing Director, EMEA
Moderator: ZARINA STANFORD
Chief Communications & Marketing Officer

10:35 am Talent & Culture **HOLLY WINDHAM**
Chief Legal & People Officer

10:55 am Q & A

11:15 am Closing **TOLGA TARHAN**
Chief Technology Officer

Rackspace Technology has transformed



Solutions



Partnerships



**Go to
Market**



**Demand
Gen**



**Customer
Success**



**Demand
Gen**



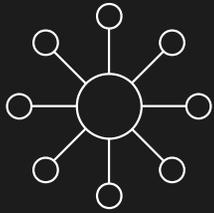
Mission



Brand

rackspace
technologyTM

Our mission



EMBRACE
TECHNOLOGY

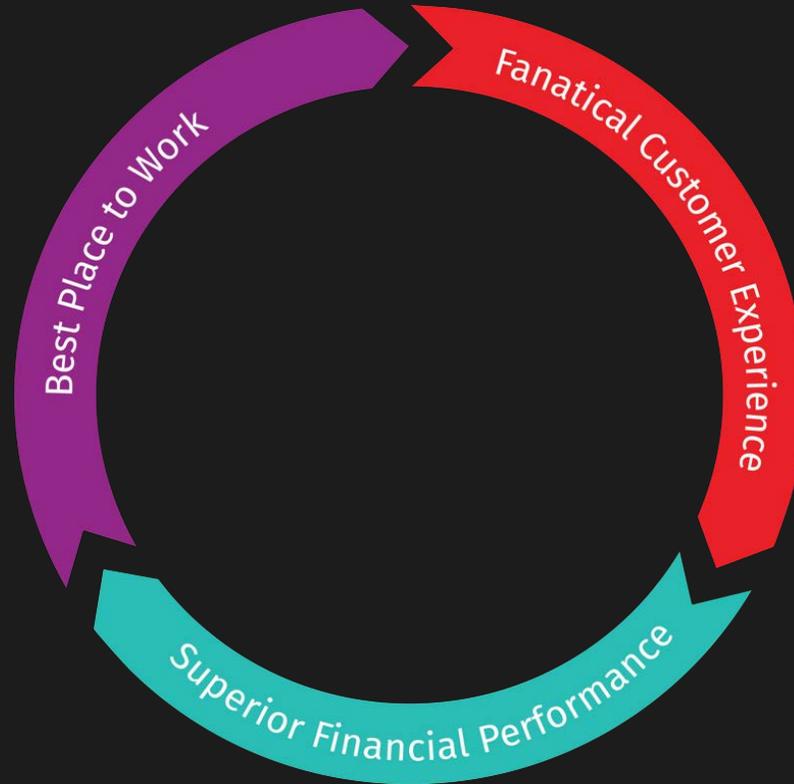


EMPOWER
CUSTOMERS



DELIVER
THE FUTURE

Priorities



We execute against a detailed management system

14 programs with 120+ transformation initiatives



Region
GTM transformation



Partnerships



Customer growth
management



Demand generation



Customer success



Automation



Workforce strategy

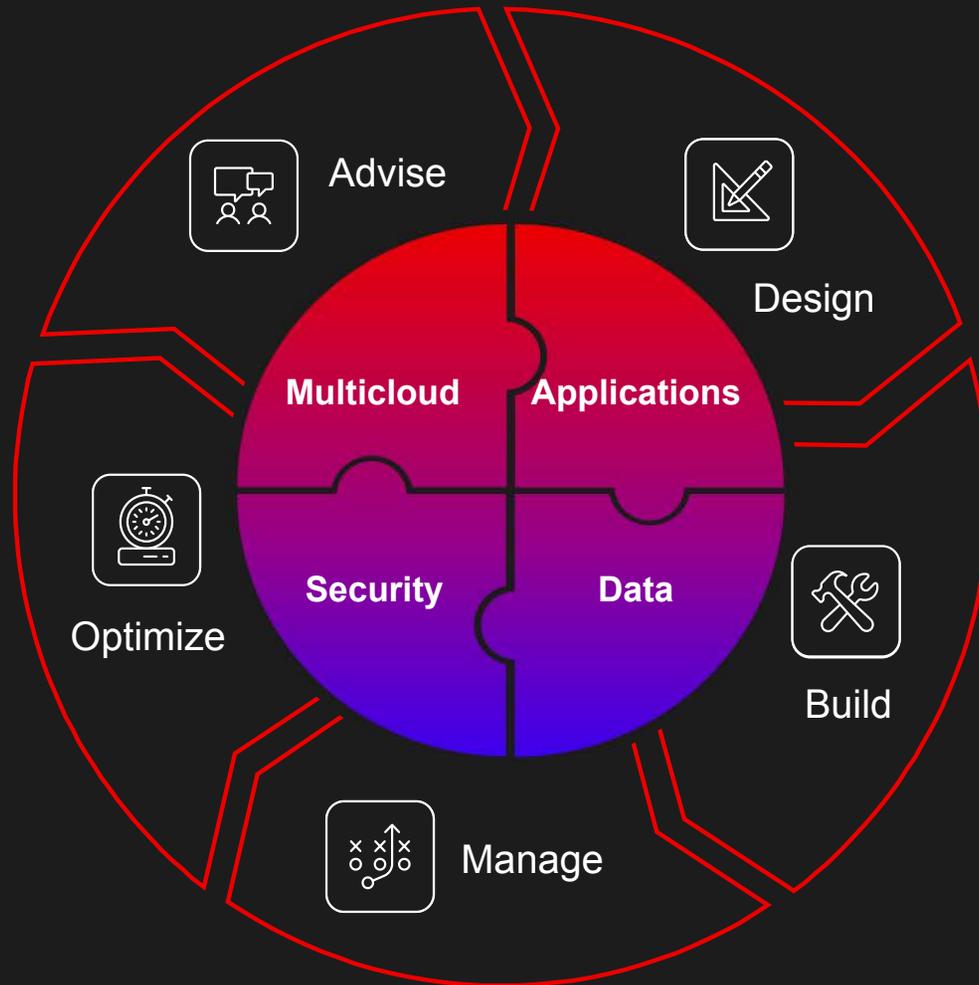


Real estate
footprint optimization



Supply chain

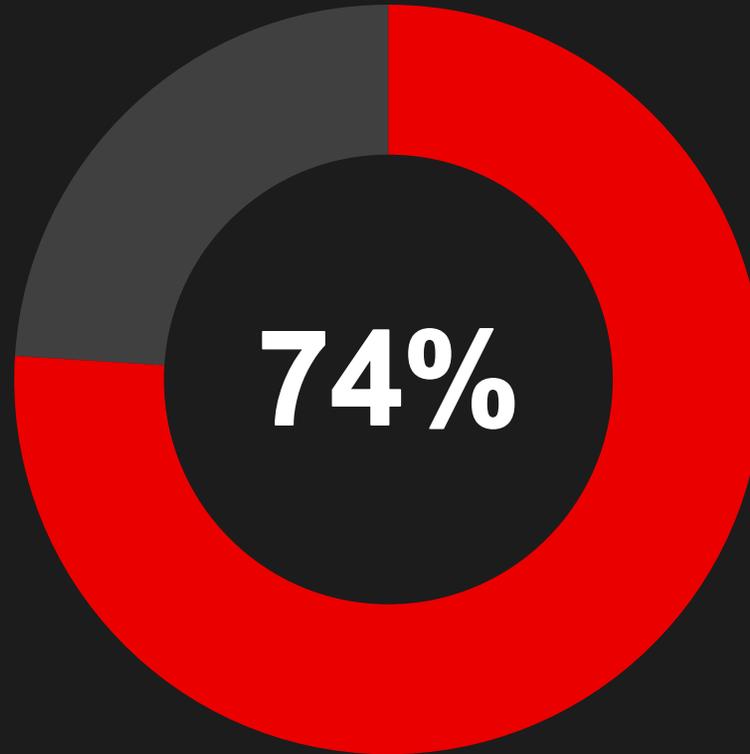
Transformed solutions and process



Transformed business mix

% of revenue from multicloud, apps and cross-platform services

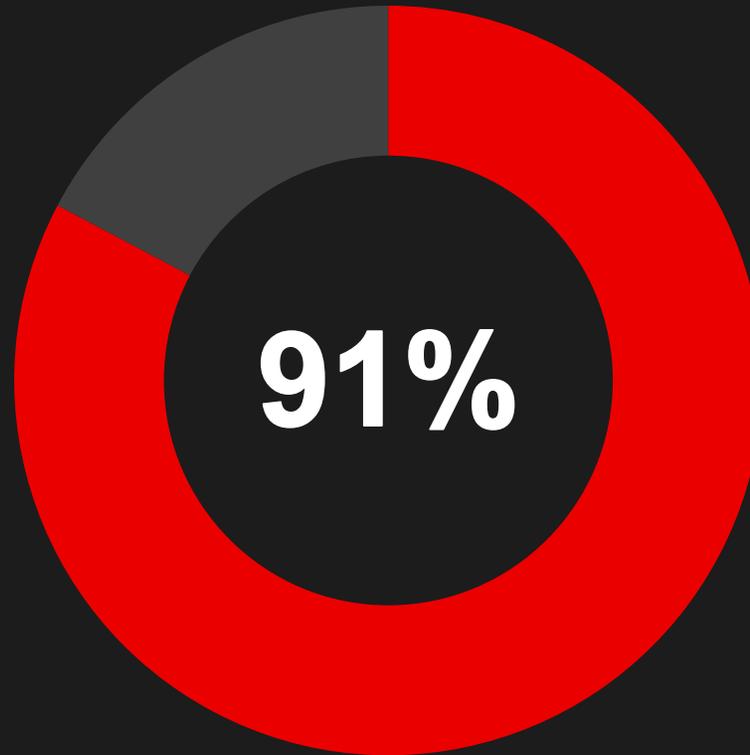
2017



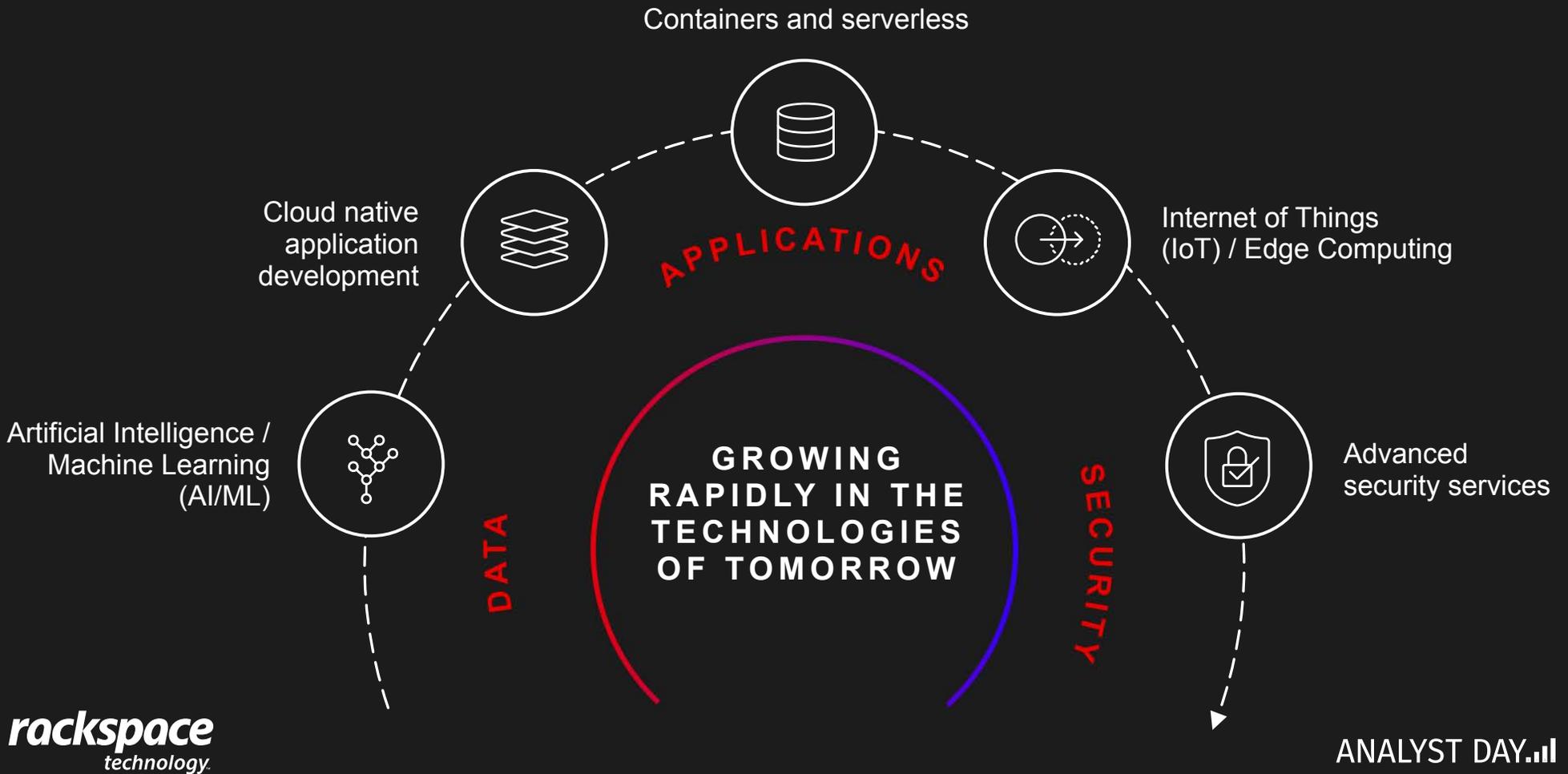
Transformed business mix

% of revenue from multicloud, apps and cross-platform services

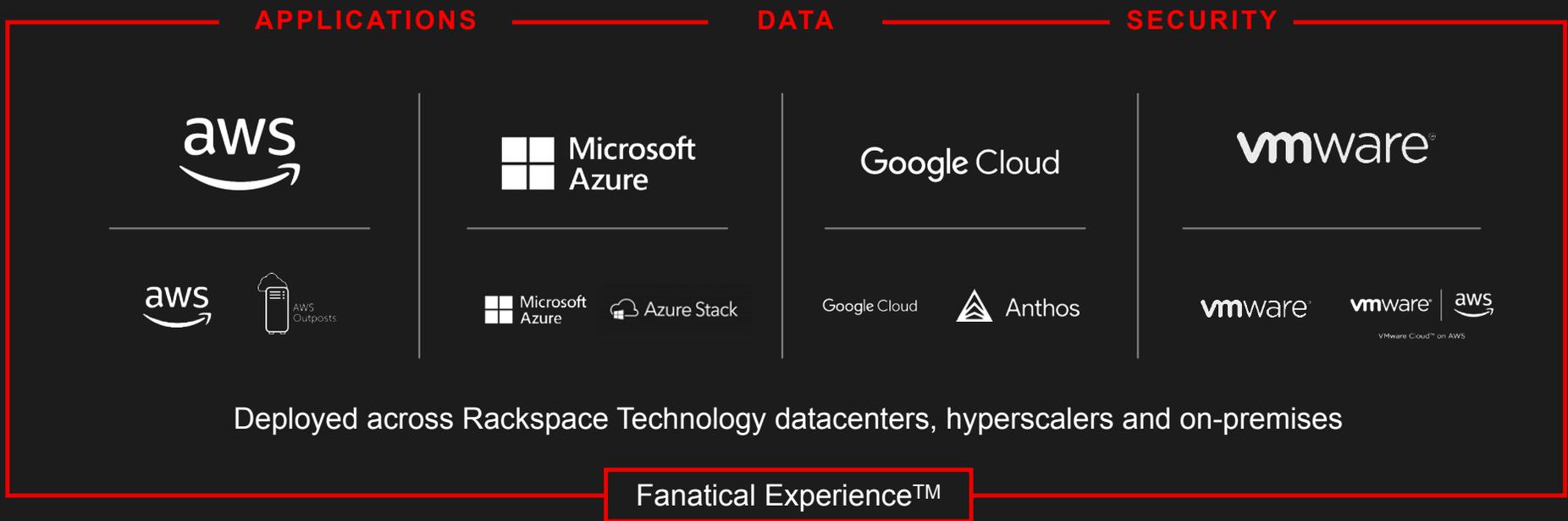
2020



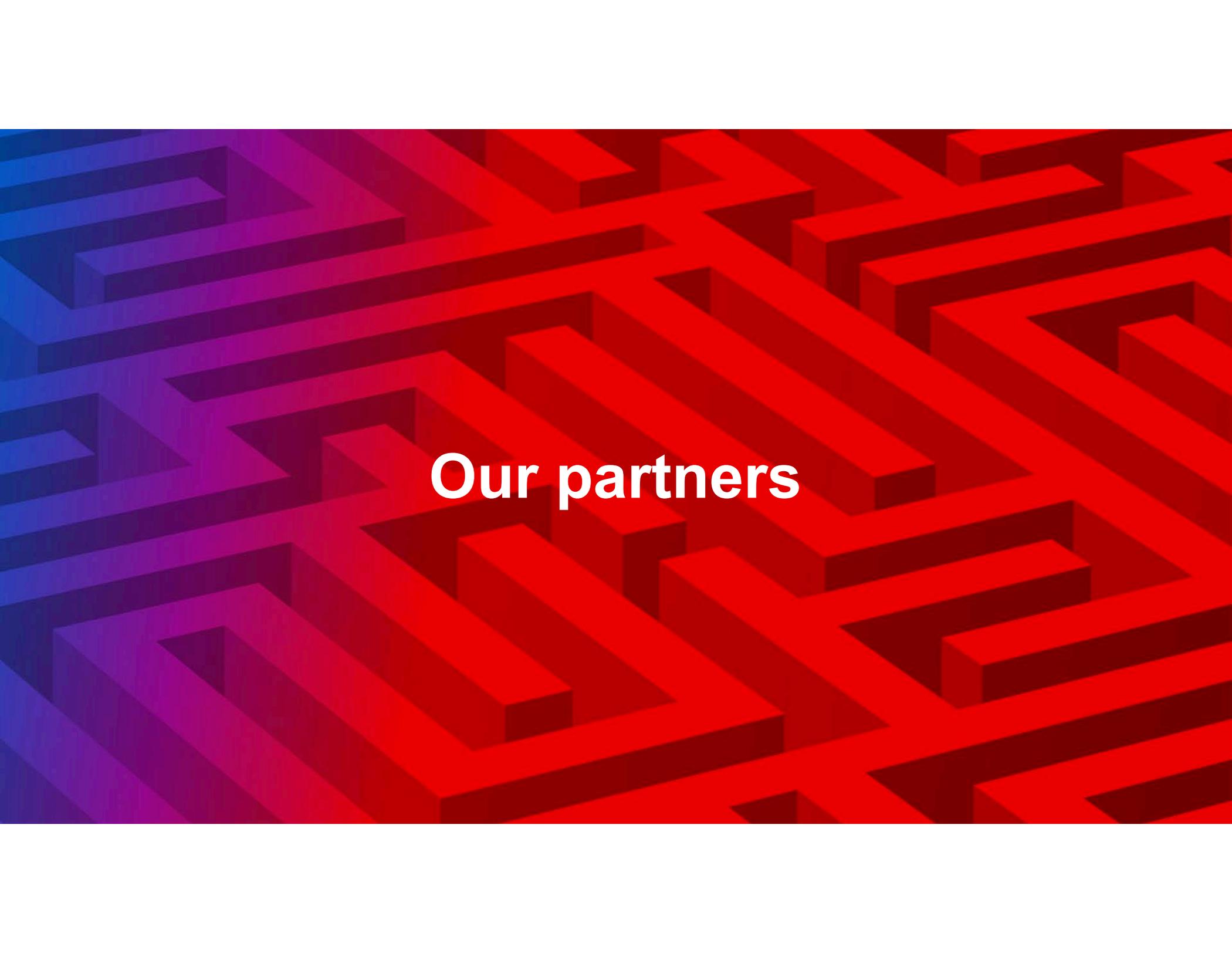
Transformed innovation



Transformed partnerships



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

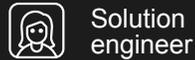
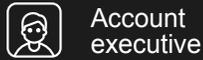
A 3D maze graphic with a color gradient from blue on the left to red on the right. The maze is composed of thick, raised walls that create a complex network of paths and dead ends. The perspective is from an elevated angle, giving the maze a three-dimensional appearance. The text "Our partners" is centered in the middle of the maze.

