

A Customer Success Story

LifeSize[®] Results

Rackspace Chooses LifeSize to Collaborate Across International Offices, Enable Connected Relationships Irrespective of Distance

A world leader in hybrid cloud computing, Rackspace relies on LifeSize video solutions to build stronger relationships across international offices

Organization

Rackspace[®] Hosting, San Antonio, Texas, USA

Founded in 1998, Rackspace[®] Hosting has grown to become a global leader in hybrid cloud computing, delivering enterprise-level hosting services to businesses of all sizes around the world. Now serving more than 200,000 customers, Rackspace is committed to delivering Fanatical Support[®] to customers by providing the best customer service in the industry, tailored to each company's specific needs.

Rackspace's headquarters is located in San Antonio, Texas, but the company also manages nine data centers around the world in the US, as well as the UK, Hong Kong and Australia. With more than 5,000 employees (or "Rackers"), Rackspace is an internationally-renowned high-growth start-up that has solidified itself as the leader in hybrid cloud.



› Suaad Sait, Chief Marketing Officer, Rackspace

Challenge



In the last 15 years, Rackspace has exploded from a high-growth start-up to a world leader in hybrid cloud. In order to bridge offices across time zones, they needed a communications environment that could replicate genuine, in-person interactions.

Solution



Rackspace turned to LifeSize for HD video collaboration. The company invested in a full solution of infrastructure and endpoints including LifeSize[®] Bridge™, LifeSize[®] Control™, LifeSize[®] ClearSea and LifeSize[®] Team 220™.

Results



The hybrid cloud computing company now uses video communications daily, and it was instrumental in one of the biggest launches in company history: The Rackspace Open Cloud. CMO Suaad Sait uses LifeSize in his home to connect with teams across the globe, as well.

Challenge



Rackspace teams are spread across the globe, so it is imperative that Rackers are able to collaborate with one another as though they are in the same room in order to provide the Fanatical Support that customers are promised. Additionally, some executives live miles away from the San Antonio headquarters and rely heavily on telecommuting to interact with their respective team.

One of the reasons that Rackspace is the most successful hybrid cloud computing company in the world is due to its strong corporate culture. Rackers are encouraged to demonstrate passion for their work and build relationships across departments and disciplines. In order to build these connected relationships and maximize productivity across teams, Rackspace needed a way to communicate face-to-face across local offices, as well as internationally. For this reason, email and audio conferences would not suffice alone. Rackspace needed a more genuine, lifelike method of collaboration: HD video conferencing.

“[LifeSize solutions are] so intuitive and easy to use, and the image quality is phenomenal. It’s hard to imagine my work life now without LifeSize.”

- Suaad Sait, Chief Marketing Officer, Rackspace



Solution



Suaad Sait, chief marketing officer at Rackspace, has been familiar with LifeSize HD video collaboration solutions since the company began in 2003. As a telecommuter and avid LifeSize user, Sait recognizes the value that a high performing and reliable video conferencing system brings to Rackspace.

“In my opinion, video conferencing should function just like your other devices – it should just work, and LifeSize just works,” said Sait. “It is so intuitive and easy to use, and the picture quality is phenomenal. It’s hard to imagine my work life now without LifeSize.”

Rackspace has deployed the full LifeSize solution of infrastructure and endpoints. The company utilizes a number of LifeSize solutions throughout its offices including LifeSize Bridge 2200 and LifeSize Control, as well as LifeSize ClearSea for enterprise-grade desktop and mobile video collaboration. In order to connect in boardrooms and executive offices, Rackspace has invested in over 100 LifeSize Team 220 endpoints. Telecommuters, like Sait, use LifeSize Passport to connect while at home.



Results



From his home in Austin, Texas, Sait uses LifeSize video conferencing on a near daily basis to connect with his teams in San Antonio, California, and the UK, among other sites. As a company, Rackspace uses video technology frequently and recently utilized HD video collaboration to coordinate efforts around its Open Cloud initiative, one of the biggest launches in the company's history. Rackspace launched its global public cloud, powered by OpenStack in August 2012. This marked the first time any company has deployed a large-scale open source public cloud powered by OpenStack. This particular platform launch required hundreds of engineers from around the globe to collaborate with one another.

"As we developed our Open Cloud platform, a key part of the communication backbone was to connect face-to-face via LifeSize to make aggressive timelines happen," said Sait.

Using video to facilitate more productive, engaging meetings is a common occurrence and one that has become so ingrained in company culture that employees are eager to use the technology whenever possible.

As a telecommuter, Sait finds video conferencing is preferable to audio and web conferences.

"I have a choice to make every morning. Either I drive for an hour and half each direction from my home to the San Antonio headquarters, or I can do a 30-second commute to my office in my home. I find that using video is a far more efficient way to conduct meetings and interact with my team."

"If we need to meet and we are in different locations, we don't have to think twice - of course we are going to use video communications," said Sait. "It's a big part of how my team operates and it's a core part of what I do every day."



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