

RapidScale Launches a Fresh New Brand and Visual Identity

RapidScale's new brand reflects the company's complete portfolio of managed cloud solutions, continued growth, and focus on innovation for customers.

RALEIGH, N.C. – November 1, 2023 –Today, RapidScale, the leading managed cloud services platform, launched its new brand identity, hyper-focused on simplifying IT and unleashing innovation so businesses of all sizes can transform technology into their biggest competitive advantage. With 200+ certified experts and a powerhouse portfolio of private and public cloud solutions, RapidScale empowers businesses to innovate with greater ease, speed, and confidence.

“At RapidScale, we believe in the power of transformation. Our new brand and visual identity represent our commitment to innovation and progress. We're not just changing our look, but we're changing the way we envision the future. It's not just a new logo, but a reflection of our unwavering dedication to pushing boundaries and delivering excellence for our customers,” said RapidScale Vice President and General Manager Duane Barnes. “With this fresh brand, we're embarking on a journey to provide an even wider array of cutting-edge solutions and redefine what's possible in our industry.”

Over the past year, RapidScale experienced aggressive customer and revenue growth and added multiple support and sales roles to support the evolving product portfolio and customer needs. As the business continues to grow, it effectively maintains an industry-leading average customer satisfaction score (CSAT) of 4.8 out of 5. The [recent Logicworks acquisition](#) significantly extended RapidScale's capabilities to deliver public cloud and modernization services, positioning the company to be a unique leader in the market. This company expansion and success have been significant factors in their new brand development.



“Today, we have even more resources, capital, and talent to help customers embrace and deliver innovation more effortlessly than ever before,” said RapidScale Chief Marketing Officer Sean Wisdom. “We developed our brand to show customers that RapidScale can be the launch pad that turns technology success into business success.”

About RapidScale

Whether you are refreshing legacy IT systems or launching an app that will reach millions, RapidScale empowers your business with a complete set of private and public cloud solutions to simplify IT and unleash innovation.

From Infrastructure as a Service to AI, RapidScale brings you the best portfolio of managed services in the industry, backed by a deep bench of certified experts holding over 400 accreditations. RapidScale has helped hundreds of customers migrate to AWS and Azure, while also helping over 2,000 customers drive the complexity and administration out of IT. RapidScale makes

technology your biggest competitive advantage. For more information, visit www.rapidscale.net.

About Cox Business

The commercial division of Cox Communications, Cox Business, provides a broad commercial solutions portfolio including advanced cloud and managed IT solutions, fiber-based network solutions that create connected environments, unique hospitality experiences, and support diverse applications for nearly 370,000 businesses nationwide. For more information, please visit www.coxbusiness.com.

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