

A CASE STUDY FOR:

SALMON

BUSINESS

Salmon is a global systems integrator, specialising in developing and supporting integrated eCommerce and e-Insurance solutions.

CHALLENGES

To provide hosting solutions for their customers' multi-channel commerce environments.

SOLUTION

Flexible, scalable hosting solutions and a business relationship that supports Salmon's new business function.

OUTCOME

Reliable application management and technical support that enables Salmon to focus on their new business developments.



Salmon defines and delivers market-changing ecommerce solutions and customer journeys for the world's leading brands. Founded in 1989, with offices in London, New York, Beijing and Sydney, Salmon has over 500 experts in commerce and multichannel supporting client platforms that drive \$5 billion in revenue annually across retail, distribution, manufacturing and insurance. Brands include Argos, Audi, dfs, Game, Halfords, Selfridges & Co.

UNIQUE 'ACCELERATOR' REDUCES DEVELOPMENT TIME

Much of Salmon's success can be attributed to their innovative deployment of IBM's WebSphere Commerce product which is enhanced with their own unique accelerator SAFE™ (Salmon Application Framework for eCommerce). SAFE™ facilitates the rapid delivery of very sophisticated eCommerce solutions and significantly lowers the risks inherent in launching a new eCommerce capability, or replacing an existing eCommerce platform. Salmon's business methodology had enabled the company to expand throughout the world, offering competitive, operational and financial advantages to clients in a number of key market is including the UK, US, Australia and China.

DELIVERING SOLUTIONS TO PLAN

Richard Bailey is Director of Application Management & Support at Salmon, "Our clients trust Salmon to quickly understand their business needs, create realistic development schedules, and efficiently deliver solutions to plan - all of which is based around an ethos and performance guarantee that virtually removes all the financial risk from successful project roll-outs."

Richard went on to say, "Another key factor in the success of our offering is the hosting partnership we have with **Rackspace Hosting**. This has played a significant part in our success because of the reliability and unsurpassed technical support offered by the company."

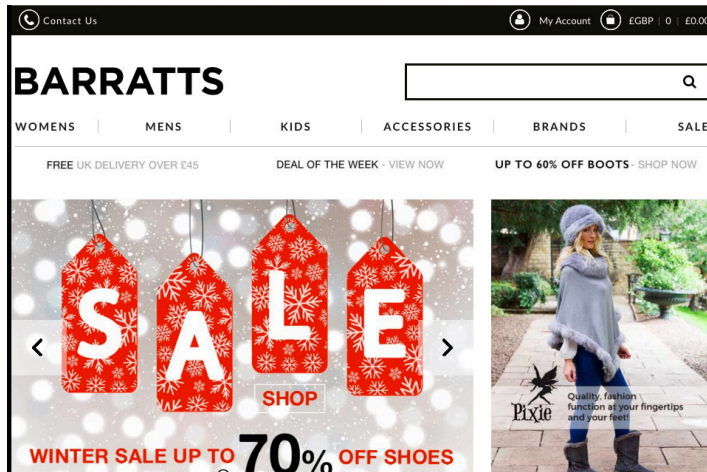
Richard said, "Our customers' demands are very high, with sophisticated multi-channel commerce environments combining web, catalogue, store and mobile channels. To meet their demands we integrated a number of solutions that complement and enhance SAFE™ and the performance of our customers' commerce environments. It's essential that these partners reflects the same approach to quality and support that we do, and is why in the context of hosting, that we entered into a formal agreements with Rackspace as our preferred hosting partner".

“ RACKSPACE OFFERS US A HIGHLY PROFESSIONAL SALES AND SUPPORT TEAM THAT MATCHES OUR OWN ETHOS OF CUSTOMERS FIRST ”

RICHARD BAILEY : Director of Application Management & Support at Salmon

FLEXIBILITY AND SUPPORT

Richard revealed, "The reasons for choosing Rackspace are many. Apart from the obvious hosting expertise and remarkable Fanatical Support, Rackspace offers us a highly professional sales and support team that matches our own ethos of "customer's first". They have immense flexibility and an unmatched technical support response that focuses on finding a solution to a problem, rather than raising an objection or trying to apportion blame to a third party."



SAFE™ facilitates the rapid delivery of very sophisticated eCommerce solutions

SIGNIFICANT COMMERCIAL ADVANTAGE

Richard added, "Working alongside our Rackspace client support team affords us significant commercial advantage. We are able to bring all the elements required for a quote and present a tender document to a potential client that is very near a finished solution, even at an early negotiation stage. This makes our job far easier as it adds huge credibility and improves the likelihood of success as we remove a great deal of the cost uncertainty from the outset."

An instance of Rackspace's willingness to react to a situation arose when Salmon had to prepare an urgent eCommerce proposal for a very large new customer. Incredibly, Rackspace was able to prepare a fully priced and branded proposal to match Salmon's tender in less than 4 hours! And the results? A new business win for Salmon and Rackspace.