Our partners

Transformed go to market

BREADTH >

New logo



Install base growth



Solution architects and sales specialists

DEPTH >



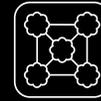
Applications



Data



Security



Multicloud

SCALE >



Strategic Deal Center



Demand marketing



Partnerships

107%

YoY Bookings growth in Q2 2020E

Leading to land-and-expand outcomes

>50%

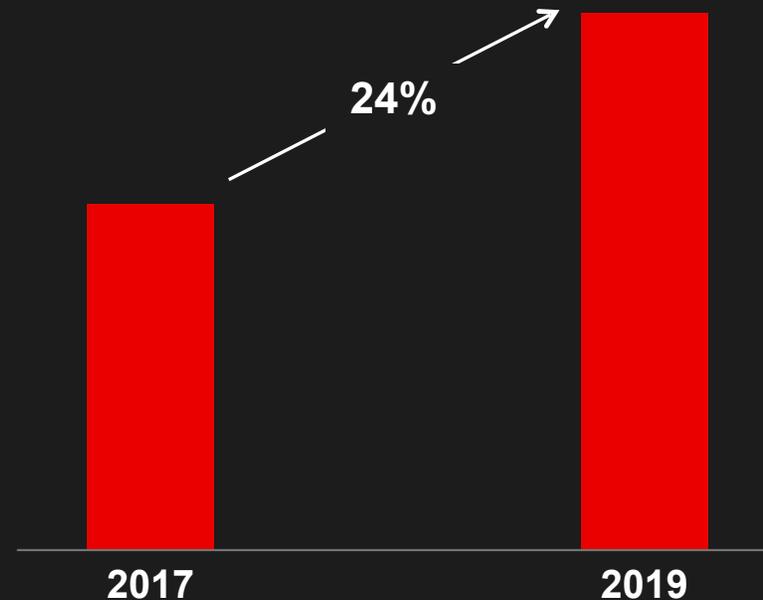
customers using 2+ services in 2019

Transformed up market

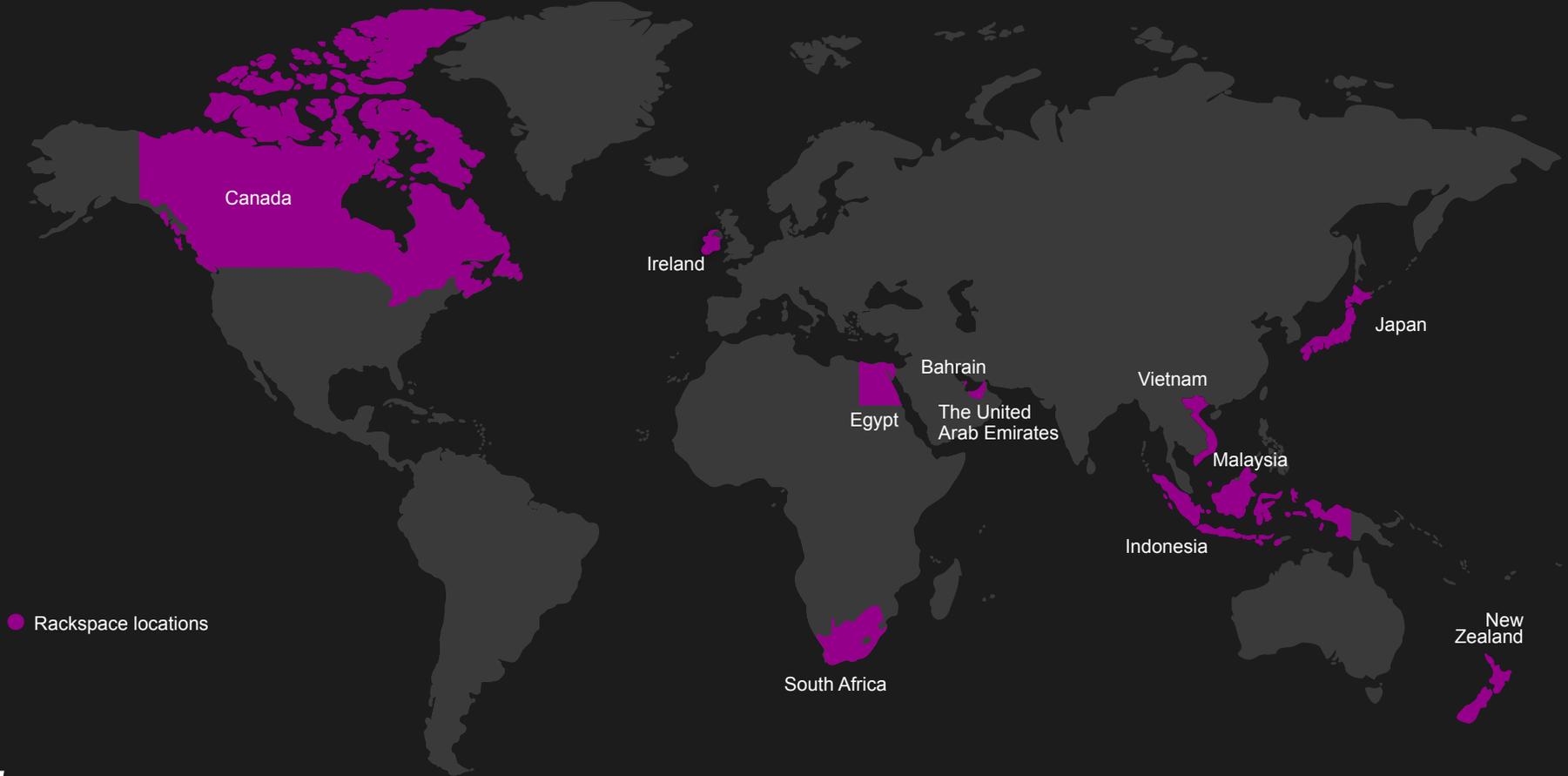
Strong presence with all customer segments

Growth in number of customers contributing >\$1 million to revenue

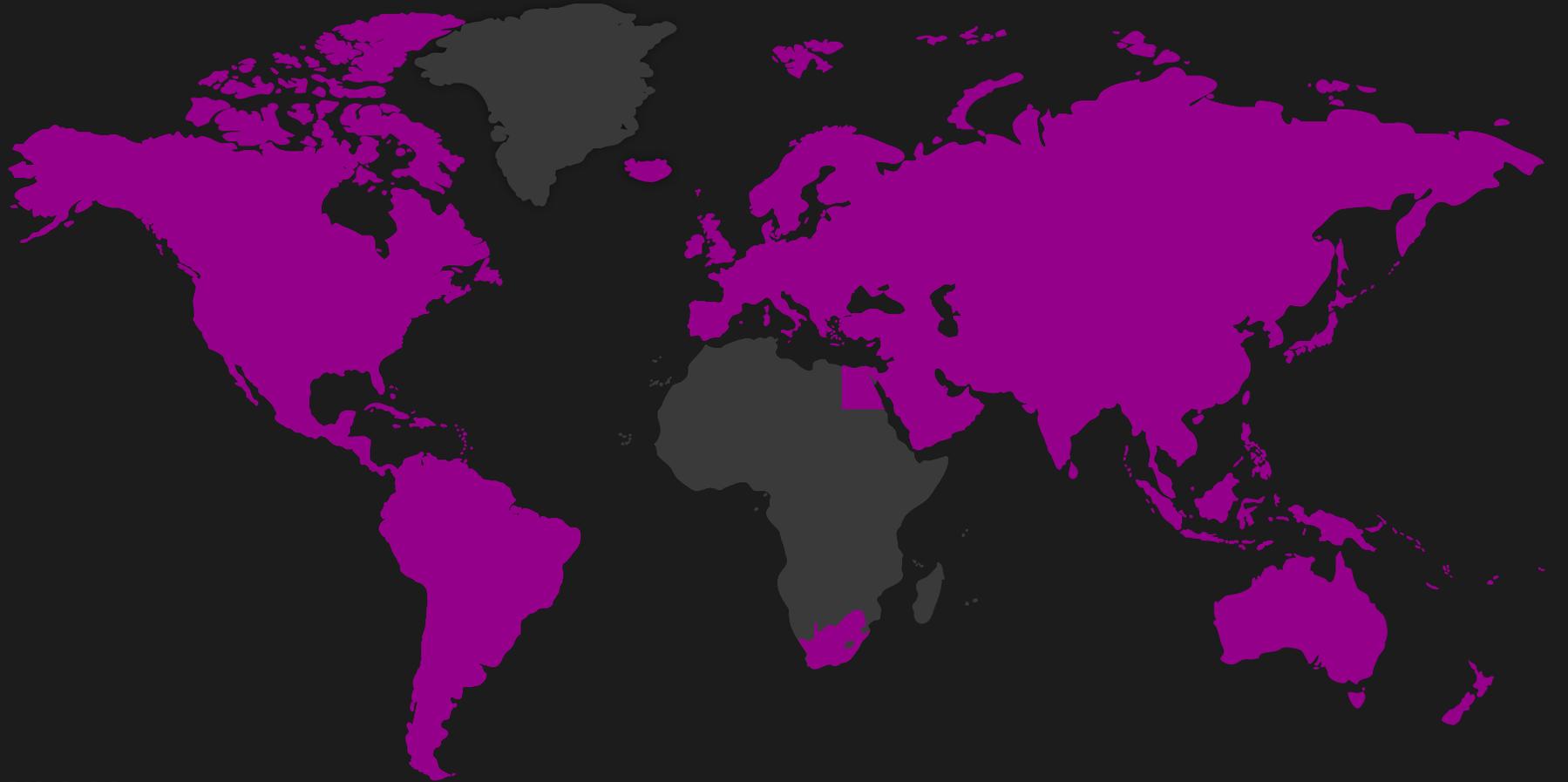
	# of customers	Total IT spend
Enterprise \$1B+	~1,500	\$38B+
Mid-Market \$300M – \$1B	~1,750	\$24B+
Commercial < \$300M	~120,000	\$18B+
Total	120k+	\$80B+



Rackspace Technology: Global presence



Rackspace Technology: Global presence



Our competitive advantage positions us to win

Automation

Automation-driven efficiency and scalability

Standardization

Efficiency for customers

Rackspace Fabric™

Investment in technology innovation

Fanatical Experience™

Best-in-class customer experience

End-to-end multicloud

Across entire customer lifecycle

Continuous improvement

Investments in delivery and experience

Scale

120k+ customers

Partnerships

Strength of relationships with technology partners

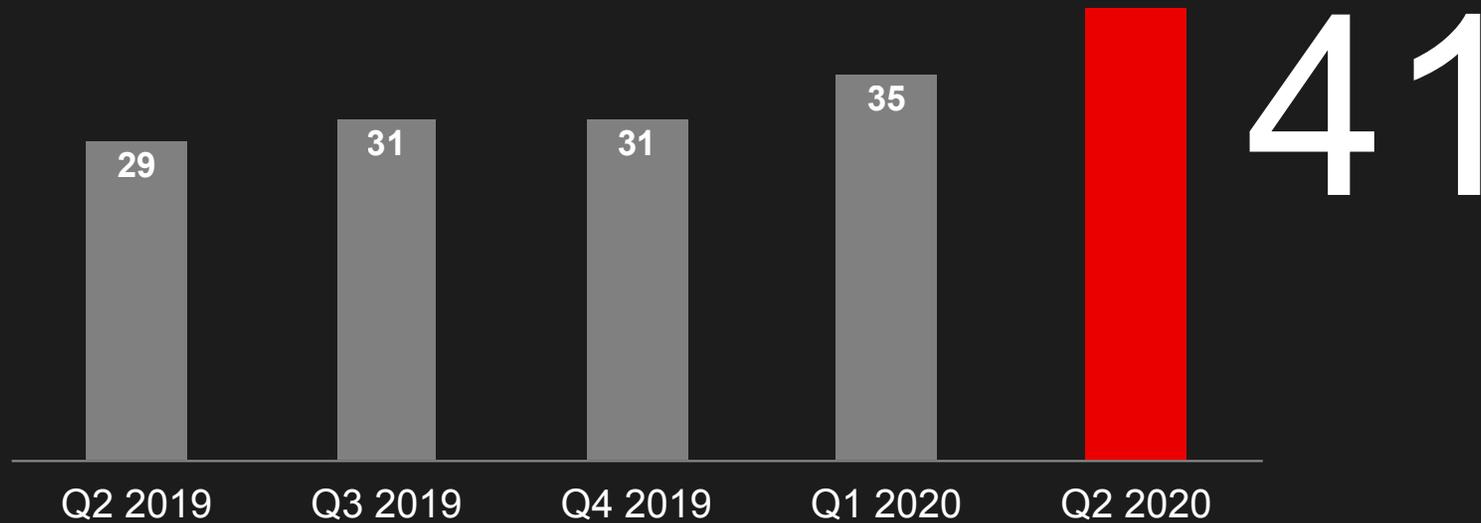




Results

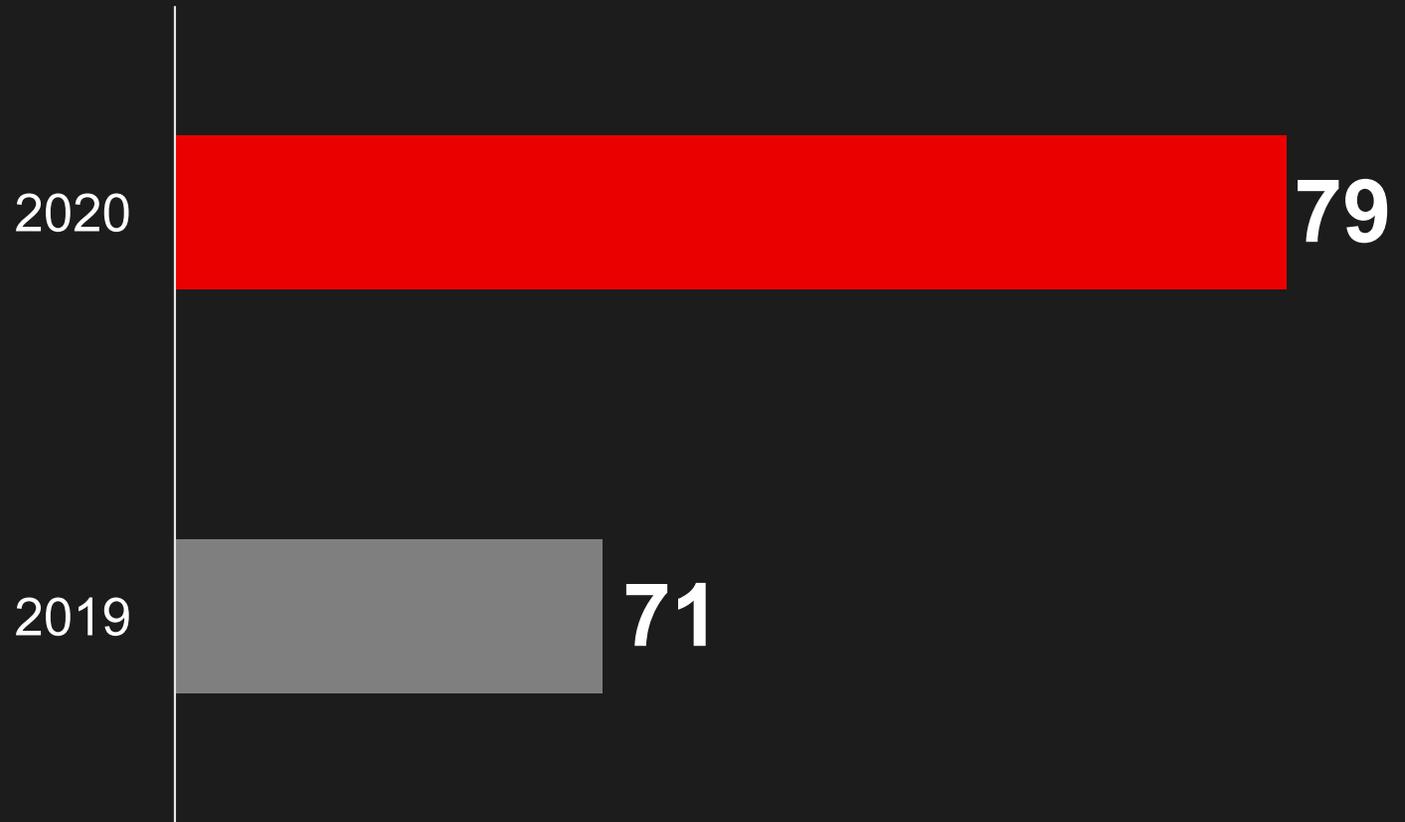
Transformed customer satisfaction

Q2 2020 NPS



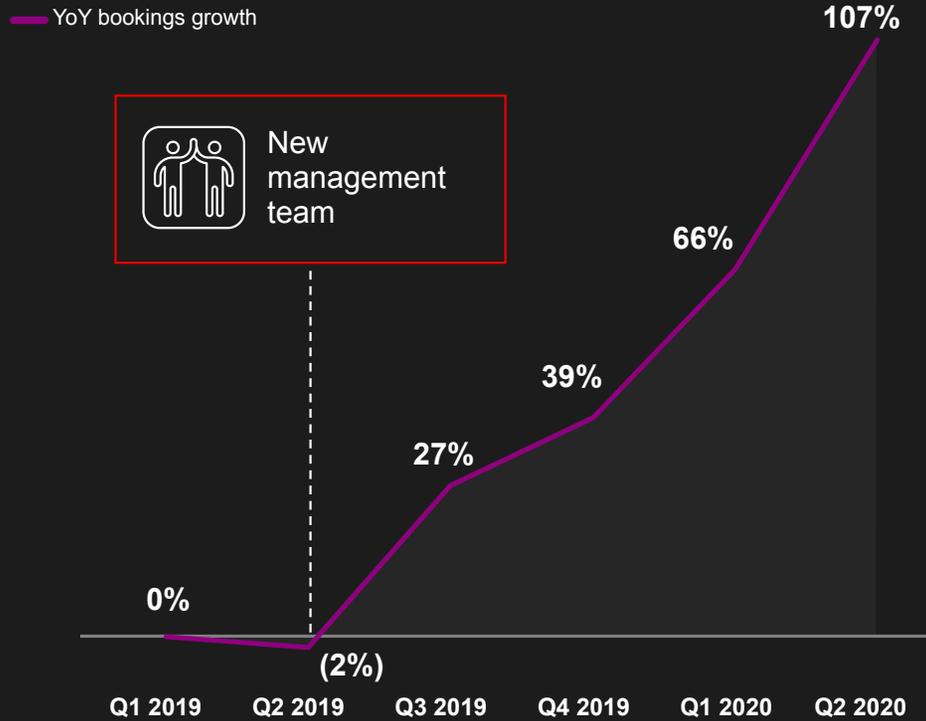
Transformed employee satisfaction

I would recommend Rackspace Technology as a great place to work

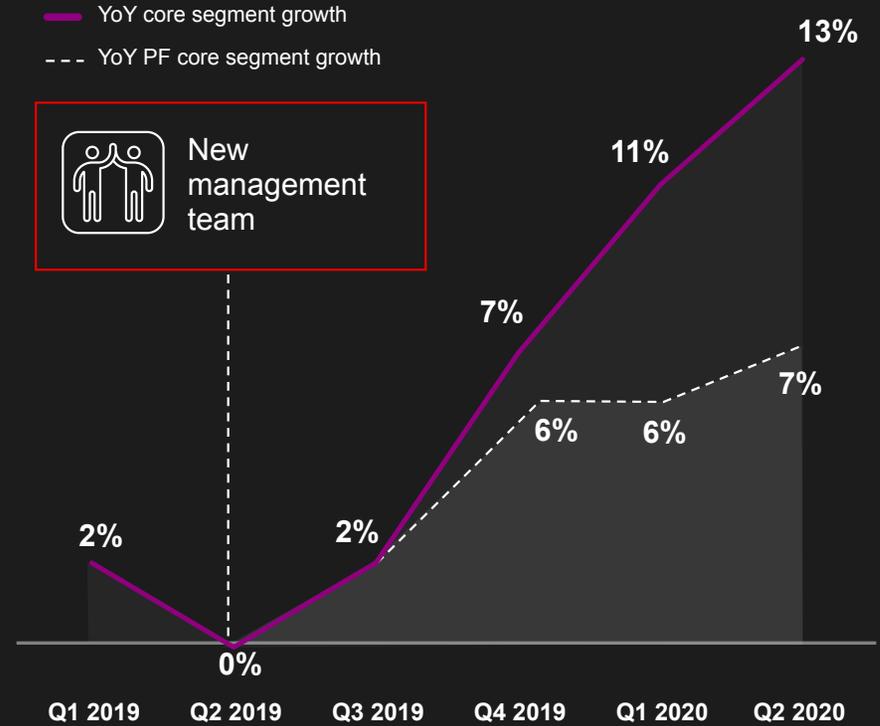


Successful execution has accelerated growth

Total bookings growth



Core segment revenue growth



Now
public!

Welcome to the Nasdaq Family!
RXT NasdaqListed
rackspace
technology

Nasdaq

Mickey Mouse logo

rackspace
technology.

