

# Noga

# Case Study

## About Noga:

Noga – the Israel Independent System Operator Ltd. is responsible for the independent system management of Israel's electricity system and market operations. It coordinates public and private power generation, ensuring a reliable, efficient, and continuous power supply. As part of its oversight, Noga manages day-to-day operations of Israel's electricity grid and conducts long-term planning and development of the transmission network. It plays a crucial role in Israel, as it is responsible for maintaining stability, transparency, and fair competition in the evolving electricity sector.

## The Challenge: Modernizing the Cloud Environment While Meeting Core Business Needs, Security, Performance and Resilience

Noga identified the need to advance its cloud environment as part of a broader modernization effort in response to several factors that had intensified over time. These included the need to establish a strong foundation for future growth, achieve better operational performance, and reduce dependency on legacy components that created inefficiencies and potential risk.

As an organization involved with critical national infrastructure, Noga recognized it had unique requirements for its cloud development and adoption. Its cloud environment must support strict security and governance requirements while also enabling high levels of operational performance, resilience, and responsiveness. For Noga, these objectives must be obtained together.

Seeking a partner that could contribute both strategic thinking and practical execution, Noga chose AllCloud to support the expansion and modernization of its cloud environment. The partnership was designed to help translate business and technology priorities into scalable, secure, and operationally effective solutions.

## The Solution: Focus on Business-Critical Capabilities

Noga collaborated with AllCloud to optimize their cloud environment. By combining Noga's deep domain knowledge of the electricity market with AllCloud's cloud expertise, Noga and AllCloud worked together to develop tailored solutions for several key business applications, ensuring the infrastructure was aligned with Noga's specific needs.

- **Secure Integration Layer for Market Operations** – Noga worked with AllCloud to modernize its vendor interactions, implementing automated Salesforce workflows that enable a consistent and efficient operational model.
- **ODS System** – To improve access to smart meter data for vendors, AllCloud is helping Noga build a new data-driven system for Noga. The solution is intended to provide vendors with more flexible and efficient access to relevant data, while also improving operational effectiveness and cost visibility for Noga.
- **Migrating the Website and Internal Applications to AWS** – As part of the alignment with Project Nimbus, the Israeli government's cloud initiative, Noga is progressing in the migration of its website and selected internal applications to AWS with AllCloud's support. This transition is expected to strengthen the security, efficiency, and scalability of the environment over time.
- **AI Capabilities** – With the guidance of AllCloud, Noga is beginning to implement AI capabilities based on AWS services. This initiative starts with documents analysis and insights.
- **Automated Video Streaming** – AllCloud streamlined video operations through a custom architecture and automation process. This solution reduces manual workload and facilitates the seamless encoding and distribution of video content for Noga's monitoring and operational needs.

In addition, AllCloud worked with Noga on a range of other initiatives focused on security and operations systems to ensure the business runs smoothly and efficiently. Projects included security tooling, including the integration of the WIZ cloud security platform, the deployment of core applications such as API Management (APIM), and comprehensive monitoring and backup strategies for operational systems, ensuring system health and resilience.

## Key Results & Impact

The collaboration contributed to a range of improvements for Noga, including upgrading Noga's infrastructure, the modernization of core systems, adding operational tools to improve daily workflow, and the implementation of high-level security standards.

Notably, many internal and operational applications were significantly improved, including systems used by employees, partners, and ongoing business activity. Several manual tasks that used to take hours are now fully automated.

Overall, the cloud solutions delivered by AllCloud provide Noga with

- Greater system stability
- Faster and more efficient operations
- Fewer failures
- The ability to scale in a structured way

## Ongoing Partnership

Noga continues to partner with AllCloud through an ongoing engagement that consistently delivers value, with the AllCloud team serving as trusted advisors. Through this partnership, AllCloud continues to provide ongoing support, strategic guidance for decision-making, assistance in streamlining new processes, and help with the successful adoption of new technologies.

According to **Sharon Haris, CTO & Head of Digital at Noga**, "AllCloud feels like an integral part of Noga. They're always there for us, as a trusted technology advisors and hands on professionals, even outside regular hours. We work with many vendors, but only a handful truly feel like partners, and AllCloud is one of them."

From a broader organizational perspective, **Oded Naftaly, VP of Information Systems at Noga**, added, "For Noga, this journey is about more than cloud adoption. It is about building a secure, scalable, and resilient digital foundation that supports critical business processes and enables us to move forward responsibly in a complex operational environment. Our work with AllCloud has helped us translate strategic priorities into practical implementation, while maintaining the governance, reliability, and performance standards required from a national critical infrastructure organization."