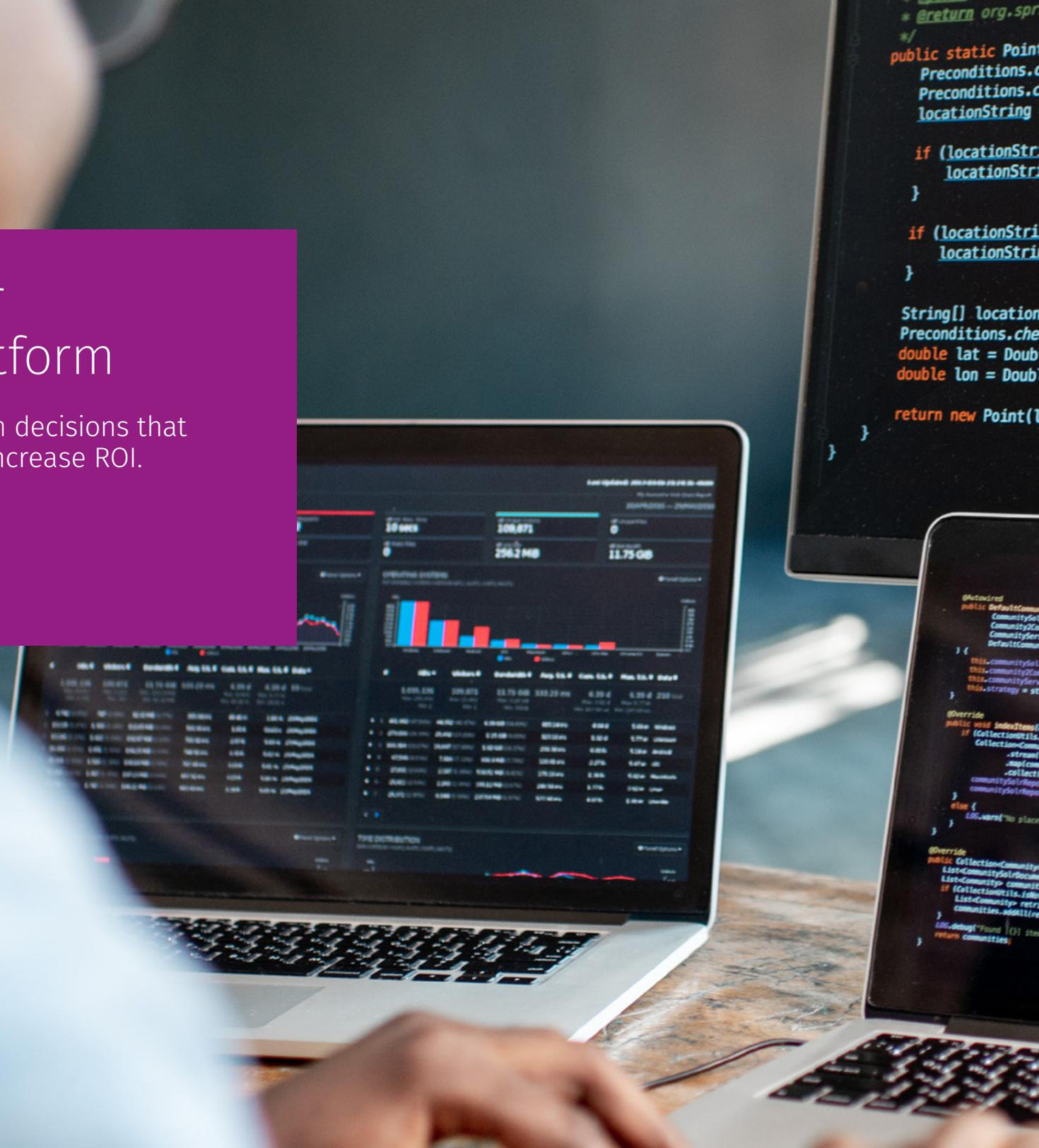


Modernize Your Cloud Data Platform

Make predictive, data-driven decisions that accelerate innovation and increase ROI.



Rackspace Technology will help you harness the power of modern data analytics and AI

Delivering a data modernization solution on Google Cloud that monetizes your data by uncovering new use cases for increasing business efficiencies and customer engagement **with up to 70% reduction in implementation time and cost.**

Getting Your Data Architecture Right

With a fully integrated data environment, your applications will get the data they need when they need it. Your team can intelligently make business and IT decisions that will drive the most value to your customers and have the greatest impact to your business's bottom line.

