



Rackspace Technology G-Cloud Pricing Approach

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1. Rackspace Technology Pricing Approach

Enterprise style deals and time limited discounts may be available.

Individual prices may increase during the contract as per CCS guidelines, as well as any inflation or price increases passed on from hyperscale cloud providers (AWS / Microsoft / Google), in the event they increase their prices, however this would be at call-off stage, not framework level.

1.1. Solving Together™

At Rackspace Technology, we are the multicloud solutions experts. Our technical acumen with the world's leading technologies and multicloud environments – across your applications, data, and security – enables you to grow your business, increase efficiency and deliver the future

We solve more than workload problems; we create business advantages. Our multicloud solutions expertise means you are empowered to work faster, smarter and ahead of what is next.

Our whole approach is covered under our Cloud Transformation Foundation: we help customers mature their approach to cloud consumption, giving their teams confidence to move forward faster and accelerate time to value. We identify opportunities for functional improvement, development, and modernisation across three core capabilities:

- **Governance:** The decision-making process, criteria and policies involved in the planning, architecture, acquisition, deployment, operation, control and management of a cloud computing capability
- **Service Management:** Support users and deliver services in the cloud, with the flexibility to accommodate new business initiatives and technical change
- **Architecture:** Applying architecture frameworks and design principles that de-risk and future proof customer environments

In this way, the service we provide can be tailored to each customer's requirement.

1.2. Pricing Model

Our proposed pricing model is simple and transparent and has four basic commercial constructs, which can be used in combination to ensure cost optimisation and deliver greater value.

Section 3 sets out our pricing examples / structures for our services that are listed on Digital Marketplace for G-Cloud.

1.2.1. Rackspace Public Cloud Support

Rackspace public cloud platforms, in combination with our Elastic Engineering model, leads with a modern, “do with”, cloud-native and DevOps friendly approach to deliver recurring engineering services for hyperscale cloud platforms. It is combined with 24x7 monitoring and response, when bundled with Advanced Monitoring and Resolution (AMR). By combining flexible hours delivered from engineering Pods with a per-VM model for traditional operations, Elastic Engineering effectively manages untransformed cloud environments, whilst simultaneously providing ongoing transformation to a cloud native environment.

Our certified cloud experts help public cloud customers accelerate their transformation at every step of their cloud journey, through a suite of professional and managed services, available across the world’s leading hyperscale cloud platforms, including:

- Amazon Web Services (AWS)
- Microsoft Azure
- Google Cloud Platform

1.2.2. Rackspace Private Cloud (RPC)

Rackspace Private Cloud (RPC) platforms are priced up individually to meet the specific needs of each customer and to include all the components required in the solution, as well as support options and value-add services.

Our private cloud services are a key part of our multicloud proposition. Not all workloads are best suited to public cloud and many enterprises prefer to retain some highly proprietary, mission-critical workloads on-premises, even as they pursue a cloud-first strategy.

Operating and managing a multicloud environment is not just about managing public cloud costs and performance, but also about optimising services across the entire IT estate including on-premises infrastructure, hosted applications and public cloud resources.

1.2.3. Rackspace Professional Services

Rackspace Technology’s professional services (PS) utilises either the Elastic Engineering Plus (EE+) model or a more traditional consulting approach, based on hourly time and material engagements, with pre-defined deliverables and milestones.

1.2.4. Rackspace Elastic Engineering

Elastic Engineering (EE) is a managed public cloud offering that supports customers in a flexible cloud operating model. With EE, customers purchase a bucket of hours to be used on a monthly basis. The goal of EE is to move customers toward an increasingly mature DevOps model at their speed. Elastic Engineering has a unique set of attributes that will help customers plan and implement changes to operate in a more efficient, cloud native manner.

Rather than Rackspace Technology merely providing support, we become a customer's consultative partner that helps transform its business. Elastic Engineering is our answer to help customers build and operate their cloud infrastructure.

Elastic Engineering offers highly flexible support without long-term commitment and we support customers however they wish. Rackspace Technology EE support will be opinionated in how we deliver services, based on success found with other customers and that will maximise value. However, a customer is not disqualified from our support if they do not want to follow our recommendations and implement an alternative solution.

2. Billing Mechanics

We price up solutions that are tailored to meet the needs of each customer to include all the components required in the solution, as well as support options and value-add services.

