Enterprise AI and Cloud for the Energy Industry

A guide for UK and European IT leaders modernising critical operations.

rackspace technology®

Energy organisations across the UK and Europe are modernising critical infrastructure in environments where operational resilience, safety and continuity cannot be compromised. Across the utilities and oil and gas industries, IT leaders are balancing the demands of grid digitalisation, distributed energy resources, remote operations and growing AI adoption while managing increasingly complex OT and IT environments.

At the same time, cyberthreats continue to evolve, operational systems remain heavily distributed and many organisations still rely on ageing infrastructure and fragmented data environments that were never designed for modern analytics or AI-driven operations.

Many energy organisations already operate across a mix of legacy infrastructure, cloud platforms and highly specialised operational systems. The pressure now is managing modernisation across those environments without creating new operational dependencies, governance gaps or resilience concerns that affect critical operations.

Energy organisations are balancing several priorities at once:

- Improving resilience across distributed operations
- Modernising OT and IT environments securely
- Creating stronger governance around operational and enterprise data.

Many teams are being asked to operationalise AI while improving visibility across increasingly distributed infrastructure and supporting longer-term energy transition initiatives. This requires a more operationally aligned approach to infrastructure, AI and resilience.

Critical workloads need to run where they perform best. AI needs to operate on governed infrastructure close to operational data. Recovery strategies need to support operational continuity, not simply backup.

At Rackspace Technology, we help energy organisations modernise through an integrated approach that combines enterprise AI, private, sovereign and hybrid cloud and cyber recovery cloud into a more resilient foundation for critical operations.

Enterprise AI for critical energy operations

Utilities are increasingly using AI to improve forecasting, outage analysis, operational visibility and customer operations. Oil and gas organisations are applying AI across predictive maintenance, engineering workflows, production optimisation and emissions monitoring. The opportunity is significant, but scaling AI in operational environments introduces new challenges across both OT and IT.

As AI adoption expands, infrastructure and operations teams need greater visibility into how operational and AI data moves across environments, how models are governed and how AI workloads perform under operational demand. Many organisations are also reassessing how to maintain resilience, oversight and protection for operational systems as AI becomes more closely integrated with production environments.

Many organisations have already demonstrated value through isolated AI initiatives. The next challenge is operationalising AI across the enterprise without increasing complexity or governance risk.

This is particularly important in energy environments where operational continuity, data sovereignty and OT and IT integration remain central to infrastructure strategy. AI cannot operate as a disconnected innovation layer. It needs to become part of a governed operational model that supports production environments reliably, securely and at scale.

How Rackspace helps

Rackspace believes that enterprise AI should be treated as an operational capability rather than a standalone technology deployment.

We help organisations design, build, operate and scale enterprise AI environments around real operational use cases. Customers bring the business challenge. We provide the infrastructure, managed operations and ecosystem support needed to move from concept to production.

Rackspace Enterprise AI solutions are designed to support:

- Governed AI environments
- AI-ready private cloud infrastructure
- Dedicated infrastructure for AI workloads
- Managed AI operations
- Secure integration across OT and IT environments
- Predictable performance, security and compliance for regulated industries

We also work with AI ecosystem partners to help organisations integrate AI tools and platforms into a more operationally consistent environment.

The focus extends beyond the AI model itself. Energy organisations also need confidence that underlying infrastructure can scale predictably, maintain governance standards and support operational visibility across both enterprise and operational environments. For energy organisations, this creates a more practical path towards Enterprise AI adoption across operational and enterprise environments.

Private, sovereign and hybrid cloud for energy operations

Energy organisations operate workloads with very different operational requirements across OT and IT environments.

Some workloads require low latency and proximity to operational systems. Others require stronger sovereignty, governance or recovery controls. Some benefit from public cloud scalability, while others require the predictability and operational control of private infrastructure. This is changing how energy organisations approach cloud strategy.