A customized approach to data modernization delivers tangible business results that accelerate innovation and increase ROI:

- An end-to-end solution aligned to your business needs and objectives that ensures expected outcomes are achieved.
- An agile delivery process that simplifies your modernization journey, reduces development time from months to weeks, and decreases costs through implementation savings and operating efficiencies.
- Comprehensive business and customer analytics dashboards with self-serve access to key stakeholders across your organization that streamline decision-making and deliver a deeper understanding of your customers.
- A path to enable and operationalize AI across your organization that powers intelligent applications and predictive analytics that enable proactive decision making to quickly adapt to your customers' changing needs.

1000+ Google Cloud Certifications | Partner of the Year



Rackspace Technology Transforms Its Data into an Enabler

Faced with fragmented data, we needed to modernize our stack, build trust and improve time to insight.

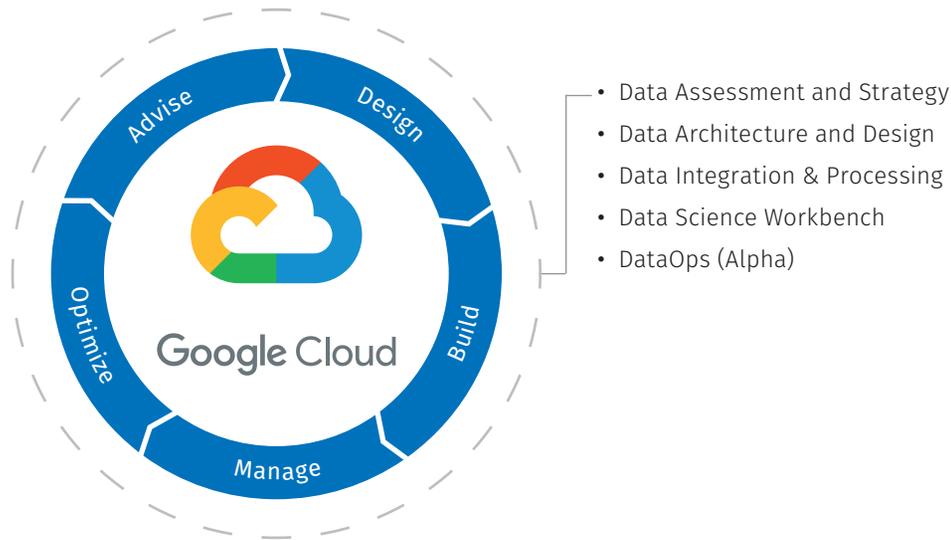
In only 5 months, we harmonized all Rackspace data on GCP, reduced production errors, decommissioned 20 Enterprise SQL Servers, consolidated 400+ dashboards into just 20, improved NPS, reduced churn and built trust in our data. This project helped free more than \$1 million that could be invested elsewhere.

“Our data is driving better insights. Through deeper understanding of the ‘what’ and the ‘why’ behind customer needs, we can better recommend the ‘how.’”

Juan Riojas – CDO, Rackspace Technology

Get the help you need, when you need it.

Rackspace Technology's data modernization solution on Google Cloud offers a full suite of services to support your team throughout the lifecycle of your project to support your team throughout the lifecycle of your project while continuously optimizing your data environment.



Data Modernization Capabilities

Our full lifecycle solution supports each element of a modern data architecture from ingestion and storage to processing and reporting.

- Data Pipelines
- Data Warehouses
- Data Lakes
- Big Data
- Advanced Analytics
- Business Intelligence
- Data Management



Three offers that meet you where you are in your journey

Need help creating a modern data architecture strategy? Have a strategy but need support to validate and build the architecture? Or do you already have your architecture built out and need help to manage and continuously optimize it? Whether you're at the planning, implementation, or improvement stage of your data modernization journey, our assess, build, and optimize offers will accelerate your next step.





About Rackspace Technology

Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world's leading technologies — across applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimizing returns into the future.

As a global, multicloud technology services pioneer, we deliver innovative capabilities of the cloud to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes, and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in our obsession with our customers' success — our Fanatical Experience™ — so they can work faster, smarter and stay ahead of what's next.

Learn more at www.rackspace.com or call 1-800-961-2888.

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