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Well-
positioned
in the
COVID-19
era



Value proposition for Rackspace Technology services has accelerated



Diverse customer base with low concentration



Remote, software-enabled **delivery model**



Supporting mission critical IT systems and applications



Strong EBITDA margin profile with ample liquidity



Rackspace Technology is
a transformed company
with great momentum

rackspace
technology.

ANALYST DAY. 

Strategy to accelerate long-term growth



Sales execution

Increased sales force investment and productivity

Stronger enterprise focus

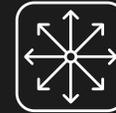
Larger deal sizes



Leveraging of partner network



Geographic expansion



Strategic M&A

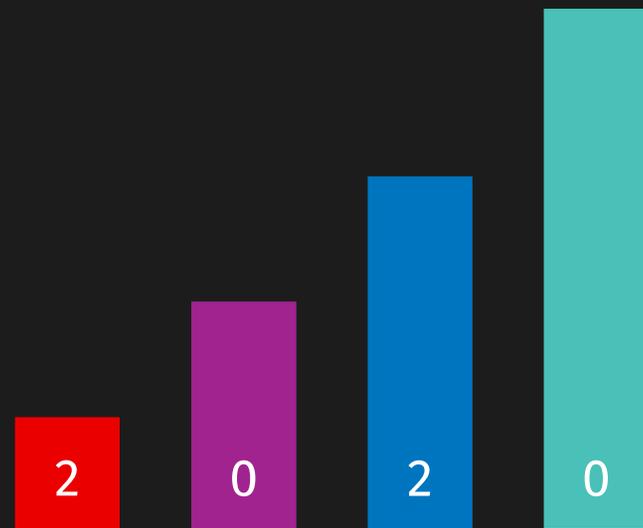


Technology footprint expansion

Cloud native app development and modernization

IoT, Edge, SaaS, security, and big data

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technology[™]



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Cloud Computing in 2021



Tolga Tarhan
Chief Technology Officer

CLOUD IS THE ENABLER OF INNOVATION

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technology.

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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



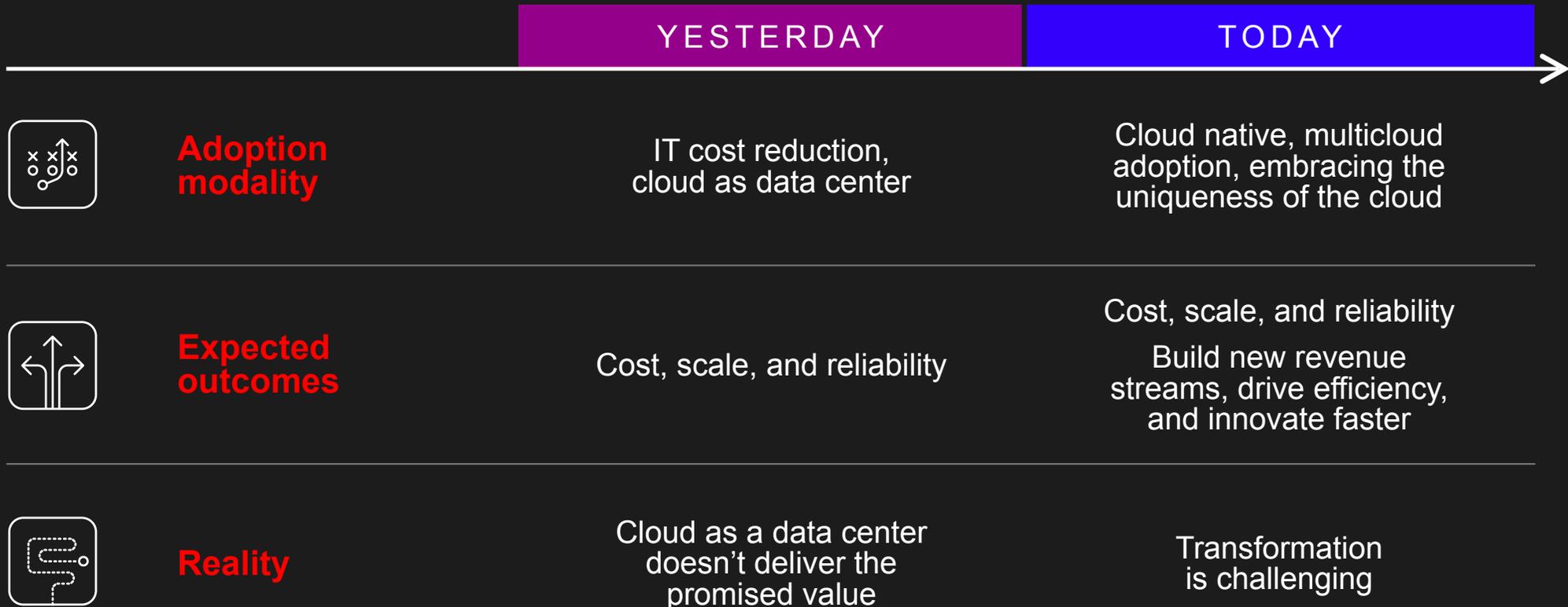
New technologies

Containers

Serverless

AI/ML

Cloud adoption has evolved into a modern, multicloud approach



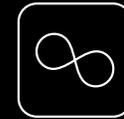
The future of cloud adoption looks different...



Cloud native



Automated



DevOps-y



Transformative

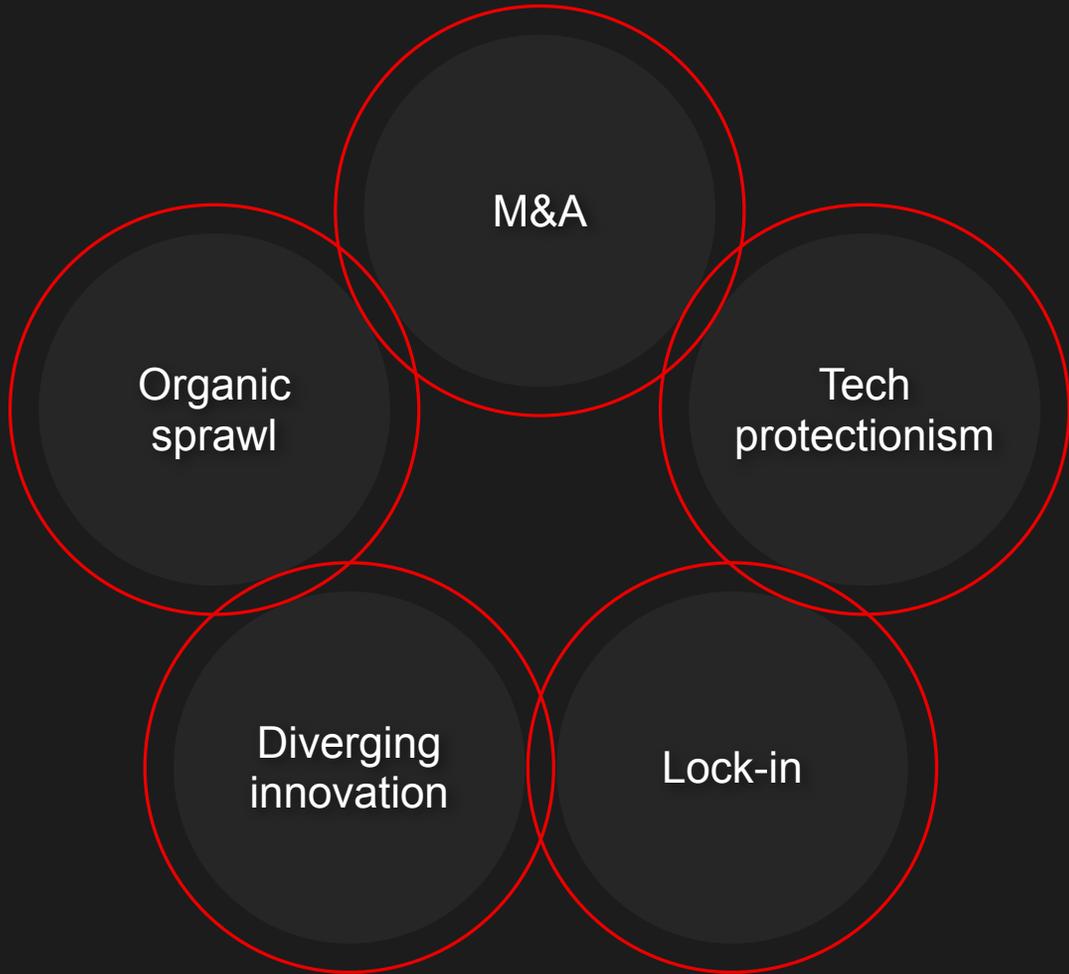


Hybrid + multicloud



Secure

Multicloud is increasingly important to customers



WE ARE POSITIONED TO LEAD THE FUTURE



**Multicloud
capabilities**



**Incredible
partnerships**



**End-to-end
solutions**

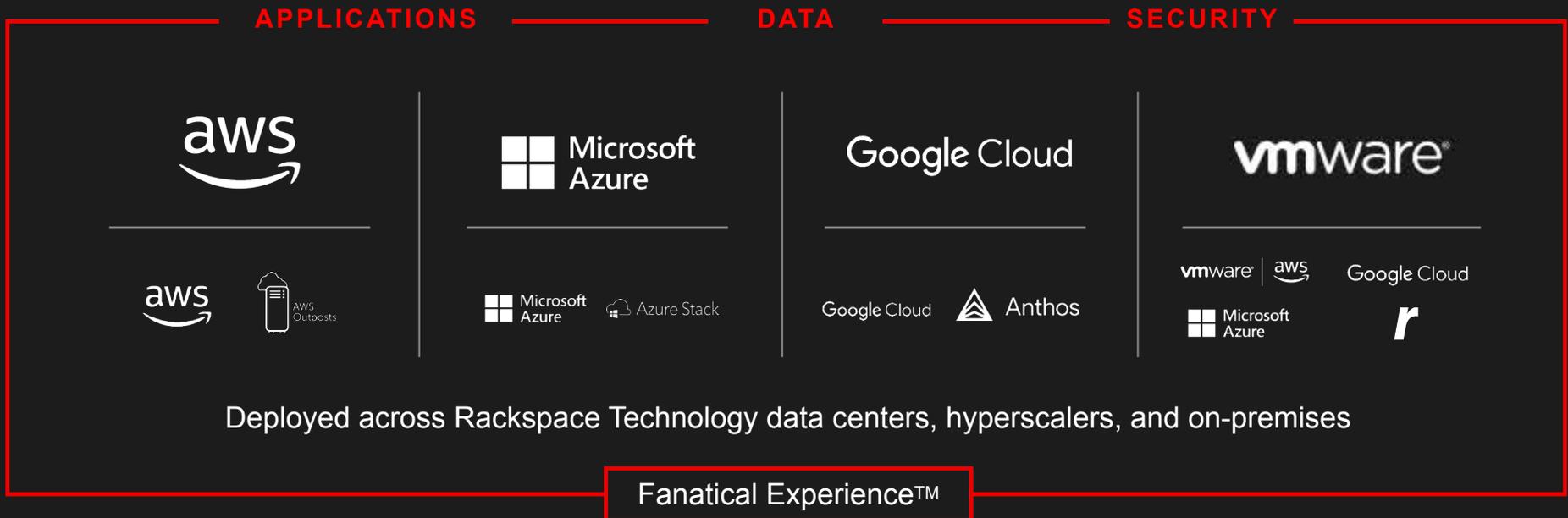


**World-class
automation**



**Robust
portfolio**

We deliver flexibility in technology stack and deployment model



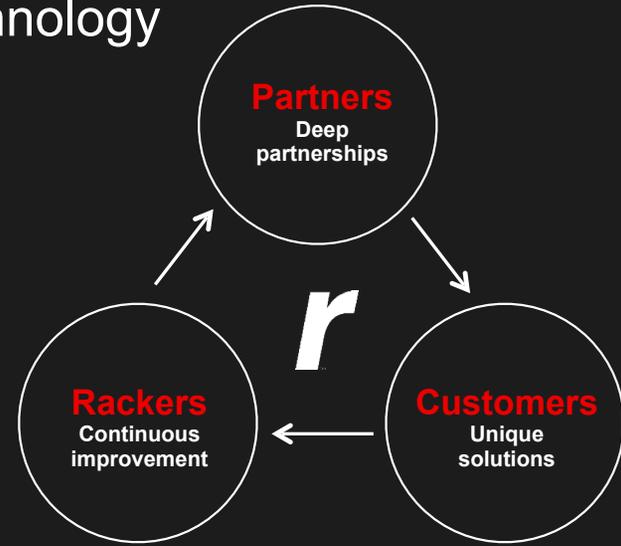
AT-SCALE CAPABILITIES ACROSS ALL MAJOR CLOUDS AND EVERYWHERE IN BETWEEN



Incredible partnerships to navigate the future of technology

PROGRAMMATIC PARTNERSHIP APPROACH

Executive coordination	Marketing
Alliances	Sales
Solutions	Service delivery



We have created the best partner ecosystem in the industry



rackspace
technology.

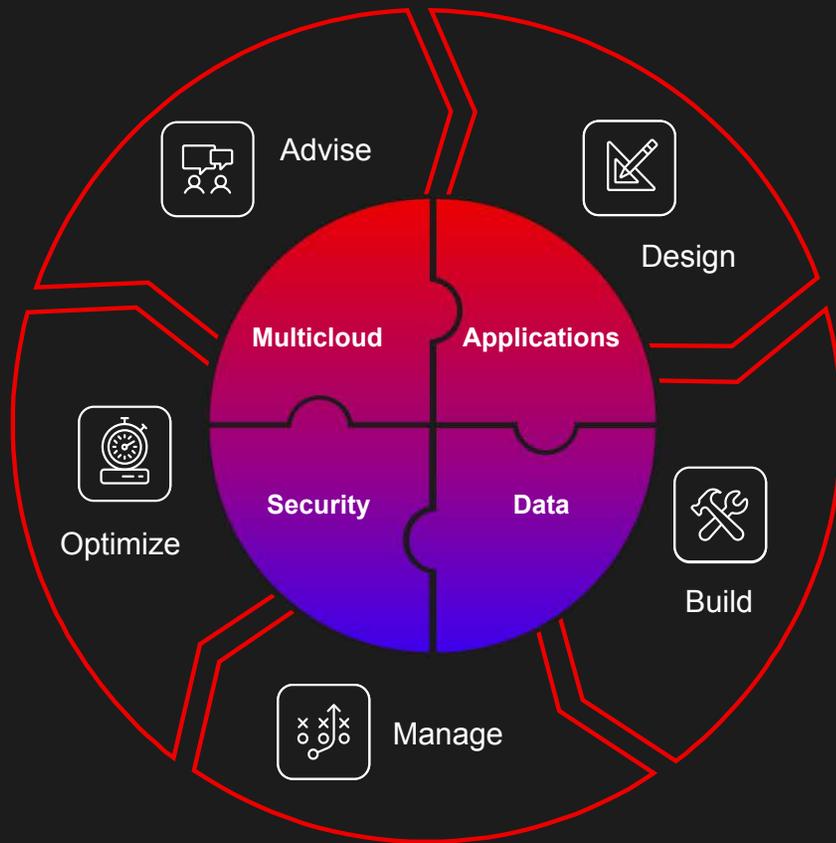


Incredible partnerships




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

Automation delivers distinctive outcomes for customers

Rackspace Fabric™ best-in-class software

INTELLIGENT AUTOMATION

- 62%** of workloads automated
- 8M+** events processed per month
- 1B+** actions performed per month
- 6K+** unique processes automated

SOLUTION AUTOMATION

- Reduced manual onboarding, provisioning, and administrative tasks
- Cloud native self-healing technology deployed into customer environments

AI AUTOMATION

- Deployed a first-of-its-kind multi-tenant AIOps solution
- Millions of customer-related events processed each month

rackspace
technology.

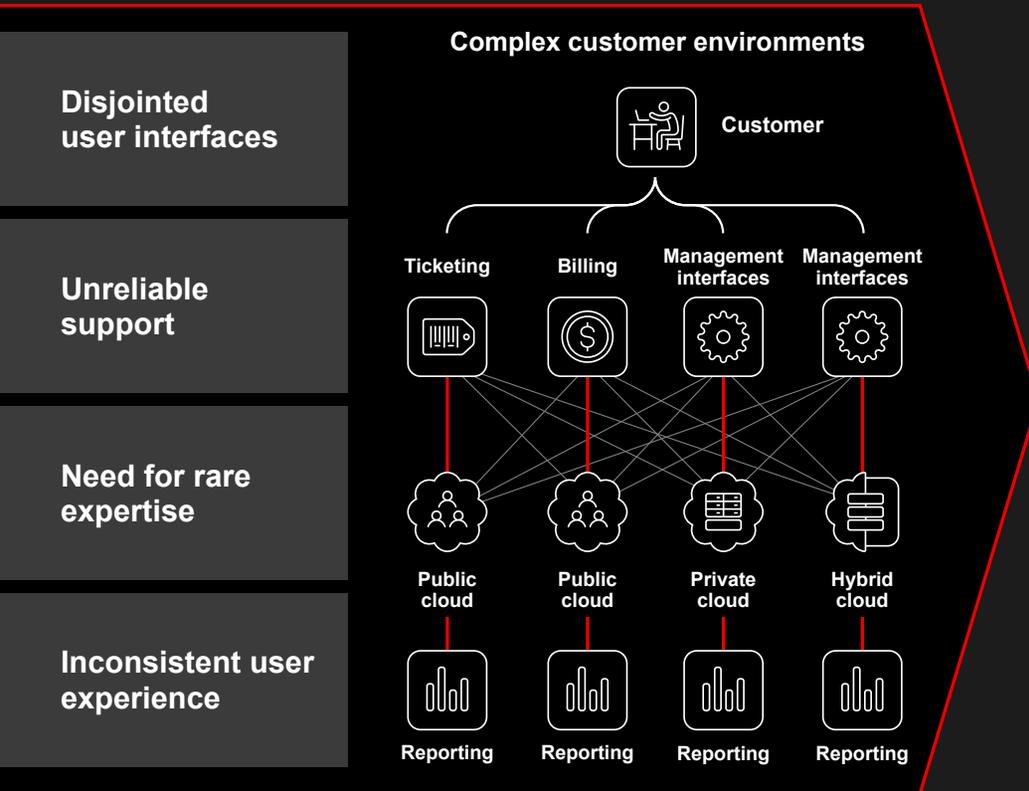


World-class automation



ANALYST DAY. 

Complex multicloud environments create a challenging experience



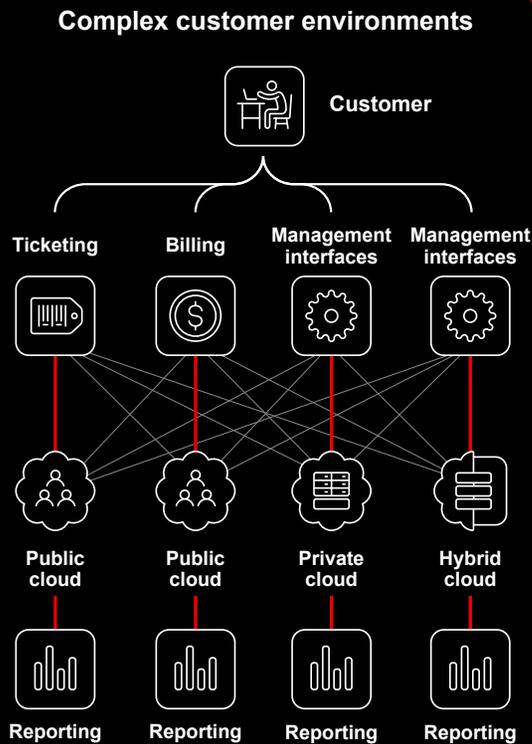
Rackspace Fabric™ unlocks a next-gen experience

Disjointed user interfaces

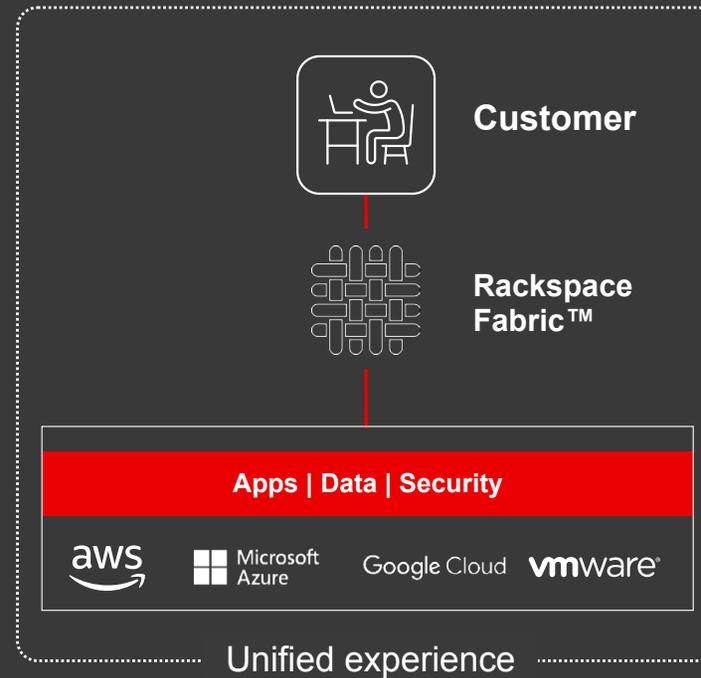
Unreliable support

Need for rare expertise

Inconsistent user experience



Rackspace Fabric™ radically simplifies



Single, multi-tenant user interface

Proprietary software platform

Rackspace Technology experts

Unified SaaS-like user experience

rackspace
technology.



