

BUSINESS SOFTWARE

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A Masterclass in transformational hosting for a fast growing SaaS Business

Based in the Netherlands with an established and fast-growing international footprint, Exact (www.exact.com) develops industry-specific on-premises, hosted and cloud-based solutions to support all major back-office business processes. This includes production, logistics, finance and administration, HR, sales and marketing.

Exact currently have over 200,000 small and medium sized business (SMB) clients across a wide range of industries. With demand growing by 40-50% per year, they work in partnership with Rackspace to ensure their hosted infrastructure and business critical solutions perform as promised.

TRANSFORMATIONAL IT

Demand for Exact's innovative cloud-based products was at an all-time high and they needed to radically transform infrastructure to successfully roll out its business model into new territories. Deciding to migrate to a new data centre and build a scalable infrastructure in the UK, Exact set about reviewing the hosting options available.

Despite a track record of success, Rackspace

was not automatically guaranteed the new contract with Exact. Instead Exact conducted an intensive review and tender process before reaching the conclusion that Rackspace remained the best choice to truly transform its business.

"The beauty of what we have built with Rackspace is that we are ready for anything."

Wilco Noordermeer, Infrastructure Manager Cloud Solutions, Exact

Wilco Noordermeer is Infrastructure Manager Cloud Solutions at Exact: *"This was a huge undertaking for our business, but the potential it opened up for us was worth the risk. Migrations are never easy and there is always going to be a trade-off. The trick is to find the right balance between risk, cost and speed. Rackspace did not just stand out because of their experience of working with us, they stood out because they demonstrated the strongest desire to work with us going forward, to help us navigate*

AT-A-GLANCE

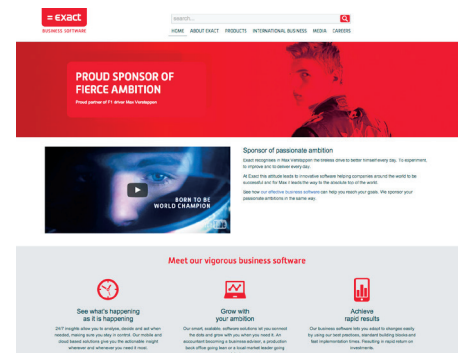
CUSTOMER'S BUSINESS:
Back Office Solutions Provider

CHALLENGES:
Exact needed to migrate to a new data centre and build a scalable infrastructure in the UK.

RACKSPACE® SOLUTION:
Professional Services, Enterprise level managed cloud, IT Transformation

BUSINESS OUTCOME:
Exact migrated 200,000 businesses with zero downtime. This required complete alignment across the board from both an operational and technical point of view.

our way through the process, and to ensure that we never compromised on any of our goals".



Exact develops industry-specific on-premises, hosted and cloud-based solutions

"Rackspace ticked all the boxes, from data centre excellence and cloud innovation, security and compliance, to full support for our Microsoft-based platforms. We have a small internal IT team, and we need confidence that all the plumbing underneath is taken care of so that we are free to focus on the tasks that make a difference to our customers. We have complete confidence that Rackspace can deliver the pre-requisite skills, technology and support we need to

“The skills and experience of the Rackspace team meant that we worked through everything systematically and ironed out any issues quickly. I would say that by any standards it went without a hitch”.

Wilco Noordermeer, Infrastructure Manager Cloud Solutions, Exact

handle both the complex and the day-to-day tasks”.

NAVIGATING THEIR WAY TO SUCCESS

Exact had a clear idea of what they wanted to achieve, but to bring this to fruition required a close working relationship between all stakeholders. With this in mind, the Rackspace Professional Services team collaborated closely with Exact’s internal IT team and engineers. They developed a detailed cloud migration plan to deliver the architectural design needed to best support Exact’s platforms, applications and security requirements, whilst managing the balance between speed, cost and risk of migration.

Wilco explains: *“Together we broke the migration process down into manageable chunks. Following an initial consultative design phase, we quickly moved into a first build phase whereby a small part of the total infrastructure was built to test all the concepts being proposed. This all went extremely well, so we could then build out the full infrastructure and begin to migrate our customers over country by country. At each stage things moved along very smoothly. Of course things were thrown up that we did not expect, but extensive testing and the skills and experience of the Rackspace team meant that we worked through everything systematically and ironed out any issues quickly. I would say that by any standards it went without a hitch”.*

A BESPOKE FUTUREPROOF SOLUTION

In just a few months, Exact were up and running with an infrastructure to meet both its needs, and the needs of customers - now and in the future.

“The beauty of what we have built with Rackspace is that we are ready for anything. Planned growth has been built in, but we can just as easily cope with unplanned growth. We now have a secure, reliable and highly available solution. We can easily roll out additional

infrastructure when we move into new territories, can burst into the public cloud when we need to, and we have the highest possible levels of security and support. We sit right at the heart of our customer’s daily business processes, and Rackspace sit right at the heart of ours”, says Wilco.

A CLOSE WORKING RELATIONSHIP FOR FUTURE SUCCESS

“Rackspace have become a part of our extended team. We can contact them 24/7 and our engineers know they will always get a voice they recognise at the end of the phone. But more than this we regularly meet face-to-face to keep things progressing, keep reviewing and innovating”.

Rackspace and Exact get together every month for a service review, and every quarter to understand further improvements. *“We have complete alignment across the board from both an operational and technical point of view”, says Wilco.*

To this end, Exact are already looking at what can be done next. Wilco explains: *“Now we are settled into our new home and are in a position to drive further improvements and efficiencies. We are looking at further developing and re-architecting our application infrastructure, examining ways to improve our database server design, and perhaps most importantly understand how we can leverage Rackspace’s market leading skills in DevOps Automation to accommodate growth and support our customers more efficiently. We need Rackspace’s support, vast experience and the knowledge of their team to achieve all this. Whatever we do next, and no matter where the future takes us, we will be working with Rackspace”.*

**ALL BACKED BY
FANATICAL SUPPORT**

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