

Rackspace Optimizer+ Service Block for Azure

Save money and improve performance with industry-leading optimization and management tooling, backed by 24x7 access to Azure expertise

According to Gartner, nearly all legacy applications migrated to public cloud will require optimization to become more cost-effective,¹ and most businesses are overspending on cloud by 70%.² With businesses under constant pressure to do more with less, IT leaders are now being tasked to leverage the performance benefits of the cloud to create meaningful differentiators and drive innovation on an ever-shrinking budget.

Azure is a powerful and robust platform that allows you to scale compute power up and down and add new capabilities at the speed of the market, however, to maximize the value of your investments, you must ensure that your workloads are designed to be high performing and cost efficient. Most organizations cannot justify hiring dedicated experts, nor have access to the right solutions to be continually monitoring their Azure environment to look for opportunities to save money and improve performance. They need a comprehensive solution that enables them to combine direct access to Rackspace Support offerings with the expert guidance and leading technology necessary to keep their Azure workloads running at peak performance.

Why Optimizer+ for Azure?

All Rackspace solutions for Azure start with the Optimizer+ Service Block. With this Service Block, you can take advantage of a direct support relationship with Rackspace for your Azure infrastructure, while benefiting from expert guidance and foundational tooling to help you get the most out of your investment, through our Cost Optimization services. With Optimizer+, you gain a light-weight support option that enables you to save money, improve performance, and supplement your IT staff with access to a deep pool of Azure expertise.

Optimizer+ Services

Optimizer+ tackles the “activity” and “visibility” combination, helping you execute actions that deliver appropriate savings. We’re your advocate for healthy cloud consumption

- **Best Practice Recommendations** – Initial review & support
- **Cloud Concierge Services** - Ask us anything about spend & consumption
- **Cloud Financial Consultant** – On-demand analysis & expertise
- **Monthly Intel Reviews** – Trends & cost saving recommendations
- **24x7 Platform Level Support** – Azure platform issues escalated to Microsoft Premier Support by certified cloud specialists
- **CloudHealth Cloud Management Platform** – Industry-leading tooling drives transparency and cost governance

- **Reserve Instance Management & Oversight** – Actionable insights covering VM performance reliability, operations & license efficiency

About Rackspace

Rackspace is your trusted partner across cloud, applications, security, data, and infrastructure.

- A Leader in the 2020 Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide
- 3,000+ cloud experts
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 150+ countries
- 5 Times Microsoft Hosting Partner of the Year
- 2,350+ Microsoft technical certifications worldwide
- 750 Azure Certification Worldwide
- 19+ years of Microsoft Technologies experience

Comprehensive Azure capabilities



Fanatical Experience™

Experts on your side, doing what it takes to get the job done right. From first consultation to daily operations, Rackspace combines the power of always-on service with best-in-class tools and automation to deliver technology when and how you need it.

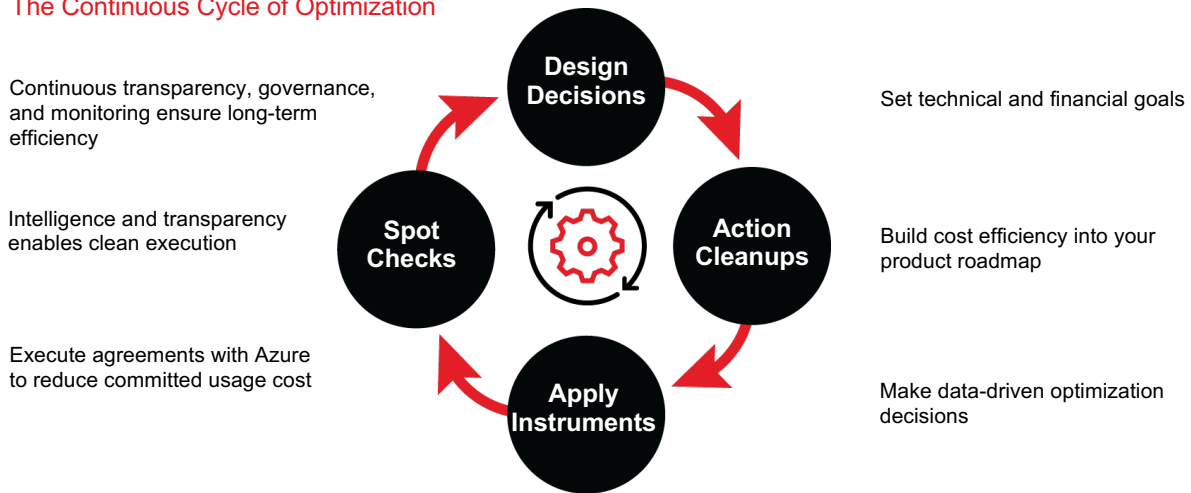
¹ <https://www.gartner.com/smarterwithgartner/4-trends-impacting-cloud-adoption-in-2020/>

² <https://www.gartner.com/en/documents/3901768/your-90-day-action-plan-to-control-public-cloud-spend>

Want to gain more insight and visibility into your Azure spend?

Cloud computing requires continuous monitoring, analysis, and adjustment to ensure that you are not wasting resources and that the resources you are investing in are driving your business forward. Concerns such as uncontrollable spend, difficulty understanding cloud pricing models, failing to right size your environment, and keeping pace with Azure innovation are all common consumption pitfalls that cloud adopters may face

The Continuous Cycle of Optimization



The Value of Partnering with Rackspace Technology

By choosing Rackspace and the Optimizer+ Service Block for Azure, you gain the peace of mind that comes with knowing you are getting the most out of your investment. With continuous cost and performance optimization you know that not only is your financial investment being spent wisely, but that you are getting peak performance from your Azure workloads. Also, with 24x7x365 access to Azure experts, you know you will be ready for whatever this changing market throws at you next.

Full-spectrum Azure support and management services

As a leading cloud services provider, Rackspace Technology understands that no two cloud journeys are the same. Cloud support and management requirements vary from organization to organization and change over time. This is why we created Service Blocks which allow you to easily add, subtract, or combine services to address your challenges as your needs and requirements evolve over time.

Rackspace Service Blocks allow you to get the exact solutions required to address your unique needs — delivered by specialized teams that meet you exactly where you are on your cloud journey. Rackspace Service Blocks offer flexible, customizable cloud solutions to solve your constantly evolving challenges — regardless of where you are in your cloud journey.

Additional Service Blocks for Azure include:

Architect & Deploy: Certified cloud architects design, build and deploy your cloud infrastructure to meet your specific requirements, leveraging cloud architecture best practices for optimal performance and reliability.

Discover & Enhance: Align existing public cloud environments with best practices for security, availability, and operational excellence.

Manage & Operate: Reduce the burden of managing, monitoring, and operating your public cloud infrastructure through enhanced tooling and 24x7x365 access to operational support from a team of certified cloud specialists.

Complex Cloud Operations: Gain access to advanced, named technical resources who optimize your public cloud operations and architectural infrastructure.

Rackspace Teams: Collaborate with a team of Azure experts, available on demand, to help move your Azure initiatives forward.