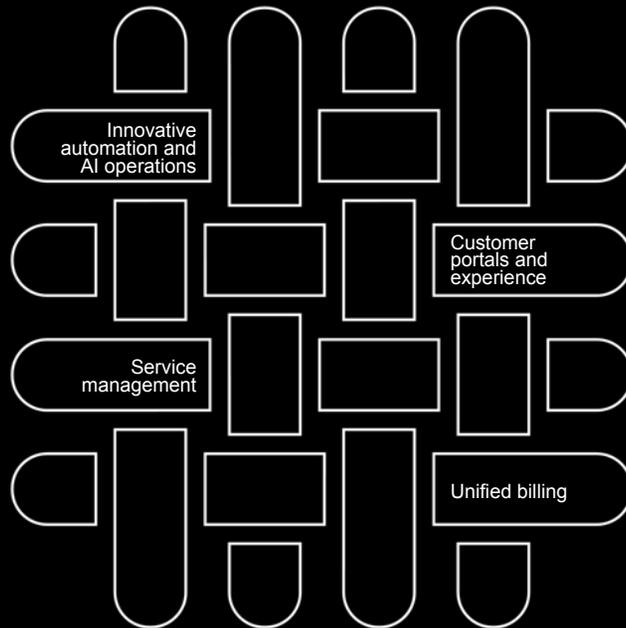
World-class automation



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...



...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



Solving Together™ with customers



Elevate

Adopt, migrate & modernize



Operate

Manage & optimize

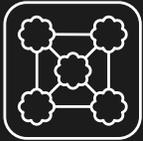


Innovate

Accelerate business



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 SOC's

AT-SCALE CAPABILITIES ACROSS ALL CLOUDS AND EVERYWHERE IN BETWEEN



LET'S TALK TECH



Public Cloud



Private Cloud



Containers



Serverless



Data

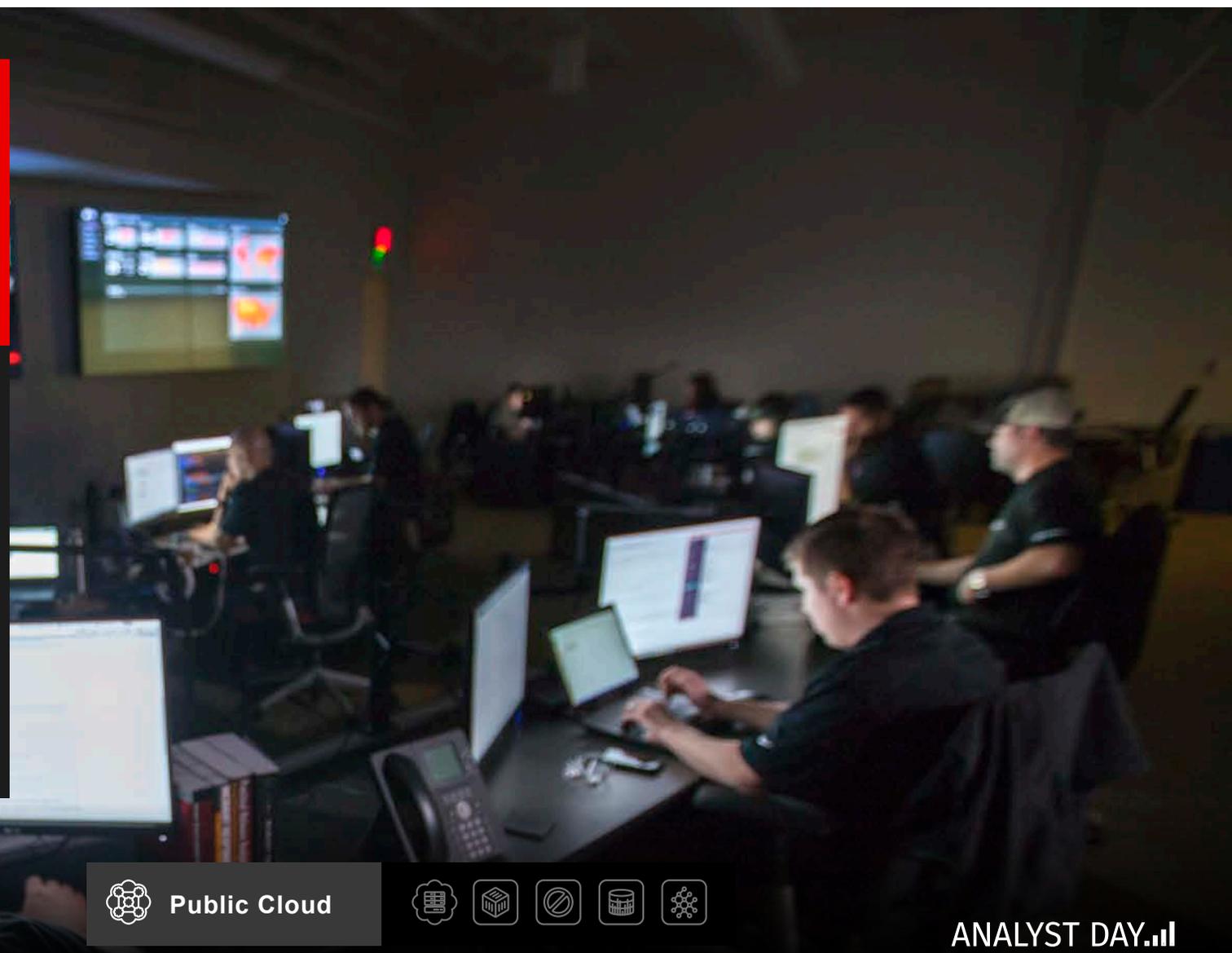


IoT

Public Cloud



Josh Prewitt
VP Engineering



We unlock the value and potential of multicloud



Customers' needs...

- Right workload on right cloud
- Visibility across entire portfolio
- Cloud adoption



...are met by combining multicloud products...

- Infrastructure & platform services
- Platform-specific visibility
- Next-gen tools & products



...with unique Rackspace Technology solutions

- Unbiased expertise across all
- Fully managed cloud environment
- End-to-end transformation

DEEP INTEGRATION WITH PARTNERS



Public cloud presents new challenges...



Microsoft Azure

Google Cloud

CHALLENGES

Migration

Management

Governance



Our portfolio helps customers navigate the complexity

CHALLENGES

Migration

Management

Governance



PUBLIC CLOUD SOLUTIONS



Our portfolio helps customers navigate the complexity

CHALLENGES

Migration

Management

Governance



Transformative adoption

Experience & automation
tailored to customers' needs

OVER 20K APPLICATIONS SUCCESSFULLY MIGRATED

rackspace
technology.



Public Cloud



ANALYST DAY. 

Our portfolio helps customers navigate the complexity

CHALLENGES

Migration

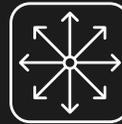
Management

Governance



Transformative adoption

Experience & automation tailored to customers' needs



Automation & operations

Automated recovery, backed by world-class 24x7 support

OVER 90% OF MONITORING ALERTS AUTOMATICALLY REMEDIATED



Our portfolio helps customers navigate the complexity

CHALLENGES

Migration

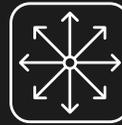
Management

Governance



Transformative adoption

Experience & automation tailored to customers' needs



Automation & operations

Automated recovery, backed by world-class 24x7 support



Optimization & controls

Best-in-class tools with the expertise to execute

OVER 10 BILLION BILLING EVENTS PROCESSED





**British Heart
Foundation**

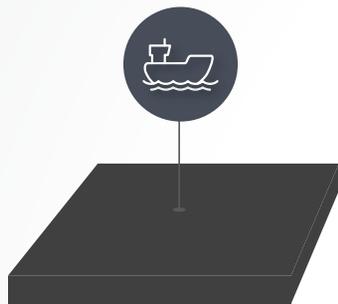
British Heart Foundation

Ursula Dolton – Chief Technology Officer

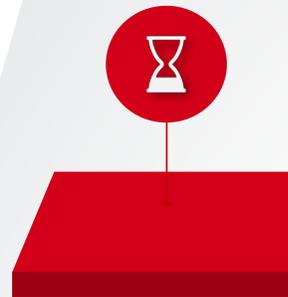
**Beat
heartbreak
forever.**

BHF Technology Journey

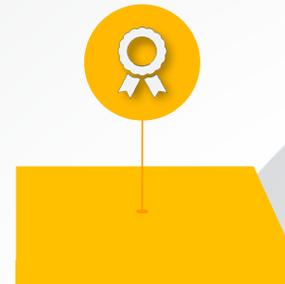
Empower a digital workplace



Technology
Service Portfolio



Mobilise the
Right Culture



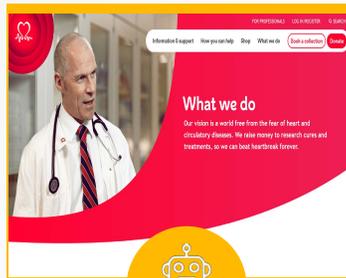
Multi Cloud
Flexibility



Harnessing
Innovation and
Technology

Rackspace and BHF Partnership

Transform business outcomes



Host



Fundraise



POWER



Co-create



rackspace

Rackspace and BHF Partnership

Together





British Heart
Foundation



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[How you can help](#)

[Shop](#)

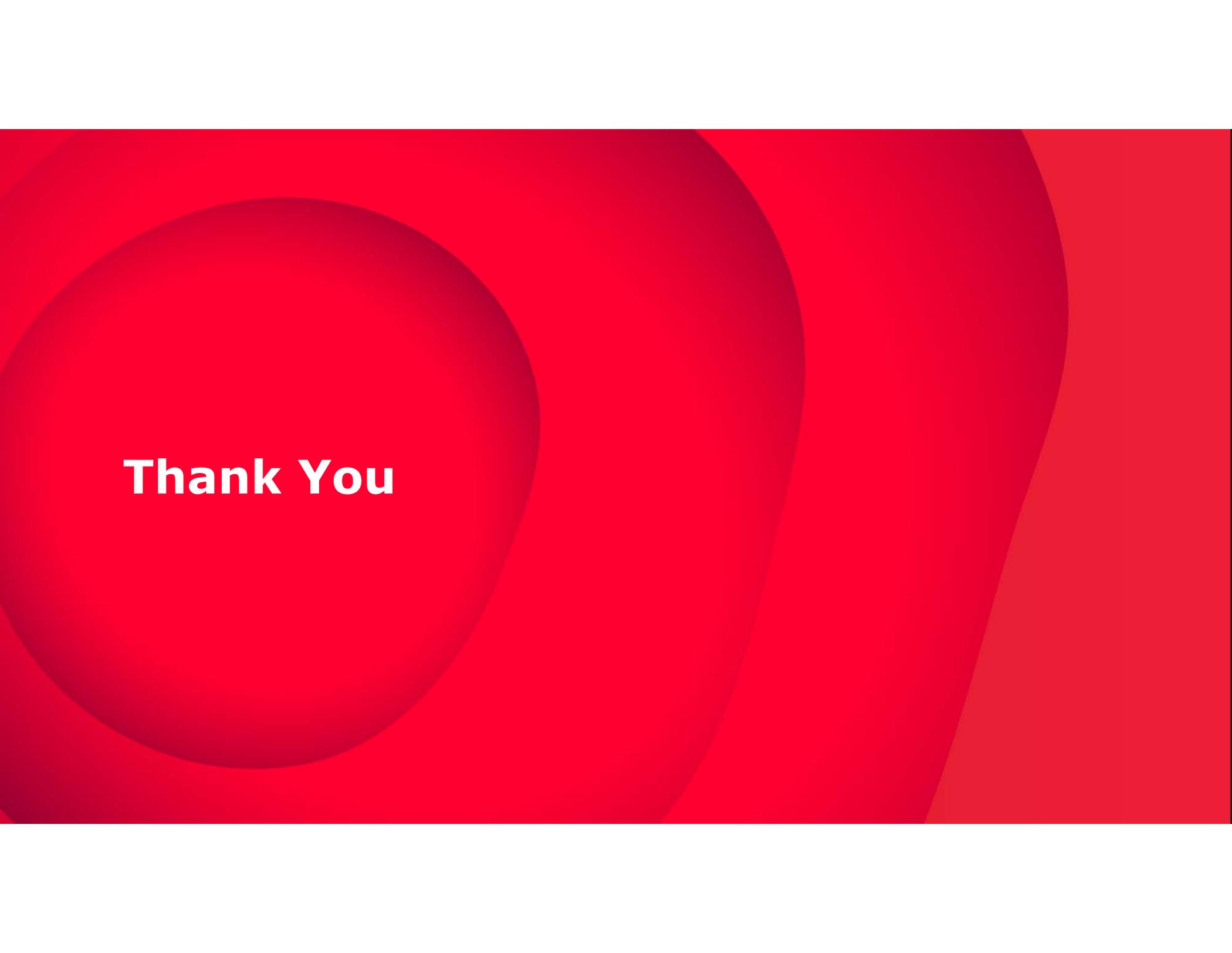
[What we do](#)

[Book a collection](#)

[Donate](#)

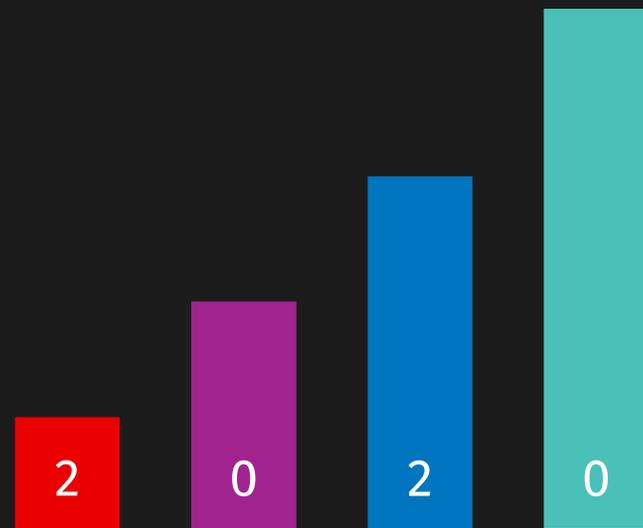
What we do

Our vision is a world free from the fear of heart and circulatory diseases. We raise money to research cures and treatments, so we can beat heartbreak forever.

The image features a solid red background with several overlapping, semi-transparent circles of varying shades of red. The circles are positioned in a way that they appear to be layered, with some in the foreground and others behind. The text "Thank You" is centered within one of the larger circles.

Thank You

rackspace
technology[™]



ANALYST DAY

@rackspace

#RXTAnalystDay2020

Service Blocks™

rackspace
technology.

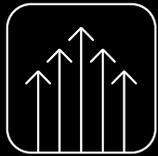


Public Cloud



ANALYST DAY. 

Solving Together™ with customers



Elevate

Adopt, migrate & modernize



Operate

Manage & optimize



Innovate

Accelerate business



Solving Together™ with customers



Elevate

Adopt, migrate & modernize

SERVICE BLOCKS



Operate

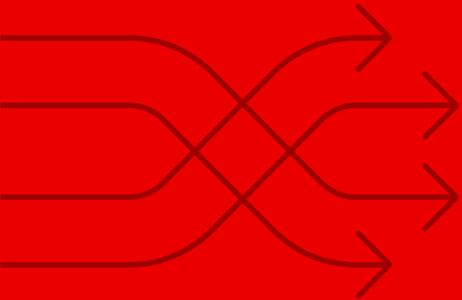
Manage & optimize



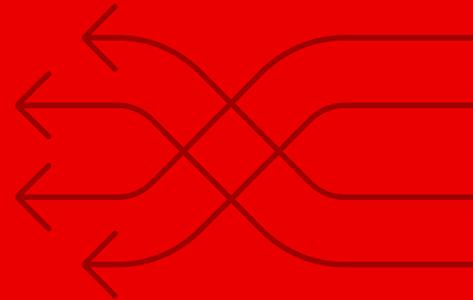
Innovate

Accelerate business





ANNOUNCING



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Service Blocks™ 2.0

 Support and Optimization

 Elastic Engineering

 Managed Platforms

 Security

Service Blocks™ 2.0



Support and Optimization



Elastic Engineering



Managed Platforms



Security



Optimizer+



Manage and Operate



Kubernetes



Cloud Native Security™



Teams



MLOps



Proactive Detection & Response



Global Incident Response



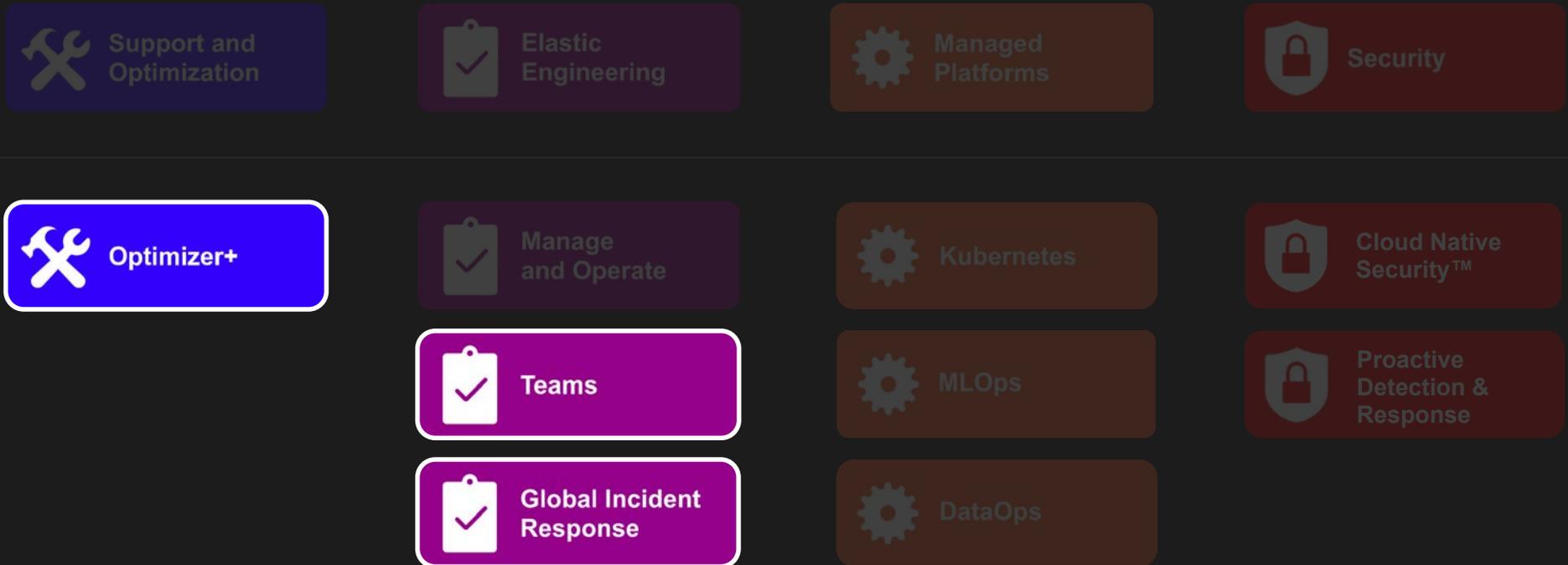
DataOps

Customer A – Looking for managed services

 Support and Optimization	 Elastic Engineering	 Managed Platforms	 Security
 Optimizer+	 Manage and Operate	 Kubernetes	 Cloud Native Security™
	 Teams	 MLOps	 Proactive Detection & Response
	 Global Incident Response	 DataOps	



Customer B – Agile and wants an extension of their team



... now adopting Kubernetes

 Support and Optimization

 Elastic Engineering

 Managed Platforms

 Security

 **Optimizer+**

 Manage and Operate

 **Kubernetes**

 Cloud Native Security™

 **Teams**

 MLOps

 Proactive Detection & Response

 **Global Incident Response**

 DataOps

Reimagining security in public cloud

rackspace
technology.



