

A CASE STUDY FOR:

MONEYSWAP

MONEYSWAP FUELS GLOBAL E-BUSINESS EXPANSION WITH RACKSPACE MANAGED HOSTING

How Rackspace Fanatical Support helped the pioneering Fintech company to expand and improve response times with no downtime.

BUSINESS

Financial Technology

CHALLENGES

MoneySwap wanted to transfer their P2P platform from Europe to Asia to improve response time for their primarily Asian-based platform users.

SOLUTION

Rackspace Managed Hosting

OUTCOME

Collaborating with Rackspace gives MoneySwap a worry-free IT solution as it expands its real-time money transfer business without any downtime.





The prospect of connecting China's 800 million UnionPay customers to the rest of the world is the stuff that dreams are made of for MoneySwap, PLC. The company, listed on the London Stock Exchange (LON: SWAP), is headquartered in Hong Kong with offices in the Philippines, Taiwan and the UK. The company provides merchants around the world access to MoneySwap's payment via UnionPay certified gateways, accepting payments from UnionPay cardholders for online and point of sale purchases.

An estimated 100 million Chinese will be travelling abroad in 2016, and at present, they are only allowed to take up to US\$5,000 out of the country. This of course limits their spending power when overseas. However, if they take a UnionPay card abroad, tourists can have unlimited access to their funds if the merchant accepts UnionPay. MoneySwap's payment gateways allow this access, and with the unique service they offer, they needed a unique hosting partner that would offer industry-leading service-level agreements, support and reliability.

THE HUNT FOR A HOST

As the company expanded, they wanted to move their IT focus to Asia and find a hosting partner with a results-driven, can-do approach. "We needed to transfer our P2P platform from Europe to Asia to improve response time for our platform users who are mostly in Asia," said Gil Prudente, the company's Chief Information Officer, responsible for the group's IT infrastructure and information technology development.

In 2012 MoneySwap partnered with Rackspace, impressed with the bespoke service that Rackspace offered. "We chose Rackspace because they provided us with a well-designed and cost-effective solution that addressed our requirements. They demonstrated their technical expertise during our meetings, and did not push for the most expensive solution but the one that best fits our needs," said Prudente.

MoneySwap opted for Rackspace's managed hosting services with its customizable dedicated server solutions, an IT solution that offers industry-leading service level agreements with 24x7x365 support for mission critical requirements and bandwidth flexibility. Rackspace mixed and matched its products to provide MoneySwap with the optimal computing solution for its needs and budget, all backed by Fanatical Support®.

By choosing Rackspace, MoneySwap was free to focus on their business rather than on the hardware, OS patching, monitoring, backups and more that they would have otherwise had to look after. "With Rackspace, we don't have to worry about the day-to-day maintenance of the servers and network equipment. It allows us to focus on the work that delivers the most value to our company," said Prudente.

"RACKSPACE HELPS US KEEP OUR IT GROUP EFFICIENT. WE DON'T HAVE TO PUT IN FULL-TIME STAFF TO WATCH OVER OUR SERVERS AND KEEP THEM UP-TO-DATE."

GIL PRUDENTE :: CIO, MoneySwap

“WHEN THINGS GO WRONG, YOU WANT YOUR IT PARTNER TO BE THERE WITH YOU—AND THE RACKSPACE FANATICAL SUPPORT PROMISE PROVIDES THAT ASSURANCE.”

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A SEAMLESS, SMOOTH MOVE

When the time came to make the migration and move the servers from Europe to Asia, it is not surprising that it was a nerve-racking time; after all, money sent electronically via MoneySwap is sent in real-time, so any downtime is a major problem. But all went to plan: “The move from our Europe data center to Rackspace HK went very smooth. We worked closely with Rackspace in planning the migration. And we were able to execute it without any problem and with/only barely noticeable downtime,” said Prudente.

MoneySwap now considers Rackspace a vital part of their business. “The MoneySwap servers in Rackspace host the platform that allows users to buy and sell foreign currencies with each other. The users simply set the rates and amounts that they want to buy or sell and MoneySwap matches the orders and completes the transactions,” said Prudente.

Rackspace Fanatical Support has lived up to its promise for MoneySwap. “When things go wrong, you want your IT partner to be there with you—and the Rackspace Fanatical

Support promise provides that assurance,” said Prudente. Rackers take ownership of the situation and are there until the problem is fixed. “We had a complex network configuration that we needed to get done within a tight deadline, and a senior Rackspace network engineer helped us plan it. And when it didn’t work as planned, he worked with us for several days – joining us in conference calls spanning 4 locations and 3 countries—until we got it right,” said Prudente.

A PARTNERSHIP BASED ON PIONEERING TECH AND SUPERIOR SERVICE

For Prudente, the value of their relationship with Rackspace begins with the things that both companies do best—offering innovative technology and being customer service leaders. “MoneySwap is positioned as a Fintech, so innovative technology is important for us to make our services better,” he said. Both companies pride themselves on their high levels of availability, low cost, efficient and responsive service. Together, they are pushing boundaries backed by a dedicated infrastructure.

AN INVALUABLE COLLABORATION

MoneySwap says that Rackspace is helping them tap the power of cloud computing without the challenge and expense of managing complex IT infrastructure and application platforms on their own. For MoneySwap, Rackspace offers peace of mind and an easy way to run IT for the revenue-generating site. Prudente believes that MoneySwap benefits hugely from being able to draw upon specialized Rackspace expertise. “We can tap Rackspace experts and specialists when needed. It’s like having Rackspace as an extension of the MoneySwap team.”

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 specialized expertise on top of leading technologies developed by AWS, OpenStack®, Microsoft®, VMware® and others, through a results-obsessed service known as **Fanatical Support®**.

Learn more at www.rackspace.com or call us at **1-800-961-2888**.

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