The focus is shifting towards workload-aware infrastructure strategies that account for operational performance requirements, data sovereignty, latency sensitivity, recovery objectives and the realities of OT and IT integration.

As operational environments become more distributed and data-intensive, many organisations are reassessing workload placement across private cloud, edge and hybrid environments.

This is also contributing to renewed interest in cloud repatriation. Some workloads previously moved into public cloud environments are now being reassessed because of rising operational costs, governance complexity, latency concerns and the need for more predictable recovery and performance characteristics. For energy organisations, the objective is not simply more cloud. It is creating a cloud strategy aligned to operational performance, resilience and control.

How Rackspace helps

At Rackspace, we believe your workloads should operate where they perform best. As AI adoption accelerates across the energy sector, many organisations are balancing innovation demands with operational realities around governance, resilience, latency and control. That requires infrastructure decisions grounded in how your environments actually operate — not a one-size-fits-all cloud strategy.

Rackspace helps you operationalise AI across private cloud, sovereign cloud, hybrid environments and edge infrastructure based on the specific requirements of your workloads, operational systems and data environments. Whether you are modernising legacy infrastructure, supporting distributed operations or evaluating cloud repatriation initiatives, we help you align infrastructure strategy to operational outcomes.

Our managed private cloud and hybrid cloud solutions are designed to support critical operational environments where performance consistency, governance and operational visibility matter. This includes support for hybrid and edge operations, workload-aware placement strategies and infrastructure models that help you modernise without disrupting critical operations.

Rackspace Sovereign Services are designed to help organisations maintain greater control over sensitive operational data, governance and workload location through UK-controlled environments, operational accountability and continuous compliance support. Rackspace Private Cloud solutions provide cloud agility and scalability while maintaining the control, performance and flexibility required for critical operational environments.

Rather than forcing your workloads into a single operating model, we help you determine where AI workloads, operational systems and critical data should run based on performance, governance, operational dependency and business priorities.

For energy organisations, this can help you:

- Improve operational performance consistency
- Reduce operational complexity
- Strengthen OT and IT integration
- Improve governance and data control
- Improve cost visibility and predictability
- Modernise without disrupting critical operations

Cyber Recovery Cloud for critical energy resilience

As OT and IT environments become more interconnected, cyber resilience is becoming central to operational continuity across the energy sector. Cyber incidents no longer affect only enterprise systems. They can directly impact production environments, grid operations, operational visibility and critical infrastructure availability.

Traditional disaster recovery and backup solutions are often too fragmented or too slow to support modern operational requirements. Energy organisations increasingly need recovery strategies built around isolation, containment and rapid restoration of critical systems. Recovery processes also need to align to operational priorities across interconnected OT and IT environments where visibility and continuity directly affect critical operations.

For utilities and oil and gas organisations, resilience increasingly depends on the ability to recover operations quickly while maintaining governance and operational control during disruption.

How Rackspace helps

At Rackspace, we believe cyber recovery should form part of the operational foundation for modernisation rather than operate as a standalone security process.

Rackspace Cyber Recovery Cloud, powered by Rubrik, is designed as a fully managed isolated recovery environment for mission-critical workloads. The solution combines isolated recovery environments with managed recovery operations, continuous monitoring, workflow orchestration and rapid restoration capabilities supported by Rackspace private cloud expertise.

Rackspace also provides Cyber Recovery Readiness Assessments that help organisations identify critical workloads, assess application dependencies, prioritise recovery requirements and build operational recovery plans aligned to business continuity objectives. For energy organisations, this helps improve recovery confidence while reducing operational disruption across critical OT and IT environments.