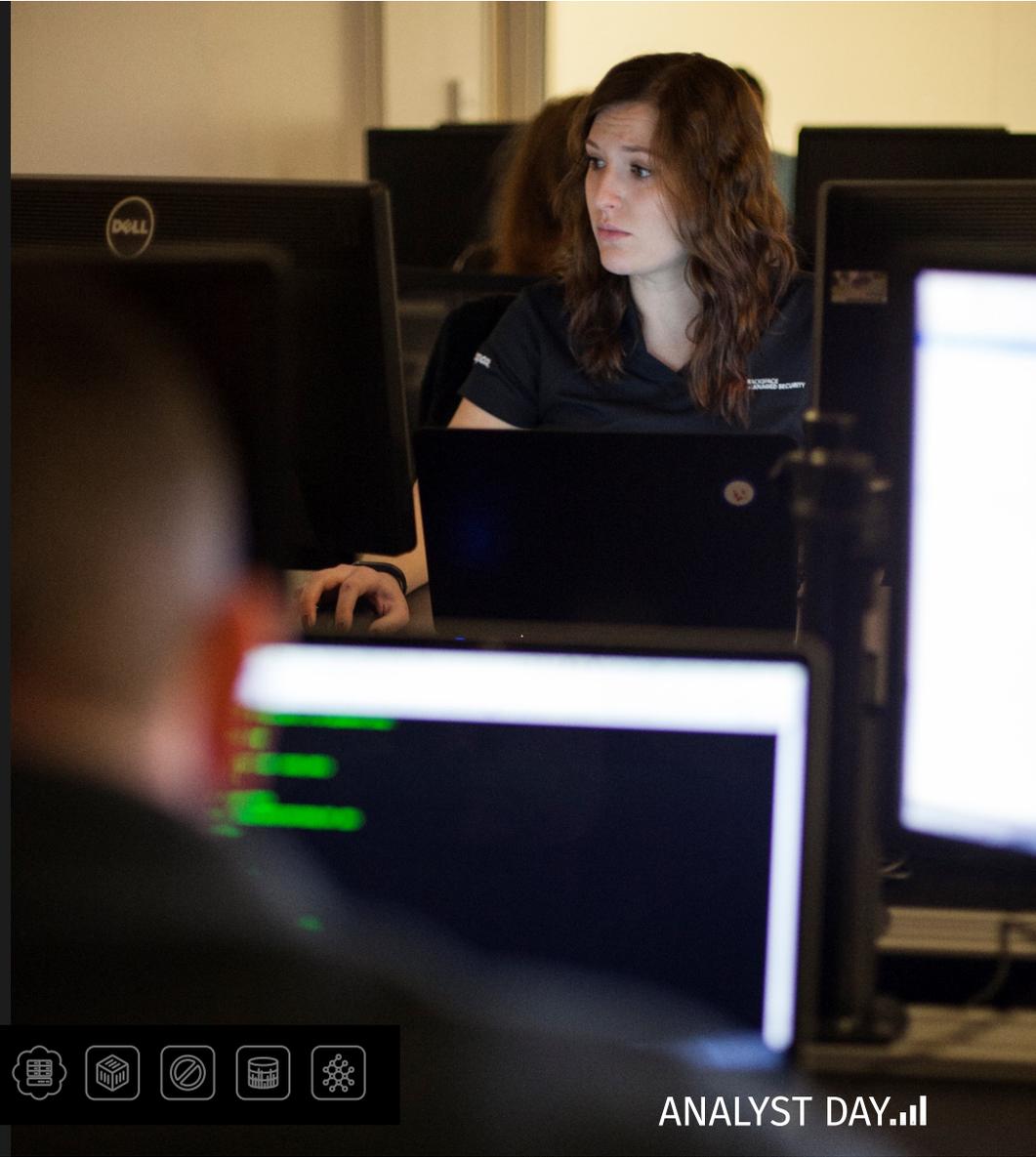
Public Cloud



ANALYST DAY. 

Consider this...

- 1 Public Cloud (AWS, Azure & GCP)
- 2 Cloud native technology adopters
- 3 Customers that don't have a SOC



The way things were

PERIMETER SECURITY

Secure



Not secure



rackspace
technology.



Public Cloud



ANALYST DAY.!!!

Security approaches are evolving

Traditional solutions are not enough in a cloud environment

The hyperscalers constantly expand their native security products

Rackspace Technology is well positioned to help customers navigate



Not everything runs on a server



Not everything can be secured with a firewall



Agents require rearchitecting and redeploying the environment



Appliances don't scale



Security vendors are not always truly cloud native

Example: AWS has 18 security services



Advantages: inexpensive, well-integrated, and easy to enable



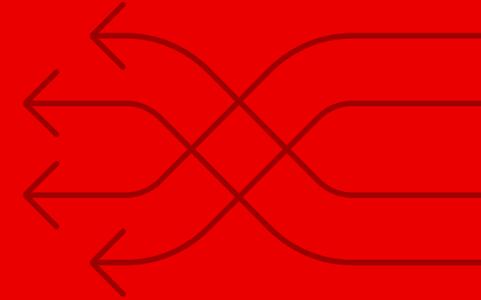
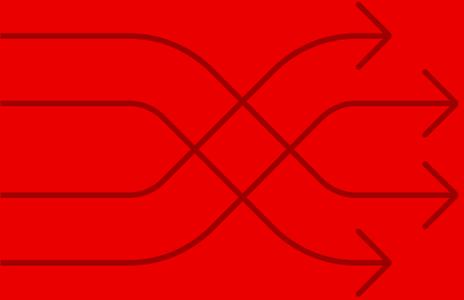
Enabling the products is not enough – somebody needs to **monitor and respond**



To be effective, it requires expertise and investment in a **24x7x365 SOC**



ANNOUNCING



rackspace
technology.



ANALYST DAY



Cloud Native Security™

rackspace
technology.

ANALYST DAY.ii

Cloud Native Security™

Rackspace SOC as a Service

Add a SOC to your public cloud environment, natively

Easy sign-up via the marketplace

Non-intrusive deployment

Hours to provision

24x7 security event monitoring and response

Usage-based pricing

rackspace
technology.



Public Cloud



ANALYST DAY. 

A new model for public cloud security



SOC SERVICES

- Consultation
- Deployment & Management
- SIEM integration
- 24x7 SOC monitoring
- Analysis, escalation & investigation
- Remediation

Private Cloud

rackspace
technology.



Private Cloud



ANALYST DAY. 

The image features the VMware logo in white lowercase letters with a registered trademark symbol (®) at the end. The logo is centered on a background that is a diagonal gradient from blue on the bottom-left to green on the top-right. The background is a large, irregular shape that covers most of the frame, with white space in the top-left and bottom-right corners.

vmware®

Private Cloud



Jeff DeVerter
VP, Technology Strategy

rackspace
technology.



Private Cloud



ANALYST DAY. 

Shaping how the world innovates on private cloud



 **168 PB**
Storage managed

 **40**
Datacenters

 **120**
Countries



Delivering choice

Choice of services & location

Private cloud anywhere



Consumption models

Pay-per use, OpEx/CapEx, Monthly/Yearly



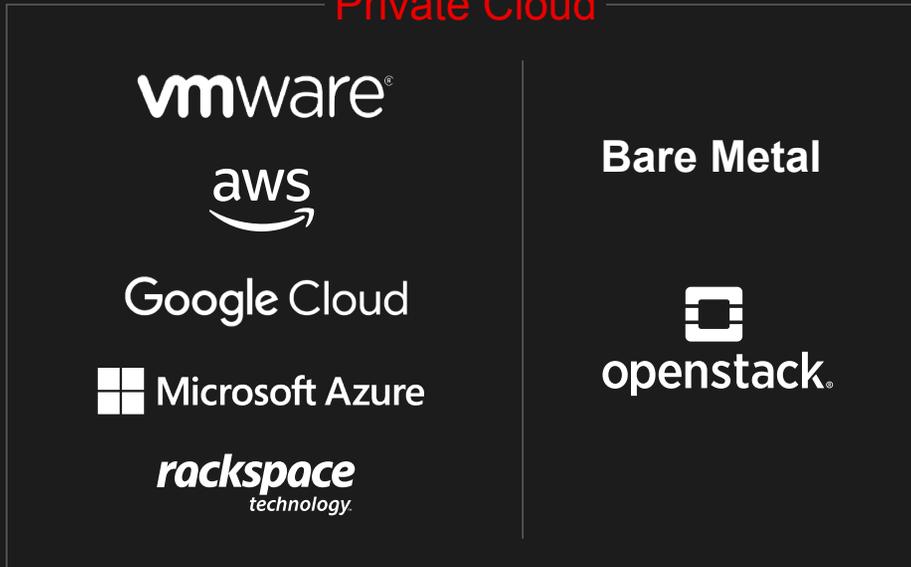
Support models

Based on where in the stack client needs support



Broad portfolio & partnerships

Private Cloud



A diagram showing partnerships for Private Cloud. It is divided into two columns. The left column lists VMware, AWS, Google Cloud, Microsoft Azure, and Rackspace Technology. The right column is titled 'Bare Metal' and lists OpenStack.

vmware[®]

aws

Google Cloud

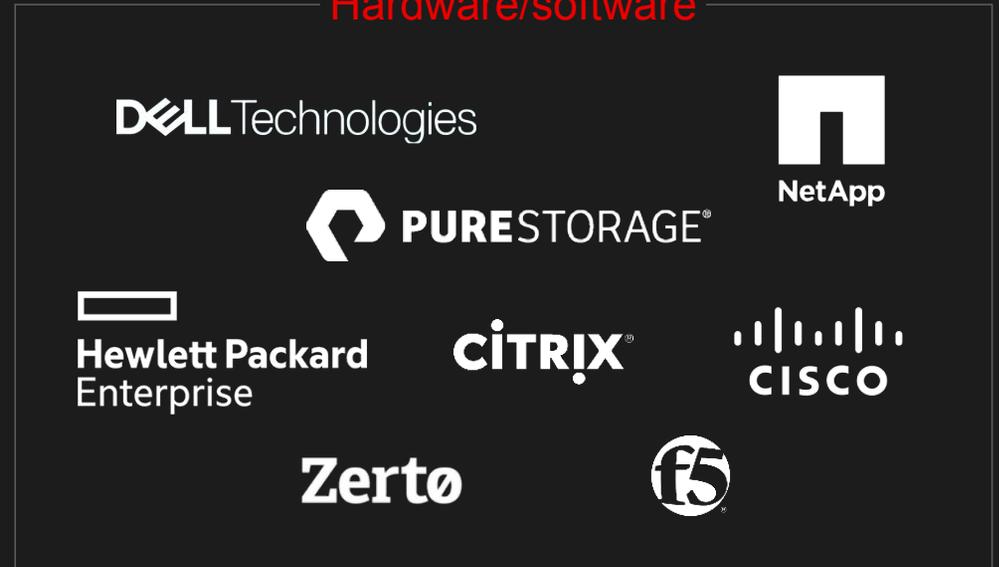
Microsoft Azure

rackspace
technology.

Bare Metal

openstack[®]

Hardware/software



A diagram showing hardware and software partnerships. It lists Dell Technologies, NetApp, Pure Storage, Hewlett Packard Enterprise, Citrix, Cisco, and Zerto.

DELL Technologies

NetApp

PURE STORAGE[®]

Hewlett Packard Enterprise

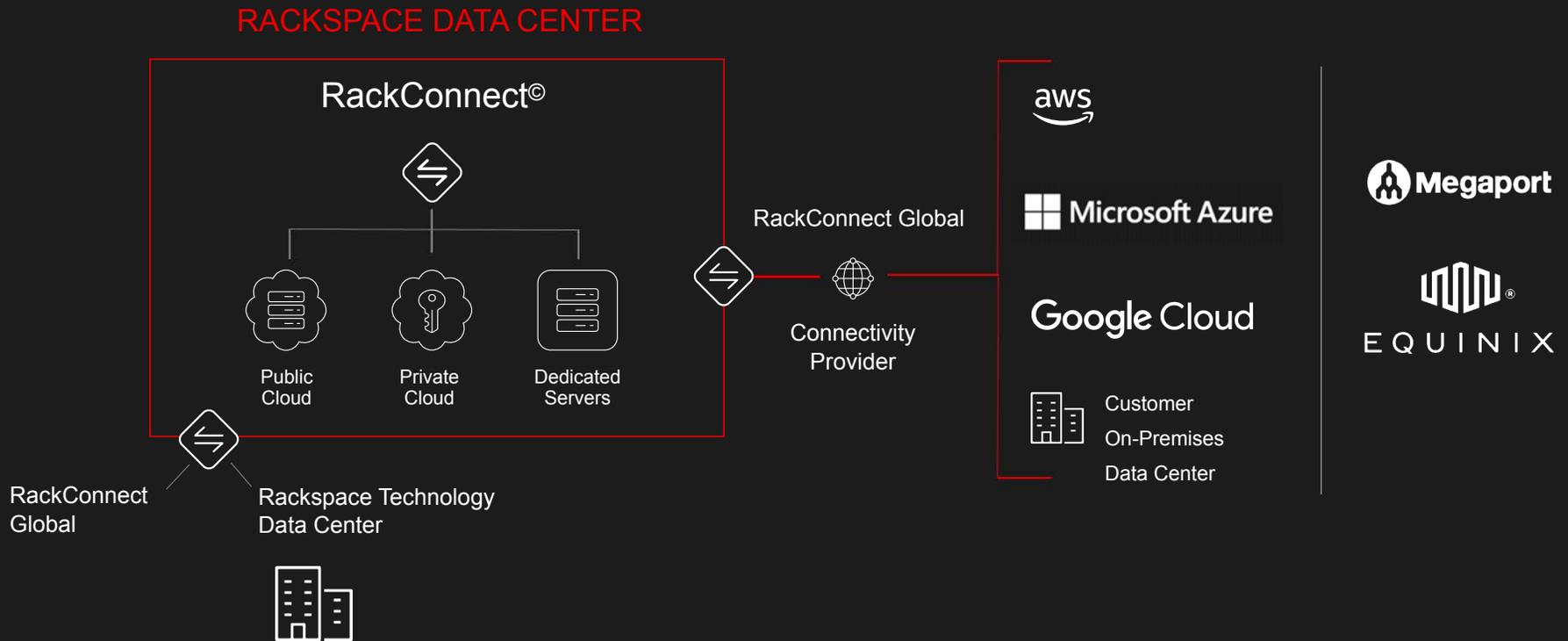
CITRIX[®]

CISCO

Zerto



World-wide connectivity



THE WORLD'S BEST PRIVATE CLOUD

rackspace
technology.

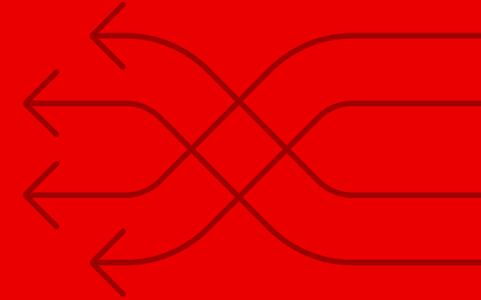
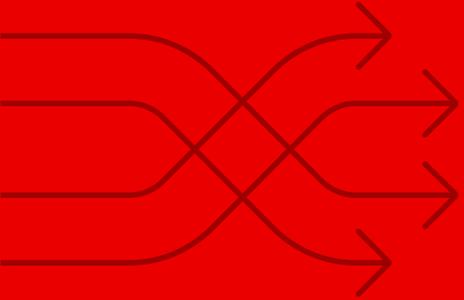


Private Cloud



ANALYST DAY. 

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ANALYST DAY

4 Modern Private Cloud Innovations

**Expanded
Hybrid Cloud**



**Advanced
Automation**



**Cloud Native
Private Cloud**



**Data
Independence**



Leading the way on private cloud innovation

Increased efficiency and flexibility through private cloud innovation

Expanded Hybrid Cloud



AWS
Outposts

vmware



Anthos



Azure Stack

Expanded support
for hyperscalers private/
hybrid clouds

Advanced Automation



Automated and
DevOps-enabled
workloads including
APIs and consumption-
based pricing

Cloud Native Private Cloud



Cloud native data,
applications;
Kubernetes, Serverless
running on Knative

Data Independence



Private cloud as the
infrastructure; leverage
advantage of public
cloud services





Central and North West London

NHS Foundation Trust

Transforming infrastructure to transform lives

rackspace
technology.



Private Cloud



ANALYST DAY. 

Cloud Native Adoption with Containers



Taylor Bird
*Vice President, AWS
Solutions & Partnerships*



rackspace
technology.



Containers



ANALYST DAY . . .

Customers
are rapidly
adopting
containers



Migrations

Portability

Evolution to
Cloud Native

rackspace
technology.



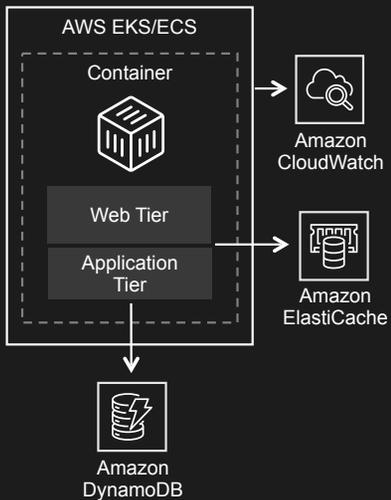
Containers



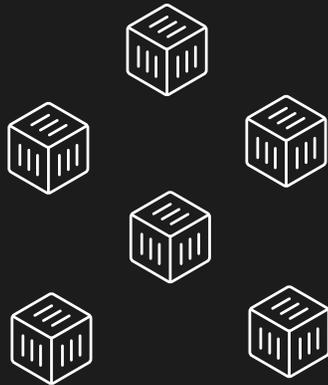
ANALYST DAY. ||

Containers provide a pathway to becoming cloud native

Decouple



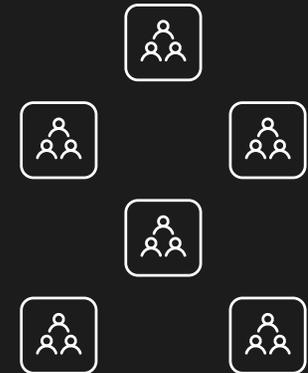
Achieve cloud benefits scale, DR, HA



Embrace portability



Increase developer efficiency



Containers start simple...



APP

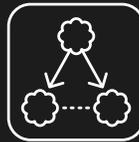


Deployment, CI/CD, GitOps

Package Management

Logging, Metrics, Telemetry

Security



**PUBLIC
CLOUD**



... but it gets more complex as additional clouds come into play



APP



Deployment, CI/CD, GitOps

Package Management

Logging, Metrics, Telemetry

Security



**PUBLIC
CLOUD**

Deployment, CI/CD, GitOps

Package Management

Logging, Metrics, Telemetry

Security



ON-PREM



... and it can quickly spiral out of control



APP



PUBLIC CLOUD



ON-PREM



PUBLIC CLOUD



ON-PREM



Customers need a unified approach to containers in the cloud



APP



Deployment, CI/CD, GitOps

Package Management

Logging, Metrics, Telemetry

Security



Google Cloud



Containers



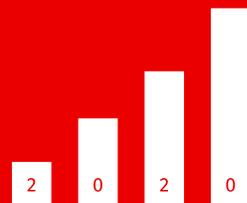
Containers are widely available on the hyperscalers...





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rackspace
technology.



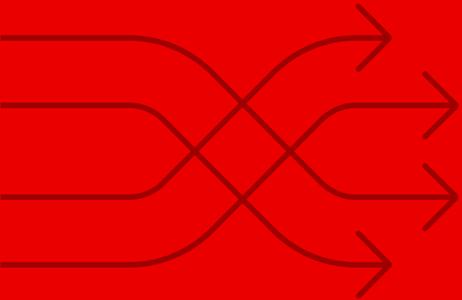
ANALYST DAY

Private Cloud for Kubernetes

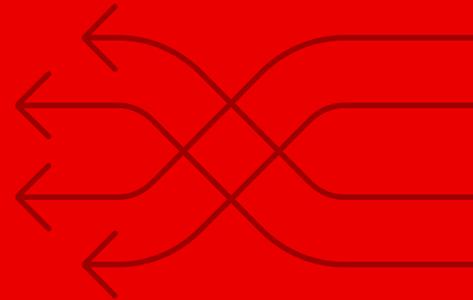


... and now on Rackspace Private Cloud





ANNOUNCING



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technology.



Managed Platform for Kubernetes



Managed Platform for Kubernetes

Managed Enterprise Kubernetes

Kubernetes Management Platform

- IaC Tooling
- Logging, Alerting & Visualization
- Image Management & Registry Services
- Ingress & Service Mesh
- Package Management
- Identity, Security & Conformance
- Storage & Backup

SOFTWARE/TOOLING

Rackspace Kubernetes Pod

- Platform upgrade assistance
- Conformance enforcement
- Performance optimization
- Security management
- 24x7 incident response & problem management

PEOPLE & PROCESS



Containers



ANALYST DAY.!!!

Delivering a common platform for Kubernetes



APP



Deployment, CI/CD, GitOps

Package Management, App Catalog

Logging, Metrics, Telemetry

Security



Microsoft Azure

Google Cloud



rackspace
technology.



