

“The future is
already here –
it's just not evenly
distributed yet.”

Leon Blakely

Senior Business Development Manager at
Rackspace


Get in touch:

Call us on **0208 734 8107** or email
housing@rackspace.co.uk

@rackspaceUK
[linkedin.com/company/rackspace](https://www.linkedin.com/company/rackspace)

rackspace[®]





“The future is already here – it's just not evenly distributed yet.”

William Gibson,
The Economist, Dec 2003



A shifting landscape for housing

Be the disrupter or be disrupted.
Traditional organisations must pivot. The pace of change is now too fast for incremental improvements.

rackspace[®]



The only certainty is uncertainty.



Superficial changes won't cut it, boldness is required.



Revolutionise what you do today for a brighter tomorrow.

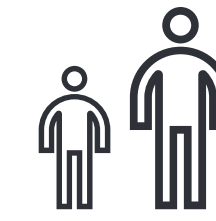


Preconceived and historic business advantages are **no longer applicable.**

The rapid nature of change means that established organisations must challenge themselves more than ever to change.



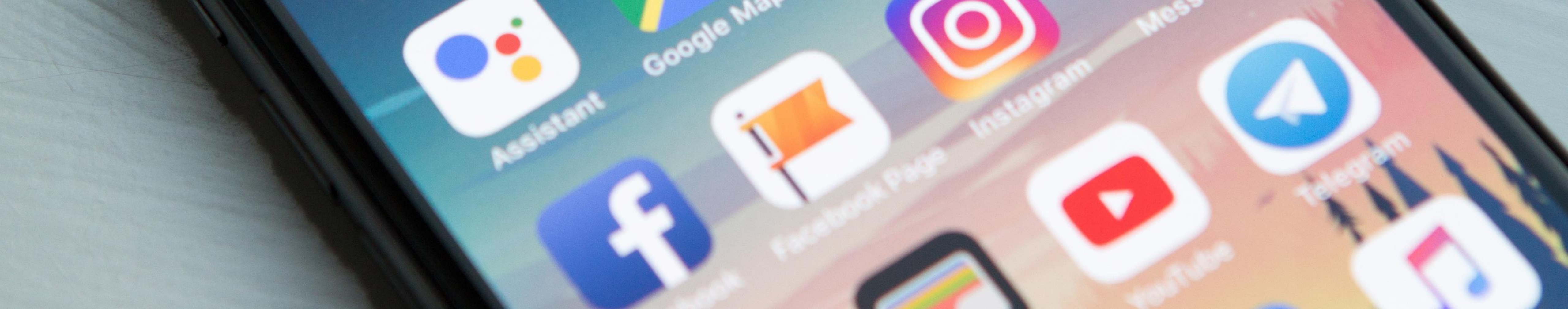
Change that was local & linear has become global & exponential.



Advantage of size no longer true.



**The world expects
everything as a service**



The most popular **social network** worldwide.



Largest **accommodation provider**.

Uber

The world's largest **taxi company**.



Most valuable **retailer**.

No content.

No real estate.

No vehicles.

No inventory.

rackspace

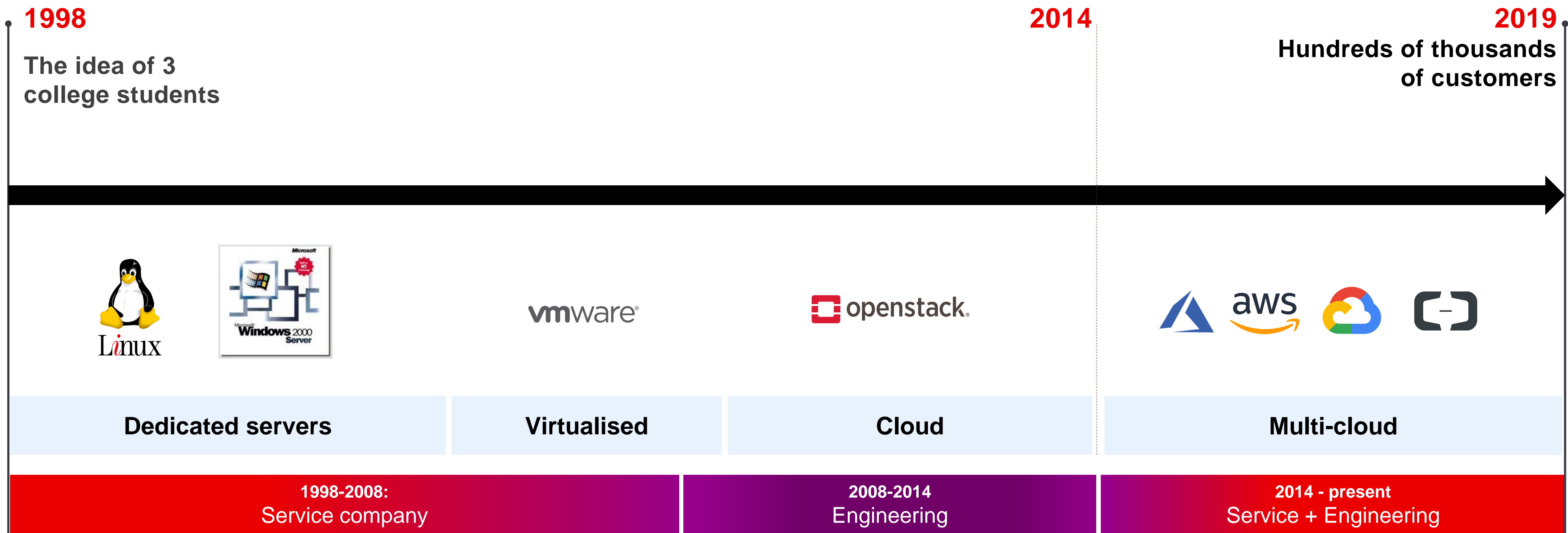
Rackspace's Vision:

**To be recognised
as one of the
world's greatest
service companies**

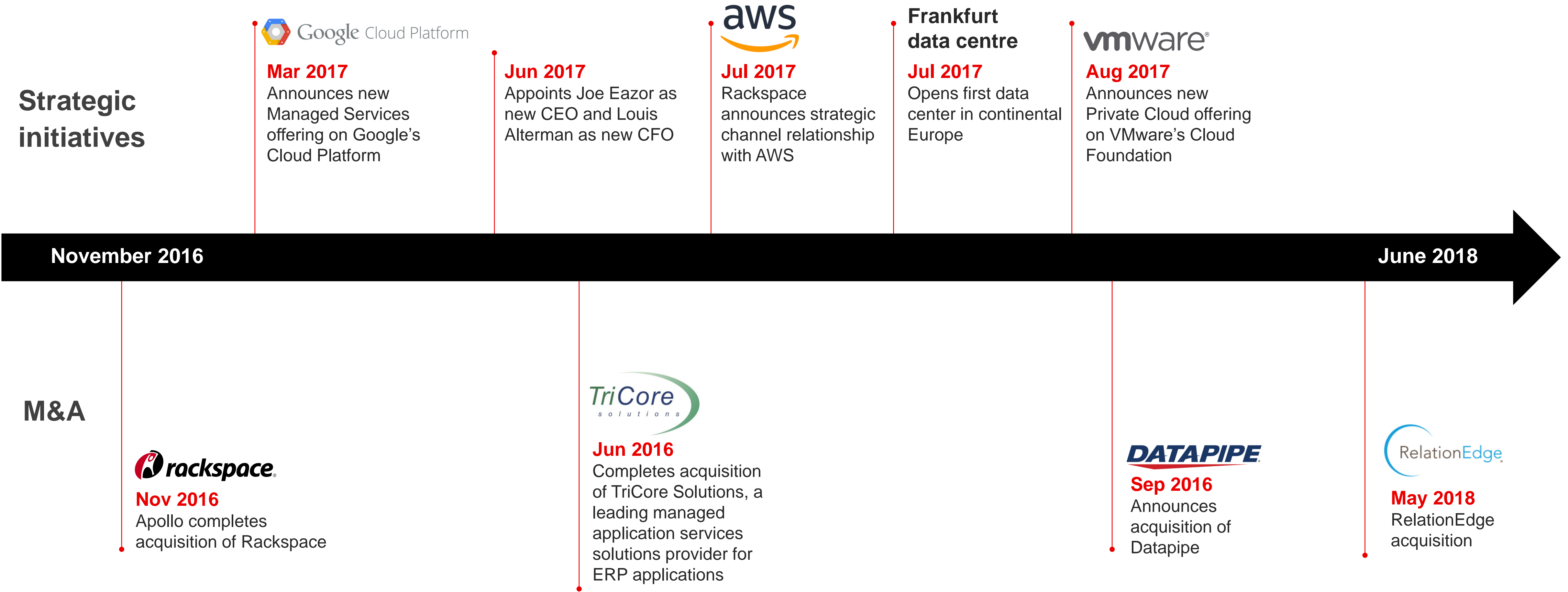
rackspace[®]



