



Bare Metal Made Better

Company Overview

Founded to improve bare metal operations through integrated automation, the RackN vision comes from a core belief in the transformational power of automation for the IT physical layer. This vision drives our mission to transform infrastructure automation by making advanced cloud techniques accessible at any scale.

Through our flagship product, Digital Rebar Platform, we simplify data center operations with scalable, reusable automation. Something we find critical to our solutions is the ability to efficiently integrate with existing infrastructure as well as create opportunities for new vendors. As a leader in bare metal automation, RackN empowers enterprises in industries like financial services and media & entertainment providers, driving transformation worldwide.

Our Core Values

At RackN, our core values center around achieving lasting results through action and learning. We believe in balancing urgency with long-term thinking, constantly improving while getting things done. Ownership and collaboration are key to our success—we take responsibility for our work, support each other, and share knowledge freely. By aligning our strengths with our customers' needs and fostering an open, supportive environment, we ensure mutual success, helping our customers tackle challenges and grow with confidence.

Our Team

We were founded in 2014 by engineers who experienced the challenge of data center operations firsthand with companies like Dell, IBM, Netapp, Symantec, and USMC. Collectively, the RackN team brings decades of experience in infrastructure automation and management. We are passionate about solving complex infrastructure challenges and delivering scalable solutions. Our collaborative culture leads us to build deep partnerships with our customers to advance the future of automation through genuine connection.



Digital Rebar Platform

The Digital Rebar Platform automates the full life-cycle of systems from the first boot through cluster building with reusable and vendor-neutral workflows. Providing cloud-like efficiency on bare metal, Digital Rebar connects isolated tools and processes, even incorporating existing DevOps tooling such as Terraform and Ansible.

Zero-touch new system onboarding in 4 hours or less

Boost life-cycle reliability from 80% to over 99%

Save thousands of dollars per year using vendor neutral automation

Eliminate manual hand-offs between tooling silos

