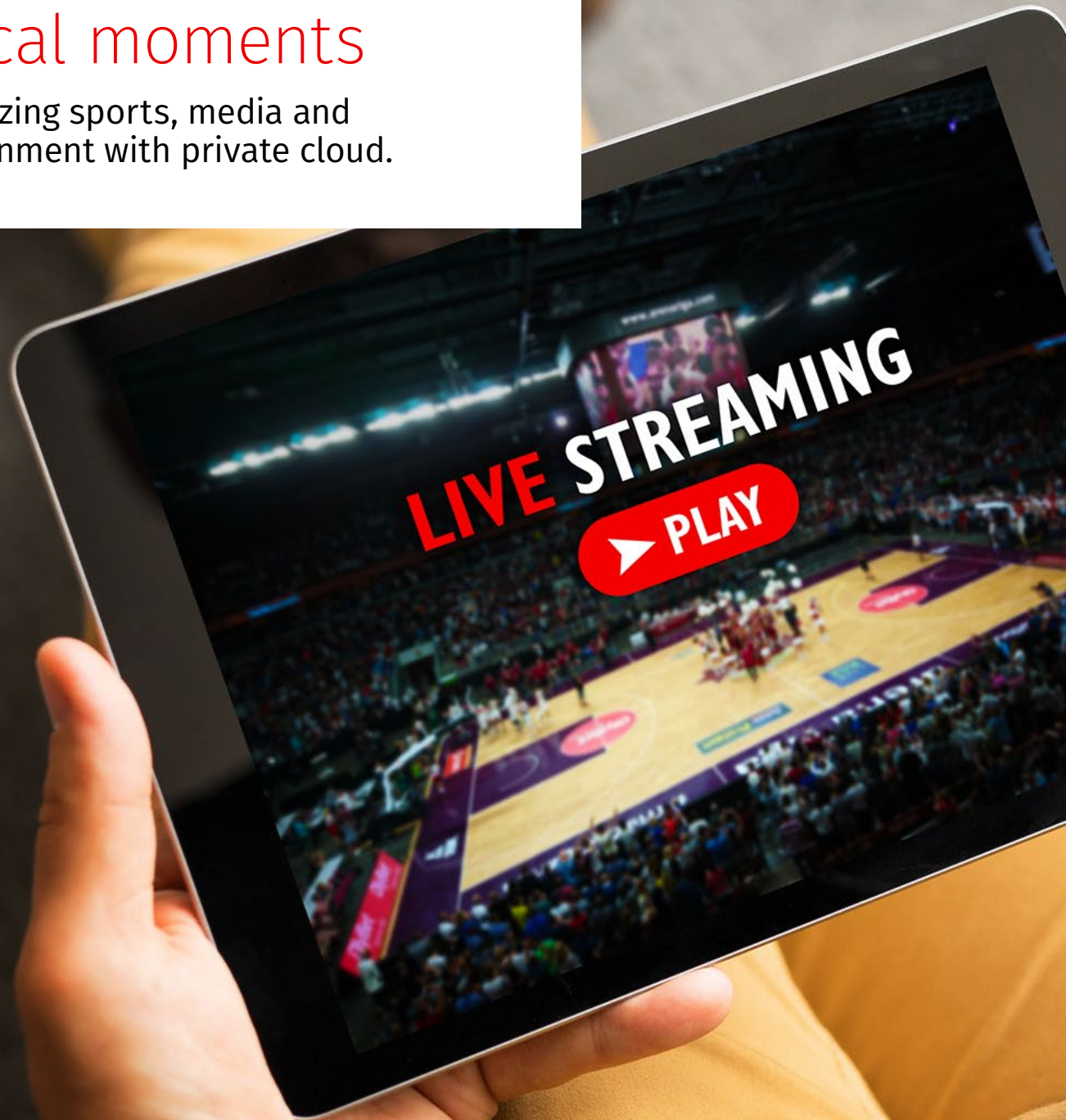


Complexity managed...Momentum accelerated.

## Protect revenue-critical moments

Modernizing sports, media and entertainment with private cloud.