Building a more resilient foundation for modern energy operations

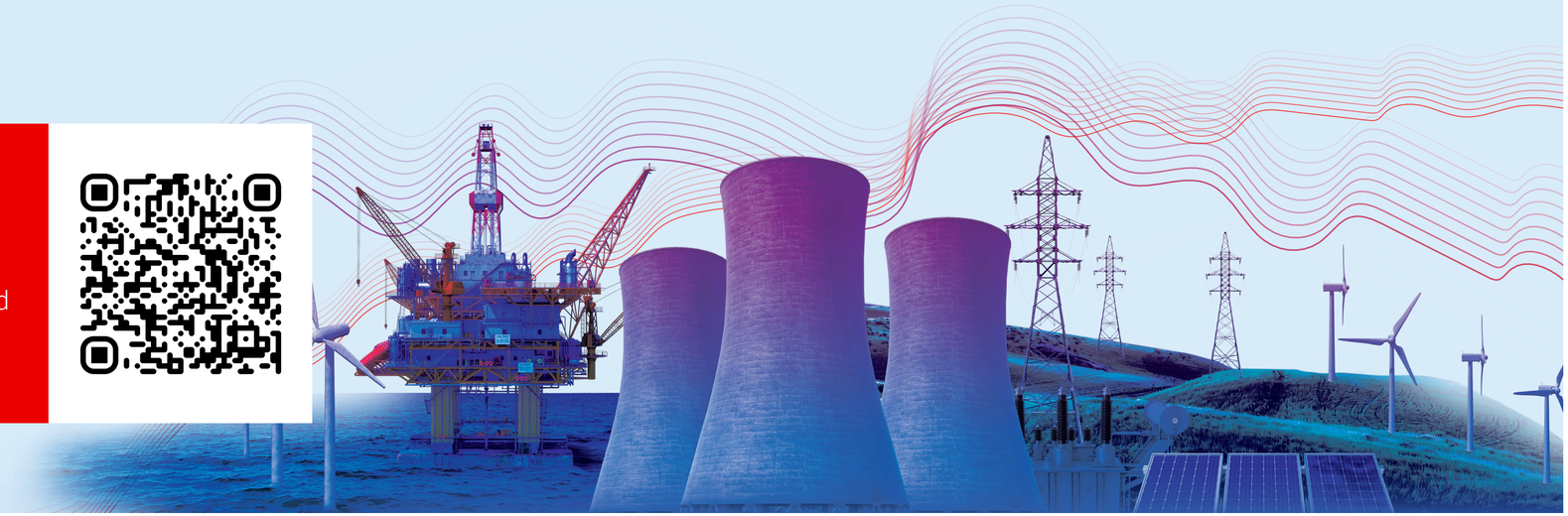
Across utilities and oil and gas, infrastructure modernisation is becoming inseparable from operational resilience. AI adoption, distributed operations, evolving regulatory requirements and rising cyber threats are forcing organisations to reassess how critical infrastructure is designed, operated and recovered.

For many energy organisations, this is driving a shift towards more workload-aware operating models that align infrastructure decisions to operational requirements, governance priorities and long-term flexibility. Modern energy environments require infrastructure strategies capable of supporting governed AI adoption, resilient hybrid operations and recovery models designed around operational continuity. They also require greater visibility across distributed systems, clearer control over sensitive operational data and infrastructure architectures that can adapt as operational demands evolve.

Rackspace Technology brings these capabilities together through enterprise AI, private, sovereign and hybrid cloud and cyber recovery cloud solutions designed for critical operational environments. For UK and European energy organisations, this creates a more practical path towards modernisation while supporting the resilience, control and operational visibility required across converged OT and IT environments.

Ready to get started?

Explore how Rackspace Technology helps energy organisations modernise critical operations with Enterprise AI, workload-aware cloud infrastructure and cyber resilience solutions.



About Rackspace Technology

Rackspace Technology is the operator of the full enterprise AI stack from governed private cloud to AI inference and agents in production. With an Outcomes-as-a-Service model built on secure infrastructure, data foundations and forward-deployed engineering, we deliver business results for regulated and mission-critical industries where governance, sovereignty and uptime are non-negotiable.

Learn more at www.rackspace.com or call 0800 988 0100.

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