



Xero Makes Beautiful Accounting Software Faster with Focus on Growth, Performance

Rackspace Managed Cloud provides power and agility to get new products to market faster.

Since 2006, Xero has been providing online, cloud-based accounting software for small and medium-sized businesses. Today with more than 370,000 paying customers in over 180 countries, the company seeks to help customers do their accounting a lot more efficiently, using elegant design and products incorporating mobile functionality to increase accessibility.

"Xero creates a beautiful experience for our customers anywhere they are and also gives back time to businesses," said Duncan Ritchie, Chief Platform Officer of Xero. "Since 2007, Rackspace has helped us scale the business from startup into the global company we are today."

To simplify transactions and services, Xero integrates with banks and provides real-time reconciliation. The real-time information and graphics lets Xero users not only automatically reconcile transactions, but also gives an overall view of finances. Xero's customer base is doubling (on

average) every year, and the company has experienced heavy demand around its iOS and Android features.

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Duncan Ritchie,
Chief Platform Officer, Xero

CUSTOMER'S BUSINESS

Global leader in online accounting software.

CHALLENGES

Assume greater control, scale and speed in meeting booming customer demand via dedicated solutions that improve development, testing and quality.

RACKSPACE® SOLUTION

Rackspace Managed Cloud, Dedicated VMware® vCenter Server™, bare-metal Dedicated Servers, Critical Application Support

BUSINESS OUTCOME

Having doubled its customer base in the past year, Xero is offering the industry's best possible experience, with website speed improvement since moving to the Rackspace Managed Cloud.

Already experiencing rapid growth for several years, Xero has been accelerating entry into new markets worldwide, including the United States, the United Kingdom, Australia and Asia. Being global brings its own challenges in terms of making sure the accounting rules and the engine is right for those specific countries.

DEDICATED VMWARE VCENTER SERVER DELIVERS CONTROL

Right now, Xero is seeing greater demand for its services, which requires new environments to be able to deliver new features for those markets. This surge in interest means that Xero must deliver new features faster in each country, and in each environment.

Dedicated vCenter assists Xero not only to improve its agility with testing and development, but also with releasing new features into production. In addition, it gives Xero access to the VMware vSphere®

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API, which enables them to control their hosted infrastructure at Rackspace.

Dedicated vCenter is a managed service enabling the natural extension of Xero's on-premise VMware environment into Rackspace's infrastructure, helping Xero increase its agility with testing and development, and with releasing new features into production. In addition, it gives Xero access to the VMware vSphere® API, which enables them to control their hosted infrastructure using the same tools, scripts and processes that are already being leveraged in their on premise environment.

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XERO FINDS EFFICIENCY AND COST SAVINGS

Before selecting Rackspace as their managed VMware services provider, Xero had already standardized on the use of Windows

PowerShell® scripts across platforms to help them automate the provisioning of VMs. By exposing the vSphere API, Rackspace enabled Xero to leverage their investment in scripting. "Automation and orchestration are all part of the ability to respond faster, and Rackspace gives us the ability to react quickly with automated build capabilities, but also to automate our testing and quality assurance," said Duncan Ritchie, Chief Platform Officer, Xero.

The result: significant improvements in both efficiency and time. The Dedicated vCenter offering has enabled Xero to spin up environments much faster than before, slashing what had been an hour-long process to less than 15 minutes.

"This Rackspace solution has reduced our costs by roughly 40 percent, but it's also given us a lot of efficiency savings through the automation, the API, and access to VMware vSphere, saving time for our engineers," said Ritchie. "This gives us the power, but also the agility to respond quickly. We can get new features out to market faster. Within Xero, multiple development teams worldwide can access these environments. And the vSphere solution gives us the ability to spin up new environments and features at will."

**ALL BACKED BY
FANATICAL SUPPORT.**

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