

Micron drives consistency across websites

Micron CPG gained the ability to store, share and publish web and social media content among its marketing team and global advertising partners in multiple countries.

Our customer

Micron Consumer Products Group (CPG) is a leader in memory and semiconductor technology, including SSDs, DRAM and memory cards under the Micron®, Crucial® and Lexar® brand names.

The obstacles they faced

With a large and expanding product line, Micron CPG needed to overcome the challenges of managing and sharing digital content internally and with global agency partners.

How we helped

Managed Cloud; Managed Hosting; Rackspace Application Services; Web Content Management; Digital – Adobe Experience Manager; Managed Hosting – Dedicated Servers and Hybrid Cloud; Professional Services – Application Services/DevOps.

What we achieved together

Micron CPG gained agility, scalability and cost savings to support storing, sharing and publishing web and social media content internally and across a large global network of advertising partners.

Building consistency across brands

Micron Consumer Products Group (Micron CPG) is the channel-and consumer-facing business of Micron Technology, Inc., one of the largest memory manufacturers in the world. Through its three global brands – Micron®, Crucial®, and Lexar® – Micron CPG offers enterprise and client SSDs, DRAM solutions, memory cards and USB flash drives across e-tail, retail, and reseller channels.

Previously, Micron CPG has used Rackspace Technology for hosting its crucial.com and lexar.com websites. More recently, the company has begun utilizing Managed Hosting for Adobe Experience Manager (AEM), and has also begun working with Rackspace Technology Application Services.

“With the explosion of digital content, the number of assets we’re producing is growing exponentially. We needed a toolset that could not only store, share and publish all content, but one that could also scale with our growing global footprint,” said Jared Ray, Digital Marketing Manager, Micron CPG.

Small team, big payoff

Adobe Experience Manager lets users manage multiple websites, optimize speed and performance of those sites, and address content inconsistencies. It also helps with organization of content across a large enterprise while seamlessly incorporating elements of social media.

Micron CPG wanted to better manage resources for its marketing department worldwide. Its teams work in several global locations, with multiple external agencies, and in several different languages, so the department wanted to be able to manage assets in a more organized environment.

“It’s nice to be able to rely on Rackspace to be part of our team.”

Jared Ray
Digital Marketing Manager,
Micron CPG



The AEM product is a component of the Adobe Marketing Cloud, which enables users to create and manage customer experiences across multiple platforms. Key AEM features include an intuitive dashboard, a fully integrated digital asset manager, personalization and easy-to-use content editing.

Ray explained that though the build process is still ongoing for the full rollout of AEM, the Micron CPG team has been working in three different environments — development, testing and production. In his words, “Rackspace has gone above and beyond their remit to accommodate our unique needs and architecture.”

The customization required by Micron CPG led to collaboration with the Rackspace Technology Application Services team.

“While they’re only responsible for the application level,” said Ray, “the Rackspace Application Services team asked us to make them aware of any kind of customizations we’ve done to the application. I think their willingness to keep an eye on what we’ve done, even though they’re not responsible for it, speaks volumes to their commitment and support.”

Ray said that Micron CPG made a conscious decision to use Rackspace Technology as an extension of the small internal team responsible for their AEM implementation. “There’s a team of five who have been involved so far, but we’ll soon roll it out to our wider teams, including creative services and marketing,” said Ray. “We decided to use Rackspace for the AEM deployment because of our past experience with our other web properties and the good success that we’ve had there. We knew there were other options available, but we just liked the service levels and the flexibility we have with Rackspace.”

Global efficiency gains

Using AEM and Rackspace Technology, the Micron CPG marketing and creative services teams, as well as the agencies with whom they collaborate, will soon gain significant agility with their global assets.

“Using their expertise, Rackspace has been terrific at coming back and saying, ‘These are the things you need to look out for.’ It’s just a very collaborative partnership. They’re really great that way,” Ray said.

“Rackspace is always proactive, always fixing issues before we’re even aware of it.”

Jared Ray – Digital Marketing Manager, Micron CPG

In terms of organizing how everything’s going to fit in the not-so-distant future, Ray likes what he sees. “I can tell you that our end goal is definitely looking towards efficiency gains,” said Ray. “We’ve got one foot in our old way and one in the new right now, but we’re on a solid trajectory. We feel like we’re definitely headed in the right direction.”

How is Rackspace Technology Fanatical Support® defined from the Micron point of view?

“It’s really the ‘proactiveness,’” said Ray. “Things like opening tickets for us before we even know there’s an issue, or the confidence we have that when we call, whether or not it’s Rackspace’s responsibility, there’s always an expert that can point us in the right direction or just go ahead and fix whatever the issue is.”

About Rackspace Technology

Rackspace Technology is the multicloud solutions expert. We combine our expertise with the world’s leading technologies — across applications, data and security — to deliver end-to-end solutions. We have a proven record of advising customers based on their business challenges, designing solutions that scale, building and managing those solutions, and optimizing returns into the future.

As a global, multicloud technology services pioneer, we deliver innovative capabilities of the cloud to help customers build new revenue streams, increase efficiency and create incredible experiences. Named a best place to work, year after year according to Fortune, Forbes, and Glassdoor, we attract and develop world-class talent to deliver the best expertise to our customers. Everything we do is wrapped in our obsession with our customers’ success — our Fanatical Experience™ — so they can work faster, smarter and stay ahead of what’s next.

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

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