Our transformation story



Our transformation story





Rackspace core values



Fanatical Experience
in all we do



Results first
substance over flash



Committed to
greatness



Passion
for our work

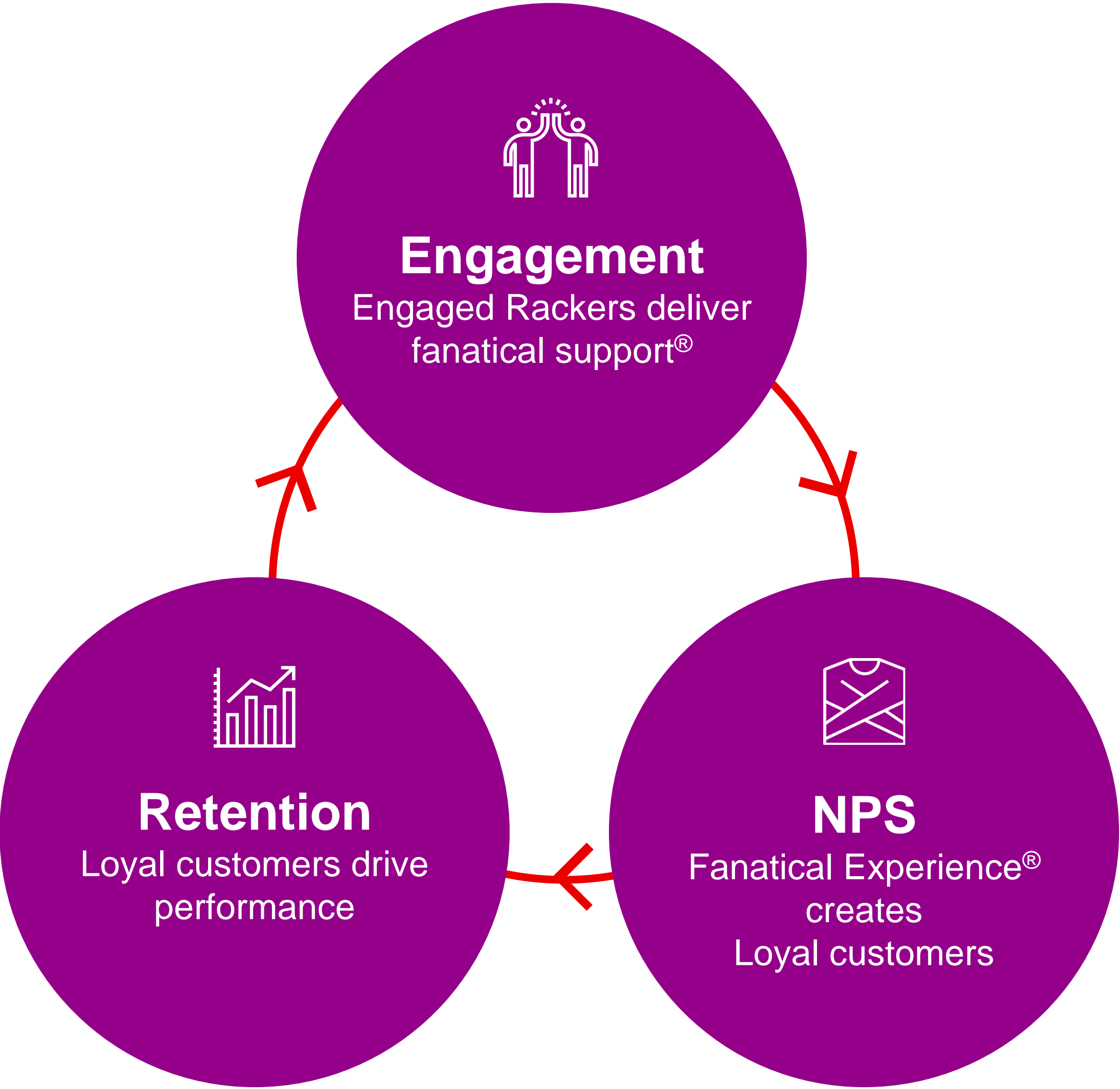


Full disclosure and
transparency



Treat Rackers like
family & friends

Engaged
Rackers deliver
Fanatical
Experience





rackspace



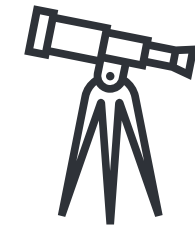
Gartner predicts by 2021, CIOs will be as responsible as Chief Human Resource Officers for culture change

Gartner®

But where do you start?
Re-imagine your business from a
consumer perspective



What would your
organisation look like if
you could start from
scratch?



