

# Rackspace Private Cloud leverages VMware to extend Enterprise Computing



Released on: August 6, 2009, 7:08 am

Author: [Rackspace](#)

Industry: [Internet & Online](#)

Rackspace Hosting (NYSE: RAX), the world's leader in hosting, has announced its new Private Cloud offering, which allows customers to run the centrally managed VMware virtualisation platform on private dedicated hardware environments.



Rackspace recognises the demand from enterprises for a more flexible and [scalable hosting](#) solution. Although multi-tenant cloud solutions are very flexible and cost-effective, they are not always right for every segment. The Rackspace Private Cloud's single-tenant architecture offers increased control and security, while still maintaining the scalability, flexibility and resource optimisation that make shared cloud offerings so compelling.

"Rackspace provides an excellent option for customers to take advantage of the cloud," said Dan Chu, vice president, emerging products and markets, VMware. "Enterprises who purchase the Rackspace Private Cloud can count on the powerful combination of VMware's industry-leading virtualisation platform and Rackspace's reliable hosting environment and infrastructure."

Rackspace Private Cloud is an evolution of its popular dedicated virtual server (DVS) offering within the managed hosting business unit. In the last year,

revenue from virtualisation solutions has grown substantially, driven mainly by the increased flexibility, improved asset utilisation and lower capital and operating costs that VMware's virtualisation provides.

"Rackspace is implementing a true hybrid hosting vision that allows customers to create a blend of the right hosting solutions - from a [dedicated server](#), to multi-tenant cloud to specialised application hosting such as [hosted exchange](#) -each backed by our industry leading support. The Rackspace Private Cloud is one piece of the entire hybrid vision", said John Engates, Rackspace CTO. "Computing is changing at a rapid pace, and customers require that we stay ahead of the curve to continue providing best-in-class offers. We view the Rackspace Private Cloud as having a large impact for our enterprise customers who need the flexibility, scalability, and reliability provided by VMware's virtualisation, paired with the control and security of a dedicated environment. It is the best of both worlds for those enterprises looking to explore the benefits of external cloud solutions, without as much risk."

#### **About**

#### **Rackspace**

#### **Hosting:**

As the world's leader and specialist in hosting, Rackspace Hosting is changing the way businesses worldwide buy IT. Rackspace delivers computing-as-a-service, integrating the industry's best technologies into a flexible service offering, making computing more reliable and affordable.

A trusted partner to companies of all sizes, Rackspace enables IT departments to be more effective. Rackspace is distinguished by its award-winning Fanatical Support, furthering the company's mission to be one of the world's greatest service companies. Rackspace featured in the top 30 of both the Sunday Times 100 Best Companies To Work For list and the Financial Times Great Place to Work Awards, 2008.

Rackspace's portfolio of hosted services includes managed exchange, managed hosting, hybrid hosting and [cloud hosting](#).

#### **For more information, please contact:**

Mital Joshi  
Rocket PR  
Palladia  
20 Garrick Street  
London  
WC2 E9BT  
08453 707 024

~~~~~

Press release distributed via EPR Network (<http://express-press-release.net/submit-press-release.php>)