E-book

A Strategy for Navigating Public Cloud Challenges

Rackspace Modern Cloud Operations

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What do we mean by modern cloud operations?

A [cloud impact study](#) by Aptum shows that 60% of corporate data was stored in the cloud in 2022, a figure expected to rise dramatically. By 2025, it's estimated that businesses worldwide will store 200 zettabytes of data in cloud environments, primarily public clouds.

Many organizations struggle with the complexities of multicloud management. Most face uncertainty over their ability to address cloud security needs, control costs, and hire and retain skilled staff. This chaos can strain resources and divert focus from core business objectives, hindering companies' ability to fully leverage the capabilities of the public cloud.

At Rackspace Technology, we transform the chaos of the cloud into calm, confident operations. By taking on the management of complex multicloud operations, we enable companies to fully leverage the potential of the public cloud. This allows you to focus on innovation and creating unique customer experiences that serve as powerful market differentiators.

Modern cloud operations are essential to navigate the complexities highlighted by rising data storage demands and multicloud management challenges. Modern cloud operations impact the way in which organizations employ strategic services and advanced technologies to optimize cloud resource management, enhance security measures and streamline cost control efforts.

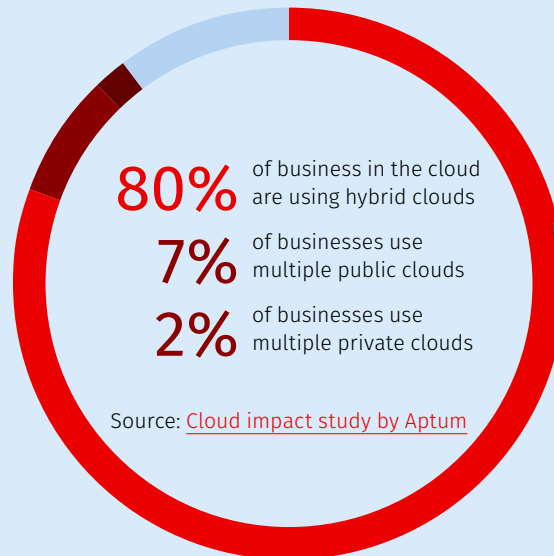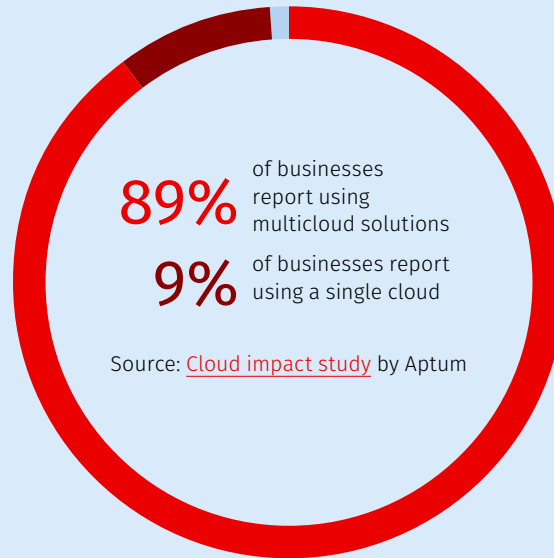In this e-book, we provide an overview of the continuing pace of cloud growth, the challenges facing organizations operating in the cloud, insight into the capabilities required to master modern cloud operations and a cloud operations solution many organizations are already leveraging. Discover the critical components of a well-managed cloud operation to realize the full promise of cloud computing.

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Source: [Cloud impact study](#) by Aptum
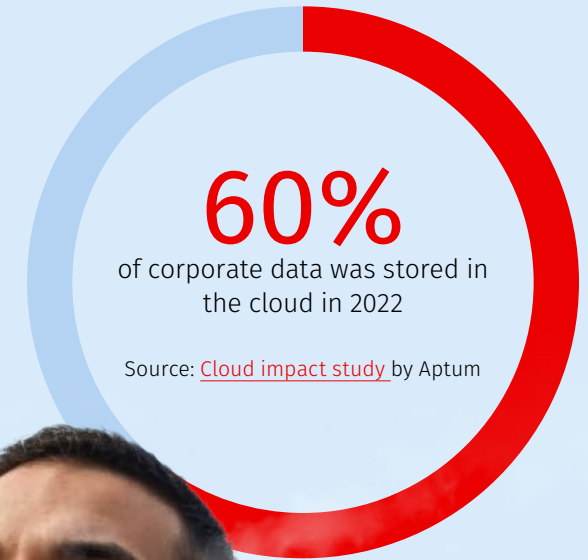
The cloud continues to expand and mature

The cloud has rapidly become a fundamental component of digital infrastructure. It continues to extend its reach, increasingly powering a larger share of organizational computing needs. According to Gartner, by 2025, an astounding 95% of new digital projects are expected to be deployed on cloud platforms.

This surge in demand for public cloud services is driven by rapid advancements in emerging technologies such as big data, AI and machine learning. Without the services and capabilities offered by the public cloud, organizations would struggle to meet the growing demands for innovation, deliver optimized customer experiences and accelerate time to market.

89% of businesses report using multicloud solutions

9% of businesses report using a single cloud

Source: Cloud impact study by Aptum

80% of business in the cloud are using hybrid clouds

7% of businesses use multiple public clouds

2% of businesses use multiple private clouds

Source: Cloud impact study by Aptum

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Cloud challenges that impact progress

While there are numerous challenges for cloud adopters to overcome, the top three are security, talent gaps and cost management. Here's how these challenges are having an impact.

