



**ANALYST WEBINAR**

Hybrid hosting: Customizing your infrastructure for your growing business

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**GIGAMON**

# Agenda for Today's Webinar

- Introductions
- Message from our sponsor
- The state of the hosting market
- Determining which solutions make sense
- Security and regulatory concerns
- Management challenges in a hybrid environment
- Growing pains
- Vendor selection and integration
- Q&A

## Panelists

- Cormac Foster: Research Director, GigaOM (Moderator)
- Dan Olds: GigaOM Analyst / Principal, Gabriel Consulting Group
- Steve Vitale: Director of Ecommerce, Spencer's
- John Engates: Chief Technology Officer, Rackspace

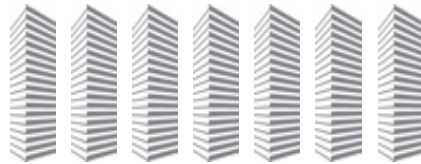
# ABOUT RACKSPACE

*Important Facts & Figures*

**4,900+  
RACKERS**



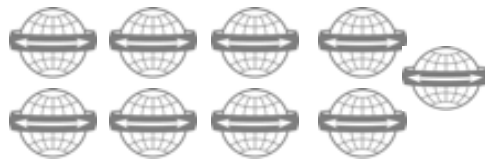
**197,000+  
CUSTOMERS**  
89,000+ SERVERS



**120 +  
COUNTRIES**



**9 GLOBAL  
DATA CENTERS**



WE SERVE OVER

**60%**

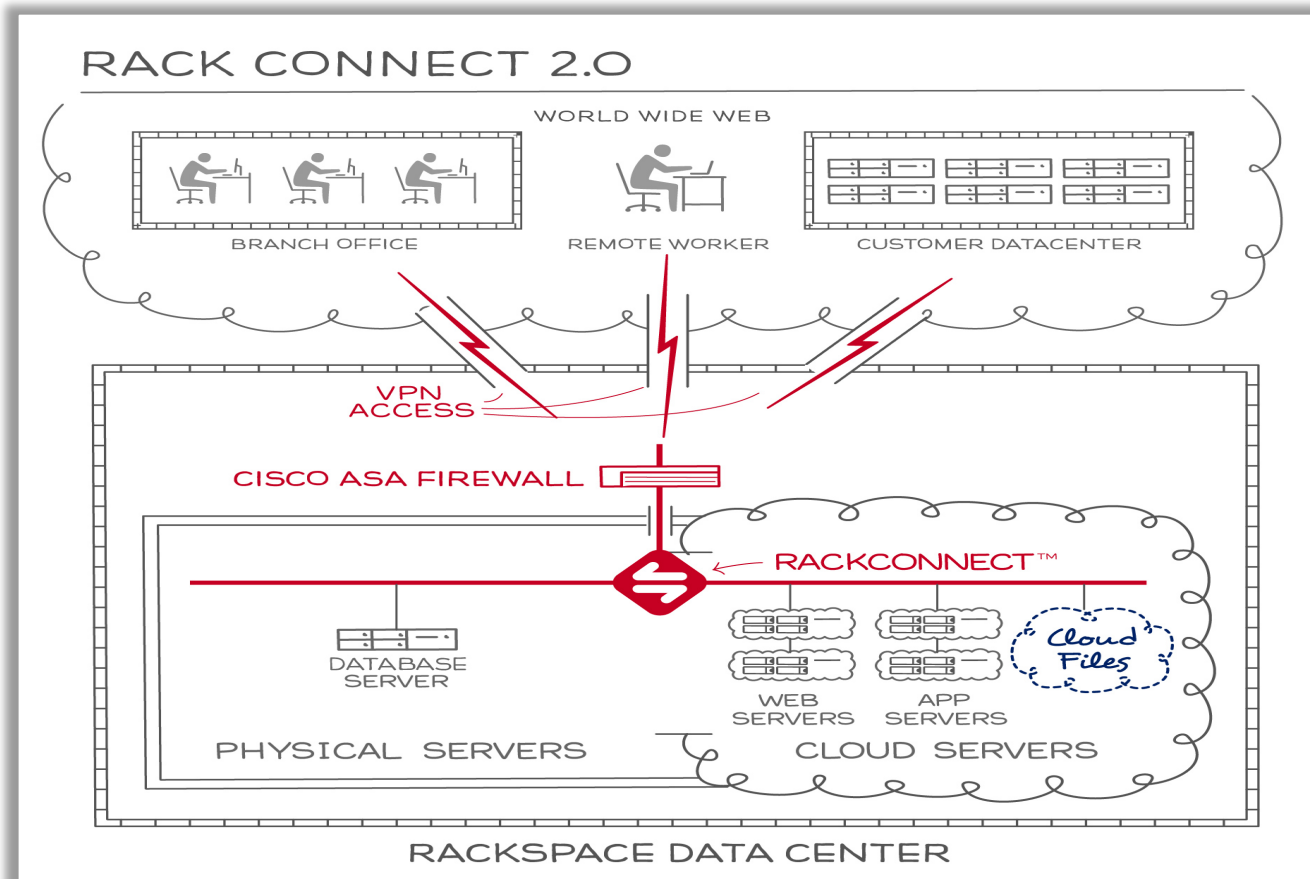
OF THE FORTUNE® 100

**OVER \$1.3  
BILLION \$\$\$\$**

Annualized Revenue

# RACKSPACE HYBRID HOSTING: RackConnect™

RackConnect gives you the **freedom** to choose the **best platform** for your applications by **unifying** the breadth of the Rackspace portfolio into a **single solution**.



# Enabling YOUR Journey to the Next Generation eCommerce Solution

## We Can Host Your Common Workloads



# The State of the Hosting Market

- Traditional, dedicated
  - Physical structure
  - Management and operations
- Private Clouds
- Public Clouds
- Hybrid

## Case Study: Spencer's / Spirit Halloween





# Choosing the Right Blend of Solutions

- Performance & cost advantages of the cloud
  - Capacity
  - Flexibility
- What stays local?
  - What can't go to the cloud and why?
- Security
- Regulatory concerns

# Security and Regulatory Concerns

- “Compliance is something everyone talks about at shows, then forgets about when they get back to the office”
- Cloud response to security: “That’s what SSL is for!”
  - Perception vs. Reality: Is in-house data more secure?
- Cloud & Compliance: Friend or Foe?

# Management and Monitoring Challenges in a Hybrid Environment

- How do you control a management process that spans multiple hosting paradigms?
- Tools
  - Do commercial solutions still work?
  - Custom development
- Org changes
- How much should you depend on your hosting partner?

Poll: What do you think is the biggest challenge in a hybrid hosting environment?

# Growing Pains

- As your business grows, what are the stress points?
  - Performance
  - Reporting
  - Staffing / Org
  - Security
  - Storage
  - Migration: Data / platform / vendor lock-in

# Vendor Selection and Integration

- Building successful relationships
  - Top 3 Considerations for Vendor Selection
- Avoiding pitfalls
  - Top implementation, management, and integration considerations to remember.

Q&A