

# 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

## CONTACT US

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[www.rackspace.com/vmware](http://www.rackspace.com/vmware)

- **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

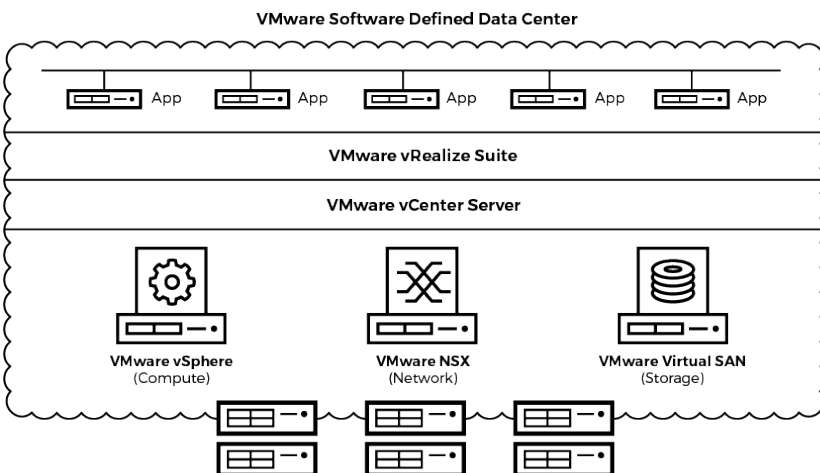
We deliver **Fanatical Support**<sup>®</sup> for the world's leading clouds – it's the specialized expertise and 24x7x365, results-obsessed customer service that's been a part of our DNA since 1999. Rackspace Private Cloud supports our objective to provide the best service for the world's leading technologies,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