

elevaate

Innovative retail start-up unlocks online opportunity

Spotting a gap in the market is something every business hopes for. But Elevaate, the brainchild of the team behind pioneering online baby superstore Kiddicare.com, did just this.

A start-up team with immense credibility and experience, Elevaate have identified an outstanding and untapped opportunity to help retailers create real-time, promotional space on their websites, and give suppliers the opportunity to merchandise their products and replicate proven offline practices in the online space. Elevaate gives retailers real-time flexibility to serve products into their customer's experience at any stage of their journey. Since the typical CMS governs which products are displayed where - by definitions such as price, category, date - this almost instant flexibility has not been possible before, even on the most advanced retail websites.

A huge success in an incredibly short time, Elevaate has attracted the attention of leading retail giants and has been named the Retail Week Start-up of the Year 2015.



Elevaate were 2015 Retail Week Start Up of the Year

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Ken Platt, COO at Elevaate

Elevaate is a cloud based platform. It offers the highest levels of scalability, availability and security and it works seamlessly with

AT-A-GLANCE

CUSTOMER'S BUSINESS:
Retail Cloud Platform

CHALLENGES:
Elevaate needed a hosting provider that could build, deploy and manage a robust, high performance infrastructure delivering highest possible levels of availability, security and cost effectiveness.

RACKSPACE® SOLUTION:
Private Cloud, Applications

BUSINESS OUTCOME:
With Rackspace, Elevaate were able to get to market quickly and now have live environments in place for four leading retailers with more set to launch by the end of 2015. Their site serves a million impressions a month, a figure that is growing significantly all the time.

any retail platform. To achieve all this it is built on Rackspace.

AIM HIGH

Elevaate were aiming high from day one. They wanted to get out of start-up mode as quickly as possible. They knew they had an outstanding opportunity, that there was demand no one had capitalised on, and they had assembled a world-class team made up of technologists, retailers and marketers, digital commerce experts, and CEO's to make it happen. But they also knew that they needed the right support to assist them in bringing their idea to fruition and making it a success.

For Elevaate, based on reputation, innovation in cloud technology and the experience of taking start-ups and getting them on the road to success as quickly as possible, there was only one choice – Rackspace.

Ken Platt is COO at Elevaate: "As a start-up, we had the opportunity to do something revolutionary. Designed from the ground up

“Rackspace has not let us down. We have no performance issues and consistently high availability at all times. The infrastructure has scaled seamlessly as each new customer has come on board, and we have been able to take them live quickly, something that really means the difference between success and failure for any new business”.

Ken Platt, COO at Elevaate

our platform utilises modern DevOps techniques and a cloud hosted infrastructure to ensure it is capable of massive growth. Almost everyone in our team had worked with Rackspace previously, and we had all had fantastic relationships with the team there. They were really the natural place to go. We did not look anywhere else”.

“The Rackspace Private Cloud offered the perfect hosting model for our needs. Our cloud platform delivers content directly onto our customer’s web sites, therefore the infrastructure must be completely robust, delivering consistently high performance, availability and the highest levels of security”.

THE FIRST SIX MONTHS

As a Rackspace start-up customer, Elevaate worked with a dedicated business development consultant, as well as a wider team of specialist technicians, to build and deploy a customised hybrid cloud solution for their needs.

Elevaate have dedicated hardware and infrastructure to guarantee performance and security across the platform, combined with the Rackspace Private Cloud, run on OpenStack virtualization, to achieve the highest levels of scalability, flexibility and availability.

“For us, this is a fantastic split of responsibilities” says Ken. “We own the management of virtual machines, storage and network - we can rapidly deploy the application as we please whilst Rackspace run the hardware, the Openstack virtualization itself, and all aspects of security to underpin our platform with resilient infrastructure we require for our customers. Using this approach, we have managed to deliver extremely predictable performance characteristics, whilst maintaining flexibility on how we deploy the applications that we deliver”.

As a result Elevaate were able to get to market quickly. Ken explains: *“The support, advice and technical skills Rackspace provided us with during the first six months were absolutely crucial. We had the appropriate solution for our immediate needs and an infrastructure built to grow with us. We hit our target launch date with ease”.*

SERVICE BEYOND THE TECHNICAL

“The support we received from Rackspace every step of the way was superb” says Ken. “Having a dedicated point of contact was invaluable, we fostered a great working relationship from day one, and communication throughout those early days was fantastic. We felt like we were a priority for Rackspace, they became an extension of our team and this left us free to focus on establishing our business”.

But as a Start-Up Programme member, the service delivered by Rackspace went well beyond the technical. Rackspace not only helped Elevaate manage their early infrastructure costs by designing a minimal pilot that could be improved and scaled over time, but went the extra mile to connect Elevaate with other SME’s both in the UK and US. This provided additional valuable commercial insight into how Elevaate’s unique offering could be further adapted by taking advantage of reference architectures.

UNPRECEDENTED SUCCESS

Elevaate is making a big noise in the retail and FMCG supplier market. They now have live environments in place with four leading retailers with more set to launch by the end of the year. Their site serves a million impressions a month, a figure that is growing significantly all the time, and they have already taken steps to grow the business internationally with their first Australian client.

Ken explains, *“We are tracking on our targets and retailers and suppliers are seeing the benefit of our solution. During this growth period Rackspace has not let us down. We have had no performance issues and consistently high availability at all times. The infrastructure has scaled seamlessly as each new customer has come on board, and we have been able to take them live quickly, something that really means the difference between success and failure for any new business”.*

A SOLID FOUNDATION FOR GROWTH

"We are on a journey and the future is very exciting. The opportunity here is sizable, we are providing retailers with a real opportunity to maximise on what can be achieved digitally. Even a conservative estimate would put the potential market open to us at around £2.3 billion in just the UK alone. We have a strong foundation in place and are driven by a desire to keep innovating".

To this end, Elevaate are already looking towards future enhancements to the platform, such as DevOps automation, DR and active-active configurations across multiple data centres. *"As we move through our developmental journey we will continue to work with Rackspace".*

Ken concludes: *"I would recommend Rackspace to any start-up that wants to embrace cloud technology. Rackspace will not only help you do this properly but they will go the extra mile in terms of service".*



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