Containers



ANALYST DAY.

Delivering a common platform for Enterprise Kubernetes



APP



Rackspace

Managed Platform for Kubernetes



Microsoft Azure

Google Cloud



Private Cloud for
Kubernetes

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technology.



Containers



ANALYST DAY. 

A large commercial airplane is shown from a front-on perspective, flying towards the viewer. The sky is a mix of blue and orange, suggesting a sunset or sunrise. In the background, a city skyline is visible with many lights that are blurred, creating a bokeh effect. The overall scene is dynamic and modern.

Major global airline

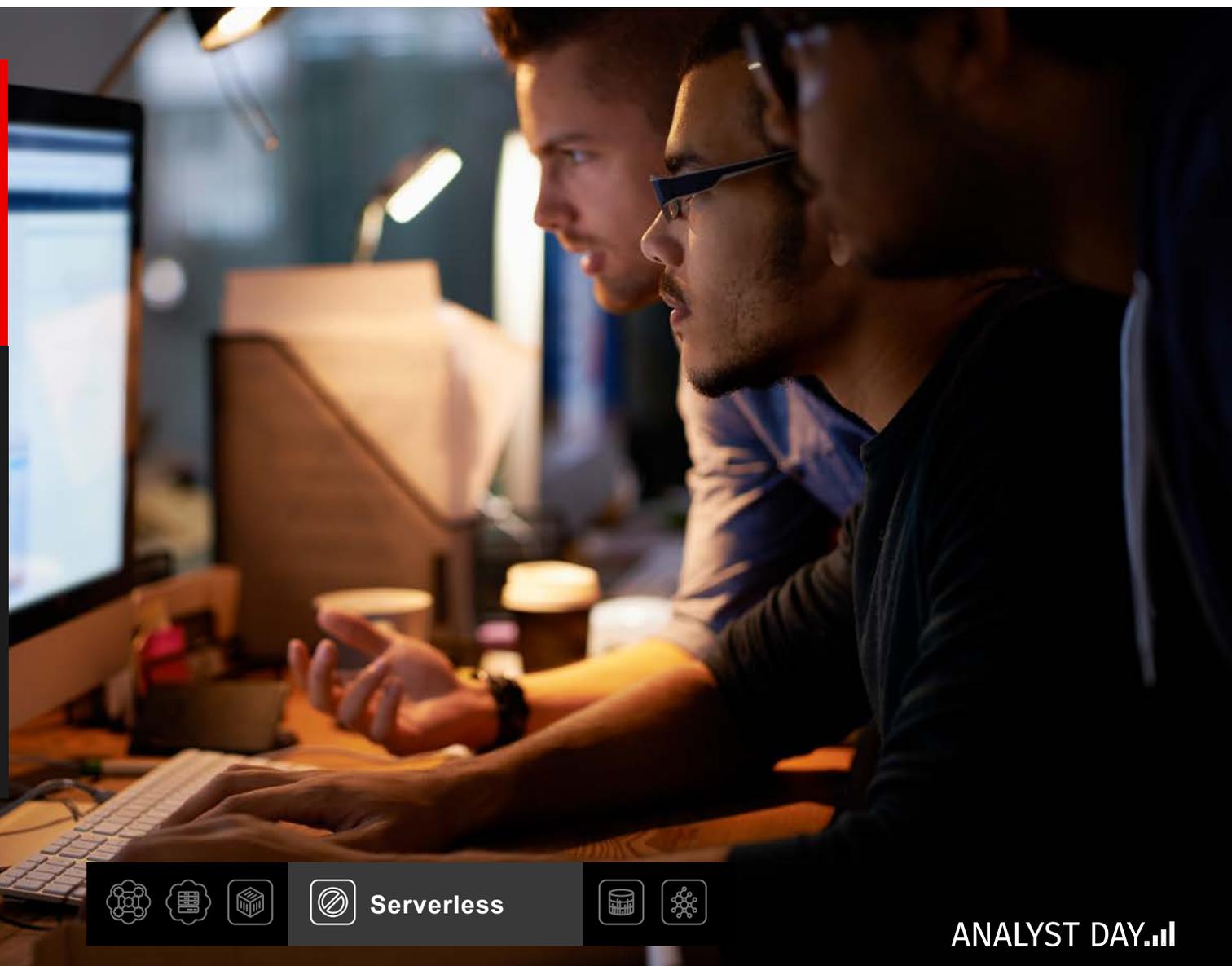
Transforming 40 “required-to-fly” applications – 200% increase in speed & deployments now take seconds



The future of compute with serverless



Amir Kashani
*VP Cloud Native
Development*



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



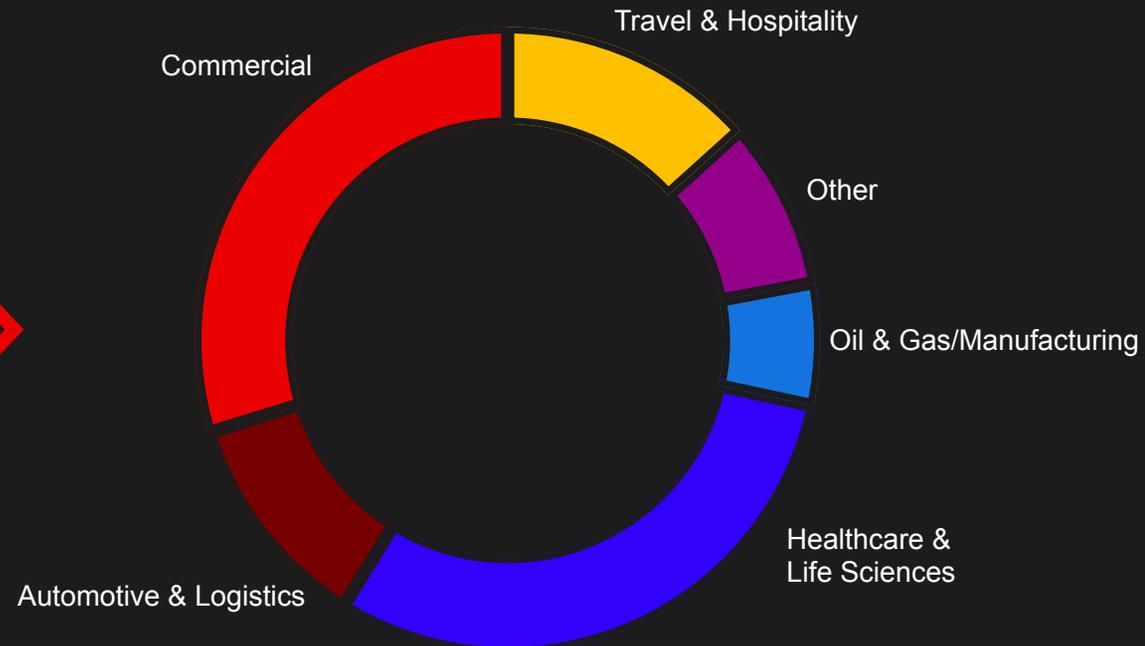
Travel & Hospitality

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. 



Google Cloud

Data and AI/ML



Nihar Gupta
*Senior Director,
Data Solutions*



Data is hard

VOLUME, VARIETY, VELOCITY GROWING

Data generated per second:

100K+ GB
of internet
traffic

86K+
Google
searches

3M
emails sent

86K+
videos viewed
on YouTube

5K+
Skype calls

1K+
photos uploaded
to Instagram

9K+
tweets

80% OF ML PROJECTS FAIL

Major challenges enterprises face:



Siloed data



Skills gap



Complexity



Leadership buy-in



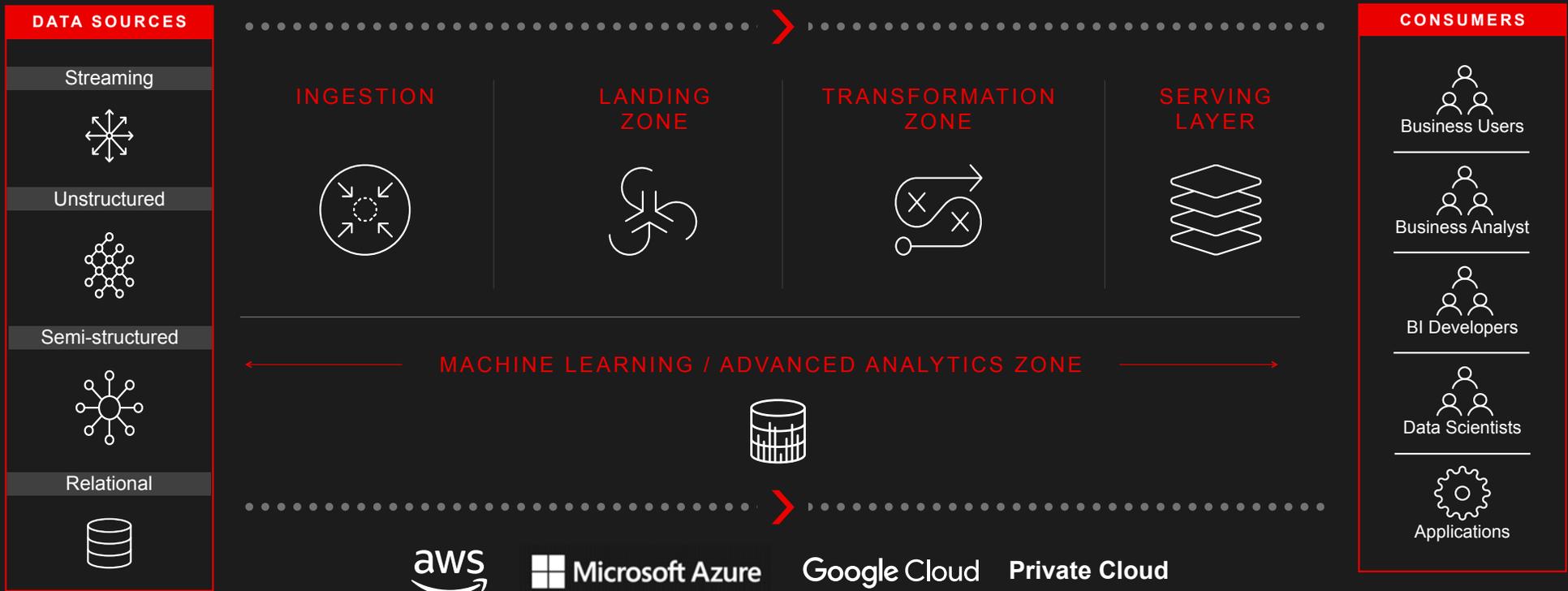
We simplify and accelerate the path to insights

Our solutions:

1
Data Management

2
Data Engineering

3
Data Intelligence



We simplify and accelerate the path to insights

Our solutions:

1 Data Management

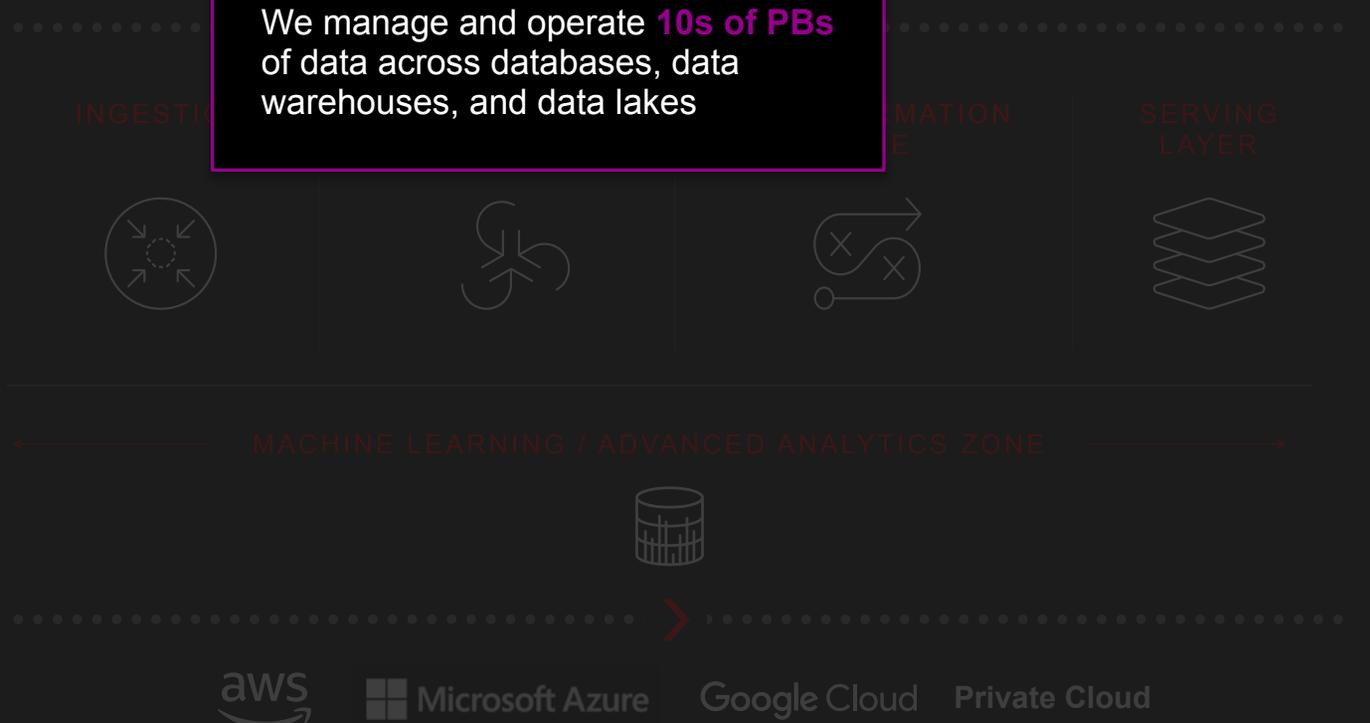
2 Data Engineering

3 Data Intelligence

We manage and operate **10s of PBs** of data across databases, data warehouses, and data lakes

DATA SOURCES

- Streaming
- Unstructured
- Semi-structured
- Relational



CONSUMERS

- Business Users
- Business Analyst
- BI Developers
- Data Scientists
- Applications

We simplify and accelerate the path to insights

Our solutions:

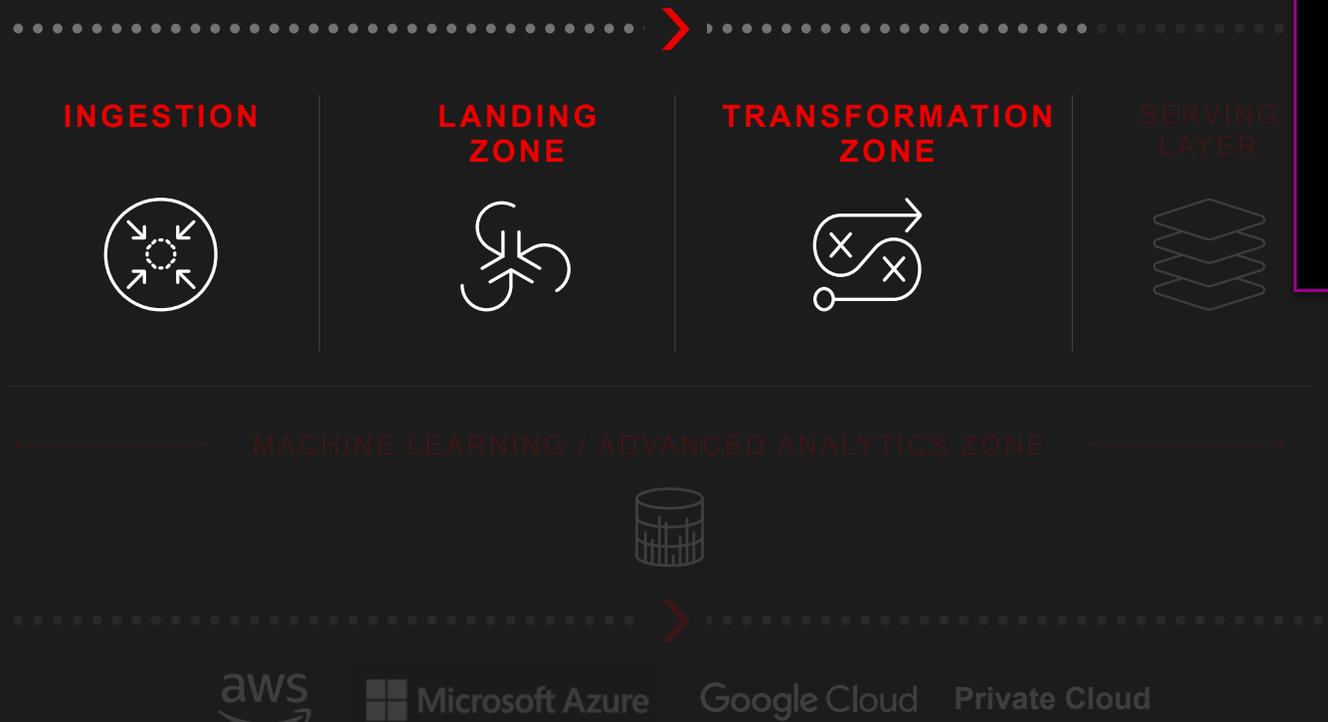
1
Data Management

2
Data Engineering

3
Data Intelligence

DATA SOURCES

- Streaming
- Unstructured
- Semi-structured
- Relational



We have created **thousands of data pipelines** for customers across major public clouds

- BI Developers
- Data Scientists
- Applications

We simplify and accelerate the path to insights

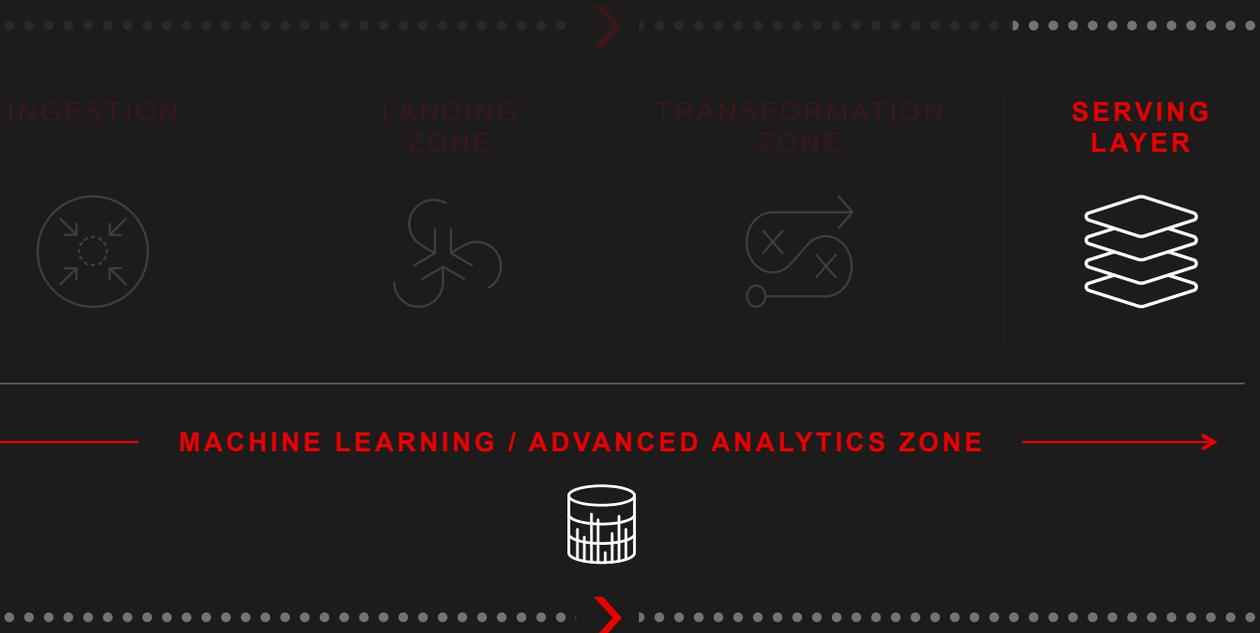
Our solutions:

1 Data Management

2 Data Engineering

3 Data Intelligence

We build **100's of Terabytes** of new data lakes each month for our customers



CONSUMERS

- Business Users
- Business Analyst
- BI Developers
- Data Scientists
- Applications

Semi-structured



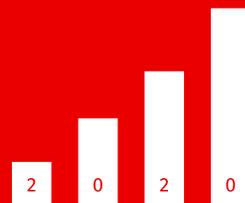
Relational





ANNOUNCING

rackspace
technology.



