



technology

# Rackspace Cloud University: more than 70k participants in first two years

Rackspace is a recognized leader in managed hosting and cloud-based infrastructure.

### summary

CloudU needed to migrate to a new LMS to deliver education programming for brand awareness. Rackspace sought to use CloudU as a vehicle to educate professionals in emerging cloud and internet technologies, and help Rackspace maintain its leadership as a thought leader.

### challenges

CloudU had faced many limitations with its own customized Moodle installation. They required more robust functionality, stability of the software, and better usability and aesthetics.

### success

After an expedited implementation of more than two months, CloudU re-launched on CrowdWisdom™ LMS with great success. In only two years, more than 70k participated. Along with the initial CloudU Certificate program, there are now multiple programs offered, including MOOCs and specialized training on emerging topics in Big Data, Digital Marketing and openstack technologies. The program has generated great buzz as the majority of traffic now comes from social media and blogs.



**70k+**  
participants in  
less than two  
years



**ADVANCED**  
certification +  
MOOC  
programs



**200%**  
traffic increase  
from blogs +  
social media



### process

An expedited discovery and requirements capture.

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Configuration of the portal, branding and setup of registration forms for learners to sign on directly.

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Testing and quality assurance of site by testing user scenarios.

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Setup of the flagship certificate program, CloudU Certification, consisting of multiple lessons.

### how they use it

Crowd Wisdom™ serves as the central hub for the program, where learners sign up and search for education opportunities.

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LMS now hosts multiple certificate programs, MOOCs and on-demand videos.

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CloudU now uses the community module to build discussion groups using popular technologies.

