

Thru.

Thru Inc., Pioneers of Managed File Transfer in the Cloud

Rackspace hosting services bring Thru the scalability, global connectivity, and flexibility they need, to deliver maximum value to their customers.

Founded in 2002, Thru was the first cloud-based managed file transfer provider with an extensive platform built for the enterprise. Today, Thru operates in over 170 countries and offers the industry's leading file sharing and collaboration solutions to help organizations exchange large files and content securely across the globe. Handling billions of unlimited file size transactions, Thru serves a variety of industries including software, financial services, architecture and manufacturing. Large corporations such as VMware, EMC, HKS, Manhattan Associates, Vocera and Sage trust Thru every day to do business securely.

For Thru's clients, large file-sharing is an essential part of daily business – they need it to work, without exceptions, and often need a solution that can integrate within their existing infrastructure while adhering to strict enterprise security requirements.

Thru differentiates from other providers – by not only offering out-of-the box solutions but by also understanding the unique needs of each customer and customizing their solutions from the portfolio to meet individual needs. Thru also regularly rolls out any new features and capabilities designed for one customer, to the whole customer base, which lets them maintain a

"Rackspace may not be the cheapest company out there but they bring the highest level of value to every one of their services."

Lee Harrison
CEO, Thru, Inc.

AT-A-GLANCE

CUSTOMER'S BUSINESS:

Thru, Inc. is a comprehensive enterprise file-sharing and collaboration service that helps businesses around the world safely and seamlessly exchange and collaborate on files in real-time, whether on premises or in the cloud.

CHALLENGES:

Thru, Inc. has clients around the globe, many with strict security requirements and mission critical operations. The nature of their service makes scalability essential: a single new client may bring thousands of individual users with terabytes and terabytes of data.

RACKSPACE® SOLUTION:

Rackspace Managed Hosting, Rackspace Private Cloud

BUSINESS OUTCOME:

With Managed Cloud, Thru gains global connectivity and instant scalability, with the ability to easily modify their platform and deploy new features without downtime.

single easy-to-deploy platform and provide maximum value to all of their clients.

RETURNING TO RACKSPACE

Thru first became a Rackspace client more than a decade ago, when both companies were in their early days, but CEO Lee Harrison says Thru reluctantly had to leave Rackspace because the two companies were growing at different rates and Thru needed global reach before Rackspace was able to deliver it. Their early experience with Rackspace was so stellar, Harrison says, that they were always hoping to return. Today, Thru's platform is deployed at Rackspace data centers on four continents, with all components of their service communicating seamlessly through Rackspace. "As soon as Rackspace became more globally capable we couldn't wait to come back," says Harrison. "Rackspace may not be the

"When we talk to the Rackspace support people they take the problem on as their own and they work with us to solve it," he adds. "They don't just give us a canned answer and leave us with the customer — they're part of our team. **Fanatical Support®** means our problem is as important to Rackspace as it is to us."

Sergey Arutiunov
CTO, Thru, Inc.

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SCALABILITY, GLOBAL CONNECTIVITY, AND FLEXIBLE VIRTUALIZATION

Sergey Arutiunov, Thru's CTO, says in his view there are three main benefits to Rackspace Managed Cloud: Fanatical Support and 24x7x365 access to teams of specialists, global connectivity, and flexible virtualization, which means Thru can scale instantly and easily reconfigure their platform, without new hardware or downtime. The ability to scale is especially crucial given the nature of Thru's service: "When a new customer signs up for Thru, it could be with a requirement spanning tens of thousands of people and terabytes and terabytes of data," he explains. "With Rackspace, we don't have to feverishly think about where to get the new hardware or how to install it, how to get it to work. We just have to talk to the Rackspace guys and say, 'OK, we need more capacity, more bandwidth, more storage, and more infrastructure,' and Rackspace will make it happen. That's what the Managed Service is."

A CHAIN OF SUCCESS

Both Arutiunov and Harrison say it's the personal touch that sets

Rackspace apart from its peers. "Rackspace is a people company," says Arutiunov. "Instead of having an automated response to everything, or automated emails and portals, Rackspace provides teams of specialists in every area. And those teams, in addition to being available to us, are available to our customers, as part of the united team of Thru and Rackspace. So if a customer has an issue, we can combine the Rackspace team in addition to Thru's support team, to help analyze and resolve the situation. When we talk to the Rackspace support people they take the problem on as their own and they work with us to solve it," he adds. "They don't just give us a canned answer and leave us with the customer — they're part of our team. Fanatical Support means our problem is as important to Rackspace as it is to us."

"I've met with so many guys at Rackspace and they're all genuinely concerned about our business, about making us successful," added Harrison. "That's important to me because I look at my own customers as looking at Thru to make them successful. We've got to have a service partner behind us that sees that as well. If we have a chain of service partners providing service back to a customer and we're all focused on customer success, it's going to happen. We're all going to be successful and the customer's going to be happy... We have a lot of vendors and providers that we work with daily, but the guys over at Rackspace really stand out."

**ALL BACKED BY
FANATICAL SUPPORT.**

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