ANALYST DAY

Extending Fanatical Experience™ to data

Rackspace DataOps

Rackspace MLOps



Extending Fanatical Experience™ to data

Rackspace DataOps

An innovative managed service focusing on data lifecycle management



Technical
Advisory



Data Engineering
Support



24x7
Support

Rackspace MLOps

A framework built to drive efficiency in the machine learning model deployment



Model Monitoring
and Management



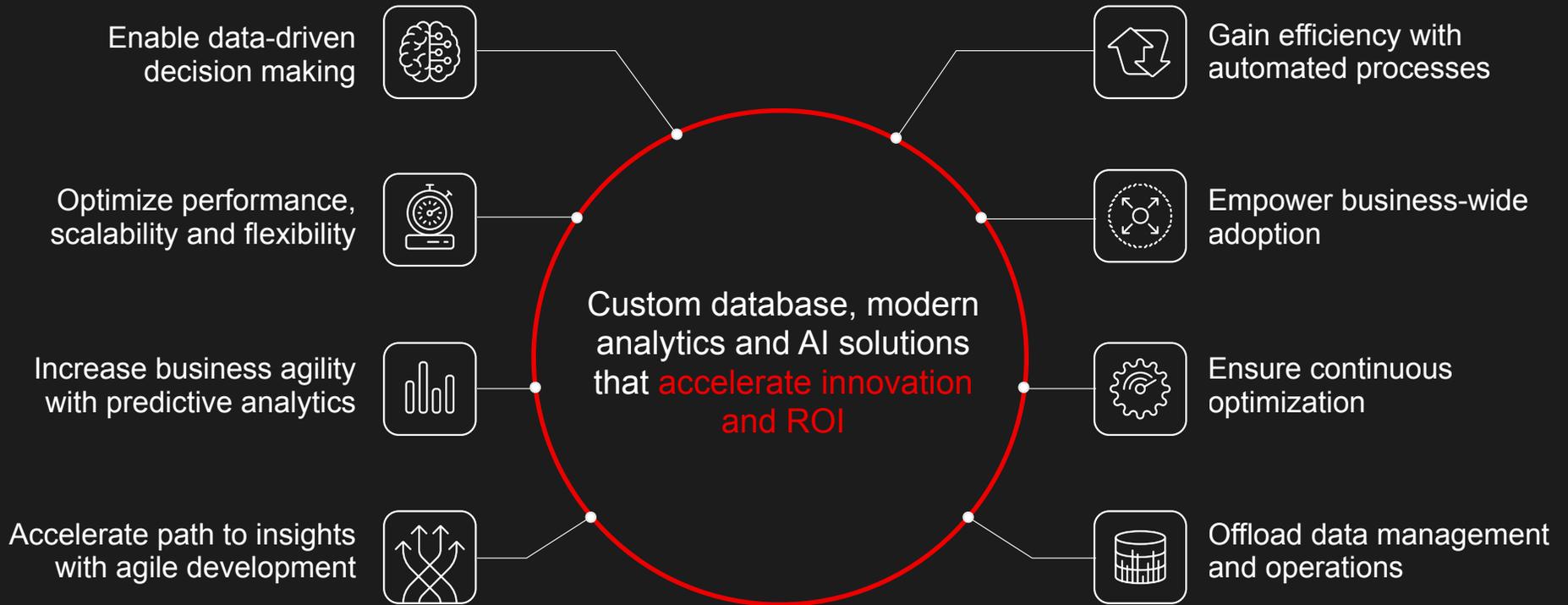
Automated
deployments

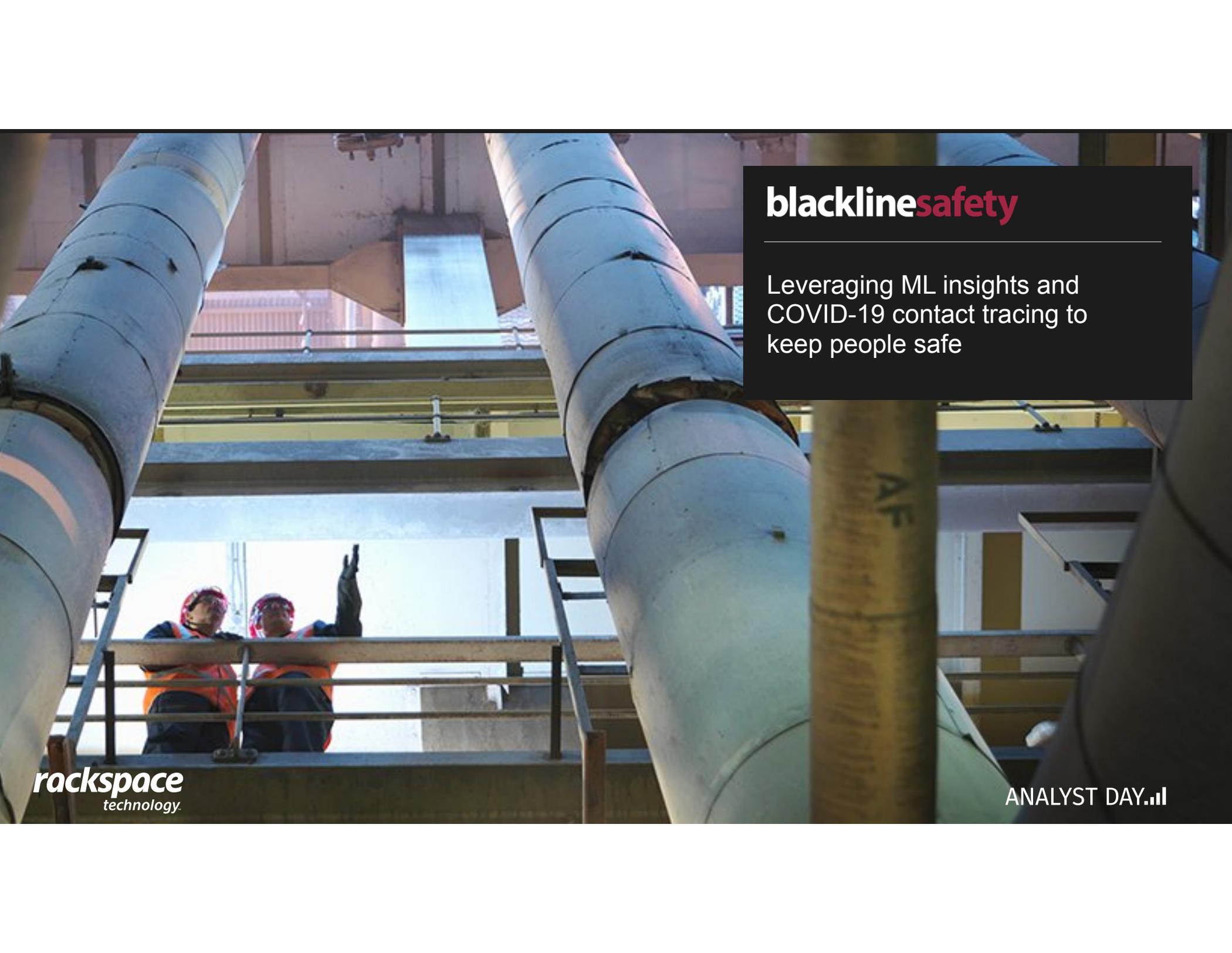


24x7
Support



Delivering tangible business outcomes efficiently and effectively





blacklinesafety

Leveraging ML insights and
COVID-19 contact tracing to
keep people safe

rackspace
technology.

ANALYST DAY. 

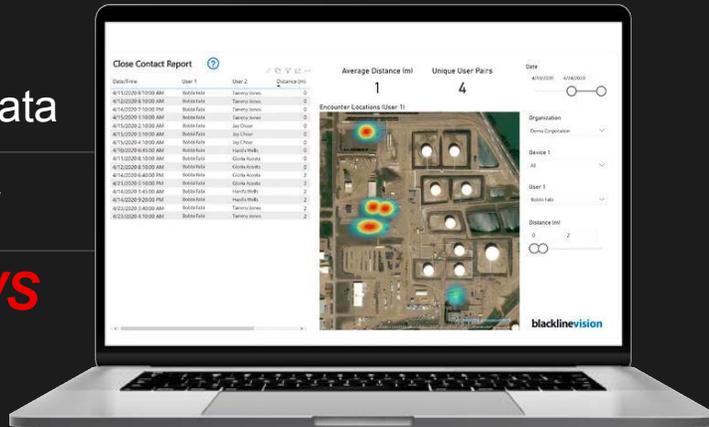
blacklinesafety

Blackline Safety completes COVID-19 contact tracing app delivery 18x faster than expected, handling more data faster.

60x more data

300x faster

Built on **AWS**



rackspace
technology.



Internet of Things



Eric Miller
Senior Director, Technical Strategy



IoT is everywhere



Smart Buildings

Smart thermostats
Connected doors



Connected Medical Devices

Digital therapeutics
Surgical cameras



Consumer Products

Litter robot
Pool filters



Transportation & Logistics

Fleet tracking
Cargo status



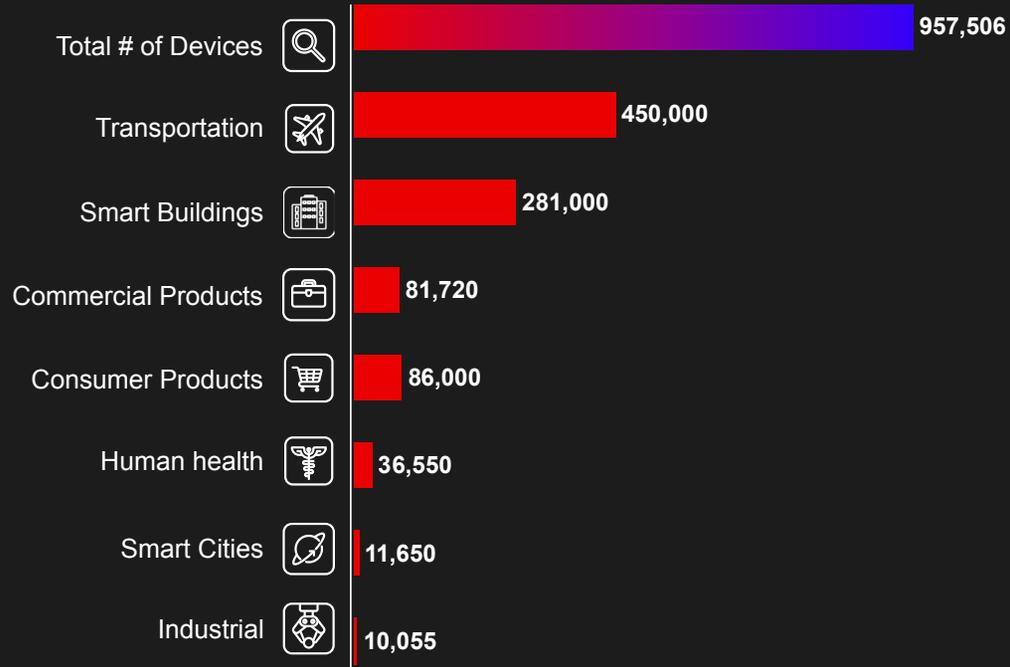
Energy & Utilities

Smart meters
Oil field monitoring

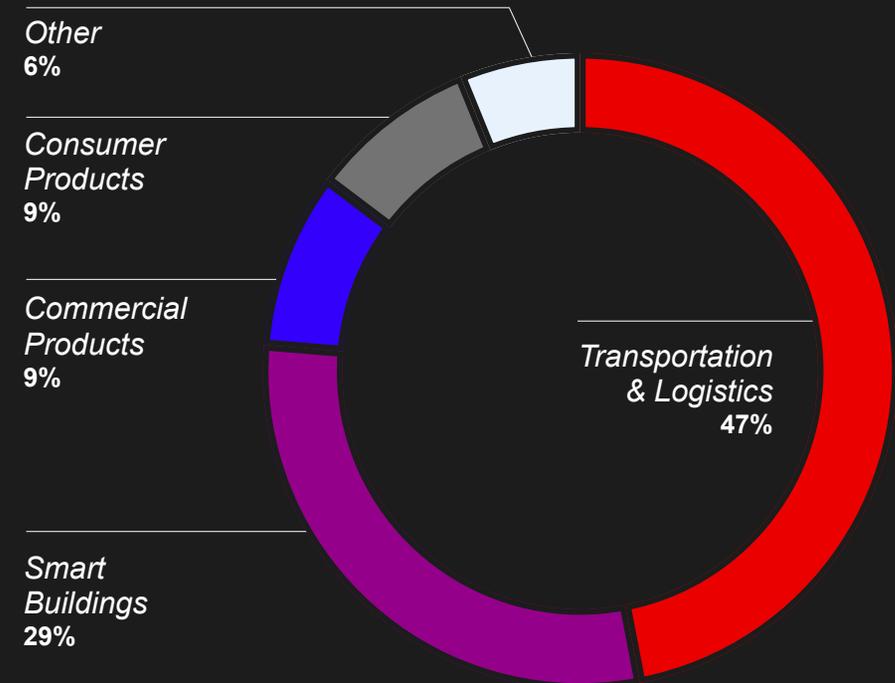


Nearly a million devices powered by Rackspace Technology

Use Case # of devices



Customer makeup





One million IoT devices

Rackspace Technology IoT: End-to-end solutions



IoT Hardware + Firmware

Design & build

Connectivity

Sensors

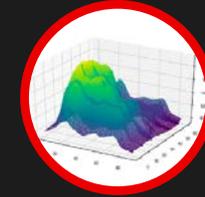


IoT Cloud

Built on cloud native tools

Cloud native

Single pane of glass



IoT Analytics

Dashboards & visualization

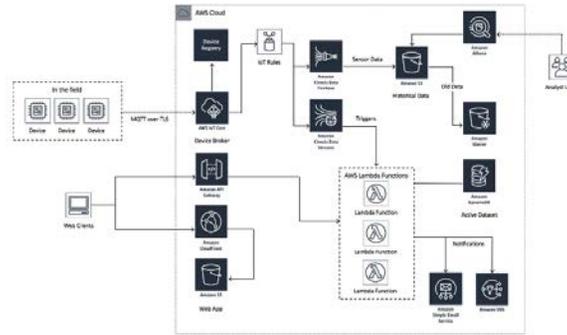
Machine Learning

Edge

PROFESSIONAL SERVICES



From zero to IoT in days...



**IoT HARDWARE
ACCELERATOR**

**IoT CLOUD
ACCELERATOR**

**Rapid IoT
ACCELERATOR**

Helping our **Customers** differentiate with IoT



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technology.



3 IoT Innovations



Intelligent Vision



Realtime Location Services (RTLS)



Industrial IoT (IIoT)



We're shaping the future of IoT



Intelligent Vision

GPU accelerated + edge

MLOps

One framework / any use case



Realtime Location Services (RTLS)

Indoor

Outdoor

Hybrid



Industrial IoT (IIoT)

Growing demand for IoT

Cloud enable legacy PLC/
SCADA

Instrument any machine,
on any cloud





Driving new revenue streams with purr-fect connected solutions

rackspace
technology.

ANALYST DAY. ||

HOW WE
GOT STARTED:
Litter box
and app not
connecting
well

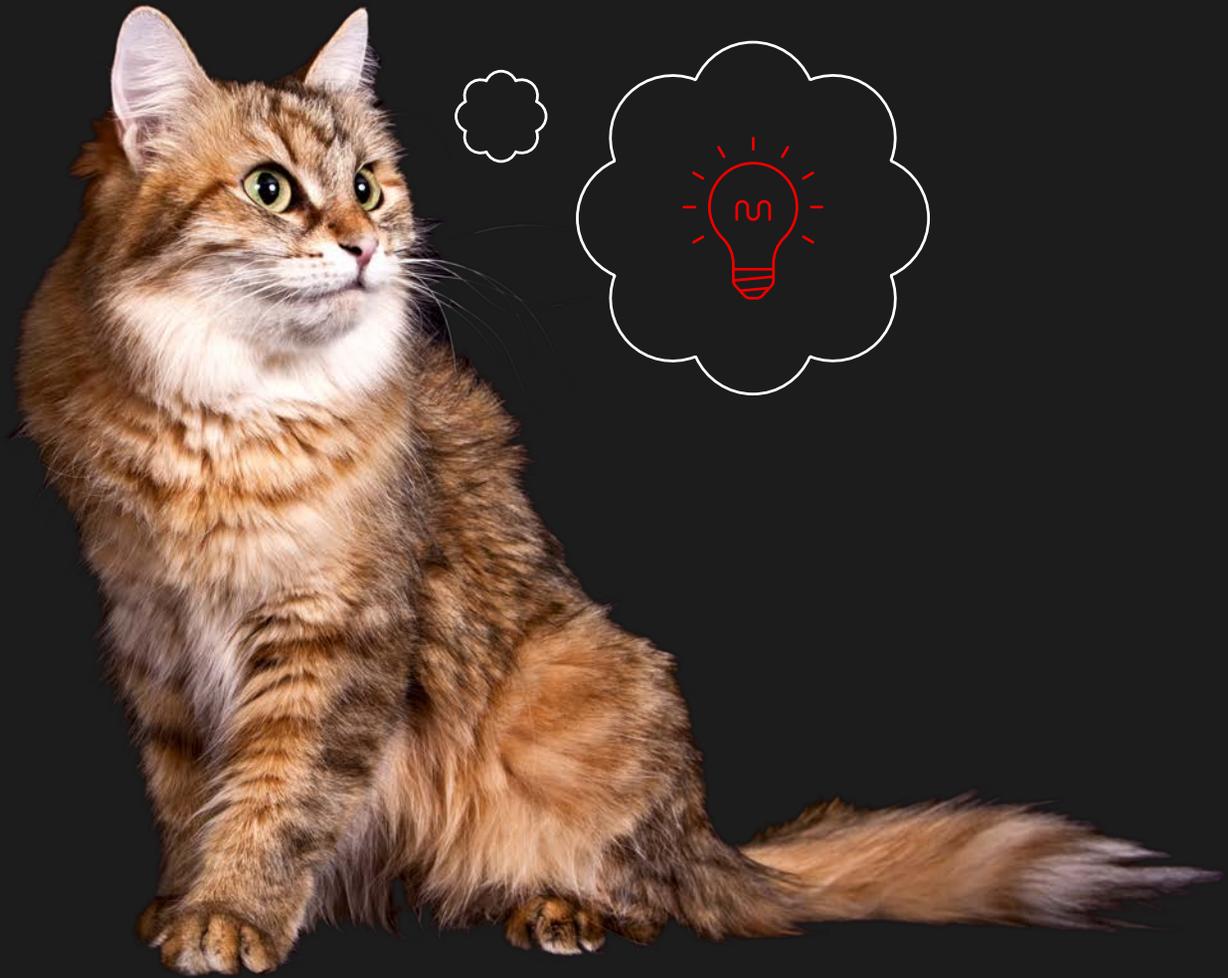


litter·robot[®]

rackspace
technology.

ANALYST DAY. 

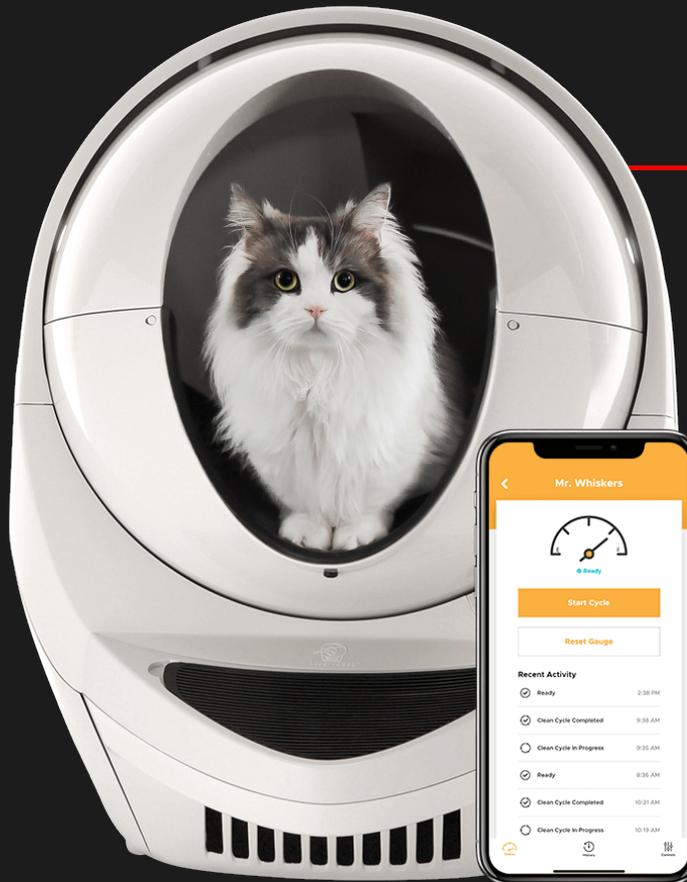
We weren't
with the
right partner



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technology.

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Partnership created and new app live!



