High performance automated infrastructure accelerates software specialist's speed to market

This global software provider required guidance through a full digital transformation – all while pushing forward with an international expansion. The company wanted to reduce its cost-of-infrastructure-to-revenue percentage and boost performance, needing support with everything from planning and scaling, to continued adoption of the latest tech.

BUSINESS

A software company offering accounting, ERP and other software for enterprises. The business develops software for industries such as accountancy, wholesale distribution, professional services and manufacturing.

CHALLENGES

The organisation wanted to improve its product development and feature release cycles, leverage the agility and cost benefits of public cloud, and enable its scientists to mitigate constraints faced by running on a traditional cloud.

SOLUTION

AWS, Professional Services, SaaS.

OUTCOME

The partnership with Rackspace has seen cost-of-infrastructure-to-revenue percentage ratio improve by approximately 20%. The migration moved several hundred thousand customers to AWS with no unplanned downtime. According to one customer the application is "running faster and leaner in its new AWS home".

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The challenge

A global software provider needed guiding through digital transformation across applications, data, security and infrastructure and its continued international expansion.

To reduce its cost-of-infrastructure-to-revenue percentage and boost performance, the company needed help with everything from planning and scaling, to continued adoption of the latest technologies.

The organisation wanted to improve its product development and feature release cycles, needing to leverage the agility and cost benefits of public cloud and enable its data scientists to mitigate the constraints it faced by running on a traditional dual data centre private cloud.

With much of its customer base in Continental Europe, the political uncertainty of Brexit prompted the company to seek a proof of concept (PoC) project on using public cloud to address data sovereignty concerns.

The organisation operates a Microsoft ASP.NET application and had short-listed AWS and Azure for its prospective public cloud platform. It needed support to devise the PoC most effectively in line with its overall business requirements.

The solution

The company enlisted Rackspace's help to build PoC environments to test what AWS and Azure could each deliver in their search for business value.

The company was looking to validate its SaaS application, checking whether performance would be greater than or equal to the performance of its existing private cloud.

Other criteria for success related to improving time-to-market through automated infrastructure and application deployment, and standardising the application between its disparate development, testing and staging environments.

It was also vital the organisation's chosen public cloud platform would enable its application to be deployed into new regions and markets at speed.

The solution adopted by the company called on Rackspace's Professional Services to complete the PoC, with the subsequent migration using our Managed Services to fulfil the ongoing operations.

The organisation now has a SaaS application built on Microsoft ASP.NET which is deployed across three European regions. The programme began with a German workload migration from a co-location provider to Rackspace's Fanatical Support for Amazon Web Services (FAWS).

The customer also called on Rackspace's Infrastructure-as-Code via Terraform services to standardise and improve the application release cadence and deployment methodology.

The outcome

When Rackspace led the software provider through a technical PoC, comparing AWS and Azure, the customer's SaaS application

"THIS GLOBAL SOFTWARE PROVIDER REQUIRED MIGRATION GUIDANCE FOR APPS, DATA, SECURITY AND INFRASTRUCTURE - ALONGSIDE CONTINUING EXPANSION PLANS. OUR PARTNERSHIP HAS SEEN COST-OF-INFRASTRUCTURE-TO-REVENUE IMPROVE BY APPROXIMATELY 20%, DEMONSTRATING SIGNIFICANT IMPROVEMENT IN PRODUCT MARGINS. THE COMPANY ALSO LEVERAGE OUR EXPERTS IN MEETINGS WITH AWS, WITH ALL THREE PARTIES ALIGNED BEHIND A SINGLE VISION."

performed approximately 40% faster on AWS. We then helped build a business case that proved the transition would lower the total cost of operations while accelerating deployments and increasing scalability.

The partnership with Rackspace has seen cost-of-infrastructure-to-revenue percentage ratio improve by approximately 20%, so migrating its software application to AWS environments has delivered a significant improvement in product margins.

As a proven and trusted partner, the organisation also leverages Rackspace experts in meetings with AWS, with all three parties closely aligned behind a single vision of the customer's business and technical strategy.

Rackspace Professional Services also worked to de-risk the migration by performing multiple migrations for each country platform over a four-month period, so ensuring the stability of business-critical applications.

Now complete, the migration moved several hundred thousand customers to AWS with no unplanned downtime. And according to one customer the application is "running faster and leaner in its new AWS home."

ABOUT RACKSPACE

Rackspace is modernizing IT in today's multi-cloud world. By delivering IT as a service, we help customers of all industries, sizes and locations realize the power of digital transformation without the complexity and expense of managing it on their own. Our comprehensive portfolio of managed services across applications, data, security and infrastructure on the world's leading public and private cloud platforms enables us to provide unbiased expertise. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

Learn more at **www.rackspace.co.uk** or call **0208 734 2600**.