A CASE STUDY FOR:

THE ECONOMIST GROUP

GAINING POWERFUL STANDARDS AT THE ECONOMIST
Rackspace Managed Services helps IT team strengthen global company infrastructure.

BUSINESS
International news publication focusing on politics
and business.

CHALLENGES
Migrate all of the Economist's microsites onto one
managed server to improve stability and boost oversight.

SOLUTION
Rackspace Managed Cloud Services

OUTCOME
Strengthened management of microsites and achieved
high compliance levels leading to a more reliable,
scalable environment.

rackspace®

Published since 1843, The Economist today offers its point of view in print, online, via social media and award-winning mobile apps. Its publisher, The Economist Group, is leveraging technology to expand interaction with nearly 1.3 million print and over 303,500 online subscribers.

"The digital age is disrupting media, and we view this as a big opportunity," said Jerem Curry, Head of IT Services and Information Security, Asia with The Economist Group. Curry manages a team across 10 offices in the region that handles the infrastructure, operations, support and some of the applications used by The Economist Group across Asia Pacific.

As the company grew, IT Services wanted to move a number of microsites under its direct control. "We had about ten sites in Asia hosted by as many providers and created by almost as many developers," said Curry.

He considered asking his team to manage the sites, but they were already stretched. "I asked myself whether we could effectively support a new set of servers, and a dozen websites or more by ourselves," he said. Curry decided that he would prefer a specialized managed service to host the sites and after a positive previous experience with Rackspace, contacted them to help with this issue.

SPECIALISED SUPPORT

"A few years ago I had created a Rackspace cloud account to host a small web application," he said. Curry ran into an issue and contacted Rackspace's **Fanatical Support**® team. He admitted that going on past experience with other cloud providers, he didn't expect much help. "I expected them to send me a link to a knowledge-based article on troubleshooting errors," he said. Instead a Racker phoned Curry and fixed his problem: "It felt like my team had just gotten bigger."

But cloud sites wouldn't be big enough for what Curry wanted to do in Asia. Luckily Rackspace's cloud servers were just about to come online in Hong Kong. "A managed service, reliable, secure and easily scalable, Fanatical Support®, reasonably priced: I think I was one of the first customers in Hong Kong to sign up," Curry said.

GAINING CONTROL

Curry's team turned to Rackspace to advise them on how to improve the stability of the sites and supported them in eliminating risk and bolstering internal site-management oversight.

In regards to stability, the collaboration ensured that all sites would be updated or built to best practices. The Economist Group Web and Digital teams in London helped to create vetting standards for external developers and guidelines for platforms.

These initiatives allowed Curry to focus on serving his customers.

"RACKSPACE GIVES MY TEAM THE FREEDOM TO FOCUS ON OUR CUSTOMERS AND OUR CORE RESPONSIBILITIES AND LEAVE THE WORRIES AND HEADACHES OF MANAGING AN INFRASTRUCTURE TO THEM."

JEREM CURRY :: Head of IT Services and Information Security, Asia, The Economist Group

> "WHEN IT CAME TIME TO CONSOLIDATE ALL OF OUR REGIONAL WEBSITES AND TO EXPAND AND SUPPORT WHAT WE WERE DOING ON THE WEB IN ASIA, IT WAS A VERY SIMPLE DECISION. WE KNEW THAT WE WANTED TO GO WITH RACKSPACE."

JEREM CURRY :: Head of IT Services and Information Security, Asia, The Economist Group

"We have 13 websites hosted with Rackspace and more are planned," said Curry. "Thanks to our partnership with Rackspace, when customers come to our team with new projects, we're able to say, 'Yes, we can have that ready for you today.' It's very satisfying to know we have that capability."

TOWARD A MORE SECURE FUTURE

Delivering compliant payment-card security and fraud protection, while ensuring that the system architecture remains flexible, is a top priority of anyone doing business online. The Economist has since migrated a Payment Card Industry Data Security Standard (PCI DSS) compliant website to Rackspace.

"Taking on these challenges and responsibilities could have been a disaster — it could have increased downtime or inadvertently caused security incidents. Instead, because we partnered with Rackspace Managed Services, it was an easy win for us."

During the PCI DSS migration Rackspace was with Curry and his team every step of the way — to confirm requirements, set up the security controls, and help with documentation and testing.

"The payment card industry data security standard is quite intense, so we worked very closely with Rackspace to make sure we achieved compliance," Curry explained. "Once we had the site up and running and we went through the assessment with our qualified security assessor, we did actually attain compliance. From the very beginning, I found Rackspace incredibly easy to work with. I sleep well knowing that we've done the important things to keep our network and our people safe on the web."

IT departments today are under pressure to add value, by working closely with management to identify needs.

"I recommend Rackspace to my peers in Hong Kong all the time. With Rackspace looking after infrastructure and websites, my team gains the freedom to add value to our business," said Curry. "Fanatical Support® is more than just a tagline. It comes through in the way that everyone I've spoken to at Rackspace deals with customers. It's what convinced us to put all of our eggs in one basket with Rackspace. We consolidated all of our Asia Pacific websites to Rackspace Cloud Servers."

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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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