We provide customers with a breakdown by line item of each of the components making up the solution, with their respective associated costs.

The total solution is then billed as follows:

- **One-Time Charge (OTC)** – This is a one-time charge for setting up the platform and is a new one-time charge for any new components added to the solution.
- **Monthly Recurring Charge (MRC)** – This is a monthly recurring charge and is billed on a monthly basis for the lifetime of the contract. The contract term length may vary from as little as 12 months to as much as 36 months, with the option to extend for an additional 12 months (3 + 1).

All charges relate to a specific environment and may be added to at any time. If additional components, capacity, or functionality are added, the new charges will be reflected as an increase in the MRC and OTC.

2.1. Billing Increments

- **Managed Hosting / Private Cloud** – Billing increment is monthly for the entire solutions. Standard terms are in advance on receipt of invoice.
- **Virtual Machines (VM)** – Are billed on a utility basis. Daily usage of the VMs is calculated at the end of each month and billed in arrears.
- **Public Cloud** – Billing increment is based on usage per each hyperscaler, billed monthly in arrears (typically for larger customers; smaller requirements are billed to credit cards).
- **Professional Services** – Our professional services are typically billed as agreed charges, either on a time and materials basis, or as a fixed cost.

2.2. Tiering Pricing Model (Managed Public Cloud)

In common with the economies of scale model that cloud is built on, Rackspace Technology offers a similar model based upon the cloud spend, where the relationship between cloud spend and support mostly scales back as cloud spend increases. I.e. the incremental support spend will typically be charged at a lower rate, as economics of scale are achieved.

MONTHLY INFRASTRUCTURE SPEND	OPTIMIZER+ WITH PLATFORM SUPPORT	ADVANCED MONITORING & RESOLUTION (AMR)	VM MANAGEMENT (VMM)
First £4k (below £4k)	10.0%		Charged per VM per service (approximately £20 per month per VM)
Next £7k (£4k-£11k)	9.0%	10.0%	
Next £8k (£11k to £19k)	7.5%		
Next £16k (£19k to £35k)	7.0%	9.0%	
Next £40k (£35k to £75k)	7.0%	8.0%	
Next £75k (£75k to £150k)	7.0%	7.5%	
Next £115k (£150k to £265k)	7.0%	7.0%	
Next £85k (£265k to £350k)	6.0%	6.0%	
Next £400k (£350k-£750k)	5.0%	5.0%	
Above £750k (>£750k)	3.0%	4.0%	
<i>Minimum Fee</i>	<i>£400</i>	<i>£2,000</i>	

2.3. Pre-Payment

In certain circumstances, customers also have the option to prepay for their services for the entire contract term, which will also attract additional pre-payment discounts. Pre-payment discounts are calculated on a case-by-case basis, but are typically 4-5%, subject to review.

3. Service Pricing Examples

3.1. Elastic Engineering (EE) for M365

Rackspace Elastic Engineering (EE) for Microsoft 365 (M365) delivers proactive management and guidance from a team of specialists, so you can make the most of all Microsoft 365 has to offer. Purchase your Microsoft 365 license from us, or even bring your own. Either way, we will help ensure that Microsoft 365 operates in alignment with best practices and with optimal security.

(Shown below is an example of the minimum entry level(s) to this service and includes everything that is needed to start this engagement.)

MINIMUM COMMITMENT PRICE (MRC)	PRICE (MRC)
3 MONTH MIN TERM BASED ON 10 HOURS PER MONTH	£1,800

3.2. VMware Cloud (VMC) for AWS

VMware Cloud (VMC) on AWS brings VMware enterprise-class SDDC software to the AWS Cloud. This enables users to run workloads in a private cloud environment, based on VMware vSphere®, with optimised access to AWS services, for a truly integrated hybrid cloud experience.

(Shown below is an example of the minimum entry level(s) to this service and includes everything that is needed to start this engagement.)

MINIMUM COMMITMENT PRICE (MRC)	PRICE (MRC)
3 VMWARE MIN HOSTS	£11,556.34

3.3. Rackspace Managed Security (RMS) Solution (for Proactive Detection and Response (PDR))

The RMS Proactive Detection and Response protects a customer's dedicated, private and public cloud environments from advanced persistent threats (APTs). We do this through leading technology in a defence-in-depth architecture, 24x7x365 incident response and proactive cyberhunting services, from GIAC Certified Incident Handler (GCIH) security analysts, from the global Rackspace Security Operation Centre (SOC).

