

Creating a brighter future with powerful data and AI.

Rakuten Group empowers individuals, businesses and communities with more personalized experiences across its robust global ecosystem.



Rakuten Group serves 1.8 billion global members across 70+ services. To meet existing needs and set itself up for future growth, Rakuten Group has expanded their hybrid multicloud IT infrastructure.

Business results



Expansion of One Cloud, Rakuten Group's own private cloud, and combining it with public clouds to realize a highly efficient hybrid multicloud architecture



More tailored experiences within Rakuten's global member and loyalty programs



A cost-effective buildout with optimized hybrid multicloud solutions



Enhanced security, stability and reliability



Maintaining market leadership position through greater innovation

Solutions

- [Dell PowerEdge Servers](#)
- [Dell PowerScale Storage](#)
- [Dell ProDeploy Plus for Infrastructure](#)
- [Dell ProSupport for Infrastructure](#)

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Hironori Yoshida,
Executive Officer, General Manager,
Cloud Services Dept. at Rakuten Group



Rakuten means “optimism” in Japanese. Their company mission begins with driving global innovation and building a better, more optimistic future by empowering more people to realize their hopes and dreams. This includes the right IT infrastructure foundation to confidently handle their rapid expansion and data needs for over 1.8 billion global members.

Rakuten Group operates a hybrid multicloud architecture, leveraging their own private cloud called One Cloud along with public cloud, that gives them the best of both worlds. “We can enjoy the diverse features sets and elasticity of the public cloud as well as our own highly optimized private cloud,” says Hironori Yoshida, Executive Officer, General Manager of the Cloud Services Department at Rakuten Group. To support further growth, Rakuten Group partnered with Dell Technologies to build out their private cloud capabilities and capacity.

A more intelligent horizon

Through the partnership, Rakuten Group’s data could now work exponentially harder to provide superior member experiences across their global member ecosystem in key services like e-commerce, mobile and fintech businesses. With a foundation of Dell PowerEdge servers powered by Intel® Xeon® Platinum processors, PowerScale storage, and ProDeploy and ProSupport services, Rakuten’s powerful data collaboration enabled deeper customer insights, higher quality analytics and a greater level of personalization.

“Dell Technologies has been a great partner. Together we have been able to cost effectively build out our cloud while maintaining high performance and reliability, allowing us to meet existing needs and set up for future growth as well,” says Mr. Yoshida. From deployment to support to further scalability, Rakuten Group has selected Dell Technologies a solutions partner for its private cloud infrastructure future.

The convergence of AI and ingenuity

Rakuten’s data analysis platforms allow the company to leverage data and AI to provide tailored services that adapt to the various needs and lifestyles of its diverse members. “Dell Technologies solutions support our data analysis platforms, which are the backbone to data and AI utilization in Rakuten Group,” commented Mr. Yoshida.

“ Our vision is to augment human creativity with the power of AI.”

Hironori Yoshida,
Executive Officer, General Manager,
Cloud Services Dept. at Rakuten Group

Rakuten Group’s advanced AI and data capabilities now allow it to “empower the world by leveraging data to discover and realize hidden value.” These dynamic new advantages have them well positioned to build on their market leadership position as well as deliver on their overall brand mission of empowering more individuals, businesses and societies to realize their dreams.



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