

RACKSPACE PRIVATE CLOUD POWERED BY VMWARE

Now enterprise customers can move out of their data centers and accelerate their adoption of hybrid cloud

Rackspace® Private Cloud helps enterprises expand into the cloud without leaving VMware® investments behind. Take advantage of a single-tenant environment supporting the VMware Software-Defined Data Center (SDDC). Leverage hybrid cloud and transition away from physical data centers, with network virtualization, software-defined storage and a cloud management platform. This is the first time that Rackspace is making available the complete SDDC platform available with any VMware offering.

WHY RACKSPACE FOR PRIVATE CLOUD POWERED BY VMWARE?

Customers can transition on-premises workloads to Rackspace-hosted SDDC environments – a practical way to facilitate enterprise adoption of hybrid cloud while accelerating the move to software-defined infrastructure. Adopting software-defined infrastructure can help you get the most out of existing investments in training, VMware technology and tools.

KEY BENEFITS

- **Single-tenant private cloud:** Rackspace Private Cloud provides a dedicated single-tenant environment in which enterprises can run, migrate and extend on-premises workloads.
- **No retooling or refactoring needed:** Use the same VMware technology that runs in your current data centers, allowing you to migrate and expand without retooling environments or refactoring code.
- **Automation with control:** Central IT can automate the rapid delivery of resources while maintaining control via policy-based governance and enforcement of resource quotas, service levels, and security and compliance standards.
- **DevOps enablement:** IT can promote DevOps by rapidly provisioning infrastructure and application resources to developers while integrating existing delivery and configuration management tools and workflows.
- **On-demand access:** Lines of business receive on-demand access to virtualization infrastructure, apps and custom services so they can accelerate delivery of personalized resources through a service catalog and portal.

KEY FEATURES

- **Software-defined network:** VMware NSX provides virtual networks, logical networking devices, and security groups and policies to optimize network traffic, provide policy-based isolation for app components and enhance security.
- **Software-defined storage:** VMware Virtual SAN delivers enterprise-class secure and operationally efficient storage for VMware environments by enabling faster, policy-based VM deployment managed by the virtualization admin for app components.
- **Cloud Management Platform:** VMware vRealize® Suite is an enterprise-ready cloud management platform for comprehensive lifecycle management, automation, and policy based governance for hybrid cloud environments.

TRUST RACKSPACE

- A leader in the 2015 Gartner Magic Quadrant for Cloud-Enabled Managed Hosting, North America & Europe
- Hosting provider for more than half of the Fortune 100
- 15+ years of hosting experience
- Customers in 120+ countries

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- **End-to-end automated lifecycle management:** Improve efficiency by easily reducing sprawl and right-sizing resource utilization.
- **Rapid delivery of IT services with blueprints:** Automate the delivery of virtual machines, multi-tier apps and custom IT services with pre-built components and the drag-and-drop design canvas in VMware vRealize Automation.
- **Native control over hosted software-defined environment:** Access familiar control panels and easily integrate VMware's RESTful APIs and the vRealize CloudClient CLI without expensive retooling.
- **Enhanced security of single-tenant cloud infrastructure:** Customers can isolate physical infrastructure from networking down to storage.

EXPERTISE

Managed by Rackspace, Powered by VMware:

- Hundreds of VMware Certified Professionals (VCPs) on staff with broad experience, including NSX, vSAN and VROps
- 10+ years of VMware expertise and experience gained from operating one of the world's largest VMware vSphere footprints: 57,000 virtual machines and 10,000 hypervisors
- One of VMware's largest service providers with VMware-validated full SDDC architectures
- 2015 VMware Partner Innovation Award Winner

SERVICE

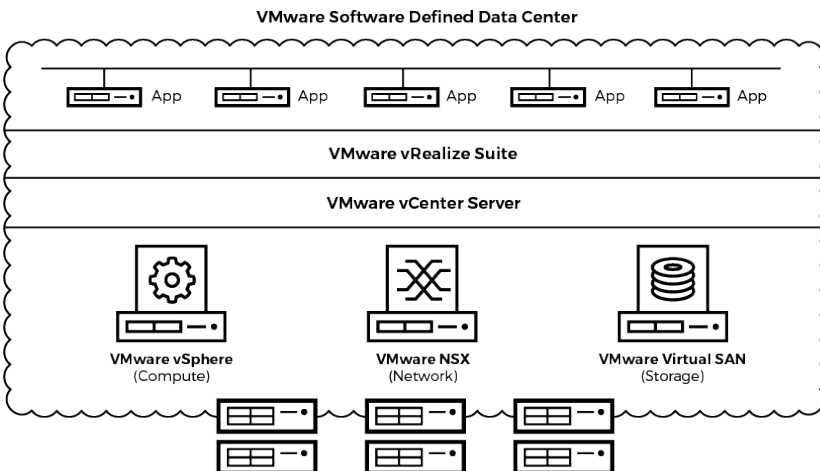
We deliver **Fanatical Support**[®] for the world's leading clouds – it's the specialized expertise and 24x7x365, results-obsessed customer service that's been a part of our DNA since 1999. Rackspace Private Cloud supports our objective to provide the best service for the world's leading technologies, offering:

- Hundreds of VMware-certified professionals available 24x7x365
- Customized delivery focused on business outcomes and IT transformation
- A 100% Network Uptime Guarantee

REFERENCE ARCHITECTURE

In a VMware Software-Defined Data Center, all major infrastructure components are virtualized.

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