Focus on the why, not the
what

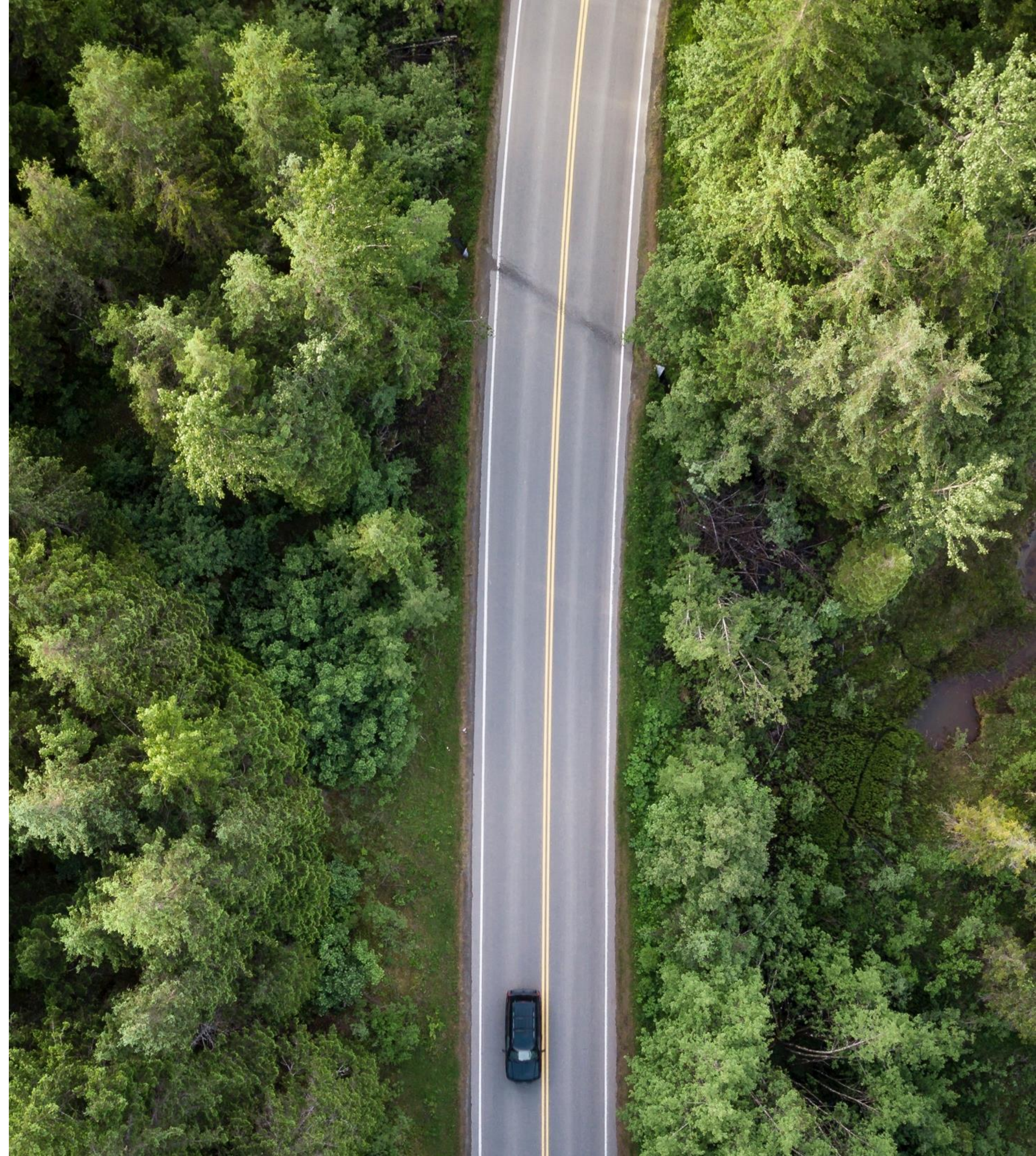
