Feeding America frees up IT resources by 45%

Rackspace Technology helps Feeding America® tap into technology to connect food bank networks.

Our customer

Feeding America is the nation's largest domestic hunger-relief and food-rescue organization, feeding more than 46 million people, including 12 million children and 7 million seniors, through 60,000 food pantries and meal programs in communities.

The obstacles they faced

Moving the infrastructure from a colocation solution, eliminating hardware maintenance lifecycles and reducing capital costs.

How we helped

IT Transformation, Performance, Managed Hosting — VMware®

What we achieved together

Feeding America can focus on managing its nationwide network of food banks, while Rackspace keeps the non-profit secure, scalable and available with hundreds of on-demand VMware Certified Professionals.

> *"Anytime you're moving a data center, it's a daunting proposition that takes a lot of planning. Rackspace really came in and managed the project for us, helped us with technical expertise on the details, and helped us move 350 servers and over a petabyte of storage into the Rackspace Cloud."*

Steven Carlberg
Managing Director of Infrastructure and Security, Feeding America

Leading the fight against hunger

For over 35 years, Feeding America has responded to the hunger crisis in America, with a mission to feed America's hungry through a nationwide network of 200-member food banks and engage the country in the fight to end hunger. The non-profit is the nation's largest domestic hunger-relief and food-rescue organization, feeding more than 46 million people, including 12 million children and 7 million seniors, through 60,000 food pantries and meal programs in communities.

Technology plays a huge role in keeping the network at Feeding America connected. And it was a local relationship in San Antonio that facilitated connecting Rackspace Technology to the national office in Chicago.

"Through one of our critical members, the San Antonio Food Bank, Feeding America's national office was introduced to Rackspace," explains Steven Carlberg, Managing Director of Infrastructure and Security with Feeding America. "That began the conversation of this whole Infrastructure-as-a-Service (IaaS), how we can leverage that, gain some efficiency, and get out of this hardware maintenance lifecycle and the capital costs."

"As we dug into Rackspace," he continued, "they had a world-class data center located here in Chicago," Carlberg said. "It allowed us to tap into best-in-breed technologies, where we could run all our workloads virtualized on VMware who is, by far, the best-in-breed on the server side in virtualization today."

Getting out of the hardware business

IIn 2014, Feeding America was still utilizing traditional colocation — leasing floor space, power and Internet pipe — while buying and owning all of the gear to support its workloads; including hardware, servers and storage. Carlberg's mission was to get out of hardware costs through a host that provided managed services, allowing his staff to focus on core priorities. "Rackspace knew about Feeding America's mission, and approached us to say, 'maybe we can help.' We looked at IaaS as a model, which got us out of that hardware-ownership cycle."

"Rackspace helped Feeding America in the migration from our traditional, rented data center space to IaaS in the Cloud," he said. "Anytime you're moving a data center, it's a daunting proposition that takes a lot of planning.

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with technical expertise on the details, and helped us move 350 servers and over a petabyte of storage into the Rackspace Cloud."

With Feeding America's managed services, Rackspace Technology hosts hardware, software, servers, storage and other infrastructure components, while handling tasks including system maintenance, backup and resiliency planning, delivering highly scalable resources that can be adjusted on-demand.

"By going to a managed service model with Rackspace, I just worry about the workloads and applications to support our mission and our members mission," he said. "I could run what I need today, knowing that I can rapidly scale up or scale down to fit our needs, and serve up workloads. Now I just have an operational cost as opposed to a capital expense outlay."

Support beyond expectations

Feeding America's IT environment takes a wide variety of specialized engineering skills to architect and manage not only the infrastructure, but also the many complex applications and tools that run on top of it. With the Rackspace Technology partnership, the Feeding America team can focus on managing core operations, applications and workloads, while the day-to-day support of the backend, hardware and software are managed by the experts at Rackspace Technology.

"The expertise that we get from Rackspace helps us in many ways," said Carlberg. "We get a high level of expertise in storage, servers, VMware, backup and recovery methods. We get services that I can't build out myself that help us with disaster recovery and business continuity planning. I get 24x7

monitoring and alerting on critical systems and functionality. All of this augments our staff tremendously."

Jim Nelson, Senior Infrastructure Engineer at Feeding America explains the importance of a Rackspace managed infrastructure backed by 24x7x365 support. "Having Rackspace there to manage the hardware, manage the hosting environment, frees up easily 45 percent of my time. The Rackspace relationship has been very beneficial, as I can focus on the things that are important to me and I don't have to deal with the hardware."

"The support I have gotten from Rackspace has been exceptional, I mean really phenomenal," said Nelson. "They have gotten me out of a bind more than once, and I'm very grateful for them going above and beyond what they are contracted to do. The support has been awesome."

Partnership with a bright future

Feeding America's transition from its colocation environment into a fully managed and supported infrastructure inside Rackspace Technology has allowed the non-profit to tap into services and resources unavailable in-house, allowing them to focus on their core mission — feeding America's hungry.

"The Rackspace partnership is imperative to our success, it allows us to support as many members, machines and servers as we do, because I have them as part of my team," said Carlberg. "Not only do I get Rackspace technical support; they have a phenomenal portal that allows me to self-serve in many regards. I can look at the status of our virtual servers, our backups, and I can get configurations on the firewall and the load balancers. I can get a lot of

answers to questions before I even need to ask an expert."

Like any business today, data security is at the top of many of its executives' lists of priorities at Feeding America. Deploying Rackspace Managed Security, Feeding America now incorporates the most effective elements of traditional security strategies available today.

"Rackspace also gives us the option to leverage additional services such as movement detection or unusual traffic pattern identification that I couldn't do myself," he said.

"The future of the Feeding America and Rackspace relationship is bright," concludes Carlberg.

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Jim Nelson Senior Infrastructure Engineer, Feeding America

About Rackspace Technology

At Rackspace Technology, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™ — the best customer service experience in the industry. Rackspace Technology has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

Learn more at **www.rackspace.com** or call **1-800-961-2888**.