

# Rackspace Launches NoMoreServers.com



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Rackspace Hosting (NYSE:RAX) has announced the launch of NoMoreServers.com, a site dedicated to the emergence of Computing-as-a-Service models (like hosting, cloud computing and SaaS) to power corporate computing.



To support this campaign, the [hosting](#) company has hired renowned hosting industry strategist Andrew Schroepfer. In his role, Schroepfer will cover the trend in depth from how providers are evolving to how real businesses are making this trend pay off.

"A new way to run business computing is emerging," said Lanham Napier, president and CEO of Rackspace. "We have countless business customers tell us they are finished buying servers and are looking for a computing partner. People don't want to buy standalone computing, they want computing as a service with Fanatical Support. This trend will have major implications on the entire IT industry, and there is no one more qualified to cover it day-to-day than Andy."

NoMoreServers.com will feature daily and unique commentary explaining the next era in computing. In addition to filtering and reviewing interesting developments and third-party content about the NoMoreServers computing era, the site will feature daily commentary and a live community portal for visitors to engage on the topic and offers a white paper on the subject for community members.

Schroepfer has been a key analyst in the hosting industry since its inception in the late 1990s. From his beginnings at Piper Jaffray where he developed and managed the VoIP (Voice-over-Internet-Protocol) industry's primary market statistics, Schroepfer published a 270-page report on the disaggregation of communications which sparked his coverage of the Web hosting industry. He then joined Goldman Sachs as VP and senior equity analyst on the Internet Infrastructure Services industry during the time when Equinix, Loudcloud (now HP), and Webex (now Cisco) were executing their IPOs (Initial Public Offerings). In late 2000, Schroepfer founded, led, and later sold Tier1 Research, the leading specialist research firm on the hosting and data centre industry whose insights and data remain highly relevant.

"Having covered the hosting industry since its inception, and having strongly recommended Rackspace since 2001, I am excited to now become a Racker," said Andy Schroepfer. "I have always said Rackspace will be more than just a leader in hosting, and I am honoured to join the 2,700-strong Fanatical Support team tasked with sustaining and evolving our leadership role as the IT value chain is recast."

Notes to Editors:  
This press release contains forward-looking statements that involve risks, uncertainties and assumptions. Rackspace Hosting assumes no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future.

**About Rackspace Hosting**  
Rackspace Hosting is the world's leader in hosting and cloud computing and has been ranked in Financial Times Top 50 Great Place to Work in the United Kingdom for the past five years. Rackspace provides its customers with Fanatical Support by delivering a portfolio of hosted IT services, including [virtualisation](#), [hosted exchange](#), [dedicated server](#), [cloud hosting](#) and Email and Apps.

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