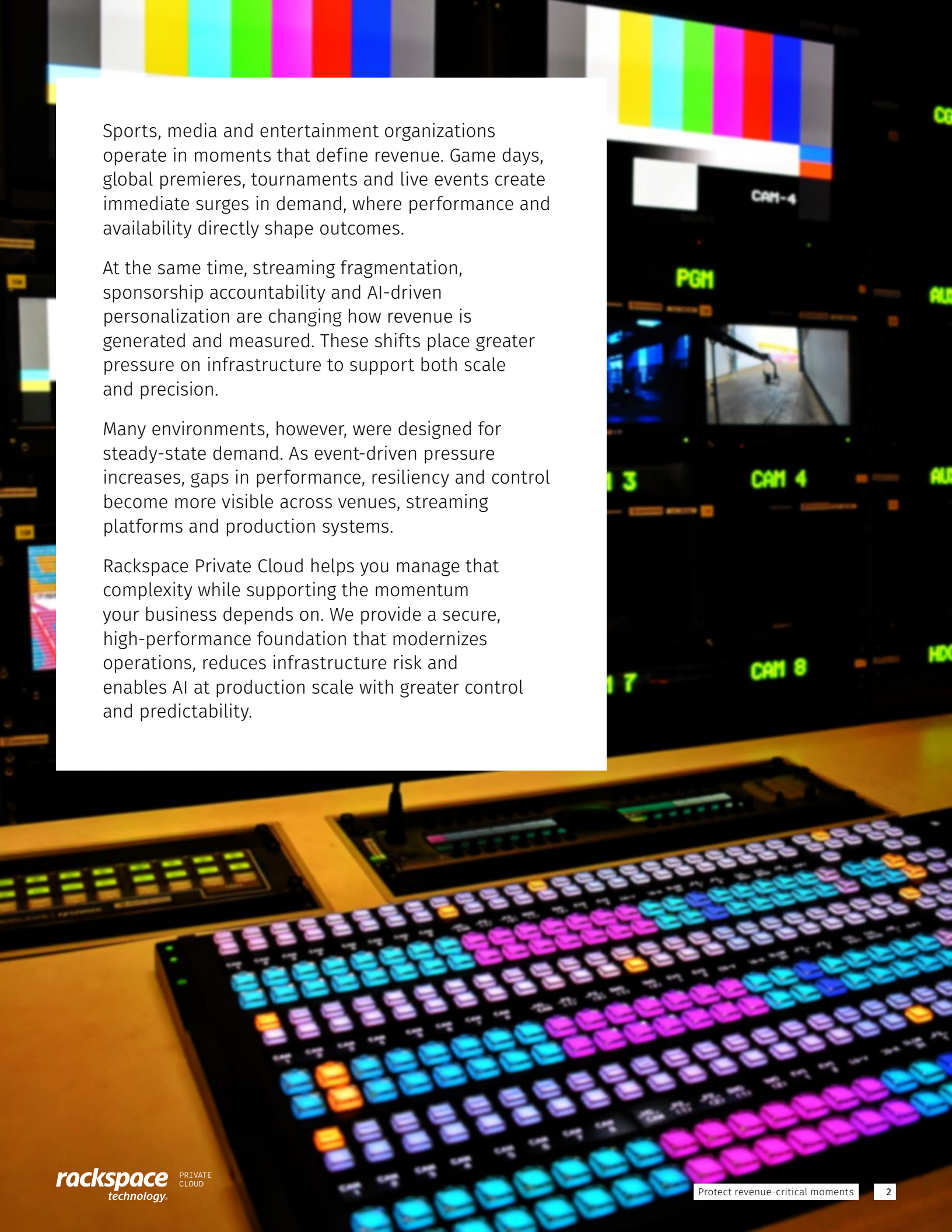
**rackspace**  
technology

PRIVATE  
CLOUD

# Contents

- Unify event infrastructure for reliable, peak performance. . . . . 3
- Strengthen hybrid environments with secure, governed integration. . . . . 4
- Deploy AI-ready infrastructure with performance and control. . . . . 5
- Optimize streaming and content distribution at scale. . . . . 6
- Rackspace Private Cloud: Built for performance where revenue is on the line.. 7
- Outcomes across the sports, media and entertainment ecosystem . . . . . 8
  - Venues and live events . . . . . 8
  - Streaming and distribution . . . . . 8
  - Data and revenue intelligence. . . . . 8
- Key Rackspace capabilities for sports, media and entertainment . . . . . 9
- About Rackspace Technology. . . . . 9
- Next steps. . . . . 10
- Complexity, managed. Momentum, accelerated. . . . . 10





Sports, media and entertainment organizations operate in moments that define revenue. Game days, global premieres, tournaments and live events create immediate surges in demand, where performance and availability directly shape outcomes.