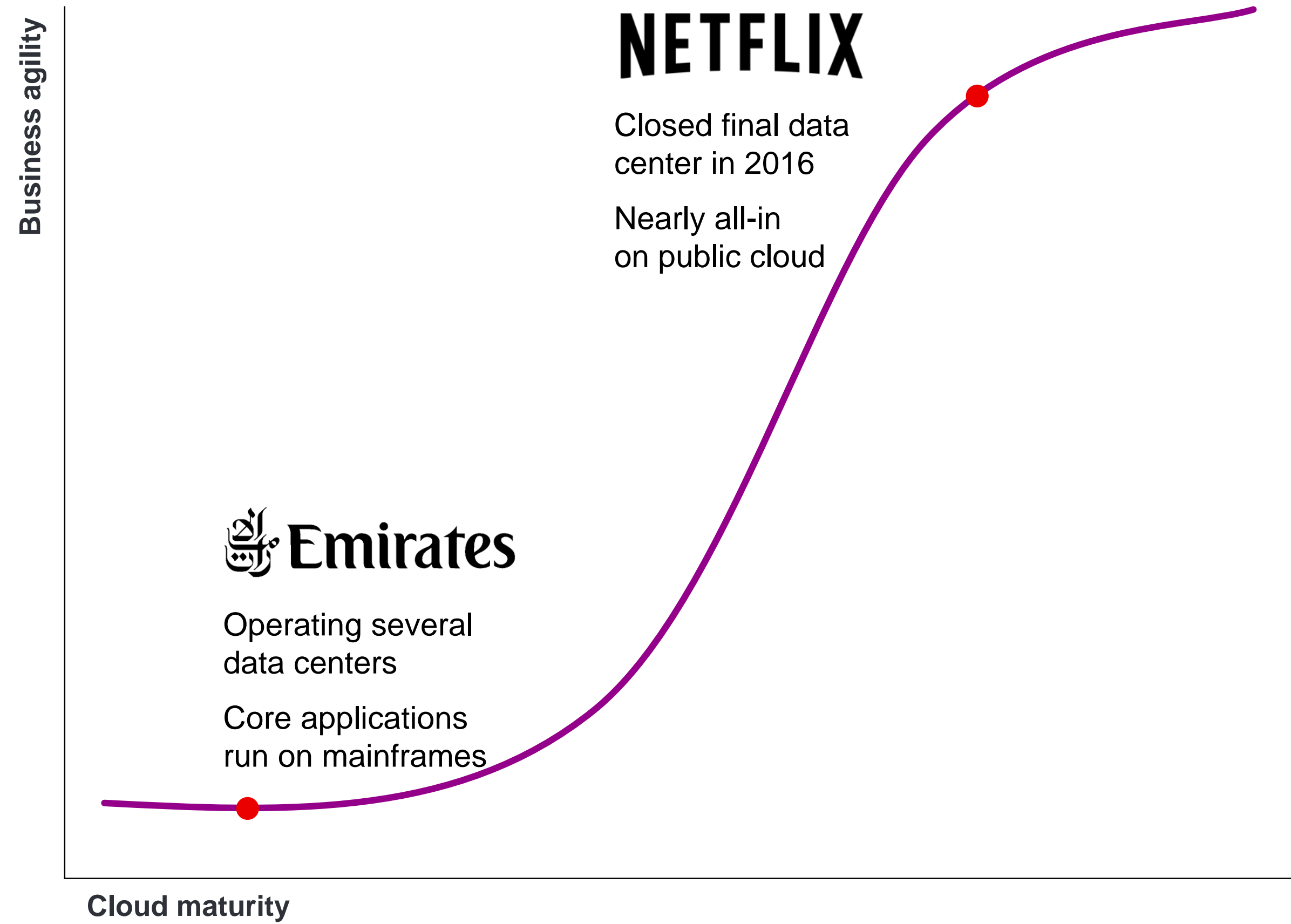


