

NOBLE GROUP

A leading commodities trading company partners with Rackspace to create a long-term, flexible approach to supporting technology and an evolving business.

BUSINESS

Noble Group Limited is a global commodities trader listed in Singapore.

CHALLENGES

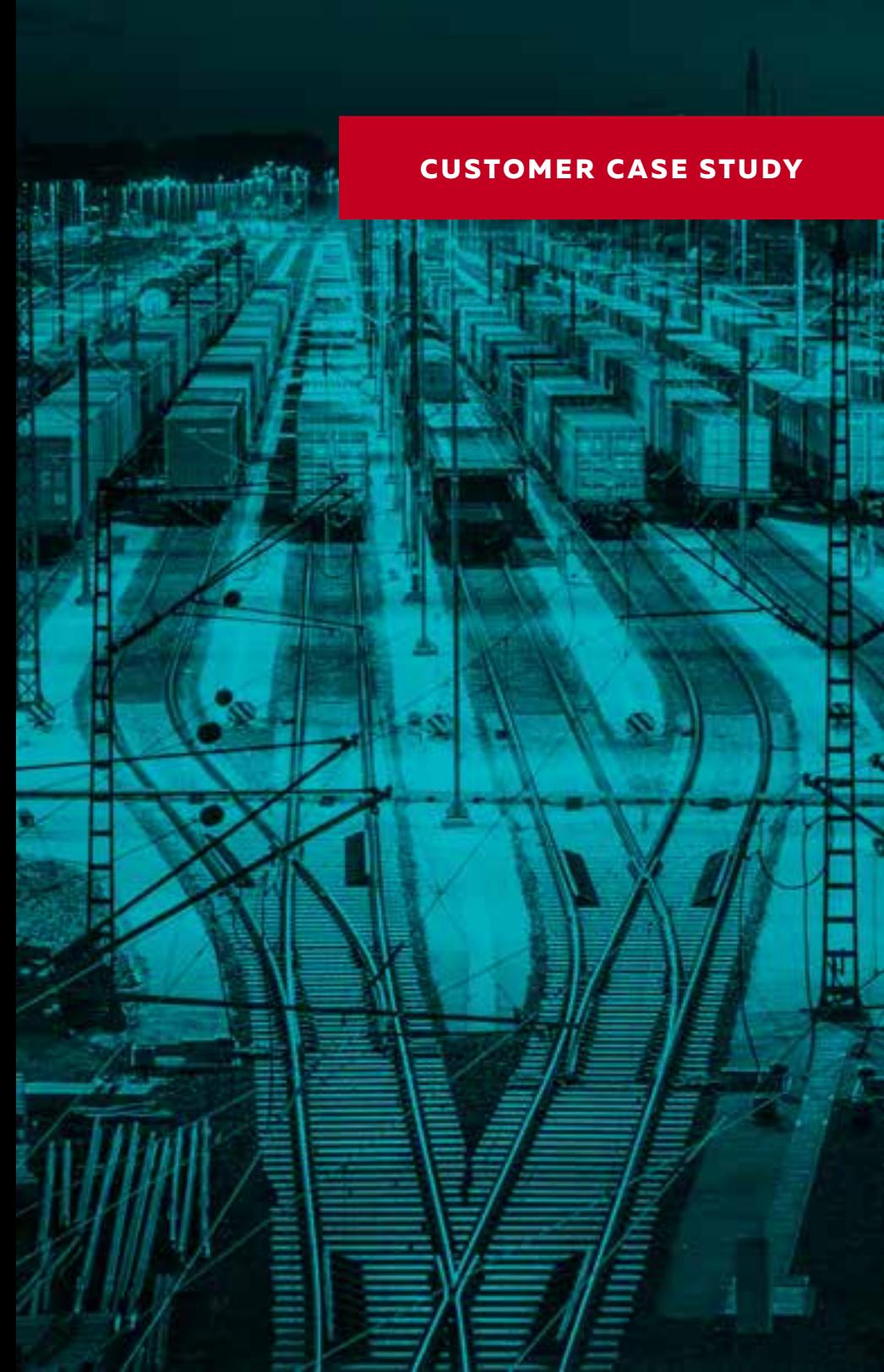
The customer needed a service provider that could rise to the challenge of disparate systems and an evolving business model.

