

CUSTOMER STORY

Rackspace



Solution Overview

Products and Services

Product Launch

Industry

Information Technology & Services

Organization Size

5,001-10,000 Employees

Country

U.S.

Language

English

Windows Infrastructure Widget

EMM partners to design and build a widget tool for Windows infrastructure

Understanding their needs:

Rackspace is a leader in cloud computing, globally delivering cloud infrastructure to businesses of all sizes. Rackspace found that Developers and IT Managers who are building and deploying applications in the cloud require guidance on the exact infrastructure architecture and Rackspace products needed to run their apps. The goal of this project was to provide automated, prescriptive guidance to help customers more quickly deploy their apps.

How we helped:

Extra Mile designed and built a “Windows infrastructure widget” for the Rackspace website. The widget gathers key requirements of the workload (such as performance, compliance, security, and storage) and delivers a personalized PDF of the reference architecture with all corresponding Rackspace products the customer needs to order. Prospects were able to either immediately buy the required products, or have a solid starting point for additional discussions with their Rackspace sales representative. The tool has helped to reduce the sales cycle for Windows products.



“Occasionally I like to share such comments with you. They reflect, not only an incredibly positive partner response – but also that we have focused our energies in the right direction at the right time and with the right outputs given the budget provided. Mike & EMM have been a tremendous partner to these efforts as we forge into new territories, functions, targets and value expressions.”

Corey Prince, Senior Industry Market Development Manager