rackspace®

AT-A-GLANCE

CUSTOMER'S BUSINESS:
Engage and empower citizens to take action, playing a bigger role in helping shape decisions that affect us all.

CHALLENGES:
Uptime, availability and performance.

RACKSPACE® SOLUTION:
Rackspace Managed Hosting, Dedicated Servers, Cloud Servers, OnMetal Cloud Servers

BUSINESS OUTCOME:
Improved performance and reliability with stronger civic engagement in the U.S.

BRIGADE

Brigade Taps Rackspace Know-How in its Quest to Upgrade Civic Engagement
Brigade projects fast growth along with an enthusiastic audience seeking to take action together via social and mobile.

Over the past 50 years, civic participation has been on the decline in America, leaving some feeling a sense of powerlessness. Brigade wants to reverse this trend, making participation in American civic and political experiences easy, effective, and enjoyable.

Founded in San Francisco in 2014, Brigade is a standalone social media network and iOS/Android app that allows like-minded users to connect based on political and social issues that they care about.

"We want to help make our democracy more vibrant, more participatory and more responsive to the needs of ordinary citizens," said Matt Mahan, CEO of Brigade. "The way we can do that is by helping people come together and take action to help influence decisions and decision-makers."

POLITICAL DEVICES

Technology is already satisfying many needs, often directly from our mobile devices. That isn't the case yet in politics and the arena of ideas. Brigade's goal is to

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"What I've loved about working with Rackspace is how personal it feels. Rackspace really cares about our business, our goals. I've loved seeing Rackspace folks in meetings with our team."

Matt Mahan
CEO, Brigade

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empower and inspire citizens who want to help make the world a better place.

"Uptime and performance become very important when you aim to be a platform," said Shane da Silva, Brigade Software Engineer. "Politics is personal to all of us, and for people to use Brigade with confidence means having high levels of service, availability, and quality. Rackspace gives us that capacity and will help us as we gain users over time."

Because Brigade competes with the likes of Facebook and Google, the start-up demands top-tier infrastructure, intuitive apps and interfaces, and performance at a cost it can afford.

Multi-tenant clouds have limitations, and when Brigade came to Rackspace, it was

"The Rackspace team is very responsive and has helped us through a number of problems. It's great knowing they're on your team, working with you and they're in it for the long haul."

Tom Dooner
Software Engineer, Brigade

instantly able to take advantage of dedicated Rackspace resources, including OnMetal™ Cloud Servers, to increase performance and uptime.

Brigade looked at multiple cloud providers before arriving at their decision that OnMetal architecture would offer them both bare metal resources as well as the flexibility to go with virtual servers.

For Brigade, OnMetal has meant improved performance as well as better reliability. That's because the OnMetal Cloud Servers combine the consistent performance and economy of colocation with the elasticity of the cloud to optimize scaling. "OnMetal for us provides the sweet spot of flexibility and availability so we could spend time focusing on what we needed to do to build the product," said Tom Dooner, Software Engineer at Brigade.

According to da Silva, migrating to Rackspace was easier than Brigade anticipated.

"Being able to provision new machines and spin them up quickly online allowed us to iterate quickly and test as we moved over to the new deployment. We stood up two of these systems at the same time. We had the original one in our physical data center and the one in Rackspace and that allowed us to give us the assuredness that what we were building was going to work when we eventually cut the switch and went over into Rackspace."

FANATICAL ABOUT TOMORROW

Brigade is projecting explosive growth. By working with Rackspace, the organization doesn't need to sink big money into hardware, and its signature application can scale quickly.

"Managing network set-ups is an important benefit we get right away from our relationship with Rackspace," said da Silva. "Leaving that responsibility in someone else's capable hands allows us to focus more on building the actual services that power the product."

According to Brigade executives, **Fanatical Support**® is about accountability. When the unexpected happens, they say, Brigade is confident about the prompt availability of its dedicated Rackspace team, and if need be, the deep access they can tap to Rackspace subject matter experts.

"Rackspace really cares about customer service," said da Silva. "You're working with great people who want to help you figure out your business needs and get things done in a way that takes the burden off."

"We can call in at any point in time and get any questions answered especially when it comes down to the core network security and infrastructure," said John Miller, Brigade Operations Engineer. "The security technicians have been great."

"What we love about working with Rackspace is the incredible personal attention they've given us over the past year," concludes Mahan. "They've asked a lot of questions about our goals, our business model, what we're going to need to scale. I love seeing Rackspace employees in the office meeting with our team, and I've always had the sense that our success is Rackspace's success, and that kind of partnership is a rare thing."