

PARTNER TESTIMONIAL

Phenomenal Service Through Fanatical Support®

Rackspace® Hosting sums up their philosophy in two simple words: Fanatical Support®.

What is Fanatical Support?

It's the drive to do more than what their industry-leading service level agreements and guarantees promise. As a service firm, Rackspace is dedicated to making a difference in the lives and businesses of their customers, large and small.

This dedication to service and support has made Rackspace the world's leader in hosting and cloud computing, delivering services to businesses of all types and sizes—all across the globe. Since its inception in 1998, Rackspace has consistently grown and now serves more than 80,000 customers worldwide.

Through integrating industry-leading and best-of-breed technologies, Rackspace is able to deliver a solution approach that addresses the unique needs of their individual customers.

What Rackspace and Neustar's relationship means

There are two things that make Fanatical Support possible—the technology experts that make up the Rackspace team and the technology partnerships they turn to every day.

Currently there are over 2,700 Rackers around the globe serving customers of all kinds and sizes. And behind each of those highly skilled individuals is Neustar—the global leader in enhanced network support, monitoring, and DNS management.

With data centers spread around the world, Rackspace relies on Neustar UltraDNS and traffic management services, to ensure that customers can divide up workloads between datacenters and servers, provide automatic failover should a server go down and implement geo targeting—all to maximize the performance, security, and availability of business-critical websites and Internet applications.



*“Neustar gives us the power
to empower our customers.”*

Rackspace Overview

Company

Founded in 1998

Based in San Antonio, TX

Nine (9) Data Centers: San Antonio, TX (2); Dallas, TX; Herndon, VA; Ashburn, VA; London, UK (2); Slough, UK; and Hong Kong

Managed Hosting, Email & Apps and Cloud Hosting; all backed by Fanatical Support

Focus

Everything we do is tailored for IT hosting

Hosting is not an add-on service or loss leader, it's all we do

Expertise

Systems and processes built exclusively for delivering IT Hosting

Our support staff is highly trained — specifically for supporting complex hosting environments

Flexibility

We're built to design, build, deploy and manage unique hosting environments

Choice

Neustar provides Rackspace with industry-leading solutions – UltraDNS for managed DNS and traffic management and Webmetrics for advanced performance monitoring and testing

neustar™

As part of the Rackspace Professional Services offering, Neustar's technologies are rolled into the leading edge processes and configurations that are rolled out to the most demanding customers.

Even the world leader in hosting can't always go it alone.

Selecting a strategic partner

As a leading service firm supporting a wide range of customers conducting a wider range of businesses, Rackspace can't afford to partner with just anyone. Each Racker must be confident that the services they provide and the recommendations they make will deliver for their customers—every time, without exception.

That's why when Rackspace was looking for ways to boost their already stellar service and support capabilities, as well as bring a best-of-breed solution to the marketplace, they chose Neustar. Each of the products that make up Rackspace Managed Hosting, benefits from the enhanced capabilities provided by their Neustar partnership.

By augmenting the heralded hosting infrastructure and award-winning customer support of Rackspace, Neustar's enterprise-scale failover capabilities act as a primary resource for disaster recovery and load balancing, while also providing their clients access to leading Web performance monitoring and load testing services.

With Neustar, Rackspace helps ensure that their customers' web sites and critical applications stay online and secure.

The power of collaboration

Partnering with Neustar gives Rackspace the capabilities and depth of service that their customers have come to expect—allowing Rackspace to provide seamless front-to-back management, monitoring, and secure failover support.

By leveraging Neustar's unique platform and proprietary, patented technologies, Rackspace provides a complete managed DNS service as well as a robust web monitoring capability to businesses and organizations that depend and rely on the Internet for their critical business processes, applications, and services.

Technology ecosystem management

Through Neustar's holistic approach to technology infrastructure management, Rackspace is able to help protect their clients against one of the greatest threats businesses face—Internet downtime.



"We pride ourselves on delivering the highest levels of customer care, this is part of our culture and what we're trained to do and that's why we've built a dynamic and responsive technology infrastructure. Neustar is an important part of the technology we deliver, giving us the peace of mind that allows us to focus on making sure our customers have a more robust solution."

Taylor Rhodes,
GM for Rackspace Enterprise Services

"For us, working with Neustar was a strategic decision. Their managed DNS, load testing and balancing, and complete technology ecosystem management give us enhanced capabilities to support our current clients and compete for new business. Aligning our organization with Neustar supports our competitive advantage—superior service to our customers."

Robert Fuller,
VP of Worldwide Channel Sales,
Rackspace

How Rackspace helps customers succeed: Leveraging technology, knowledge, and support

When Digital Lunchbox—a leading and innovative creative services provider—was looking for a technology provider with the bandwidth and capabilities to meet the exacting and unique needs of their workload they selected Rackspace.

“When you get right down to it, it’s simple. We chose Rackspace because they could provide us with the services we needed to get the job done. The advanced web monitoring and testing through Neustar Webmetrics allows us to catch problems before they start. Their integrated DNS based on Neustar UltraDNS is the backbone of our websites and allows us to balance and shift traffic across servers automatically—saving our customers time and money.”

Bill Dahlinger,
Vice President, Digital Lunchbox

Digital Lunchbox has a diverse client base ranging from airports to theme parks and marketing consultants to ministries. With a workflow that includes HD video production, corporate identity, graphic design, print design, 3D computer animation, DVD/Blu-Ray development and website design, Digital Lunchbox simply can’t afford downtime.

“Because brand integrity and uptime are critical for our clients, we rely on Rackspace and Neustar to provide us with a scalable and flexible hosted infrastructure combined with industry-leading failover capabilities to ensure our customers stay online and secure.”

Bill Dahlinger,
Vice President, Digital Lunchbox

Rackspace and Neustar give Digital Lunchbox the peace of mind that comes from knowing they are protected against downtime and data loss even in the event of a technology failure or cyber attack.

A Neustar referral partnership gives technology service firms the competitive edge to succeed—now and into the future—by connecting to best in class services, support capabilities, managed hosting and monitoring.

For more information on developing a complete and dynamic technology service offering, visit us online at www.neustarreferrals.biz.

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Partner Program