

Rackspace Hosting, Inc Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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Abstracts

Rackspace Hosting, Inc Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Rackspace Hosting, Inc and its competitors. This provides our Clients with a clear understanding of Rackspace Hosting, Inc position in the [Software and Technology Services](#) Industry.

The report contains detailed information about Rackspace Hosting, Inc that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Rackspace Hosting, Inc. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Rackspace Hosting, Inc financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Rackspace Hosting, Inc competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Rackspace Hosting, Inc business.

About Rackspace Hosting, Inc

Rackspace Hosting, Inc. operates in the hosting and cloud computing industry. The company provides information technology (IT) as a service, managing Web-based IT systems for small and medium-sized businesses, as well as large enterprises worldwide.

Services

The company sells a suite of hosting and cloud computing offerings, all backed by its brand of customer service known as Fanatical Support.

Dedicated Hosting: Dedicated hosting delivers a customer-specific, allocated server, located in its business-class data centers. The company's customers have administrator privileges and are responsible for administrative functions. It provides a customer management portal and other management tools.

Managed Hosting: The company's core service offering is managed hosting. This service removes the burden of managing the data center, network, hardware devices, and operating system software from the customer.

Private Cloud: The company offers a Private Cloud service that allows large enterprises to virtualize their IT environments. Its Private Cloud provides the cost benefits of a virtualized infrastructure combined with the control and security advantages of hardware.

Managed Colocation: Managed Colocation serves the demand of technical customers who require ordering and provisioning support. The company manages the data centers, networks, and standard hardware devices. Its managed colocation service is often combined with traditional managed hosting, allowing customers to specify service levels for each hosting service component.

Cloud Hosting: The company's cloud hosting services allow businesses to run their applications, similar to managed hosting, but using the new technologies of cloud computing. There are multiple varieties of cloud hosting services that are priced on a pay-per-use basis and that can be scaled up or down on-demand. The company offers Cloud Servers, Cloud Files, and Cloud Sites. Cloud Servers allow customers to purchase 'slices' of servers, load their applications onto those virtual servers, and pay only for the capacity they use. Cloud Files allow customers to purchase storage services by the gigabyte. Cloud Sites allow customers to deploy their applications to a cluster of servers that would scale processing on-demand and as required by the application.

Cloud Applications: This cloud category, often called 'software-as-a-service', delivers applications provisioned and ready for end-customers to use. These services require limited support from the customer's IT department, and they remove the IT burden and expense of managing and maintaining software and hardware. The company offers email, collaboration, and file back-up cloud applications.

Hybrid Hosting: The company offers Hybrid Hosting, a suite of hosting and cloud computing services that can be combined to address the changing and various needs of its customers.

Competition

Do-it-Yourself Solutions: The company's competitors include AT&T, Equinix, SAVVIS, and Switch & Data.

IT Outsourcing Providers: The company's competitors include CSC, EDS, and IBM.

Hosting and Cloud Computing Providers: The company's competitors include AT&T, British Telecom, SAVVIS, Terremark, The Planet, and Verio. It also faces competition from technology companies, such as Amazon, Microsoft, Google, IBM, and Salesforce.com, who are making investments in cloud computing.

Significant Events

On April 19, 2010, Acquia Inc. and Rackspace Hosting, Inc. have announced that they have entered into an agreement enabling both companies to deliver a range of solutions to their customers. Acquia would provide Enterprise-class Drupal support, remote administration and global training for Rackspace, and Rackspace would serve as a partner to Acquia for Enterprise hosting services.

History

The company was founded in 1998. It was formerly known as Rackspace.com, Inc. and changed its name to Rackspace Hosting, Inc. in 2008.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.
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ANALYSIS FEATURES

SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

Key Factors Examined by PESTEL Analysis:

Political – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

Economic – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

Sociological – What cultural and societal aspects will work upon the demand for the business's products and operations?

Technological – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

Environmental – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

Legal – What laws and legislation will exert influence on the style the business is carried out?

IFE, EFE, IE Matrices

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

Porter Five Forces Analysis

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

VRIO Analysis

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

Reputation

Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

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