

Rackspace Hosting Launches Enhanced Partner Network



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Rackspace Hosting (NYSE:RAX), the world's leader in hosting and cloud computing, has restructured its global Rackspace Partner Network to help partner companies grow their business, better serve customers and realise a competitive advantage. Rackspace actively solicited feedback from its partners to make enhancements to the Rackspace Partner Network, which include a new tiered structure, highly competitive financial incentives, greater access to training and marketing resources.

To add more structure and clarity to the program, Rackspace created four levels of commitment based on company size and level of sales: Platinum, Gold, Silver and Member. Additionally, Rackspace is offering partners aggressive commissions and, at certain partnership levels, will even pay commissions on upgrades and renewals, a significant benefit many competitors fail to match.

"We regard partners as an extension of the Rackspace family and have updated the Rackspace Partner Network to help ensure they receive the services and support necessary for long-term success," said Robert Fuller, vice president of Rackspace's Worldwide Channel. "Rackers worked closely with our partners to develop a program that creates the biggest impact and provides the best experience for them, which we believe will in turn impact the broader customer experience."

Rackspace's enhanced partner program includes several features available for partner companies at any level of membership, including:

- Access to a dedicated sales representative
- Sales and technical training support
- OnBoarding support
- Access to the Rackspace Partner Network portal with exclusive marketing, sales and industry information as well as networking opportunities with other Rackspace partners

As companies move along the continuum from Member Partnership to Platinum Partnership, the new Rackspace program offers additional benefits including:

- Access to a dedicated channel manager
- Access to the searchable partner database on Rackspace.com as well as the database on the Rackspace Partner Network portal
- An opportunity to participate in partner company and/or Rackspace generated

marketing activities
- Inclusion in promotions to Rackspace customer and partner base
- Discounts/commissions on upgrades and renewal contracts

"Sitecore has built its foundation on providing partners and customers with the best Web CMS platform, so it's a natural extension to partner with Rackspace for its unmatched service and reliable hosting solutions," said Jason Crea, VP, Client and Partner Engagement Sitecore, a new member of the Rackspace Partner Network. "Performance, security, scalability and price are critical elements for our customers in building and hosting websites, blogs, and other Web applications. Based on Rackspace's past successes we anticipate a valued experience for our joint customers."

"Q just entered its second decade of designing, building and enhancing brands online. Rackspace has been with us since the beginning, and we're excited to re-launch our partnership in the program and reaffirm our shared commitment to support," said Sean Breen, Founder and CTO, Q-Industries, a longstanding and valued Rackspace partner. "Rackspace continues to provide the critical infrastructure that both Q and our clients need to maximize ROI and minimize capital expenditures."

About [Rackspace](#) [Hosting](#)
[Rackspace Hosting UK](#) 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 Green Hosting, Managed Hosting, [Dedicated Servers](#), [Private Cloud](#), [Hybrid Hosting](#), Email and Apps.

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