

A CASE STUDY FOR:

KALIBRATE

A cloud-driven adaptive edge

BUSINESS

The next generation Software-as-a-Service (SaaS) solution for fuel and convenience retail performance management.

CHALLENGES

To bring two different sides of the business together (data and location intelligence), to achieve a full and seamless eco-system through advanced technology and integration.

SOLUTION

Rackspace Private Cloud using Microsoft and VMware.

OUTCOME

Rackspace's team of experts incorporated Microsoft Hyper-V technologies and the Microsoft Azure Pack, plus VMware virtualisation to achieve a fully customised, best of breed architecture for the innovative platform.





Kalibrate are game changers in the very truest sense. In the fast moving and competitive world of fuel and convenience retailing, Kalibrate are helping many of the biggest names in the business realise their adaptive edge. Their solutions and data-driven perspectives covering price, location, marketing, merchandising, facilities, operations and brand deliver true integration and ensure that value is leveraged across the entire organisation.

Kalibrate delivers this new competitive advantage through the Kalibrate Cloud – the next generation Software-as-a-Service (SaaS) solution for fuel and convenience retail performance management. As the gateway to all of their services, and with their clients moving towards mobile business environment, Kalibrate needed flexible and high performing environment, allowing for synergy, demand driven expansion, on the move working and customisation at a low total cost of use.

Complete IT transformation with the power of Rackspace behind them, has ensured Kalibrate deliver on their goals and support the demands of their clients.

A ROADMAP TO SUCCESS

Kalibrate pioneered the use of data in fuel pricing back in the 1990's. Growing rapidly, within 10 years they had expanded across the globe. Realising that price optimisation alone wouldn't be enough to stay ahead, in 2011 they merged with Market Planning Solutions Inc., the leaders in location intelligence and retail network planning.

The challenge was to bring these two different sides of the business together, achieving a full and seamless eco-system through advanced technology and integration.

Ian Thompson, Senior Vice President, Kalibrate Global Solutions Consultancy explains:

"Bringing together the two parts of the business had the potential to completely revolutionise the way we operate. A challenging and vast undertaking, we assessed the hosting market to identify the right partner to help us meet this challenge. Rackspace stood out. Of course all providers said 'yes, they could integrate all of our solutions and data on one platform', but Rackspace looked beyond the technology. They looked at our business and what we were trying to accomplish – the bigger picture."

He continues: "We saw that not only would their established infrastructure help us realise our cloud potential, and that their experience and expertise would get us where we wanted to be, but that they were best placed to achieve consistent performance globally – a must in a market that changes minute-by-minute, where even an hour of downtime can cost thousands in lost revenue."

Kalibrate selected Microsoft Private Cloud servers within a Rackspace dedicated infrastructure as the option best aligned to their technology stack. They then worked with Rackspace's team of experts to incorporate Microsoft Hyper-V technologies and the Microsoft Azure Pack, plus VMware virtualisation to achieve a fully customised, best of breed architecture for their innovative platform.

"OUR PARTNERSHIP WITH RACKSPACE IS A MASSIVE ENABLER. THEY KEEP OUR CLIENT DATA SAFE AND ENSURE IT IS ACCESSIBLE AND PACKAGED CORRECTLY."

IAN THOMPSON :: Senior Vice President, Kalibrate Global Solutions Consultancy

“Rackspace sat down with us to build a roadmap for our platform,” says Ian. “They looked all the way down to code level, working out the optimal architecture for our Microsoft .Net technology stack. We have the largest verified data set in our industry so the aims were to achieve speed, high performance and stability, scalability and easy replication, all whilst keeping low total cost of ownership. They have achieved this and more. What we have is a complete ecosystem for total site visibility and profitability, and an infrastructure that will support us as we grow both strategically and at user level – a great job!”

In addition to tech smarts, Kalibrate feel strongly that Rackspace Fanatical Support is important to their business. “Rackspace engineers go out of their way, even with small issues, to find a quick solution and ensure the problem never crops up again,” says Ian

A WINNING PARTNERSHIP

Kalibrate believe Rackspace have added additional credibility to their business, which has allowed them to win major accounts such as BP. “Our partnership with Rackspace is a massive enabler,” explains Ian. “They keep our client data safe and ensure it is accessible and packaged correctly, something that is made even more complex by the sheer volume of Point of Sale (PoS) systems that flow in and out of our platform. They ensure integration is no problem, and are always right there if we need them, almost as if they were in-house. They have even been willing to speak to our clients and support them directly – we trust them implicitly to do this.”

“WHAT HAVE A SEAMLESS STRATEGIC PARTNERSHIP
BETWEEN US, OUR CLIENTS AND RACKSPACE.”

IAN THOMPSON :: Senior Vice President, Kalibrate Global Solutions Consultancy

As an example, in 2014 Kalibrate completed a £10million project, which involved 10 different setups and suppliers. In just four months Rackspace helped build two platforms, migrate 10 setups, stabilise the environment and incorporate Site Recovery Manager for disaster recovery. Likewise, in 2015 they partnered to build two new platforms in less than 12 weeks. Exceeding all KPI's, the first clients went live in just 4 weeks.

“What have a seamless strategic partnership between us, our clients and Rackspace”, says Ian. “They have opened up an entirely new area of business for us, with one client alone we have a £10m pipeline over the next 5 years, and a lot of this is due to the gravitas Rackspace brings to the table in ensuring our global presence, superior service standards and highest levels of security.”

VISIONARY FUTURE

Kalibrate continue to grow and innovate at pace. Expanding and enhancing both their SaaS platform and best-in-class applications, including moving their merchandise offering onto the platform. The aim – even greater total site visibility and even more data-driven opportunities for retailers to grow profitability and build brand equity.

“In the future we will be even more embedded with our clients thank to more flexible deployment strategy,” concludes Ian. “We are looking at building out continuous delivery using new greenfield products including SYS and UAT, and automation tools such as Octopus/DSE. We are also spinning up production environments for new products and the continued development of our existing solutions. Our goal is to constantly innovate, deliver even faster access to data, and enable even smarter business decisions. Whatever we do, and wherever our business goes next Rackspace will make sure it gets done properly – our partnership is futureproof.”

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

8 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.

