

A CASE STUDY FOR:

LOUD & CLEAR

AUSTRALIAN DIGITAL WEB AND CONTENT AGENCY LOUD&CLEAR DEPLOYS ON MULTI-CLOUDS

Rackspace helps manage platforms with Fanatical Support® for AWS®.

BUSINESS

Digital creative user experience, web design, and content agency.

CHALLENGES

Improve operations, increase scalability and availability and deliver a smoother, high-performance end-user experience using multi-clouds.

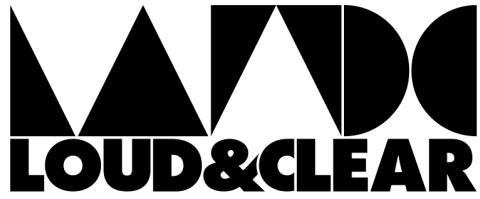
SOLUTION

Rackspace Managed Cloud, **Fanatical Support®** for AWS

OUTCOME

High-performance site infrastructure, flexibility, consistent uptime and faster multi-cloud deployment assisted by Fanatical Support® for AWS from Rackspace.





Specializing in web applications, UX and web design, digital content creation and digital marketing, Melbourne-based agency Loud&Clear helps global brands, large companies and innovative startups discover and connect with modern audiences. Loud&Clear's solutions are forward thinking, user-centric, and help entrepreneurial companies harness innovation to grow their business.

Rackspace is helping power one of Loud&Clear's most high-profile projects, the FanHub fantasy sports platform in Australia, frequented by hundreds of thousands of users daily. To deliver such a high profile project, Loud&Clear needed a support team who not only could understand the complexities of the Fanhub infrastructure, but also help it run better, eliminating many of the day-to-day process bottlenecks that arise with multi-cloud platform. "Prior to partnering with Rackspace, our biggest pain point was dealing with scale and dealing with hundreds of thousands of users all attempting to do the same thing exactly at the same time," explains Ben Beath, Loud&Clear's Head of Digital.

"To deliver the FanHub project to the level we wanted to, we knew we needed additional support," said Beath. "When we started talking with the Rackspace team about our application, they were able to point to other events they had done where they encountered the same pain points and solved them."

"WE'VE PARTNERED WITH RACKSPACE SINCE 2014. OVER THE PAST FEW YEARS WE'VE SEEN A REAL RAPID EMERGENCE OF NEW CLOUD TECHNOLOGIES — THINGS LIKE AWS AURORA, A FANTASTIC TOOL FROM AMAZON WEB SERVICES THAT ALLOWS US TO SCALE MASSIVELY."

BEN BEATH :: Head of Digital, Loud&Clear

The FanHub application enables users to compete in fantasy sports for Australian Football League (AFL), the National Rugby League (NRL) and the football Hyundai A-League (HAL). "Loud&Clear's focus is on building products for big audiences — whether it's a business-to-business portal or a fantasy sports game for sporting code — it's building these products that sort of connect with users on a massive scale," he said.

THE DISCOVERY OF FANATICAL SUPPORT® FOR AWS

The FanHub fantasy sports platform with its complex infrastructure uses multiple hosting providers for different workloads deployed on best-of-breed applications — creating a true multi-cloud environment. "We've partnered with Rackspace since 2014. Over the past few years we've seen a real rapid emergence of new cloud technologies — things like AWS Aurora, a fantastic tool from Amazon Web Services that allows us to scale massively," said Beath.

“WE STARTED TALKING TO RACKSPACE ABOUT AWS AND IT WAS GREAT TO HEAR THAT THEIR ENGINEERS WERE JUST AS EXCITED ABOUT THESE TOOLS AS WELL. SO, WHEN IN 2015 THEY LAUNCHED THEIR FANATICAL SUPPORT® FOR AWS, IT WAS A REALLY NATURAL FIT. RACKSPACE HAS BROUGHT A LOT OF EXPERTISE AND SUPPORT TO OUR TEAM IN ENABLING US TO HANDLE THAT.”

BEN BEATH :: Head of Digital, Loud&Clear

With the announcement of Fanatical Support® for AWS, Loud&Clear was confident that the Rackspace AWS certified experts could provide support for their multi-cloud environment, allowing the agency to focus on building products and experiences. “We started talking to Rackspace about AWS and it was great to hear that their engineers were just as excited about these tools as well,” he said.

“So, when in 2015 they launched their Fanatical Support® for AWS, it was a really natural fit,” he said. “Rackspace has brought a lot of expertise and support to our team in enabling us to handle that. And they also understood the mission critical aspect of what we do and how even a minute downtime at the wrong time can be a huge support event. Rackspace has added an enormous amount of value through having the experience to not only run the infrastructure and manage it, but also come to us with new ideas of how to get the most out of our technology stack.”

USER EXPECTATIONS – PERFECT AND SEAMLESS

At Loud&Clear, web applications like FanHub, UX and web design, digital content creation and digital marketing – user experience is priority. “Our users expect things to be seamless and expect our applications and sites to perform perfectly all the time, and it’s great to have an army of engineers behind the scenes who are helping that become a reality,” said Beath. “And to be able to stand in front of our customer and guarantee thing like 100% uptime is a really great feeling knowing that we’ve got the support tech to pull it off.”

Deploying a multi-cloud solution comes with many challenges. Beath and his team of developers at Loud&Clear know that Rackspace Managed Services supports not only their Rackspace Cloud footprint and DevOps Automation – including their Amazon Web Services platform as well with Fanatical Support® for AWS. “What we get when we work with Rackspace is something a bit different. And I think that’s because they’re inherently curious. Not just about the technology which underpins what we build, which is fantastic, but also about the process that gets us there.”

Beath knows that both customers and users are pleased with the seamless delivery of websites, digital content and fantasy sports platforms with Loud&Clear’s multi-cloud solutions. “I think our customers benefit from our partnership with Rackspace by being able to access at any time of the day, and receive the same experience every time they do it.”

ABOUT RACKSPACE

Rackspace (NYSE: RAX), the **#1 managed cloud company**, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and **Fanatical Support**® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 120 countries, including two-thirds of the FORTUNE 100. Rackspace was named a leader in the 2015 Gartner Magic Quadrant for Cloud-Enabled Managed Hosting, and has been honored by Fortune, Forbes, and others as one of the best companies to work for.

Learn more at www.rackspace.com.

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