(Shown below is an example of the minimum entry level(s) to this service and includes everything that is needed to start this engagement.)

MINIMUM COMMITMENT PRICE (MRC)	PRICE (MRC)
RMS PROACTIVE DETECTION AND RESPONSE (PDR)	£8,500

3.4. Rackspace Government Cloud on VMware

Our certified VMware experts can deploy Rackspace Government Cloud on VMware, a fully managed private cloud solution, pre-designed and built to UK standards, faster and at a lower cost than implementing on your own.

(Shown below is an example of the minimum entry level(s) to this service and includes everything that is needed to start this engagement.)

MINIMUM COMMITMENT PRICE (MRC)	PRICE (MRC)	INTENSIVE SUPPORT (MRC)
50 VMWARE HOSTS IN PRIMARY AND 5 VMWARE HOSTS IN DR DC	£55,750	Included
	ONE-TIME CHARGE (OTC) FOR SETUP	
	£11,210	

3.5. Rackspace Government Cloud on Azure

Our certified Azure experts can deploy Rackspace Government Cloud on Azure, a fully managed private cloud solution, pre-designed and built to UK standards, faster and at a lower cost than implementing on your own.

(Shown below is an example of the minimum entry level(s) to this service and includes everything that is needed to start this engagement.)

MINIMUM COMMITMENT PRICE (MRC)	PRICE (MRC)	INTENSIVE SUPPORT (MRC)
50 VMWARE HOSTS	£18,500	Included

3.6. Elastic Engineering (EE) for AWS

(Includes: EE Standard tier, Optimizer+ with Platform Support, Virtual Machine Management (VMM) and Advanced Monitoring and Resolution (AMR))

Rackspace Elastic Engineering (EE) allows an organisation to utilise expertise on-demand to tackle a wide variety of cloud initiatives. The engagement model breaks down barriers between customers internal technical teams and Rackspace Elastic Engineering Pod, thus providing an almost in-house working relationship experience to the customer. This flexible, proactive and collaborative approach allows customers to dynamically change scope and priorities based on their business needs, whilst collaborating side-by-side with our highly skilled cloud experts to build, migrate, optimise and maintain their environments.

(Shown below is an example of the minimum entry level(s) to this service and includes everything that is needed to start this engagement.)

MINIMUM COMMITMENT PRICE (MRC)	PRICE (MRC)
EE MIN 50 HOURS FOR 3 MONTHS PRICING TIER, OPTIMIZER+ WITH PLATFORM SUPPORT, VMM AND AMR (Infrastructure spend of £5,000)	£11,334.44
EE MIN 50 HOURS FOR 3 MONTHS PRICING TIER, OPTIMIZER+ WITH PLATFORM SUPPORT, VMM AND AMR (Infrastructure spend of £10,000)	£11,784.44

3.7. Elastic Engineering (EE) RXT for Google Cloud Platform (GCP)

(Includes: EE Standard tier, Optimizer+ with Platform Support, VMM and AMR)

Rackspace Elastic Engineering allows an organisation to utilise expertise on-demand to tackle a wide variety of cloud initiatives. The engagement model breaks down barriers between customers internal technical teams and Rackspace Elastic Engineering Pod, thus providing an almost in-house working relationship experience to the customer. This flexible, proactive and collaborative approach allows customers to dynamically change scope and priorities based on their business needs, whilst collaborating side-by-side with our highly skilled cloud experts to build, migrate, optimise and maintain their environments.

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EE MIN 50 HOURS FOR 3 MONTHS PRICING TIER, OPTIMIZER+ WITH PLATFORM SUPPORT, VMM AND AMR (Infrastructure spend of £5,000)	£11,334.44
EE MIN 50 HOURS FOR 3 MONTHS PRICING TIER, OPTIMIZER+ WITH PLATFORM SUPPORT, VMM AND AMR (Infrastructure spend of £10,000)	£11,784.44

3.8. Elastic Engineering (EE) RXT for Azure

(Includes: EE Standard tier, Optimizer+ with Platform Support, VMM and AMR)

Rackspace Elastic Engineering allows an organisation to utilise expertise on-demand to tackle a wide variety of cloud initiatives. The engagement model breaks down barriers between customers internal technical teams and Rackspace Elastic Engineering Pod, thus providing an almost in-house working relationship experience to the customer. This flexible, proactive and collaborative approach allows customers to dynamically change scope and priorities based on their business needs, whilst collaborating side-by-side with our highly skilled cloud experts to build, migrate, optimise and maintain their environments.

