

A CASE STUDY FOR:

HELP FOR HEROES

A charitable solution

BUSINESS

Help for Heroes – the UK military charity.

CHALLENGES

Streamlined and cost-effective consumption of IT with boosted ability to flex on demand.

SOLUTION

Rackspace Fanatical Support for Microsoft Azure.

OUTCOME

A stable, high performing and cost effective solution that ensures Help for Heroes is always working in the best interests of the soldiers and families it supports.





Help for Heroes is the UK's leading military charity – founded eight years ago with the mission to deliver an enduring national network of support for wounded military service personnel, and their families. An extremely passionate team, their multifaceted fundraising approach is motivated by a desire to help our wounded, injured and sick, and get them on the road to recovery as quickly as possible.

As a non-profit organisation they must consume IT in the most cost effective way possible, keeping their team and overheads small, whilst at the same time ensuring consistent high performance across their ecommerce platforms and business applications. Help for Heroes work with Rackspace to make this possible.

GROWTH TO MATCH DEMAND

Help for Heroes have worked with Rackspace for over six years, during this time the partnership has seen their infrastructure evolve to meet changing needs. Initially running a dedicated environment, they moved into hybrid hosting – dedicated servers providing a resilient, secure and high performing backbone, and public cloud for boosting agility.

Charles Bikhazi, Head of Applications Services at Help for Heroes explains: "As growth in traffic to our fundraising platform and ecommerce site grew and experienced massive spikes in traffic, we realised we needed to be able to flex on demand. Rackspace were hugely helpful and supportive. Solution experts designed and deployed an architecture that delivered a seamless integration between our back office databases, business applications, finance and stock management systems hosted in a dedicated environment. Our front line website and ecommerce trading arm were hosted in the public cloud for

optimised scalability and cost efficiency."

"As a small team we value Rackspace's constant presence and support. They ensure that no matter what traffic swells or spikes we experience, we are always able to match demand in the most cost effective way possible. They go above and beyond to help us and have become an extension of our team."

THE ABILITY TO ADAPT WITH THE SUPPORT OF RACKSPACE

Help for Heroes had no desire to move away from Rackspace. But as cloud offerings mature, being adaptable means keeping an eye on developments that can generate future advantage. With Microsoft Azure leading the market in terms of competitively priced hosting for non-profits and charities, Help for Heroes were keen to explore the option of migration – something that became a reality when Rackspace launched Fanatical Support for Microsoft Azure.

Charles explains: "Microsoft Azure was a compelling offering in terms of improved

"RACKSPACE ENSURE THAT NO MATTER WHAT TRAFFIC SWELLS OR SPIKES WE EXPERIENCE, WE ARE ALWAYS ABLE TO MATCH DEMAND IN THE MOST COST EFFECTIVE WAY POSSIBLE. THEY GO ABOVE AND BEYOND TO HELP US AND HAVE BECOME AN EXTENSION OF OUR TEAM."

CHARLES BIKHAZI :: Head of Applications Services, Help for Heroes

economics and efficiencies, but it was missing the support piece we had come to rely on. Azure for infrastructure and Rackspace for support is the ultimate solution for us. It keeps us on the cutting edge in the most cost effective and reliable way possible – ensuring that we keep focused on our goal of raising funds to support Servicemen, women and their families.”

Rackspace certified engineers worked with Help for Heroes and Microsoft to develop a migration plan, guiding them through the complexity, whilst minimising the cost and overhead of migrating and transitioning their business applications to Azure. Phase one will see the migration of the Help for Heroes ecommerce site, with Rackspace ensuring design and deployment with boosted redundancy, resilience and scalability. The end goal is a complete transition of all assets to Azure, with wrap-around Rackspace Fanatical Support®.

“Rackspace’s support is making the process as painless as possible, they are on hand 24x7 to help us. When we were experiencing load balancing problems and couldn’t see a way through we pinged them an email and they came back almost instantly with a range of options for us, their in-depth knowledge of our business and Azure expertise has come together perfectly,” says Charles.

He concludes: “We know that we have found a futureproof solution – any partnership we enter into must be in the best interests of our charity, our benefactors and the people we support. Rackspace have set the bar in this regard and we are now in the best possible position to take our charity forward.”

“AZURE FOR INFRASTRUCTURE AND RACKSPACE FOR SUPPORT IS THE ULTIMATE SOLUTION FOR US.”

CHARLES BIKHAZI :: Head of Applications Services, Help for Heroes

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.

