# Accelerate time to insight with limitless analytics

Remaining competitive today means harnessing your data to inform better business decisions, which requires a modern data architecture that can be served for AI and predictive analytics. However, optimizing legacy databases and data warehouses to fully integrate a siloed data environment can be slow moving, costly, and ultimately ineffective. Rackspace can help you accelerate data estate modernization with 70% less implementation time and cost, enabling unmatched analytics with Azure Synapse to power proactive decision-making and greater agility for your business.

## Limitless scale, maximum impact

With Rackspace + Azure Synapse, seamlessly modernize and unify your data across sources and systems to maximize accessibility while optimizing the performance of queries with intelligent workload management and limitless concurrency.

## Get more value from your data

Your data is only as valuable as the insights you draw from it. Leveraging artificial intelligence (AI) and Power BI, uncover valuable insights that power intelligent action and deliver real business impact – from improving customer engagement to optimizing operations.

## Unrivaled security

Have peace of mind that your data is safeguarded by industry-leading, automated security and privacy features like threat detection and always-on encryption to protect sensitive data in real time.
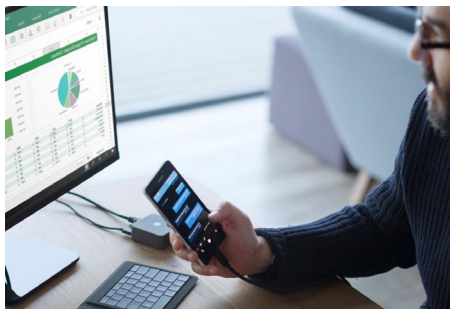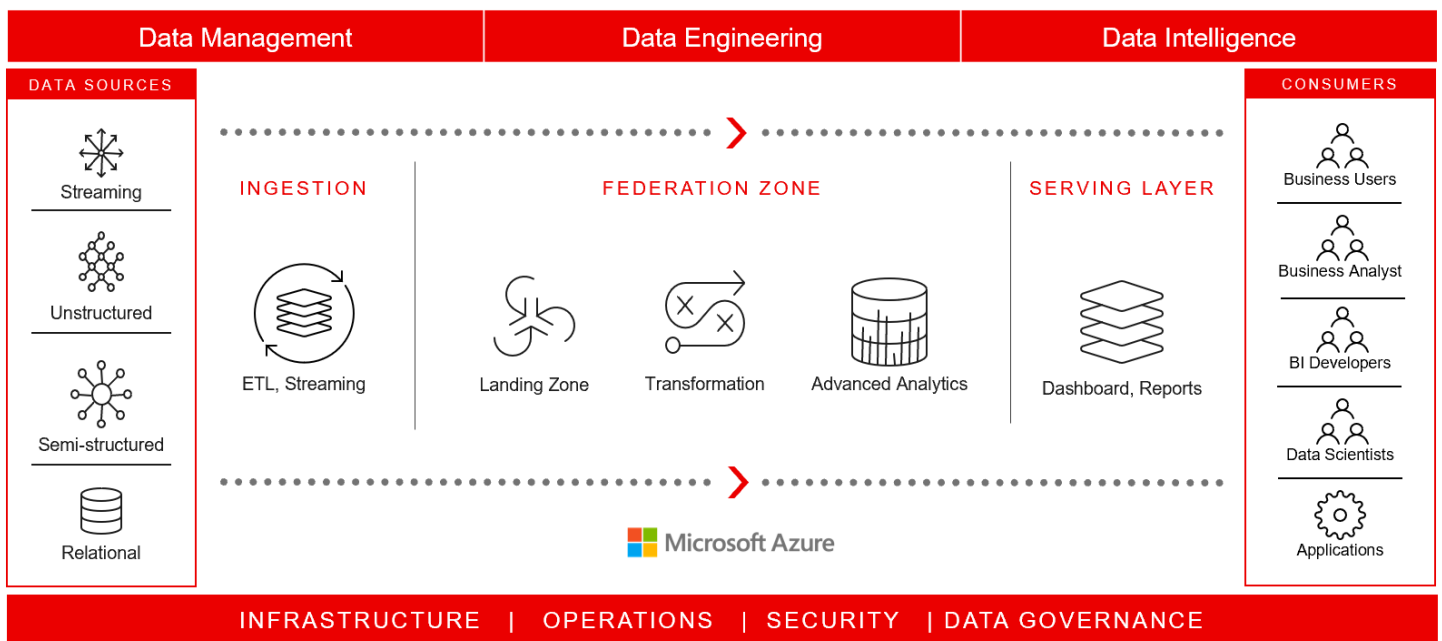
## Why Azure Synapse with Rackspace?

- Gain a unified workspace for data prep, data management, data warehousing, big data, & analytics

- Unlock the door to AI, machine learning, and real-time analytics, with 14x faster insights at 94% less cost than other cloud providers[1]

- Azure Synapse is the first and only analytics system to have run all TPC-H queries at petabyte-scale[2]

- Achieve a modern data estate with up to 70% less implementation time and cost

- A customized transformation approach delivering tangible business results that accelerate innovation and increase ROI

A **Rackspace-led analytics implementation helped a Texas-based oil & gas company** improve planning and routing of hazardous materials to **save $1 million.**

# Experience a new class of analytics

With Rackspace + Azure Synapse, experience limitless analytics that brings together enterprise data warehousing and unmatched big data analytics capabilities to accelerate time to insight and deliver ground-breaking value to your business. This integrated, end-to-end approach enables you to ingest, prepare, manage, and serve data for immediate BI and machine learning to turn your data into actionable intelligence. Rackspace helps you modernize your data estate to harness the analytics power of Azure Synapse and accelerate time to value with less cost and burden to your organization. With a full suite of services to support your team, we'll partner with you every step of your transformation to optimize your data environment while accelerating access to real-time analytics and intelligence.



## About Rackspace Technology

At Rackspace Technology, we are the cloud solutions experts that aim to help you grow your business, increase efficiency, and deliver the future. With 20+ years of experience and over 7,500 cloud certifications, you can trust us to help you maximize the value of the Azure cloud and modern technology—we're obsessed with your success, and our longstanding culture of delivering a Fanatical Experience™ speaks for itself.

Schedule a **FREE 2-hour Strategy Session** today!