



Sitecore Experience Manager on Azure

Avoid deployment challenges and gain a competitive advantage in the era of IT optimization.

Sitecore® is built from the ground up as a single, connected solution to deliver automated, flexible and personalized customer experience management. By deploying Sitecore on Azure®, you get a solution that is scalable, reliable and secure.

While powerful, Sitecore on Azure can be complex. Maintaining the health of the platform requires specialized skills and knowledge. It's challenging to capture the benefits without spending time deploying and operating the technology and losing your focus on the customer experience. When deploying Sitecore on Azure, having a managed hosting provider with the expertise to architect, optimize and support your environment is key — so you and your partners can focus on engaging with features and content, not infrastructure. The foundation of positive customer experiences lies in the technology and the people who run it.

Gain Cloud Computing and Managed Service Economies of Scale

Partnering with a managed service provider like Rackspace Technology™ will help reduce your IT burden. Rackspace Technology provides day-to-day management, optimization and deployment of new Sitecore workloads, updates and patching. This allows you to reduce your IT budget, while spending on other strategic applications that move your business forward.

It takes more than just infrastructure and support to deliver a successful Sitecore on Azure solution. Rackspace Technology is unlike any other service provider in the experience-delivery space, with a full range of solutions to run Sitecore and supporting ecosystem effectively. An optional add-on to Azure support is Rackspace Application Services (RAS) Digital Experience, which provides solutions specific to Sitecore XP, XM and XC. It extends monitoring, alerting and support to the Sitecore platform and any supporting .NET or Java applications, along with Sitecore pre-requisites or add-ons SOLR, Mongo and Coveo. Many other hosting providers lack specialized Sitecore engineers, but Rackspace Technology deploys Sitecore architects led by a Sitecore MVP to support your platform and budget.

Gain the Benefits of Always-on Support with Rackspace Technology

Rackspace Technology support services for Microsoft Azure are designed to assist you across the entire lifecycle of enterprise applications running production workloads — including planning, architectural guidance, migrations and implementation. When you partner with Rackspace Technology, you'll gain these business advantages:

- **Architectural and application deployment guidance:** Get guidance on designing a cloud environment that meets your unique workload requirements.
- **Support engineers available 24x7x365:** Chat, phone and ticket support is available any time so you always get the help you need.
- **Account management:** Get a dedicated customer success manager who knows you and your workloads, and is there when you need help.
- **SLA guarantee:** Rackspace Technology engineers respond in as little as 15 minutes, depending on the severity of the issue.

About Rackspace Technology™

Rackspace Technology is your trusted partner across cloud, applications, security, data and infrastructure.

- A leader in the 2020 Gartner Magic Quadrant for Public Cloud Infrastructure Professional and Managed Services, Worldwide
- 2,500+ cloud professionals
- Hosting provider for more than half of the Fortune 100
- 20+ years of hosting experience
- Customers in 120+ countries
- 1,500+ Microsoft certifications, including MCITPs, MCSAs, MCSE and MCTSs
- Named a Microsoft Azure Expert Managed Service Provider

Fanatical Experience™

Experts on your side, doing what it takes to get the job done right. From first consultation to daily operations, Rackspace Technology combines the power of always-on service with best-in-class tools and automation to deliver technology when and how you need it.



- **On-demand SQL DBA support:** Purchase on-demand support by trained MS SQL DBAs to tackle complex scenarios and help ensure the maximum operation of your SQL instance in the cloud.
- **Launch assistance:** Specialists help get your cloud environment up and running smoothly and quickly.
- **Monitor, manage and maintain:** Rackspace Technology proactively monitors your guest OS, troubleshoots any issues that arise, and provides assistance with patching and upgrading.
- **Cloud services support:** Rackspace Technology helps you choose the services best suited to your workloads (such as load balancers, backup and monitoring), with the flexibility to add or remove services as needed.

Gain Critical Business Advantages

- **Speed-to-market:** Instead of procuring and building out infrastructure on your own, with Azure you can easily provision cloud resources for Sitecore in minutes.
- **Technical expertise:** Rackspace Technology is a five-time Microsoft Hosting Partner of the Year, with 500+ Certified Microsoft Professionals available 24x7x365 for “future-proof” architecture guidance and management of your Azure infrastructure on a wide range of Sitecore deployments.
- **Multicloud ready:** Get a flexible design to scale in response to workload variability, ease of multicloud cloud integration, and management between hosted private, on-premises and Azure environments.

The comparison chart below illustrates the TCO of an in-house IT solution versus a hosted and managed solution with Rackspace Application Services.

Site reliability engineers	In-house IT*	Rackspace Application Services*
Annual salary	\$120,000 per engineer	Included
Shift - 3 (8 hour), supporting	4x engineers	Dedicated team
ACLIT staff costs	\$400,000	Included
Ongoing training/certification	\$20,000	Included (Rackspace Technology Employee Benefit)
Enterprise software		
Rackspace Application Services Digital Experience for Sitecore fee (Azure infrastructure spend <\$4K, 20 hours of RAS time per month)		\$11,250
Sitecore fee (\$250/Sitecore server)	\$1,500	
Infrastructure Monitoring	\$50,000	
Application Performance Monitoring	\$50,000	
Installation, setup, configuration (hardware/software)	\$25,000	Included
Build vs. rent decision — total annual cost	\$643,000	\$135,000
Availability	3-6 months	Today (15 days)

* Model based on average of six Sitecore servers, one non-Sitecore server, two database servers, and two net devices.

Take the Next Step

Let's talk about how Rackspace Technology can help your organization gain a competitive advantage.

Learn more: www.rackspace.com/ecommerce-digital-experience/sitecore
Call: **0800-988-0300**