



Rackspace Managed Hosting

Selects VeriSign To Provide Digital Certificate And e-commerce Capabilities

CUSTOMER PROFILE

"Our customers demand superior quality, thus they ask for Verisign when it comes to security and e-commerce."

Robert Miggins
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Founded in 1998, Rackspace Managed Hosting provides managed Web hosting services to enterprises of all sizes. We supply all the servers, software, bandwidth and management needed to run almost any hosted application—from Internet to enterprise. In this commodity market, Web hosting companies traditionally focused on providing hardware—and little else. Early on, our founders recognized that customers were looking for more than just servers—they needed service. We focused our attention on the customer, pioneering the "managed hosting" concept and coining the phrase "Fanatical Support™" to describe our unique level of customer service. This business model has made us one of the largest companies in the Web hosting market today, with more than 550,000 domains under management. Our 4,000 customers are as fanatical about us as we are about them—97% would refer us to a friend.

Business Situation

When a business decides that it is time to get online and to start conducting e-commerce, where do they go? With no technical knowledge or facilities to manage themselves, they have to turn to a managed hosting provider like RackSpace. Customers have found that trying to obtain hardware, set-up a secure facility and the overall day-to-day maintenance of hosting is just too burdensome and expensive. The answer to all of this is to outsource your Internet operations to a company like Rackspace. Rackspace has the ability to get everything you need from a domain name, to servers and software. With the need for their customers to have the ability to conduct e-commerce and do it securely, Rackspace and VeriSign partnered to deliver these services to all Rackspace customers. Customers now have the ability for a one-stop-shop for their entire Internet needs including authentication, encryption and e-commerce capabilities.

Business Requirements

VeriSign was selected as the preferred provider of digital certificates for several reasons:

- Leading provider of Internet security
- Truly authenticated solution
- Most widely recognized symbol of TRUST on the Internet
- Ease of use
- Overall, VeriSign offered the strongest product line

VeriSign® Solution

Expanding business to the Web can be a complex task for end customers. However, by partnering with VeriSign, Rackspace can now offer customers their first class hosting packages along with packages that includes a VeriSign digital certificate and Payment Gateway. By partnering with VeriSign, Rackspace now has the ability to provision these products while making a profitable revenue share as well.