

# Rackspace



“There is a need for completely fresh thinking about delivering security. Context aware and adaptive technologies are what will move us into the future and Forcepoint™ does that very well.”

— Brian Kelly, Chief Security Officer, Rackspace

**INDUSTRY**

Network Services

**COUNTRY**

United States

**PRODUCT TYPE**

TRITON® Web, Email and Data Security

**SIZE**

5,000 users

**SECURITY ISSUE**

Protecting Customer Data

**OVERVIEW**

[Rackspace Inc.](#), a managed cloud computing company based in San Antonio, Texas, was founded in 1998. The company has two primary lines of business — Cloud Servers and Dedicated Servers. Rackspace helps design, build, and operate workloads across both environments, customizing the solution depending on the individual needs of the customer. Rackspace is also the developer of OpenStack®, the open-source operating system for the Cloud and a pioneer in Hybrid Hosting. Rackspace serves more than 300,000 business customers in 120 countries from nine data centers worldwide.

**CHALLENGE**

For Brian Kelly, Chief Security Officer at Rackspace, the challenge of securing data goes far beyond the necessity of protecting his own company’s critical data. Rackspace is also effectively the IT department for many of its customers as well, so deploying the most effective data security tools and strategies is a huge responsibility. Their customers put their trust — and their livelihoods — in the hands of Rackspace. Brian is well aware that any successful data breach that might occur with a customer would certainly endanger Rackspace’s business model just as much as it would the targeted customer’s.

But it’s not just about “defending” customer’s networks from attacks (Brian says he doesn’t even use the word “defend” anymore). The challenge is much more about Data Theft Prevention. This means having deep visibility into threats before and as they occur in order to detect and respond to those threats with actionable intelligence to prevent critical data from leaving a network.

Embracing new technology, such as the Cloud — whether it’s Rackspace or any of its hundreds of thousands of customers — is another formidable challenge. The fact is that companies must adopt new technologies in order to remain competitive and productive. The key security challenge is doing so without putting their entire organization at risk.

At its core, the challenge before Rackspace was the need to remove complexity from the security equation. Complexity too often prevents clarity, which leads to decisions being made based on incomplete or false data. With a team of over 300 security employees at Rackspace alone, the need for a broad and more holistic approach to data security was essential to delivering cohesive, strategic services across the organization and its partners. As Brian noted recently, “Complexity



is the enemy of security.”

In terms of cloud services, there is a clear need for fresh and innovative security measures that are essential to enable the company to grow and innovate:

“If I think about the power of cloud transformation, I fear that security solutions are actually inhibiting that transformation. I look at some of the technology in this industry today and in my view, it’s yesterday’s technologies.”

— Kelly

Additionally, with plans to aggressively develop a suite of security as a service solution for their customers in 2015, Rackspace needed a partner who could deliver seamless security options to add value to their services. From a security standpoint, Brian needed to “project power” and provide confidence to customers in the security options provided by Rackspace.

**SOLUTION**

**Rackspace leverages the Forcepoint™ TRITON Web, Email, and Data Security for state-of-the-art visibility into cyber threats. This solution delivers proactive and contextually aware security with coverage across all stages of the cybersecurity Kill Chain. With greater visibility into multi-channel threats and data correlation capabilities, TRITON delivers effective and efficient data protection for Rackspace’s critical data as well as that of its customers.**

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Furthermore, the adaptive and holistic approach that TRITON Data Theft Prevention provides allows Rackspace and its customers to successfully embrace technological change and new business opportunities. Data breach and loss risk is mitigated by TRITON Data Theft Prevention’s adaptive, contextually aware security measures that remove the complexity from the security environment, providing IT time and actionable intelligence to prevent data from leaving the network.

**RESULTS**

Providing adaptive, contextually-aware security with actionable intelligence has made Brian’s job easier by removing complexity out of threat detection in today’s rapidly changing threat landscape and decision making. Rackspace leverages TRITON’s Data Theft Prevention approach as a part of its overall security posture to stop data from going where it should not — no matter where it is — on the network, remote, or in the Cloud. Rackspace’s thousands of customers look to it for advanced and secure Cloud management and data security. With TRITON Data Theft Prevention solutions as part of their security posture, its customers’ data is secure.

Rackspace has relied on Forcepoint security solutions since 2010.

**CONTACT**

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