SOLUTION

Fanatical Support® for Microsoft® Azure®

OUTCOME

Cost savings and increased agility as Noble moves its workloads into the Azure cloud, all backed by round-the-clock expertise from Rackspace.



Noble Group (SGX: CGP) manages a portfolio of global supply chains across a range of industrial and energy products. It markets, processes, finances and transports key commodities, connecting low-cost producing regions with high-demand growth markets.

“Rackspace knows more about Noble’s IT environment than we do! Their team is truly a part of our IT team, and I am very happy with their work and performance. I’ve even referred two other customers to Rackspace.”

LAWRENCE YU :: GLOBAL HEAD OF INFRASTRUCTURE, NOBLE

A PARTNER FOR ALL SEASONS

Noble Group is a market-leading global supply chain manager of energy, power and gas products, metals and carbon steel materials, with interests in key facilities that add value at various stages of its supply chains.

The relationship between Rackspace and Noble Group first began in Hong Kong in 2011. Noble Group’s infrastructure in Hong Kong was then outsourced to and managed by another service provider, but the original service scope and model was inflexible, meaning the service delivery levels were very rigid. When Noble Group developed new requirements and underwent IT upgrades that were different from the original scope, the service provider required a new agreement which proved a costly and inefficient way of doing business.

From 2011 to 2015, Noble Group expanded with a series of acquisitions. However, once the various companies started to merge, the challenge of dealing with increasing workloads and network demand was too much for the service provider to deal with.

With so many new parties involved, the service provider needed to organize a mass migration, integrate different types of infrastructure, and refresh the whole system while moving to virtual servers. In

2012, the service provider’s contract expired and Noble Group turned to Rackspace to become their technology partner.

CHANGING FORTUNES NEED FLEXIBILITY

After Noble sold off its agricultural arm to a Chinese conglomerate in 2015, it underwent a new evolution in service and technology requirements. With a reduction in its business and workforce after the sale, Noble retained Rackspace for storage and infrastructure but moved away from managed services. Then, in 2016, it engaged with Rackspace to help manage internal systems and process.

During the engagement, Rackspace discovered that many of the company’s existing apps (global and local) were internally developed and were spread across a network of 1,000 different servers. This meant it was difficult to track which app was running on which server. The requirement to update the legacy system meant that Rackspace needed to determine a migration approach through detailed analysis. “Rackspace is more than OK with instant troubleshooting and providing resources as needed,” said Lawrence Yu.

“Our business model at Noble has fundamentally changed in recent years, and Rackspace have kept track with us. Rackspace proactively recommends what the best practice is and what we need to do. The hard-working team has extensive knowledge and expertise and are very flexible in customizing what Noble Group needs.”

LAWRENCE YU :: GLOBAL HEAD OF INFRASTRUCTURE, NOBLE

SEAMLESS MIGRATION THANKS TO A TRUSTED PARTNER

Rackspace encouraged Noble to move to Microsoft Azure as the company already had an extensive enterprise agreement with Microsoft. To adapt to the continuously changing business model, Rackspace has now migrated 60% of Noble resources from on-

premises infrastructure to Azure, following 8 months of planning. As a result, the increased flexibility of service and cost savings have been significant.

Noble’s IT infrastructure was reduced from 2,000 servers to 200 servers, and Rackspace has become a trusted partner to guide the company’s infrastructure strategy.

The productive collaboration between Noble and Rackspace has resulted in significant cost savings and a long-term strategic partnership.

ABOUT RACKSPACE

Rackspace is the #1 provider of IT as a service, in today's multi-cloud world. We deliver certified expertise and integrated managed services across public and private clouds, managed hosting and enterprise applications. Because Rackspace partners with the leading technology providers, including Alibaba®, AWS, Google, Microsoft®, OpenStack®, Oracle®, SAP® and VMware®, we are uniquely positioned to provide unbiased advice on the technologies that will best serve each customer's specific needs. Rackspace was named a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide and has been honored by Fortune, Glassdoor and others as one of the best places to work. Based in San Antonio, Texas, Rackspace serves more than 150,000 business customers, including a majority of the Fortune 100, from data centers on five continents.

Learn more at www.rackspace.com or call us at **1-800-961-2888**.

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