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EE MIN 50 HOURS FOR 3 MONTHS PRICING TIER, OPTIMIZER+ WITH PLATFORM SUPPORT, VMM AND AMR (Infrastructure spend of £5,000)	£11,334.44
EE MIN 50 HOURS FOR 3 MONTHS PRICING TIER, OPTIMIZER+ WITH PLATFORM SUPPORT, VMM AND AMR (Infrastructure spend of £10,000)	£11,784.44

3.9. Elastic Engineering (EE) for VMware

Rackspace Elastic Engineering allows an organisation to utilise expertise on-demand to tackle a wide variety of cloud initiatives. The engagement model breaks down barriers between customers internal technical teams and Rackspace Elastic Engineering Pod, thus providing an almost in-house working relationship experience to the customer. This flexible, proactive and collaborative approach allows customers to dynamically change scope and priorities based on their business needs, whilst collaborating side-by-side with our highly skilled cloud experts to build, migrate, optimise and maintain their environments.

(Shown below is an example of the minimum entry level(s) to this service and includes everything that is needed to start this engagement.)

MINIMUM COMMITMENT PRICE (MRC)	PRICE (MRC)
EE FOR VMWARE MIN 50 HOURS FOR 3 MONTHS PRICING TIER AND VMM	£8,429

3.10. Rackspace Professional Consultancy Services Daily Rate

	STRATEGY AND ARCHITECTURE	CHANGE & TRANSFORMATION	DEVELOPMENT & IMPLEMENTATION	DELIVERY & OPERATION	PEOPLE AND SKILLS	RELATIONSHIP AND ENGAGEMENT
1. Follow	£510	£570 Offshore option: £140	£510	£510	£570 Offshore option: £140	£570 Offshore option: £140
2. Assist	£730 Offshore option: £200	£650	£720	£720	£650	£650
3. Apply	£730 Offshore option: £2140	£830 Offshore option: £230	£720	£720	£830 Offshore option: £230	£830
4. Enable	£1,215 Offshore option: £420	£1,050	£1,000 Offshore option: £280	£1,000 Offshore option: £280	£1,050	£1,050
5. Ensure or Advice	£1,215 Offshore option: £420	£1,245	£1,330 Offshore option: £330	£1,330 Offshore option: £330	£1,245	£1,245
6. Initiate or Influence	£1,550	£1,500	£1,460	£1,460	£1,500	£1,500
7. Set strategy or inspire	£2,050	£1,700	£1,515	£1,515	£1,700	£1,700

3.11. Data Freedom

Hyperscale clouds do not charge customers for bringing their data (ingress) but do charge customers when data leaves (egress). It is not uncommon for the egress volume to be many times larger than the data stored in the cloud, resulting in unexpectedly large fees.

The hyperscalers, however, afford customers an 80%-90% on egress if traffic leaves via a private network (since they do not need to pay for the transit).

Rackspace Data Freedom combines our storage and network offerings to unlock that discount for customers, which is very cumbersome for them to garner on their own. All solutions involve routing traffic from hyperscalers over our direct private connections courtesy of RackConnect Global, back to a Rackspace data centre.

In addition to TCO reduction, Rackspace Data Freedom is also the answer for customers concerned about retaining sovereignty of their data, either for peace of mind or compliance issues. Data privacy is enhanced because the public Internet is not being used for the data transfer.

Key Benefits:

- Known upfront fixed cost
- Zero egress fees
- “ON-LINE” S3 compatible (not tape)
- No public cloud lockin
- Fully hosted and managed (2 UK DCs)
- Optional connectivity to all major public clouds

(Shown below is an example of the minimum entry level(s) to this service and includes everything that is needed to start this engagement.)

