



## Industry

### • Technology

### Products

- Microsoft Visual Studio
  - Microsoft Visual Studio 2010
- Technologies
  - Microsoft .NET Framework 4
  - Windows Presentation Foundation
- Microsoft Visual Studio Plug-In for the Rackspace Cloud

### Challenge

Rackspace wanted to offer .NET developers a toolkit that would make it simple and fast to create and deploy applications on cloud servers without having to go back and forth between a cloud control panel and their native integrated development environment.

### Solution

Using Visual Studio 2010 API and Windows Presentation Foundation in the Microsoft .NET Framework 4, Rackspace and Neudesic created the Microsoft Visual Studio 2010 Plug-In for the Rackspace Cloud. Developers working with Visual Studio 2010 tools can use the toolkit to develop applications and deploy them directly to the Rackspace cloud infrastructure.

### Benefit

- Simplifies and speeds development and deployment
- Takes advantage of extensible technology so the solution can be easily enhanced in the future
- Helps Rackspace expand business

# Microsoft Visual Studio 2010 Plug-In for Rackspace Cloud

Based in Texas, with offices in Australia, the United Kingdom, the Netherlands and Hong Kong, Rackspace Hosting delivers enterprise-level hosting services to businesses worldwide. Founded in 1998, Rackspace serves more than 130,000 customers, including more than 110,000 cloud computing customers.

The company integrates the industry's best technologies for each customer's specific need and delivers it as a service. Its core products include Managed Hosting, Cloud Hosting and Email & Apps.

*Rather than switching to a cloud control panel and working in a separate API, a developer can use our solution to stay within Visual Studio 2010....That helps eliminate errors and saves precious time.*

*Jim Battenberg, Cloud Evangelist  
Rackspace Hosting*

## Project Highlights

- For years, Rackspace customers with applications based on the Windows operating system began demanding tools to help them develop, deploy, and manage those applications on the Rackspace cloud infrastructure
- More recently, developers using the Microsoft Visual Studio 2010 development system needed a solution that could ease cloud development and deployment from within Visual Studio 2010
- Working with technology partner Neudesic, Rackspace created the Microsoft Visual Studio 2010 Plug-In for the Rackspace Cloud
- To build the toolkit, Neudesic and Rackspace used Visual Studio 2010 API and Windows Presentation Foundation in the Microsoft .NET Framework 4
- To access the Plug-In, developers simply establish a Rackspace Cloud Servers for Windows account, and then follow the steps to download and install the toolkit



## Microsoft Visual Studio 2010 Plug-In for Rackspace Cloud

### The Challenge

Rackspace customers with applications based on the Windows operating system wanted tools to help them develop, deploy and manage those applications on the Rackspace cloud infrastructure. Also, developers using the Microsoft Visual Studio 2010 development system needed a solution that could ease cloud development and deployment from within Visual Studio 2010. In late 2009, Rackspace decided to create a toolkit that would make it simple and fast for customers and developers to create and deploy applications on cloud servers.

### The Solution

Rackspace and Neudesic, a Microsoft National Systems Integrator and Gold ISV, created the Microsoft Visual Studio 2010 Plug-In for the Rackspace cloud, using the Visual Studio 2010 API and Windows Presentation Foundation in the Microsoft .NET Framework 4. Developers who are working with Visual Studio 2010 tools can use the toolkit to develop applications and deploy them directly to the Rackspace cloud infrastructure.

The solution is designed to eliminate the need to manage separate cloud and application environments by giving developers a full view of their environment. “With the toolkit, developers can easily build and deploy applications on Rackspace Cloud Servers for Windows,” said Jim Battenberg, Cloud Evangelist for Rackspace.

The plug-in allows developers to take

advantage of a layer of automation not previously possible without integration. To download the Microsoft Visual Studio 2010 Plug-In for the Rackspace Cloud, developers To download the Microsoft Visual Studio 2010 Plug-In for the Rackspace Cloud, developers simply establish a Rackspace Cloud Servers for Windows account and follow the steps to download and install the toolkit.

### The Benefit

By leveraging the extensibility of Visual Studio, Rackspace and Neudesic developers created a solution that can easily be enhanced in the future. The solution also gives Rackspace the opportunity to gain new business by meeting the demand for a toolkit for Visual Studio 2010 cloud applications.

The toolkit provides a range of templates and plug-ins that make up a centralized cloud management portal, simplifying application development and shortening deployment time. “The Microsoft Visual Studio 2010 Plug-In for the Rackspace Cloud makes cloud application development and deployment easy and intuitive, which reduces deployment and provisioning time,” said Battenberg.

Because .NET developers using the toolkit can perform multiple tasks from within Visual Studio 2010, they can be more efficient and productive. For example, if a developer wants to deploy and manage a cloud-based application, both of those tasks can be handled through the Visual Studio 2010 Plug-In on the developer’s computer.

With this solution, Rackspace has the opportunity to gain new business by meeting the demand for a toolkit for Visual Studio 2010 cloud applications. “Rackspace now has a chance to offer our cloud services in an environment that .NET developers are comfortable with,” said Battenberg. “That also helps us to be perceived as providing a platform as

*With the Visual Studio 2010 API and Windows Presentation Foundation, we had all the advantages of a smooth, well-integrated, and extensible development environment. That gives us the flexibility to extend this product whenever we need to.*

*Jim Battenberg, Cloud Evangelist  
Rackspace Hosting*

a service, rather than just infrastructure as a service, and that makes us more competitive in the industry.”