At the same time, streaming fragmentation, sponsorship accountability and AI-driven personalization are changing how revenue is generated and measured. These shifts place greater pressure on infrastructure to support both scale and precision.

Many environments, however, were designed for steady-state demand. As event-driven pressure increases, gaps in performance, resiliency and control become more visible across venues, streaming platforms and production systems.

Rackspace Private Cloud helps you manage that complexity while supporting the momentum your business depends on. We provide a secure, high-performance foundation that modernizes operations, reduces infrastructure risk and enables AI at production scale with greater control and predictability.

# Unify event infrastructure for reliable, peak performance

Live events and venue ecosystems depend on systems that perform consistently under extreme demand. Ticketing, POS, mobile engagement, broadcast integrations and third-party vendors must operate as a single, coordinated environment.

In many cases, aging stadium infrastructure and fragmented systems introduce unnecessary risk leading into major events. These environments limit flexibility and increase the likelihood of disruption during peak moments.

We help you modernize venue infrastructure and transition away from legacy systems without interrupting operations.

## We work with you to:

- Design scalable environments aligned to peak event demand
- Segment vendors, broadcasters and third parties securely
- Transition from aging on-prem server rooms to private or hybrid cloud
- Implement built-in disaster recovery and high availability
- Conduct pre-event infrastructure stress simulation

## Key outcomes include:

- Reduced risk ahead of major events
- Secure collaboration across complex vendor ecosystems
- Improved operational agility with less capital waste
- Consistent performance during high-demand moments

***Your infrastructure is prepared before the event begins, not tested by it.***



# Strengthen hybrid environments with secure, governed integration

Over time, sports, media and entertainment organizations accumulate disconnected systems across ticketing, CRM, POS, streaming, sponsorship analytics, production and betting platforms. As these systems expand, hybrid environments become more complex to manage.

This fragmentation increases operational burden, expands the attack surface and limits your ability to use data effectively across the business.

We help you establish architectural control across hybrid and edge environments while strengthening governance and security.

## We help you:

- Create unified visibility across private, public and edge environments
- Implement segmentation aligned to zero trust principles
- Control data movement across operational systems
- Reduce platform sprawl and infrastructure volatility
- Strengthen governance for fan, financial and rights data

## The impact includes:

- A more stable and secure operating environment
- Reduced complexity across platforms and teams
- Improved readiness for modernization and AI initiatives
- Stronger protection of sensitive data

***Your infrastructure supports innovation while maintaining control.***



# Deploy AI-ready infrastructure with performance and control

AI is becoming embedded across sports, media and entertainment, shaping how organizations engage audiences, optimize operations and drive revenue.

## Common applications include:

- Dynamic ticket pricing
- Real-time demand forecasting
- Automated highlight generation
- Content tagging and metadata enrichment
- Personalization across streaming platforms
- Sponsorship performance analytics
- Predictive staffing and operational optimization

Across the industry, AI platforms are evolving toward unified data models and semantic architectures that connect previously siloed systems. Organizations are moving from experimentation toward operational AI embedded directly into revenue-generating workflows.

To support this shift, infrastructure must deliver consistent performance, strong governance and the ability to scale predictably.

We help you build AI-ready private cloud environments designed for production-scale performance and control.