People, not technology, are
key to transform Businesses

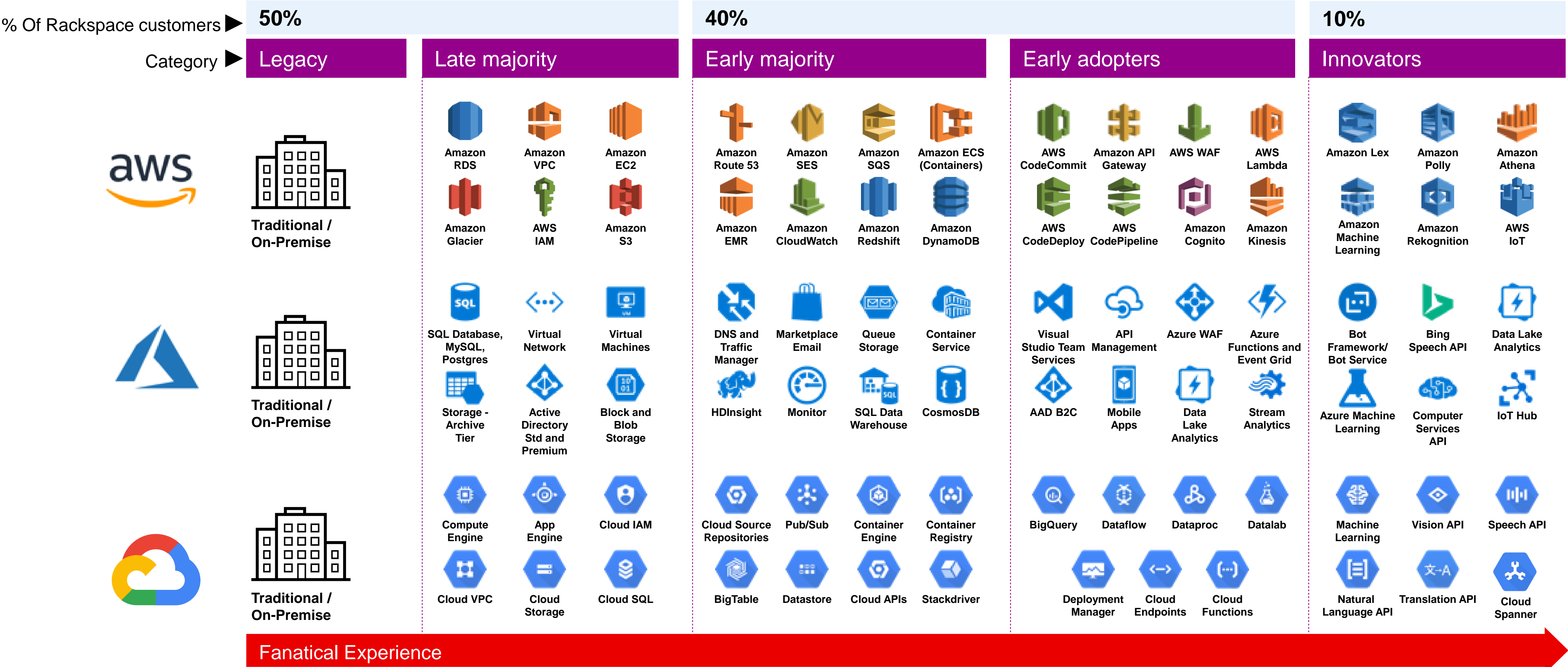


You're not too late

Each company is on a different cloud journey, with different cloud challenges.