BEYOND THE NORM

The Rackspace Hosting business is based on a willingness to go above and beyond the norm. Richard Bailey outlined two areas where this manifests. "With Rackspace we are jointly investing in R&D to develop a state of the art pre-production environment for potential eCommerce clients. However, I am particularly pleased the Rackspace have developed specific processes with Salmon that streamline the time to market of the solutions we design, build and support.

Richard summarised, "These are just a few instances of how Rackspace has made a tangible difference to our business, but it is the everyday ability to bring new servers on line in a few hours and to offer practical support and technical intervention before problems occur, the make them stand out as the world's most successful business hosting company, and the perfect commercial hosting partner.

IT RESOURCE FOCUSED ON NEW BUSINESS

The partnership with Rackspace has enabled us to focus out IT resources on new business developments rather than having to worry about supporting servers - something Rackspace does every day for 365 days a year. It makes business sense to concentrate on areas where we can add value and allows us to be more competitive in an ever changing market. I certainly would not hesitate to recommend Rackspace to anyone who has a website that is a key factor in their business, or builds and operates websites on behalf of their own customers."

ZERO DOWNTIME

Salmon's clients tell a similar story. A spokesperson at Barratts, the well known shoe retailer, said "From an application management and technical support aspect, Salmon has been phenomenal from day one. In the three years we've been live, we've not had one minute of unplanned downtime, which is truly amazing. We have had fantastic success in our working relationship with Salmon and I think this will continue well into the future."

“ WE ARE DELIGHTED TO PARTNER SALMON IN THE
PROVISION OF HOSTING SERVICES FOR THEIR COMPLEX
ECOMMERCE DEVELOPMENTS. ”

BRIAN THOMSON : Managing Director at Rackspace Hosting EMEA

A HOSTING PARTNER FOR DEVELOPERS





Brian Thomson is Managing Director of Rackspace EMEA, “we are delighted to partner Salmon in provision of hosting services for their complex eCommerce developments. It is hugely important to us that we are recognised as the hosting partner of choice by the application developers and web experts that create incredibly complex and reliable eCommerce sites for clients throughout the world. Working alongside Salmon has enabled us to gain huge experience in the provision of economic and reliable hosting infrastructures and paved the way for cloud development with large eCommerce applications.

For more information on developing and implementing successful eCommerce sites, visit Salmon’s website at www.salmon.com. Visit www.rackspace.co.uk to find the latest hosting trends and information for eCommerce solutions. Alternatively, please call us for FREE hosting advice on **0800 988 0100**.

WOMENS

MENS

KIDS



SALE

CUSHION WALK

Womens Kacy Black Trim
Detail Sporty Ankle Boot

~~Was £29.99~~
Now £18.99

VIEW NOW

SALE

BARRATTS

Brown Knee High Boots
Womens ALEXIS BROWN

~~Was £39.99~~
Now £21.99

VIEW NOW

SALE

BARRATTS

Womens Amberley Black
Boot

~~Was £29.99~~
Now £19.49

VIEW NOW

SALE

BARRATTS

Womens MORDEN Black
Stacked high heeled knee
high boot

~~Was £49.99~~
Now £29.99

VIEW NOW

BIRKENSTOCK

Kickers

Hush Puppies

SKECHERS

Lotus

VIEW ALL
BRANDS

JOIN US FOR
EXCLUSIVE
OFFERS

Enter Email To Join...



ABOUT RACKSPACE

Rackspace (NYSE: RAX), **the #1 managed cloud company**, helps businesses tap the power of cloud computing without the challenge and expense of managing complex IT infrastructure and application platforms on their own. Rackspace engineers deliver specialised expertise on top of leading technologies developed by OpenStack®, Microsoft®, VMware® and others, through a results-obsessed service known as **Fanatical Support®**.

Learn more at www.rackspace.co.uk

5 MILLINGTON ROAD, HAYES, LONDON, UB3 4AZ
SUPPORT: **0208 734 2700** SALES: **0208 734 2600**

© 2015 Rackspace US, Inc.

Rackspace® and Fanatical Support® are service marks of Rackspace US, Inc. and are registered in the United States and other countries. All other trademarks, service marks, images, products and brands remain the sole property of their respective holders and do not imply endorsement or sponsorship.

This case study is for your informational purposes only. RACKSPACE MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS CASE STUDY. All customer examples and the information and results illustrated here are based upon the customer's experiences with the referenced Rackspace services and are not necessarily indicative of the future performance of Rackspace services. Rackspace detailed services descriptions and legal commitments are stated in its services agreements. Rackspace services' features and benefits depend on system configuration and may require enabled hardware, software or additional service activation. Actual cost of specific hosted environment and performance characteristics will vary depending on individual customer configurations and use case.

