

A CASE STUDY FOR:

ORZOTA

AS BIG DATA SURGES, ORZOTA HELPS USERS EXTRACT VALUE

Partnership with Rackspace delivers to users cost-efficient, easy Hadoop deployment and management.

BUSINESS

Data analytics solutions and services to help businesses build and accelerate their Big Data projects.

CHALLENGES

Complexity of building and managing Big Data solutions.

SOLUTION

Rackspace Managed Public and Private Cloud Services, Rackspace Professional Services, Rackspace Cloud Big Data Platform.

OUTCOME

Users manage Big Data applications faster on Rackspace Cloud with a smooth Hadoop implementation.





To realize their potential in the global marketplace, businesses of all sizes must take advantage of advanced analytics to help gain a competitive edge.

Founded in 2012, Orzota brings deep subject matter expertise focused on making Big Data easy for consumption by providing technology-enabled services. The Sunnyvale, California-based company offers technology and solutions to help in rapid prototyping and deployment, reducing the time needed to analyze and manage data, thus allowing for innovative and important findings.

“Because of our experience and deep knowledge in the Big Data domain, we are able to ensure that Big Data integrates seamlessly with existing data warehouses and various data sources to provide new business insights fast,” said Shanti Subramanyam, founder and CEO of Orzota.

Specializing in data architecture, implementation and analytics, Orzota serves a diverse set of industries including technology, retail, manufacturing, finance and telecom markets. Company founders come from the original Yahoo team that build Hadoop, and from entities like Oracle and Sun Microsystems.

Orzota helps companies overcome some of the most common Big Data hurdles and accelerate discovery of insights in order to translate their Big Data assets into business outcomes.

THE TECHNOLOGY

Orzota also provides a variety of solutions and services powered by the Orzota all-in-one Big Data platform that can be easily deployed on cloud or on premise.

“Orzota provides technology-enabled services and solutions to help customers gain insights from their data. One of the ways we do this is through our Big Data platform, which helps build the applications end-to-end all the way from data integration, transformation, analytics and reporting,” said Subramanyam.

Users of the platform can harness the power of Cloud computing and Hadoop to arrive at useful data sets to drive business decisions; the Managed Services model lets them outsource the entire process, thus saving time and resources. Customers can also leverage pre-built solutions that can be customized for their requirements.

A Rackspace customer since inception, Orzota became a Rackspace partner in 2013.

“I WOULD DEFINITELY ENCOURAGE A PARTNERSHIP WITH RACKSPACE, OF COURSE IF IT MAKES SENSE FOR YOUR BUSINESS.”

SHANTI SUBRAMANYAM :: Founder and CEO

“WE’VE HAD A GREAT RELATIONSHIP WITH RACKSPACE. I’VE INTERACTED WITH SO MANY PEOPLE AND EVERYONE’S JUST SO RESPONSIVE AND SO CARING. I WOULD DEFINITELY ADVISE EVERYONE TO HAVE A PARTNERSHIP WITH RACKSPACE.”

SHANTI SUBRAMANYAM :: Founder and CEO

The Rackspace Cloud Big Data Platform allows users to deploy, test and query Hadoop without procuring any infrastructure or signing any contract.

Without specialized consultants and engineers, an Apache Hadoop architecture can be a challenge to create and maintain, based on a customer’s specific needs. Rackspace Managed Big Data provides an optimized platform powered by Apache Hadoop that is aimed at reducing operational burden, while providing open source application integration.

Users gain a fully featured and supported Hadoop-powered infrastructure, and can deploy and scale rapidly in the cloud, shortening deployment time so users can focus on their data discovery activities.

“Orzota is helping Rackspace provide higher level services in terms of offering their clients implementation and POC help for their Big Data projects,” said

Subramanyam. “Orzota has honed the skills not just of engineering, but how a given user can derive the value they can then show to upper management and get sanctions to do much larger Big Data projects.”

PARTNERSHIP HAS BEEN A WIN-WIN FOR ORZOTA AND RACKSPACE

“Orzota’s a fairly boutique company and, whereas the services we provide are aimed at larger enterprises, we are a small startup,” said Subramanyam. “It has been really beneficial to have access to Rackspace clients, in terms of building our business.”

Subramanyam believes that the partnership has brought Rackspace a higher level of service to give to customers.

“Rackspace is really invested in their partners. They want their partners to, at least from my personal experience, succeed,” she said. “It’s a one-stop shop for customers, where they’re getting the managed infrastructure, the Rackspace DevOps, as well as application level support and services.”

“We are working with Rackspace for a very large client out in the East Coast,” said Subramanyam. “An architect from Rackspace is working together with our team there. The customer has bought a ton of managed infrastructure from Rackspace. They’re getting a modern data architecture, building out their application, and they’re going to have it all in that one environment from a single vendor. I think that’s a great benefit to the end customer that Rackspace is providing.”

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.

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