COMPANY GROWTH:
30 to **200** employees

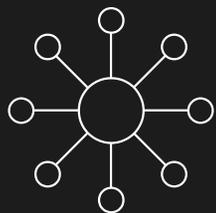
\$40M in revenue
in 2019

On pace to
double revenue

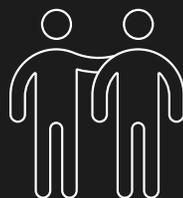
450,000 customers



Microsoft



EMBRACE
TECHNOLOGY



EMPOWER
CUSTOMERS



DELIVER
THE FUTURE

A recap of today's ANNOUNCEMENTS

Service Blocks 2.0

Cloud Native Security™

Private Cloud

*Expanded
hybrid cloud*

*Advanced
automation*

*Cloud native
private cloud*

Data independence

Containers

*Rackspace Private
Cloud for
Kubernetes*

*Managed Platform
for Kubernetes*

Data

MLOps

DataOps

IoT

*Intelligent Vision
Realtime Location
Services*

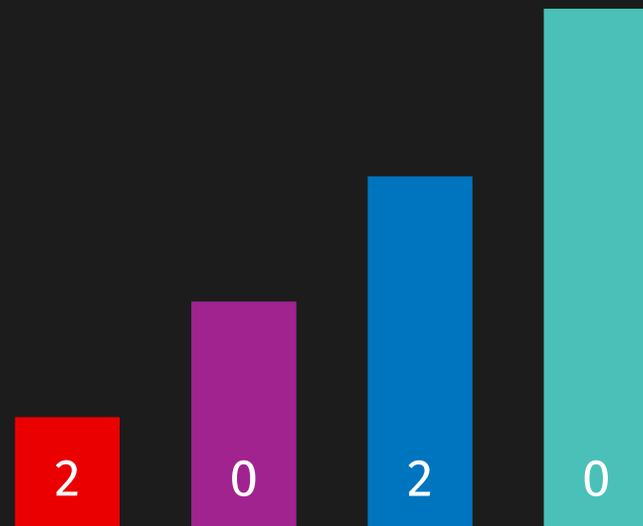
Industrial IoT

Q&A

rackspace
technology™



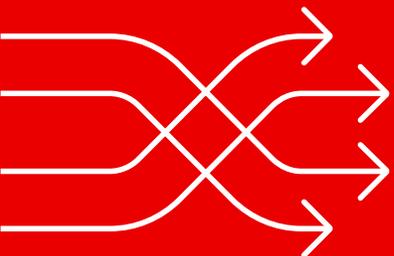
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technology[™]



ANALYST DAY

@rackspace

#RXTAnalystDay2020



ANALYST DAY. 

AGENDA

Thursday,
October 22nd

10:00 am BREAK

STEVE MILLS

General Manager, Americas

SANDEEP BHARGAVA

Managing Director, APJ

10:15 am Regional Panel

MARTIN BLACKBURN

Managing Director, EMEA

Moderator: ZARINA STANFORD

*Chief Communications
and Marketing Officer*

10:35 am Talent & Culture

HOLLY WINDHAM

Chief Legal and People Officer

10:55 am Q & A

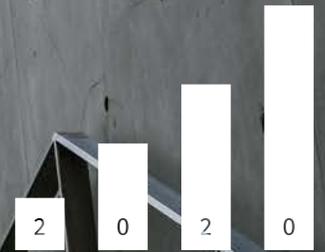
11:15 am Closing

TOLGA TARHAN

Chief Technology Officer

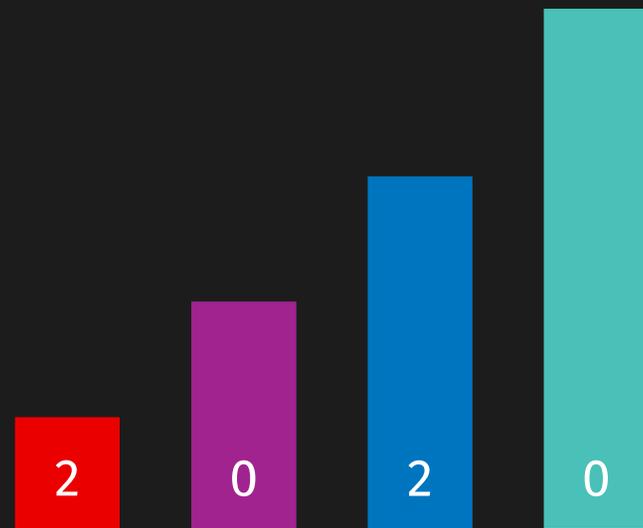
Break

rackspace
technology™



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rackspace
*technology*TM



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@rackspace

#RXTAnalystDay2020

Regional panel



Zarina Stanford
Moderator

*Chief Communications
and Marketing Officer*

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TM

**Solving
Together**



Americas



Steve Mills
*General Manager
Americas*

APJ



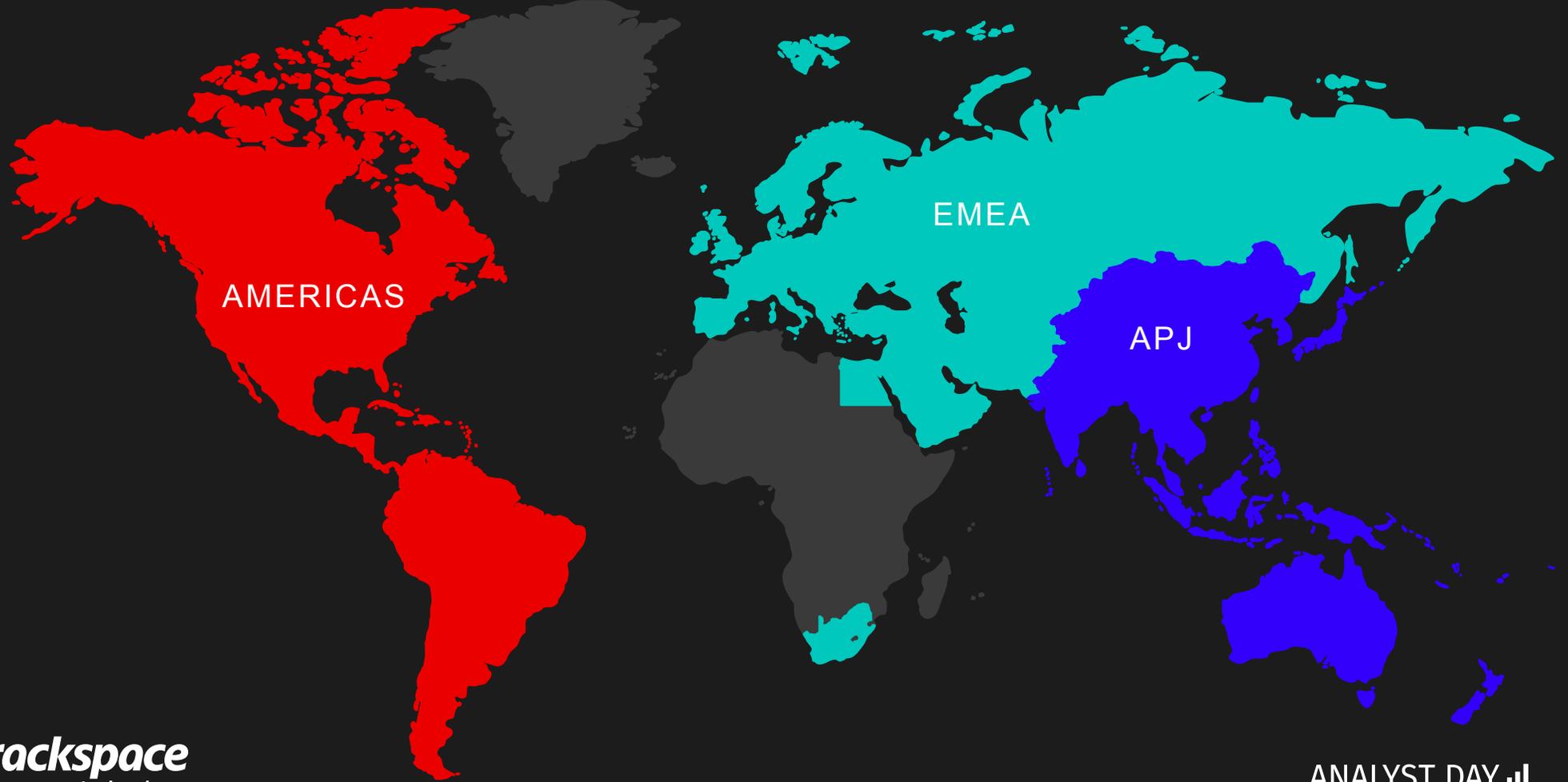
Sandeep Bhargava
*Managing Director
APJ*

EMEA

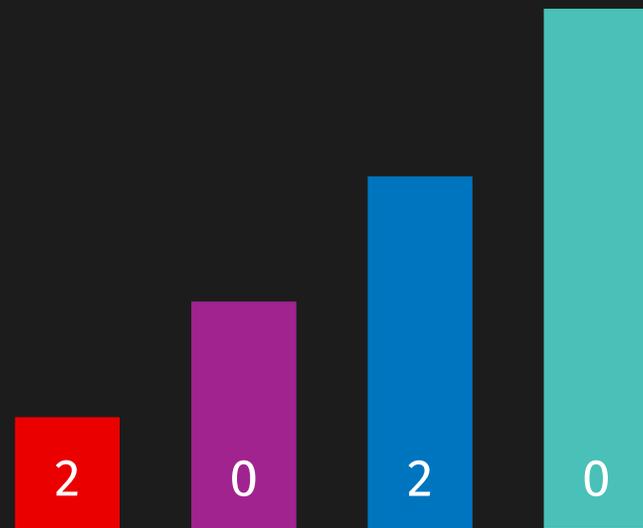


Martin Blackburn
*Managing Director
EMEA*

Rackspace Technology Regions



rackspace
*technology*TM

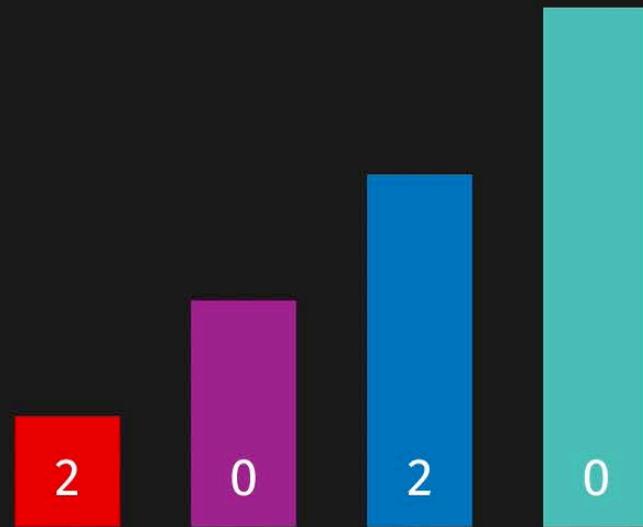


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#RXTAnalystDay2020⁵⁴

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ANALYST DAY

A Culture designed for Fanatical Experience™



Holly Windham
Chief Legal and People Officer

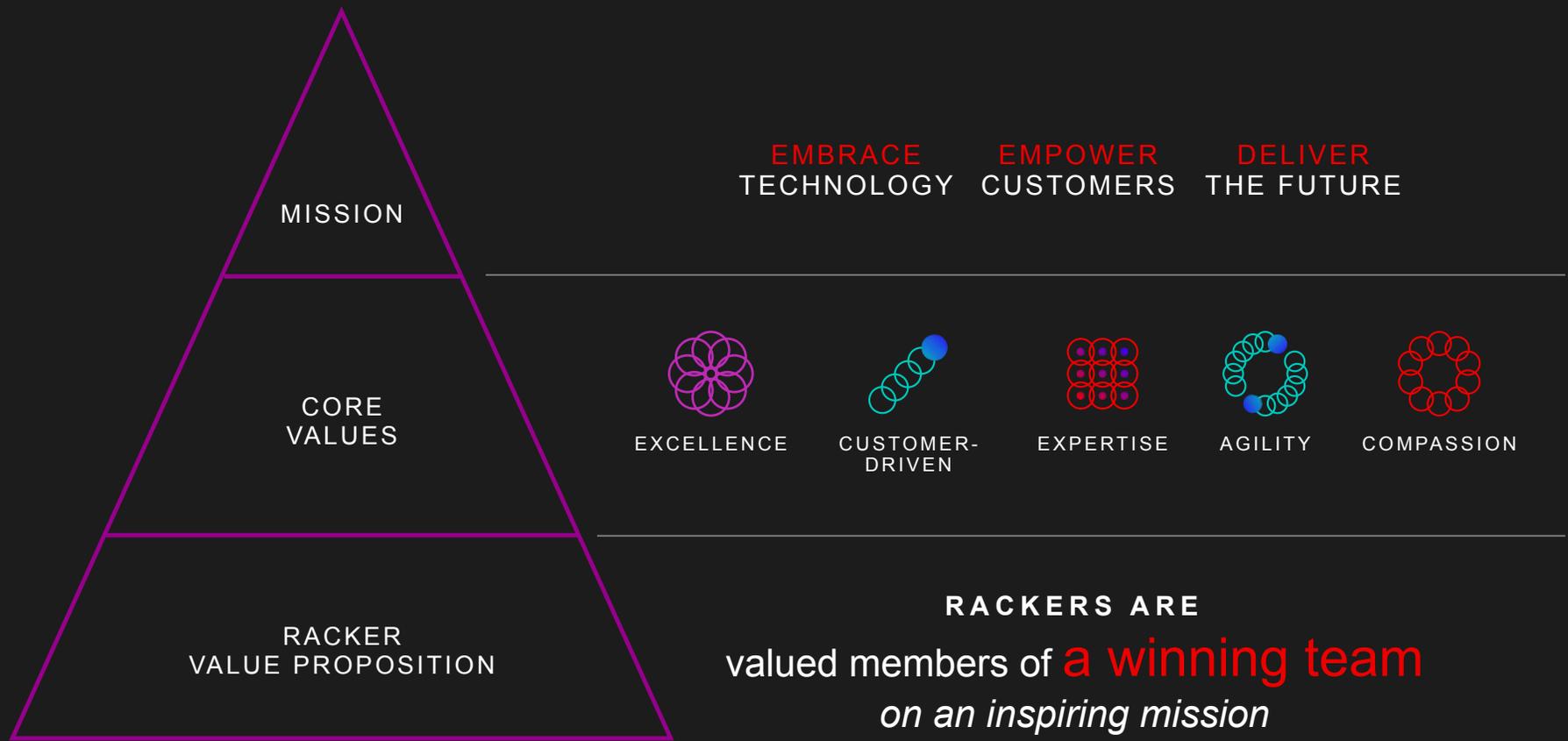
rackspace
technology.

ANALYST DAY.ii

TM

**Solving
Together.**

Creating Fanatical Experience from the inside out



Fanatical Experience™ by design



Strong sense
of identity
and community



Network
of global
top talent



Continuous
capability
building



Strong sense of identity and community



Network of global top talent



Continuous capability building



The Racker experience



Experts obsessed with customer outcomes



Strong sense of identity and community



Network of global top talent



Continuous capability building



Global approach to best talent

7,000

Rackers worldwide

AMERICAS

4,400+

EMEA

1,200+

APJ

1,400+

16

Countries



Selective and continued hiring of best talent

80k

Applications

<2%

Applicants hired

55%

Increase in hires (YoY through Q3)

Multicloud expertise is our towering strength



Strong sense of identity and community



Network of global top talent



Continuous capability building

Deep commitment to continually developing Rackers



350,000+

hours of technical and professional development annually



Global Leadership Program
ADAPT. ELEVATE. ACCELERATE.



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Delivering multicloud solutions for customers



Microsoft Azure

Google Cloud

9,600+

technical certifications

ORACLE



vmware®



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A culture celebrated for Fanatical Experience™



41

Net Promoter Score



79

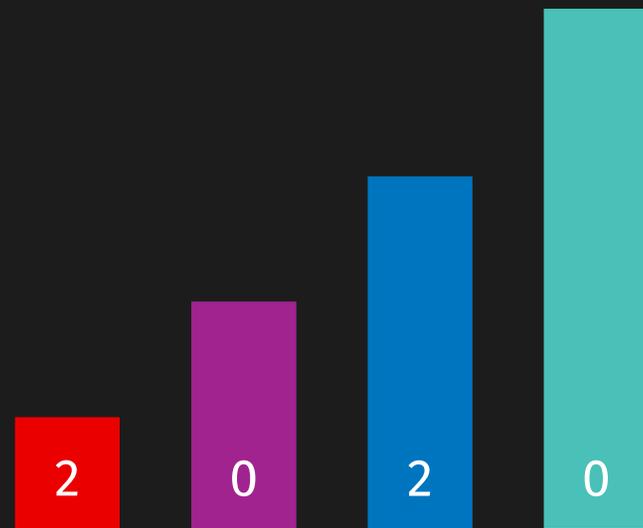
11 points ahead of tech industry

Q&A

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#RXTAnalystDay2020⁶⁴

Closing



Tolga Tarhan
Chief Technology Officer

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TM

**Solving
Together**

WE ARE POSITIONED TO LEAD THE FUTURE



**Multicloud
capabilities**



**Incredible
partnerships**



**End-to-end
solutions**



**World-class
automation**



**Robust
portfolio**

A recap of today's ANNOUNCEMENTS

Service Blocks 2.0

Cloud Native Security™

Private Cloud

*Expanded
hybrid cloud*

*Advanced
automation*

*Cloud native
private cloud*

Data independence

Containers

*Rackspace Private
Cloud for
Kubernetes*

*Managed Platform
for Kubernetes*

Data

MLOps

DataOps

IoT

*Intelligent Vision
Realtime Location
Services*

Industrial IoT



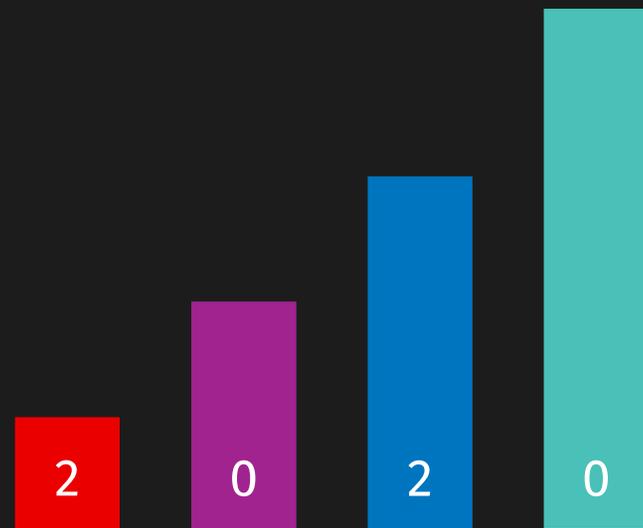
THANK YOU

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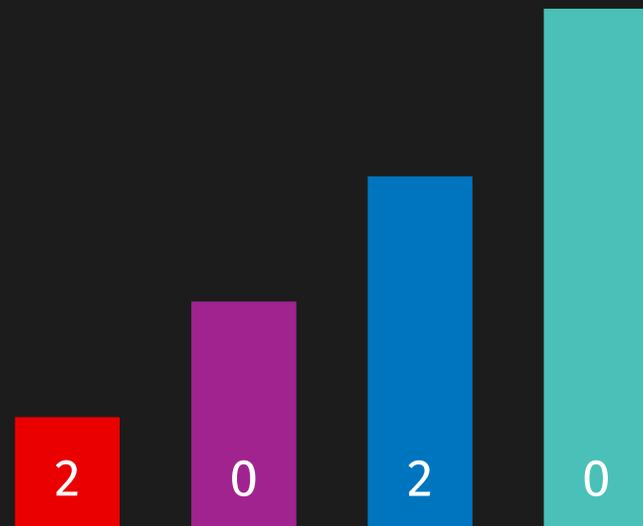


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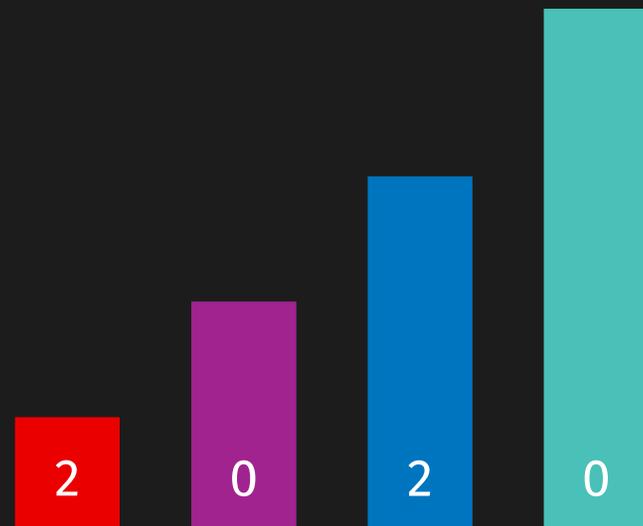


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