DESCRIPTION	MIN TERM	MIN COMMITMENT	COST PER GB / PER MONTH
CLOUD ADJACENT PRODUCTION, DR, ARCHIVE & IMMUTABLE “AIR-GAP” STORAGE FOR DELL POWERSCALE, POWERMAX & POWERPROTECT	12 months	100TB	£0.0037

*Online storage costs only, excludes 1Gbs VPN, bandwidth & networking

3.12. Rackspace Professional Services – Elastic Engineering Plus (EE+)

Rackspace Elastic Engineering Plus (EE+) allows an organisation to utilise expertise on-demand to tackle a wide variety of cloud initiatives. The engagement model breaks down barriers between customers internal technical teams and Rackspace Elastic Engineering Pod, thus providing an almost in-house working relationship experience to the customer. This flexible, proactive and collaborative approach allows customers to dynamically change scope and priorities based on their business needs, whilst collaborating side-by-side with our highly skilled cloud experts to build, migrate, optimise and maintain their environments.

(Shown below is an example of the minimum entry level(s) to this service and includes everything that is needed to start this engagement.)

EE+ TIER	MAXIMUM HOURS PER MONTH	MONTHLY CHARGE
Tier 0	130	£22,500
Tier 1	270	£41,475
Tier 2	400	£59,850
Tier 3	540	£78,540
Tier 4	680	£98,910
Tier 5	810	£117,810
Tier 6	1100	£159,915

PLUS

INFRASTRUCTURE COST	PRICE (MRC) FOR RACKSPACE EE+ 24x7 COST (GBP)
£0 - £100,000	£10,000
£100,000+	10% of Infrastructure Spend

Both EE+, both tier and infrastructure cost must be charged.

Example minimum price:

- EE+ tier 0 with a monthly charge of £22,500
- Plus Infrastructure cost of minimum £10,000
- **Total minimum monthly charge of £32,500**

3.13. Rackspace Professional Services – Elastic Engineering Plus (EE+) for Security

Rackspace Elastic Engineering Plus (EE+) for Security allows an organisation to utilise expertise on-demand to tackle a wide variety of cloud initiatives. The engagement model breaks down barriers between customers internal technical teams and Rackspace Elastic Engineering Pod, thus providing an almost in-house working relationship experience to the customer. This flexible, proactive and collaborative approach allows customers to dynamically change scope and priorities based on their business needs, whilst collaborating side-by-side with our highly skilled cloud experts to build, migrate, optimise and maintain their environments.

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Both EE+, both tier and infrastructure cost must be charged.

Example minimum price:

- EE+ tier 0 with a monthly charge of £22,500
- Plus Infrastructure cost of minimum £10,000
- **Total minimum monthly charge of £32,500**

3.14. Rackspace Professional Services – Elastic Engineering Plus (EE+) for Data

Rackspace Elastic Engineering Plus (EE+) for Data allows an organisation to utilise expertise on-demand to tackle a wide variety of cloud initiatives. The engagement model breaks down barriers between customers internal technical teams and Rackspace Elastic Engineering Pod, thus providing an almost in-house working relationship experience to the customer. This flexible, proactive and collaborative approach allows customers to dynamically change scope and priorities based on their business needs, whilst collaborating side-by-side with our highly skilled cloud experts to build, migrate, optimise and maintain their environments.

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PLUS

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Both EE+, both tier and infrastructure cost must be charged.

Example minimum price:

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3.15. Rackspace Professional Services – Elastic Engineering Plus (EE+) Applications

Rackspace Elastic Engineering Plus (EE+) for Applications allows an organisation to utilise expertise on-demand to tackle a wide variety of cloud initiatives. The engagement model breaks down barriers between customers internal technical teams and Rackspace Elastic Engineering Pod, thus providing an almost in-house working relationship experience to the customer. This flexible, proactive and collaborative approach allows customers to dynamically change scope and priorities based on their business needs, whilst collaborating side-by-side with our highly skilled cloud experts to build, migrate, optimise and maintain their environments.

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4. Document History

DOCUMENT VERSION No. / DATE	STATUS	UPDATES
V170522	Initial document issue	Initial document issued for G-Cloud 13

This document is non-binding and is being submitted for evaluation purposes only. The information and pricing data contained in this proposal is subject to adjustment or modification by Rackspace after its review, consideration, and negotiation of the terms and conditions of a definitive final contract. Rackspace reserves its right to review any changes to the tender documents and revise its responses, including with respect to undertakings and liability, accordingly.

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