Supporting customers wherever they are



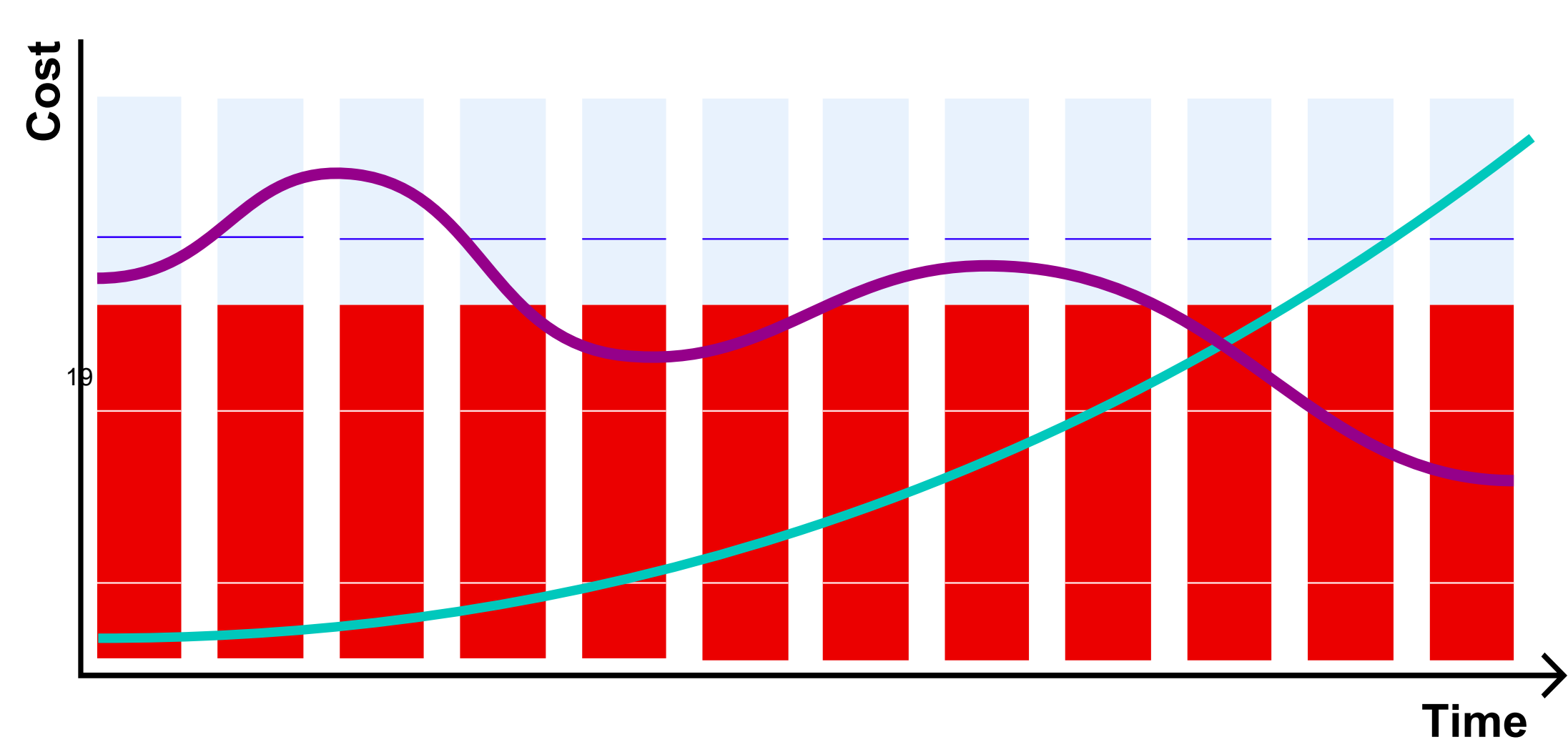
SysOps customers mapping cloud primitives directly to the technology they use today

