

### WHAT'S THE OPPORTUNITY?

As a valued Rackspace partner, hosting can be an ingredient of your overall solution or a service to refer or resell to your customers. Hosting gives you the opportunity to work with your customers as a trusted advisor and provide a “new” expanded range of services that can enhance your position and increase your commissions.

#### The Challenge:

In the past, meeting computing needs meant you had to buy servers, hire technical talent and then continually reinvest to keep up with technology. You not only had huge capital expense, you also had to deploy, scale, patch, maintain, backup and then monitor it all yourself 24x7x365. Here is the hosting advantage for your customers:

- Hosting frees businesses from hassles of in-house server management.
- Businesses can shift focus to mission-critical apps, core competencies and innovation.
- Hosting offers pay-per-use solutions and provides flexibility and scalability.

#### Qualifying Questions:

- Do you not have staff to support procuring, managing, monitoring, and maintaining your hardware and operating systems?
- Are you over-burdened with managing the physical data center, network infrastructure and/or hardware supply chain?
- Are you considering a hardware upgrade/refresh? Or do you need dedicated gear?
- Do you need the ability to add complex hosting options (load balancing, firewall, etc.)?
- Do you have application technical expertise?

### Who has the problem?

Rackspace has more than 90,000 customers hosting everything and anything imaginable—from internal corporate files to websites, online applications and e-commerce sites.

#### Top Targets for Hosting Solutions:

- Web sites, Web 2.0, Web apps, blogs, CMS
- E-Tail/E-Commerce
- Rich media hosting
- Application hosting (ISV/ASP/SaaS)
- Back office applications

### What Is Rackspace Hosting Service?

#### RACKSPACE IS A WORLD LEADER IN HOSTING

For every business and budget, there's a unique need. That's why we deliver a portfolio of Hosting Solutions, including:

- Managed Hosting—Managed devices, operating system and infrastructure allows you to focus on your business applications.
- Cloud Hosting—Scalable, low-cost utility hosting solution for businesses with dynamic computing needs.
- Email Hosting—Email platform managed, maintained and supported by email specialists.

Our model is built to adjust to customer needs quickly and efficiently. And because everything we do is tailored only to hosting, we truly are the hosting experts. We integrate the industry's best technologies and practices and deliver it all with our unparalleled and uncompromising Fanatical Support.®

## Why Hosting?

By outsourcing some or all of an organization's IT needs, your customers can begin reducing and managing costs for the short term and the long term. Simply put, a hosting provider takes the financial risk for your customer, by taking on the large capital expenditures and additional payroll that comes with a do-it-yourself, co-location or in-house IT infrastructure.

### The Way We Do Things—Key Differentiators

#### Why Rackspace?

1. Our entire business model is designed around supporting customers with our award-winning Fanatical Support 24x7x365. Fanatical Support is the culture of support at Rackspace and is the manner in which we provide support to every customer no matter how big or small their business or their configuration. It is a state of mind and the fundamental cornerstone of our commitment to extraordinary service. Rackspace is the world's largest hosting provider by revenue in 2007 (according to Tier 1 Research data).
2. Net income positive since February 2001
3. Founded in 1998—more than 10 years of hosting expertise
4. A leader in the Gartner North America Web Hosting and Hosted Cloud System Infrastructure Magic Quadrant since 2004
5. Ten Worldwide Data Centers

Customer Pain	What We Do		Proof Points
I do not have enough cash to maintain a world-class data center.	<p>Hosting helps you be efficient with your cash.</p> <ul style="list-style-type: none"> <li>• Removes the need for big capital outlays on hardware and data centers</li> <li>• Frees up your funds for primary business expenses</li> <li>• Offers affordable and predictable monthly costs</li> <li>• Lets you pay as you grow rather than over-purchase capacity upfront</li> <li>• Delivers a faster return on your investment</li> </ul>	Differentiator	<p><b>Flapdaddy Productions.</b>            “Fanatical Support means that I don't have to waste resources dealing with server issues. I can spend my budget and my allocation of time on what is important to me. My overall satisfaction with Rackspace on a scale of ten would be a 12.”</p> <p style="text-align: right;">—Russ Barnard, President</p>
I need my staff to focus their time on creating business efficiencies — not maintaining our systems.	<p>Hosting helps you extend your resources.</p> <ul style="list-style-type: none"> <li>• Reduces your labor costs</li> <li>• Provides you with access to a deeper pool of experts</li> <li>• Concentrates your people on core business needs</li> <li>• Supplies staff instantly for the “what-if” scenario</li> <li>• Lets you take advantage of latest technologies without hiring the expertise</li> </ul>	Differentiator	<p><b>Advanced Data Exchange (ADX)</b>            “Rackspace was crucial in helping us understand the specific hardware support required of our software applications and business demands.”</p> <p style="text-align: right;">—Alice Raia, Senior Director of Technical Services</p>

Customer Pain	What We Do		Proof Points
My business is seasonal. I need 24/7 uptime, plus the ability to change strategy to effect business growth.	<b>Hosting limits your business risk.</b> <ul style="list-style-type: none"> <li>Keeps capital on hand for rainy days</li> <li>Allows you to quickly and efficiently change plans</li> <li>Guarantees you stay online</li> <li>Places your focus back on growing your business</li> <li>Gives you latitude to pursue new revenue-generating ventures</li> </ul>	<b>Differentiator</b>	<b>Bluetooth SIG</b> "Our chief goal and mission is to raise the overall level of awareness of Bluetooth technology, to facilitate the growth of the specification and to support our members. Rackspace is at the heart of all three of those critical functions."  <p style="text-align: right;">—Brandon Nott, Online Programs Coordinator</p>
I need to be able to talk to someone at any time of the day.	<b>Our entire business model is designed around supporting customers with our award-winning Fanatical Support 24x7x365.</b> <ul style="list-style-type: none"> <li>Fanatical Support is the culture of support at Rackspace and is the manner in which we provide support to every customer no matter how big or small their business or their configuration. It is a state of mind and the fundamental cornerstone of our commitment to extraordinary service for our customers— or anyone who approaches us</li> </ul>	<b>Standard</b>	<b>Tstream Software</b> "Whenever we need them, they're there. They pick up the phone. Their technical staff actually can help our technical staff and it's just an amazing company."  <p style="text-align: right;">—Dan Reynolds, Vice President</p>

### Contact Information

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