

A CASE STUDY FOR:

383

A 'best of cloud' approach delivering exceptional customer experiences

BUSINESS

383, a digital studio helping the world's biggest companies to bring propositions, products and services to market at speed.

CHALLENGES

To replicate real world innovation in the virtual world and create a digital footprint that would showcase their assets to best effect.

SOLUTION

Rackspace Fanatical Support for AWS, DevOps.

OUTCOME

A complete digital transformation powered by a best of both worlds solution – the advanced set of tools available with AWS in combination with the superior service and support of Rackspace.





383 is a customer experience studio helping brands create exceptional experiences driven by innovative products. Keeping pace with ever-changing customer needs means having an agile approach, being able to adapt quickly and help customers act on new market opportunities. This is why they work with Rackspace.

Understanding that every 383 customer has different requirements for their digital assets, and that the best solution may not always lie within its own cloud, Rackspace provides 383 with a cloud management solution, blending the right clouds and toolsets with Rackspace services and support.

Early adopters of this 'best of cloud' approach, 383 are harnessing the best of all worlds to create exceptional experiences for their customers.

A BALANCE OF TECHNOLOGY AND SUPPORT

383 had been hosting with Rackspace for six years. It has been an evolving relationship, starting with a bare metal dedicated infrastructure and migrating into the public cloud as 383's business grew and customer needs evolved. During that time they had come to value the Fanatical Support® they received. Leon Barrett, Engineering Director at 383 explains:

"We have used Rackspace for all kinds of client needs for the last six years. Having Rackspace behind the scenes, only a phone call away, instantly gives us a competitive advantage, making us able to scale up or down our resources when required."

In 2015 383 were appointed by Carillion, the leading international infrastructure support and construction services provider, to undertake a complete digital transformation programme. The aim – to help them replicate real world innovation in the virtual world, creating a digital footprint that would showcase their assets to best effect. The Carillion IT team had a well-defined set of high level objectives for their new environment – it had to be cloud-based, cost effective and self-healing, with replicated instances across multiple zones and the ability to automatically scale on-demand.

AWS offered the best infrastructure solution to meet all of Carillion's requirements, but for service and support 383 had come to rely on with Rackspace. Luckily Fanatical Support for AWS (FAWS) had just been launched – problem solved!

Leon explains: "The AWS public cloud offered the best solution for the Carillion project, but we jumped on the FAWS approach to achieve a best of both worlds solution – the advanced set of tools available with AWS in combination with the superior service and support of Rackspace. The first stage of this project, Carillion's new plc company website, was off the ground along with a sound platform and strategy for the additional product launches planned."

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LEON BARRETT :: Engineering Director, 383

Rackspace's certified AWS experts worked with 383 to understand the unique needs of the Carillion project and design the optimal infrastructure solution. In the process they brought their experience to the fore to incorporate the right tools, automation and security.

"There were multiple ways this could have been configured, but Rackspace helped us navigate through the process. They allowed us to maintain velocity, saving both us and our customer time and money," says Leon. "A perfect balance between technology and support – they offered an impartial voice, sitting between us and the cloud to figure out the right strategy. What they designed was a best practice approach for AWS deployment that can be replicated for Carillion in the future, as well as our other clients."

DELIVERING EXCEPTIONAL CUSTOMER EXPERIENCES

383's business is growing. They are building high performing digital products that scale and develop to meet evolving needs, and take advantage of market opportunities in the most responsive way possible. Rackspace will continue to play a role in 383's future.

"We see Rackspace as a solutions partner," concludes Leon. "We will continue to use the

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Rackspace cloud, and believe that their DevOps services will be key to how we grow our business. In addition, where customer and project needs require, 383 and Rackspace will partner together with other organisations to build the right platform and environment for their digital assets, blending this with hands-on Fanatical Support just as we have done with Carillion and AWS."

As early adopters of this infrastructure-agnostic approach, 383 can harness the best of all clouds to differentiate their own propositions, keep pace with customer needs and engineer exceptional customer experiences.

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

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