Cloud security and compliance: According to Positive Technologies, 93% of networks are vulnerable to cybercriminals. Cloud technologies have transformed how we store and access data, introducing new protection and compliance obstacles. Organizations must prioritize cybersecurity and safeguard their sensitive information from potential cyberthreats.

Cloud talent gaps: The ongoing shortage of skilled IT workers is expected to impact nine out of 10 organizations by 2025, according to IDC. Cloud engineers are one of the 15 most in-demand technology jobs, according to Robert Half. Without access to strong cloud skills, organizations can't effectively manage their cloud operations. The cloud engineer skillset includes a range of capabilities that span cloud architecture, data protection, data management and DevOps.

Cloud cost management: According to Dark Matter, 90% of organizations are experiencing an increase in cloud costs. According to Aptum, better management of cloud spend is the top priority for organizations, with 82% indicating that management of cloud spend is their leading challenge, surpassing concerns over security at 79% and a lack of cloud expertise at 78%.

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Four key elements for mastering modern cloud operations

To overcome today's public cloud challenges, you need a clear strategy that aligns with the principles of modern cloud operations. Your strategy should be built on these four foundational components of action: articulate, achieve, enable and manage/optimize. Here's what that looks like.

Articulate: Understand customer priorities and challenges

Understanding the unique priorities and challenges that your customers face requires a deep dive into their specific needs, especially their data requirements in relation to security, regulatory compliance and scalable solutions. Clearly articulating these challenges equips you to develop comprehensive, responsive and proactive solutions that align closely with customers' expectations, needs and demands.

1

Achieve: Meet business requirements with flexible solutions

Reaching long-term goals requires the deployment of cloud solutions that can adapt to changing needs. Your cloud technologies must be configured to deliver flexibility, scalability and adaptability, so that you can quickly react to new opportunities and challenges, while supporting operational resilience and continuous growth. For example, your cloud operation should be able to scale up or down as needed to meet your business demands and help your organization manage cloud costs.

2

Enable: Deliver proactive assessments for operational excellence

Regular evaluations of the cloud environment are essential for preempting critical issues before they create inefficiencies, security vulnerabilities or lead to overspending. A consistent review process provides a transparent view into your options and the ability to make proactive adjustments, leading to peak efficiency. This proactive approach to enablement also keeps your business well-prepared for evolving demands.

3

Manage and optimize: Proactively monitor and optimize your cloud environment

Tracking cloud operation performance is vital to managing and optimizing cloud resources. This requires the deployment of sophisticated monitoring tools that can analyze the data generated by these tools. With the proper levels of insight, you can make informed decisions on every aspect of cloud computing, including security, resource allocation and cost management.

4

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The Rackspace Technology approach modern cloud operations

Many organizations are in search of a solution that delivers the essential capabilities required to master modern cloud operations. Rackspace Modern Operations offers a comprehensive approach to operational and system management, designed to address the unique challenges of the public cloud.

This approach is customized for each organization's distinct cloud journey, allowing them to delegate complex, resource-intensive cloud management tasks to a team of experts. By doing so, Rackspace Modern Operations enables organizations to focus on strategic business activities, while helping ensure their cloud environments are managed efficiently and effectively.

Problems solved

Rackspace Modern Operations helps solve the leading public cloud challenges — security and compliance, talent gap and cloud expenditures. Here's how.

Strengthening security and compliance with:

- **Cloud-native security:** Continually monitors your environment for threats and risks.
- **OS, backup and patch management:** Proactively keeps all systems in compliance.
- **Monitoring and remediation:** Automatically sends remediation alerts to enhance observability.

Bridging talent gaps with expert support, including:

- **Technical account manager (TAM):** Easy access to a designated TAM who understands your business strategy and IT needs.
- **Lead engineer:** Strategic guidance for cloud adoption and maturation.
- **24x7x365 support:** Full-time phone and ticket-based support.

Optimizing cloud expenditures with:

- **Flexible pricing:** Balanced based on costs and support needs.
- **Architecture deployments:** Providing fixed-priced cloud deployments.
- **Proactive assessments:** Proprietary cloud-native toolsets identify operational deficiencies and improvements.

Enhancing operational excellence with leading SLAs

- **Best-in-market response and resolution SLAs:** Extends beyond the limits of traditional support models.
- **Operational resiliency:** Enhanced with proactive support, architecture builds, thought leadership and weekly technical touchpoints.
- **Robust modern operations:** Helping you stay operationally sound and ahead of the curve.

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Fast track your path to modern cloud operations

Is your organization ready to enhance its public cloud capabilities, but challenged by securing cloud environments, bridging talent gaps and managing costs? Let Rackspace Technology help you transition from the chaos of cloud management to a state of calm, confident operations.

Reach out and speak with a Rackspace Technology cloud operations specialist today.

Call 1-800-961-2888, or learn more at:

www.rackspace.com/services/ managed-services

About Rackspace Technology

Rackspace Technology is a hybrid, multicloud solutions expert. We combine our expertise with the world's leading technologies — across AI, applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimizing returns into the future.

As a global hybrid, multicloud technology services pioneer, we deliver innovative capabilities to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in Fanatical Experience® — our obsession with customer success that drives us to help each customer work faster, smarter and stay ahead of what's next.

Learn more at www.rackspace.com.

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