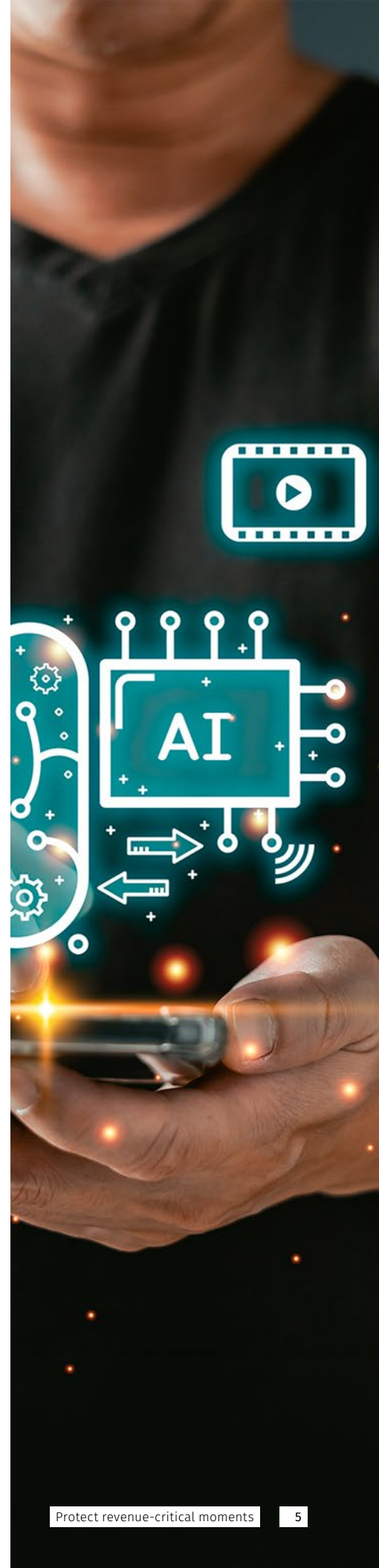
## We work with you to:

- Deploy dedicated GPU infrastructure for training and inference
- Establish secure, governed data lake architectures
- Maintain consistent performance during peak event demand
- Align infrastructure to semantic and ontology-driven data frameworks
- Support production-ready environments for operational AI

## The business impact includes:

- AI initiatives that scale into production environments
- More predictable infrastructure economics for AI workloads
- Stronger alignment between data, operations and revenue outcomes
- Increased confidence in AI-driven decision-making

***AI becomes a reliable part of your operating model, not an isolated initiative.***



# Optimize streaming and content distribution at scale

Streaming platforms must handle unpredictable audience surges while maintaining consistent performance and cost control. At peak moments, infrastructure decisions directly affect viewer experience, revenue capture and brand reputation.

Public cloud consumption models can introduce cost variability during high-demand periods. At the same time, content rights and IP protection require strong governance and controlled environments.

We help you balance elasticity, performance and financial control across your streaming ecosystem.

## We help you:

- Align scaling strategies to audience demand patterns
- Reduce egress volatility and improve cost predictability
- Support latency-sensitive workloads with dedicated performance environments
- Secure content pipelines and protect intellectual property
- Maintain reliability during global launches and premieres

## Key outcomes include:

- Stable performance during peak engagement
- Greater control over streaming-related costs
- Reduced risk during high-visibility moments
- Stronger protection of content and rights

***Your streaming infrastructure performs consistently, even when demand is unpredictable.***



# Rackspace Private Cloud: Built for performance where revenue is on the line.

Rackspace Private Cloud delivers a secure, high-performance foundation built for industries where timing, performance and trust directly influence revenue outcomes.

We help you establish a consistent operating model across venues, streaming platforms and hybrid environments, aligned to event-driven demand and AI operationalization.

## With Rackspace, you gain:

- Secure private cloud platforms on VMware, OpenStack or Kubernetes
- Dedicated GPU environments designed for AI workloads
- High-performance edge infrastructure for venues and production
- Managed hybrid architectures with unified observability
- Integrated SOC operations and cyber resiliency workflows
- 24x7x365 managed operations delivered by global experts

***With the right foundation in place, infrastructure supports growth, improves control and strengthens operational confidence across your organization.***



# Outcomes across the sports, media and entertainment ecosystem

## Venues and live events

### Organizations benefit from:

- Real-time transaction stability across POS and mobile applications
- Secure onboarding and segmentation of vendors and partners
- Infrastructure readiness ahead of high-profile events

**Result:** *Reduced operational risk and stronger protection of event-driven revenue.*

## Streaming and distribution

### Streaming platforms achieve:

- Reliable concurrency management during peak demand
- Improved cost control during audience spikes
- Stronger IP and content protection

**Result:** *Consistent performance during high-engagement moments.*

## Data and revenue intelligence

### Teams gain:

- Unified fan, sponsorship and operational data
- AI-driven personalization at production scale
- Predictive insights for staffing and demand planning

