

A CASE STUDY FOR:

FOSTERING GROWTH AND SCALABILITY WITH CSID

RACKSPACE BOOSTS TECHNOLOGY INFRASTRUCTURE FOR LEADER IN IDENTITY PROTECTION AND FRAUD DETECTION TECHNOLOGIES, CSID.

BUSINESS

Security and Identity Management

CHALLENGES

Platform Performance, Availability, Security and Scale.

SOLUTION

Rackspace Managed Public and Private Cloud Services

OUTCOME

Greater platform reliability with performance improvement and scalability to address growth.





As news coverage continues to bring Internet security into focus, consumers are becoming increasingly proactive in understanding cybersecurity.

Founded in 2006, CSID is a leading provider of global identity protection and fraud detection technologies for businesses, their employees, and consumers. With CSID's enterprise-level solutions, businesses can take a proactive approach to protecting the identities of their consumers all around the world.

"Our customers have constituents they want to protect. We provide the platform and services that meets their needs," said Kent Bloomstrand, CSID's Chief Technology Officer, whose priorities include compliance, security of all CSID customer data, and availability of the CSID platform. "We marry our technology with their business requirements and offer them a platform that provides these identity protection services."

Based in Austin, Texas, CSID offers a range of products, including:

- Credit monitoring, and a full suite of identity monitoring and fraud detection services
- Identity theft insurance provided under policies issued to CSID
- Full-service restoration services
- Proactive data breach services

POWERING MAJORITY OF THE RETAIL IDENTITY PROTECTION INDUSTRY

Over the last two years, the company has doubled its revenue and subscriber base. To handle this expansion successfully, CSID knew that it would urgently need an expanded technology infrastructure. Incorporating Rackspace Managed Cloud into its platform became the CTO's new priority.

"Seeking a baseline that would allow us to meet security, compliance and standards required of our infrastructure, along with better performance and scalability, we sat down together as a team – CSID and Rackspace – to architect a next generation of our environment," said Bloomstrand. "Not only did we evolve to a better overall platform with more stability, better performance, more scalability, but we did so at a cost that was nearly neutral to our business, which made my CFO Amanda Nevins very happy!"

In the course of business, CSID is presented with opportunities and challenges that require the need to quickly expand CSID's infrastructure, and in an efficient manner. Rackspace has supported CSID in this effort, particularly in the recent security breaches impacting the U.S. Office of Personnel Management.

"A COMPANY OF CSID'S SIZE CAN'T AFFORD ARMIES OF SPECIALISTS, BUT WE CAN RELY ON RACKSPACE TO PROVIDE THOSE HUMAN RESOURCES WHEN WE NEED THEM."

KENT BLOOMSTRAND :: Chief Technology Officer for CSID

"When the contract was awarded, we had only hours to scale up our front-end to service millions of government employees who were affected and notified in an aggressive timeframe," said Bloomstrand. "Rackspace gave us the ability to mobilize the teams on both sides to get hardware and infrastructure in place, to support something that I would characterize as urgent and unusual. It was a demanding and volatile situation driven by political and government leaders. Our technology had to respond"

DRAMATIC RESULTS

As a result, CSID has slashed operating costs while increasing the performance of its technology platform.

Bloomstrand estimates that while the cost of Rackspace on a per server basis may seem higher than comparable providers, the real value comes from resources saved, lowered overhead, and all of the tools that come with Rackspace. "We take advantage of Rackspace monitoring, security, backup and recovery, Payment Card Industry compliance and more," he said. "Rackspace understands and provides us with a level of support for all of it."

NEW EFFICIENCIES

CSID found that Rackspace provided high quality and level of infrastructure, as well as added resources and access to experts with years of experience. "Rackspace provides not only the hard tools in the market, but also the things that they've thought through because that is their core competency," said Bloomstrand. "We benefit by getting an enterprise-quality and enterprise-ready environment to run our production application in."

"It would have been otherwise cost prohibitive for me to build a data center at the same level of the quality of those we are now using in Dallas and Chicago," he said. "In many ways, Rackspace is a bargain. We get all of the infrastructure and experience, as well as the human resources that can help in areas outside of our application, where we couldn't afford to hire somebody full-time."

For Bloomstrand, Rackspace **Fanatical Support**® evokes the importance of collaboration. "To me, it means that ability to talk to people who know me – to have a relationship," he said. "I'm able to tell them my challenges and get the response that I need. So whether I'm talking to the Rackspace CSO or to members of the account team I can count on their commitment to making CSID successful."

"My ability to say to my board and the leadership team, 'We now have a better solution, a more robust and more scalable platform,' was a huge win," Bloomstrand said. "Today we have a platform that has greater availability, stability and predictability. And it hasn't cost us an arm and a leg."

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 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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