Customers moving from SysOps to DevOps, focused less on infrastructure & more on code

DevOps customers deploying infrastructure as code and leveraging higher order services to speed time to market

Bleeding edge customers looking to move to purest form of cloud services

Standard Managed Service Engagement vs. Rackspace Service Blocks

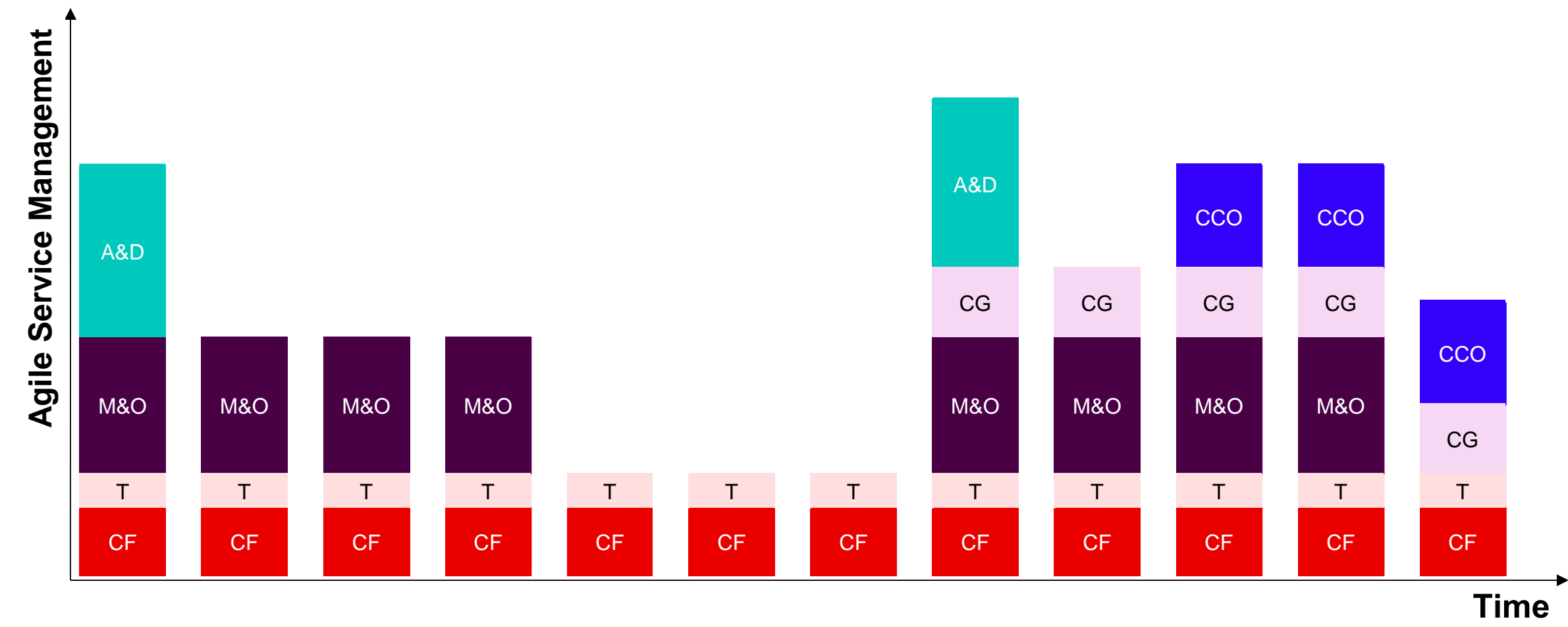


- Aviator

 - 24x7 Management & Support
 - Architecture & Deployment Assistance
- Navigator

 - Portal
 - Tooling
 - 24x7 Support
- Services Used

Cloud Maturity



- CF

Cloud Foundation
- T

Tooling
- M&O

Manage & Operate
- A&D

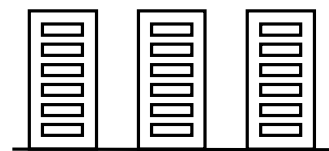
Architect & Deploy
- CCO

Complex Cloud Operations
- CG

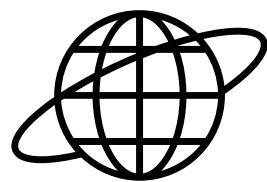
Cost Governance

Delivering
multi-cloud with
the skills,
technology
platforms &
flexibility you
need

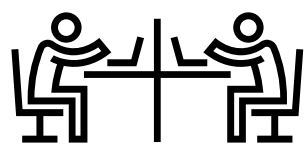
Who we are



Data centres
41 Worldwide



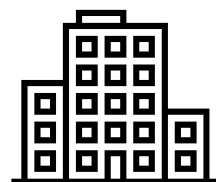
Global footprint
Servicing Customers in
150 Countries



Experts
6,800 Rackers 3,500+
Cloud Experts



Revenue
Over \$2.3B in Annual
Revenue



Fortune 100
We Serve over ½ of the
FTSE 100

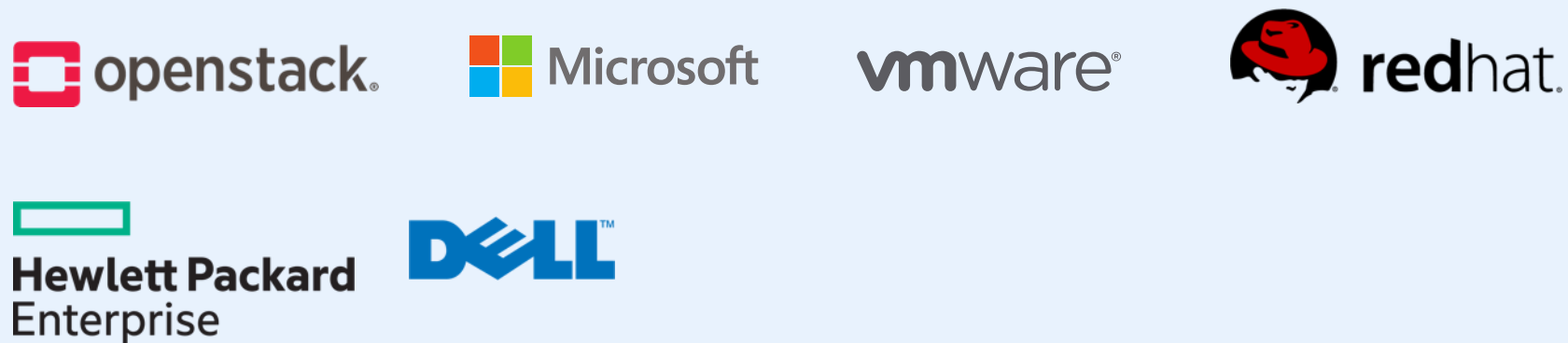
Services

Flexibility to change services as your
business changes

Managed Applications



Managed Private Cloud



Managed Public Cloud



Professional
Services

Managed
Security

Big Data,
Digital Content

DevOps

Colocation



If you could do things differently...

What would you
change?

rackspace[®]

We'd love to hear your ideas.

Get in touch: Call us on 0208 734 8107 or email housing@rackspace.co.uk