

# CloudHealth Helps RapidScale Leverage Azure for Core Practice Area

RapidScale has been helping customers meet infrastructure compliance, governance and availability requirements for more than 23 years. As a seasoned Microsoft partner of 20 years, they can accelerate cloud adoption exponentially.

“Customer demand brought us to Azure,” said Jason McKay, Chief Product Officer for RapidScale. “Microsoft has compelling proprietary features for moving to the cloud, and Azure can be used as a global resource to stretch usability and deploy seamless migrations. Often when a customer does all the framework involved before migration, they don’t realize the amount of effort and skill required. It’s our challenge to provide value. The good news is, we can. By automating processes, developing our own IP, and partnering with ISVs, in a matter of months, we can achieve utilization well before they could even think about migration.”

RapidScale leverages Azure in two practice areas that are applied to their vertical focus in finance and healthcare.

## Cloud adoption consulting

For customers who seek professional services to aid their cloud adoption, RapidScale crafts a strategy to plan and migrate solutions, and build out cloud solutions. It’s a complete breadth of services: infrastructure migrations, DevOps implementations, and secure network design. The process begins with discovery and an in-depth assessment of current structures. RapidScale then creates a reference architecture design, builds it, and helps the customer migrate.



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### Industry

IT services

### Headquarters

Raleigh, North Carolina

### Employees

550

### Key features

Custom cost reporting  
ROI recommendations  
Rightsizing recommendations

### Cloud

Azure

### Key benefits

- Shared saving model is powered by granular cost report dashboards
- ROI and rightsizing recommendations allow RapidScale's customers to optimize cloud spend
- CloudHealth reporting enables views into cost and data utilization by line of business

## Cloud management

The core managed services product of RapidScale has three levels of service.

The first service tier is long-term managed services focused on cost management, powered by CloudHealth. RapidScale conducts a review of a customer's existing Azure account, helps them rightsize it, and seeks out savings. This is called a shared saving model. RapidScale is paid based on the savings they help the customer enact.

Second-tier services focus on monitoring, tier-one services, and 24x7 support. RapidScale uses both internal operations automation systems and third-party solutions. If a customer already has an existing integrated monitoring system, RapidScale can integrate it with their monitoring hub to see the full picture. Alerts generated by third parties are operationalized through RapidScale's system to ensure continuity.

Flexibility is key to creating a custom system that a client loves to use and that can mean integrating a tool that already works for them.

RapidScale's managed service offerings are supported by CloudHealth to offer best practice reporting, ROI recommendations, and rightsizing recommendations. The customer dashboard relies on RapidScale's OSS and an open-source DevOps monitoring tool, VictorOps, to provide customers with timely information.

Customers need a deep level of reporting for utilization and costs, and CloudHealth has custom report options to provide these insights. These reports help to choose the right virtual machine (VM) size to perfectly fit customer workloads. Microsoft Azure provides a variety of compute options based on the latest Intel processor technologies.

Leveraging service catalog, continuous integration and continuous delivery (CI/CD), and their own DevOps, RapidScale creates a best practice cloud solution for their customer. Then they become the customer's long-term operations partner, managing and monitoring the solution.

Best practice security and compliance enforcement is included in tier three, as well. Bots automatically scan all of RapidScale's accounts to look for behavior that is not in compliance. "One bot detected noncompliant customer behavior—a new VM was set up in a new region," said McKay. "The bot identified that this was atypical behavior for the customer. We confirmed this was a hack and shut the VM down. It could have cost the company several hundred thousand dollars a month."

## Partner criteria

"We look for three criteria with partners," said McKay. "First is customer demand. We seek to offer the tools that our customers want. Second is commonality. Partners' solutions need to enable enough flexibility while providing stable, well-accepted tools. Finally, our internal criteria are threefold. How does it operate within our own frameworks? What is the business relationship? And, what is the potential for mutual growth?"

"We are an engineering-heavy company. ISV selection lives and dies by engineer approval. Our research and development group actively evaluates tools, and a lot of engineering vetting goes into the process," said Sachin Bansal, director of alliances for RapidScale.

## Learn More

Contact the CloudHealth team today to learn how it can help power your business.

<https://secure.arrow.com/CloudHealth-free-trial>