

## A CASE STUDY FOR:

# SPINDANCE

SPEEDING THE COMPLETE SYSTEMS ENGINEERING OF SPINDANCE

Rackspace helps software innovator meet evolving customer needs.

### BUSINESS

Current: Custom system design and software developer for devices, cloud, web, mobile, desktop, and hosting.

Proposed: Custom engineering to connect products to the internet of things through end-to-end system design, software development and IoT managed services.

### CHALLENGES

Current: Help customers build advanced, reliable solutions; securely connect devices to the cloud and the cloud to people at scale.

Proposed: Help customers build scalable, human-centric solutions that improve consumers' lives.

### SOLUTION

Rackspace Dedicated Hosting, Managed Public and Private Cloud Services, Rackspace Private Cloud powered by OpenStack

### OUTCOME

Improved scalability, reduced costs, nimbler product development cycles and greater confidence in the performance of hosted environments.





SpinDance designs and develops smart, connected, custom software systems that bring products to life with intuitive user experiences.

Founded in 2000 in Holland, Michigan, the privately held software company helps clients take concepts from inception into production entirely in-house, and offers full-service planning and hardware design – everything from embedded, cloud, web, and mobile applications, to verification and managed hosting.

“SpinDance specializes in creating connected solutions for all types of use cases in everyday life,” said David Rodriguez, the IT manager of SpinDance. “We have evolved our expertise over time. Today we have a team that specializes in all the different facets of digital work, from embedded to mobile to cloud systems to hosting. We do the full stack.”

Rodriguez, who works with development teams as they are building systems, helps his colleagues speed implementation and leverage infrastructure. “My role is to facilitate and then, ultimately, help our managed team deliver for the customers,” he said. “We want to understand the customer as well as we can, and help them overcome obstacles, providing the best direction that we can.”

## FINDING RACKSPACE

SpinDance prides itself on being able to work with a client to take a product from concept, all the way to completion. The company has been a Rackspace customer since 2010, a pivotal time period during which it needed to expand rapidly.

“As we began vetting potential providers then, Rackspace fit our full product suite – but it was more than that,” said Rodriguez. “Being able to talk to somebody on the phone who understood the workloads we’re seeing, and why we’re thinking one way or another, was huge. Rackspace was an obvious choice for us.”

The list of Rackspace products and services that SpinDance is currently using includes Rackspace Managed and Private Cloud, virtual servers and more.

“We use the cloud and private virtualization, and we’re able to leverage those to create the right fit for our customer,” said Bruce Jarvis, SpinDance Director of Hosting. “Rackspace takes care of the hard work of hardware provisioning, which we also need. The result is, Rackspace enables me to worry about the applications and not worry about the hardware.”

SpinDance is also in the process of migrating to Rackspace’s OpenStack platform. They hope to accomplish greater security and better serve IoT customers.

“Our focus is on IoT customers where there is ingesting and managing data, and coordinating and sending commands back to the consumer in industrial

IoT devices. That's along the lines of what we want to accomplish," said Brian Tol, a software engineer at SpinDance.

"The reason we are migrating to the OpenStack platform is primarily around providing our customers with options and really around its flexibility and security," said Keith Pustover, Vice President of Operations. "Having a dedicated environment as opposed to sharing resources gives us and our customers the flexibility around the security side of the business, as well as the ability to scale up. That has been the primary driver for us."

## THE HEART OF THE MATTER

"Rackspace plays a large and important role in helping us to promote our hosting capabilities and meet customer expectations," said Pustover. "As our relationship with Rackspace continues to grow, it allows SpinDance to bring in new business – and bring in new customers to Rackspace as well."

Pustover stressed that SpinDance relies on Rackspace to consistently provide superior support that is not only fast and efficient, but also professional and friendly.

"That's not always easy to do that when you're trying to bring a network back up in a tense moment," he said. "Without Rackspace, we might not have been able to attract some of the customers we have been so successful in serving. The interactions we have with Rackspace work really well, and it's a genuine approach that we appreciate – and our customers do, too."

## DEFINING FANATICAL SUPPORT®

As a company built on helping customers build new solutions – especially for connecting devices to the cloud, and from the cloud to end users – SpinDance is very familiar with the importance of providing reliable, always available support from a knowledgeable, accessible expert.

"Rackspace Fanatical Support is something that I'm very familiar with because that's what SpinDance delivers as well," said Jarvis. "When we win, it's because we are all focused on the goal of the customer and helping them get there. If there's ever an issue, we work together, including Rackspace, to fix it."

"For me, Fanatical Support means being able to get on the phone with somebody and getting down to the actual issue quickly with somebody who really knows what's going on," said Rodriguez.

"It's the people, process, technology equation," said Tol. "It's not just about the technology, it's how quickly we can bring it to market; and we have the support that Rackspace provides on top of that. If we're stuck, or our customers are stuck, Rackspace has our back."

"Fanatical Support may seem like a slogan from the outside, but after spending time with Rackspace, it is clear that it's embedded in the company culture," said Pustover. "That high level of support is real, and it is what separates Rackspace from their competitors."



# 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 150 countries, including over half 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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