

## A CASE STUDY FOR:

# PLANETONE COMMUNICATIONS

MASTER AGENT PLANETONE COMMUNICATIONS DELIVERS BEST-IN-CLASS CUSTOMER SERVICES AND SUPPORT

Rackspace provides new multi-cloud product set and solutions to the partnership.

### BUSINESS

Delivering cloud-based solutions to small, midsize and enterprise businesses in IT channel and telecom.

### CHALLENGES

Partnering with an IT solution and hosting provider who could enhance the PlanetOne portfolio with a broad scope of best-in-class products, services and support.

### SOLUTION

Rackspace Managed Cloud, Rackspace Partner Program

### OUTCOME

The PlanetOne/Rackspace partnership is immediately yielding dividends – combining efforts on all fronts from sales to deployment and beyond.



PlanetOne Communications is the IT channel and telecom industry's preferred business partner for identifying and delivering cloud-based and connectivity solutions to small, midsize and enterprise businesses. Established in 1992 and headquartered in Scottsdale, Arizona – PlanetOne is committed to providing sales partners with a broad portfolio of telecom solutions backed by the strongest agreements and top tier commission structure.

As a Master Agent in their industry, PlanetOne has built their reputation on providing best-in-class support for partners to compliment a full range of voice, data, multi-cloud and hosted solutions, conferencing and wireless. "We tend to search for a little more seasoned, established partner in business to engage with," explains Ted Schuman, Founder and CEO of PlanetOne Communications. "The ideal partner for PlanetOne is somebody that has generally come from the carrier, telecom or IT background."

"Partnering with Rackspace was, I think, a natural for us," said Schuman. "The Rackspace value to our partners has been an emergence of a new product set, a new solution – PlanetOne brings the distribution footprint and Rackspace brings the product set."

## PARTNERS SOLVING COMPLEX NEEDS

PlanetOne works with Rackspace to deliver cloud-based solutions that help businesses get their applications up and running faster, with improved manageability and less maintenance, enabling IT to more rapidly adjust resources to meet fluctuating and unpredictable business demand. This allows companies to avoid upfront infrastructure costs, and focus on projects that differentiate their businesses instead of on infrastructure.

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"I WOULD HIGHLY RECOMMEND THE RACKSPACE  
PARTNER PROGRAM – THEY REALLY HAVE THEIR ACT  
TOGETHER"

LAUREN SHAPIRO :: President, PlanetOne Communications

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"Our industry is changing so fast that most people can't keep up with it," Lauren Shapiro, President of PlanetOne Communications adds. "When we look to see who's really out front in this space – we came to Rackspace. We know that we can count on their experts to help us with our partners and their customers in this multi-cloud environment, leveraging their talent and their expertise with our partners and their relationships."

And Shapiro goes on to address the complexities that a multi-cloud world brings. "Customers today have very complex needs – and in many cases, they don't know exactly what their needs are. We bring the team from Rackspace in with our partners to really peel it back and uncover all the different components. Pieces of that solution will come from Rackspace and pieces of that solution may come from some of our network providers."

"We bring it all together – whether it's network access, whether its security, whether its cloud services – from soup to nuts, we are really putting together a full and complete solution with Rackspace."

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“THE RACKSPACE VALUE TO OUR PARTNERS HAS BEEN AN EMERGENCE OF A NEW PRODUCT SET, A NEW SOLUTION.”

**TED SCHUMAN** :: Founder and CEO, PlanetOne Communications

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## BEST-IN-CLASS SUPPORT

The PlanetOne partnership has enhanced the delivery of best-in-class support for partners providing a full range of managed multi-cloud products and solutions with Rackspace. “Knowing that customers can count on Rackspace 24/7 Fanatical Support® to bring it all together is really the ideal solution for PlanetOne and our partners,” said Shapiro. “Because today, that’s what you’ve got to give to people to differentiate – to me that’s the Rackspace differentiator.”

Shapiro goes on to talk about the value of partnering with Rackspace. “Working with Rackspace has really been a great fit for PlanetOne. We’ve been given access to resources we never even knew could be available to us. It is a true partnership. We’ve got a team of people in the field that know their products and services and are so accessible and a true pleasure to work with.”

For Schuman, best-in-class support starts in the sales process with collaborative efforts between PlanetOne and Rackspace – as was evident in a recently closed deal. “In 24 years of owning the business, I’m not sure that I have seen an organization such as Rackspace paratrooper in at the last minute with Finance, Legal, Engineering, Customer Service, Project Management and Sales – happening on a real-time basis.

“As a sales professional, dealing with so many different providers, I’m not sure I have experienced anything like I did in a very collaborative effort that so naturally flowed right up to signature with the customer,” said Schuman. “And I think that contract is in excess of \$25 million over the initial term.”

“Would we be a good partner for Rackspace and would Rackspace really bring value-add to all of our partners and customer around the country?” concludes Schuman. “I would tell you based on the success that PlanetOne and Rackspace are having together – we were both spot on.”

# ABOUT RACKSPACE

Rackspace (NYSE: RAX), the **#1 managed cloud company**, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and **Fanatical Support**® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 120 countries, including two-thirds of the FORTUNE 100. Rackspace was named a leader in the 2015 Gartner Magic Quadrant for Cloud-Enabled Managed Hosting, and has been honored by Fortune, Forbes, and others as one of the best companies to work for.

Learn more at [www.rackspace.com](http://www.rackspace.com).

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