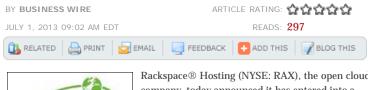




SYS-CON MEDIA Authors: Gilad Parann-Nissany, Unitiv Blog, Gathering Clouds, RealWire News Distribution, Peter Silva

News Feed Item

Rackspace and CERN openlab Collaborate to Deliver "Big Bang" with Hybrid Cloud





Rackspace® Hosting (NYSE: RAX), the open cloud company, today announced it has entered into a contributor agreement with CERN openlab. During the year-long collaboration, Rackspace will deliver a hybrid cloud solution featuring its public and

private clouds powered by OpenStack to help CERN advance its mission by enabling more in-depth research into the origins of the universe.

CERN openlab provides a framework to test and validate cutting-edge information technologies and services in partnership with industry at CERN, the European Organization for Nuclear Research. The new technology partnership with Rackspace will entail several joint initiatives, focused on creating a reference architecture and operational model for federated cloud services between the Rackspace Private Cloud, Rackspace Public Cloud and CERN's OpenStack powered clouds.

"This is a landmark moment for Rackspace, as we feel this is an opportunity to take our already mutually beneficial relationship with CERN to new heights," said Jim Curry, SVP and general manager of Rackspace Private Cloud. "Through ongoing collaboration with CERN openlab, we will broaden the global reach of our hybrid cloud solutions, while simultaneously helping to set the pace of innovation within the field of particle physics."

CERN physicists and engineers use advanced science and technology daily to further humanity's understanding of the universe. This includes conducting ground-breaking experiments to study the basic constituents of matter - the fundamental particles. By using some of the largest and most powerful particle accelerators in the world, including its Large Hadron Collider (LHC), CERN produces more than 25 petabytes of data annually. CERN is leveraging OpenStack software to manage the resources across its two data centres that power the LHC and to literally help unlock the mysteries of the universe.

Rackspace previously delivered a solution that would allow CERN to burst workloads into its public cloud. Through the new collaborative agreement, the Rackspace Private Cloud platform will now be deployed onto servers that CERN utilizes for production physics experiments. Rackspace and CERN openlab will test and ensure the seamless federation between private and public cloud platforms to accommodate excess workloads, and to experience the true value of the hybrid cloud.

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Segway Appoints Nicola Dallatana Vice President Of International Sales The expanded relationship consists of certain key elements such as:

- Federated Cloud Services based on OpenStack Cloud
 Technologies – Rackspace will work with CERN openlab to federate
 CERN's current managed services into Rackspace's open public and private
 cloud environments.
- Personnel Support Rackspace will fund one full-time member of the CERN personnel team, who will help create cloud federation technologies.

"We have just celebrated the 20th anniversary of CERN's decision to make its World Wide Web software freely available. We definitely see great value in open source technologies like OpenStack. They foster continuous technological improvements through community contributions, while also giving us the ability to quickly address challenges, such as massive scaling, by leveraging the work of others," said Tim Bell, infrastructure manager in the IT department at CERN. "We're excited to partner with Rackspace in the CERN openlab framework, as we look for ways to accelerate our innovation on top of an OpenStack-based hybrid cloud."

To learn more about how CERN is working with Rackspace to drive scientific innovations, visit: http://www.youtube.com/watch?v=VOfRvZq5T6c

For more information about CERN openlab, visit http://www.cern.ch/openlab

About Rackspace Hosting

Rackspace® (NYSE: RAX) is the open cloud company and founder of OpenStack, the standard open-source operating system for cloud computing. Headquartered in San Antonio, Rackspace delivers its renowned Fanatical Support® to more than 200,000 business customers, from data centers on four continents. Rackspace is a leading provider of hybrid clouds, which enable businesses to run their workloads where they run most effectively — whether on the public cloud, a private cloud, dedicated servers, or a combination of these platforms. Rackspace has been recognized by *Bloomberg BusinessWeek* as a Top 100 Performing Technology Company, and is featured on Fortune's list of *100 Best Companies to Work For.* For more information, visit www.rackspace.com.

Forward-Looking Statements

This press release contains forward-looking statements that involve risks, uncertainties and assumptions. If such risks or uncertainties materialize or such assumptions prove incorrect, the results of Rackspace Hosting could differ materially from those expressed or implied by such forward-looking statements and assumptions. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including any statements concerning expected development, performance or market acceptance associated with the Rackspace's hybrid cloud solutions, federated cloud services or other associated products and services; anticipated operational and financial benefits from Rackspace's hybrid cloud solutions, federated cloud services or other associated products and services; any statements of expectation or belief; and any statements of assumptions underlying any of the foregoing. Risks, uncertainties and assumptions include including the possibility that expected benefits from the Rackspace cloud network program or the products and services offered through the Rackspace cloud network program may not materialize because the products or services are not generally accepted in the marketplace, which could occur due to certain factors including (i) a failure to market the products or services cost effectively, differentiate the products and services from competitive products and services or communicate differentiations effectively, (ii) the reliability, quality or compatibility associated with the products or services, (iii) changes in technology which adversely affect the benefits of the product, (iv) slowdowns in the general economy or technology industry that impact consumer spending habits, (v) internal strategy decisions that impact the platform, products and services, and (vi) and other risks that are described in Rackspace Hosting's Form 10-Q for the year ended March 31, 2012, filed with the SEC on May 9, 2013. Except as required by law, Rackspace Hosting assumes no obligation to update these forward-looking statements publicly, or to update the reasons actual results could differ materially from those anticipated in these forward-looking statements, even if new information becomes available in the future.



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Is Your Business 100% Ready for the New Era of Cloud Computing and Big Data? The Only Enterprise IT Event in 2013 Covering the Entire Scope of both Cloud & Big Data

Come to Silicon Valley and get yourself up to date with the Big Data revolution! As advanced data storage, access and analytics technologies aimed at handling high-volume and/or fast moving data all move center stage, aided by the Cloud Computing boom, Cloud Expo is the single most effective event for you to learn how to use you own enterprise data – processed in the Cloud – most effectively to drive value for your business.

There is little doubt that Big Data solutions will have an increasing role in the Enterprise IT mainstream over time. Get a jump on that rapidly evolving trend at Big Data Expo, which we are introducing in November at Cloud Expo Silicon Valley.

"Cloud" has become synonymous with "computing" and "software" in two short years. Cloud Expo is the new PC Expo, Comdex, and InternetWorld of our decade. By 2012, more than 50,000 delegates per year will participate in Cloud Expo worldwide.

The cloud is certainly a compelling alternative to running all applications within a traditional corporate data center. But moving from theory into practice is where things get complicated, and this is where attending a top industry event like Cloud Expo comes in.

No one can take full advantage of cloud computing without first becoming familiar with the latest issues and trends, which is why the organizing principle of the 10th International Cloud Expo on November 4-7, 2013 - is to ensure - through an intensive four-day schedule of keynotes, general and breakout sessions, and our bustling Expo Floor - that attending delegates leave the Santa Clara Convention Center with abundant resources, ideas and examples they can apply immediately to leveraging the Cloud, helping them to maximize performance, minimize cost and improve the scalability of their Enterprise IT endeavors.

Delegates will leave Cloud Expo with dramatically increased understanding the entire scope of the entire cloud computing spectrum from storage to security.

Whether you're an enterprise or small to medium business, you'll soon be benefiting from the Cloud. Join your peers in Silicon Valley November 4-7, and maximize those benefits already in 2013. See you in Santa Clara!



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Please Call 201.802.3021 events (at) sys-con.com. Carmen Gonzalez, carmen (at) sys-con.com.

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