**Result:** *Higher per-cap revenue, measurable sponsor ROI and more informed decision-making.*



# Key Rackspace capabilities for sports, media and entertainment

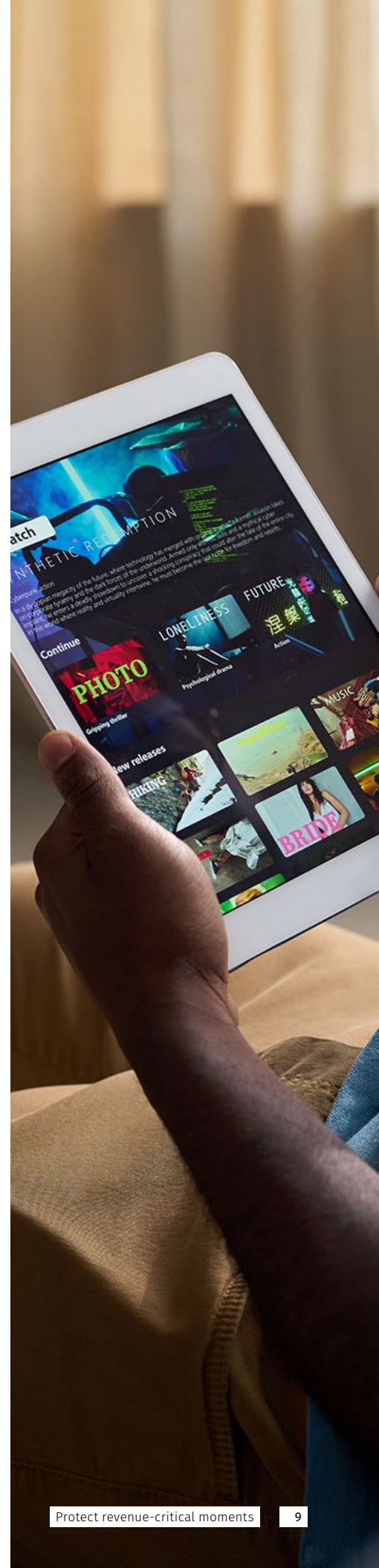
**Rackspace supports event-driven organizations with capabilities designed for performance, governance and resiliency:**

- Secure private cloud architectures built for event-driven environments
- Dedicated GPU clusters for AI and high-performance workloads
- Edge-to-core infrastructure for consistent performance
- Hybrid workload management with unified visibility
- Zero trust security frameworks and workload isolation
- Cyber recovery designed for rapid restoration
- 24x7x365 managed operations

***These capabilities provide a controlled foundation that supports peak demand, AI adoption and long-term revenue growth.***

## About Rackspace Technology

Rackspace Technology is a leading end-to-end hybrid cloud and AI solutions company. We can design, build and operate our customers' cloud environments across all major technology platforms, irrespective of technology stack or deployment model. We partner with our customers at every stage of their cloud journey, enabling them to modernize applications, build new products and adopt innovative technologies.



# Next steps

You're under pressure to balance growth, margin discipline and resiliency without adding operational drag. The right next step is a focused conversation that aligns infrastructure strategy to business outcomes.

## Start with a strategic infrastructure session to:

- Identify workload repatriation candidates and quantify structural cost savings
- Align workload placement to product economics and FinOps governance
- Define scalable AI architecture and GPU capacity aligned to margin objectives
- Establish financial guardrails for sustained AI growth
- Evaluate hybrid resiliency architecture to reduce outage exposure
- Align redundancy investments to SLA and revenue impact
- Strengthen cyber recovery posture across hybrid environments

**One session. Clear priorities. Measurable outcomes.**

## Complexity, managed. Momentum, accelerated.

For SaaS, ISVs and AI-native platforms, Rackspace Private Cloud delivers the control, performance and resiliency required to scale confidently in an AI-driven, margin-focused market.

 [Schedule your infrastructure strategy session today.](#)

 [1-800-961-2888](tel:1-800-961-2888)

© 2026 Rackspace US, Inc. :: Rackspace®, Fanatical Support®, Fanatical Experience® and other Rackspace marks are either service marks or registered service marks of Rackspace US, Inc. in the United States and other countries. All other trademarks, service marks, images, products and brands remain the sole property of their respective holders and do not imply endorsement or sponsorship. Rackspace-Ebook-CMMA-Sports-Media-Entertainment-PRI-TSK-13961 :: April 6, 2026

