Empowering Sovereign AI with cultural relevance

Accelerating omni-modal AI with NAVER Cloud's HyperCLOVA X ensures data sovereignty and cultural relevance with Dell Technologies and NVIDIA.

Business needs

NAVER Cloud seeks to address the complexity of AI adoption in local languages, ensuring alignment with linguistic nuances, socio-cultural norms, and local regulatory requirements. This demanding challenge required a scalable, powerful infrastructure to support its generative AI (GenAI) platform, HyperCLOVA X, and drive its mission of realizing Sovereign AI and expanding into global markets with unmatched performance.

Business results

Accelerates AI model training and innovation.

Powers HyperCLOVA X GenAI platform with advanced infrastructure.

Strengthens AI and data sovereignty with secure networking for local markets.

Enhances global scalability for multilingual AI solutions.

Solutions at a glance

- Dell AI Factory

  - Dell PowerEdge XE-Series servers with NVIDIA accelerated computing

  - NVIDIA Quantum InfiniBand Switches

- Dell ProSupport Infrastructure Suite

Meeting linguistic and cultural nuances with AI

In a rapidly globalizing world, localizing AI to meet the diverse linguistic and cultural requirements of specific markets presents significant challenges. AI tools often fail to account for the intricacies of local languages, rendering solutions less effective or culturally inappropriate. NAVER Cloud, an innovative cloud service provider from South Korea, delivers cutting-edge solutions tailored to transform industries and enable businesses. Its mission is to accelerate digital transformation and drive business innovation. NAVER Cloud faced this challenge head-on by spearheading the adoption of Sovereign AI. For NAVER Cloud, Sovereign AI means developing and operating AI that deeply understands a nation's or region's culture, history, and values by leveraging their own data and infrastructure.

The HyperCLOVA X vision

HyperCLOVA X, NAVER Cloud's omni-modal large language model (LLM), is designed to address these pressing needs. It is specifically engineered to understand the Korean language in a larger societal context, solving regional challenges while maintaining data sovereignty. "Delivering AI in local languages is challenging, as it requires a precise understanding and handling of linguistic nuances," says Mr. Sangjun Lee, CIO of NAVER Cloud.

NAVER Cloud partnered with Dell Technologies and NVIDIA to bring this ambitious vision to life. "HyperCLOVA X, NAVER's generative AI platform, is supported by the Dell AI Factory solution of Dell PowerEdge XE-Series Servers with NVIDIA accelerated computing," says Mr. Lee. Together with the NVIDIA Quantum-2 QM9700 InfiniBand switches for high-speed and low-latency secure networking to manage massive data transfers, the robust Dell AI Factory solution provides the computational power, scalability, and networking capabilities essential for efficiently training and deploying advanced AI models. As a result, NAVER Cloud can accelerate AI innovation and extend its global impact. The Dell ProSupport Infrastructure Suite provides enterprise-class support for NAVER Cloud's data center requirements.

This strategic partnership allows NAVER Cloud to create a comprehensive full-stack AI value chain for customers to create their own AI ecosystem. This begins with customizing AI services and using data generated to train an AI backbone that will consistently evolve with persistent AI training and tuning. The foundation to support these technologies includes a supercomputing infrastructure, cloud services and data centers designed to ensure continuous operations while meeting Sovereign AI requirements.

Leading the Sovereign AI movement

Sovereign AI is critical for NAVER Cloud to ensure data sovereignty, local regulatory compliance, privacy and security. By developing country-specific AI systems, NAVER Cloud aligns with local socio-cultural and regulatory requirements. HyperCLOVA X has proven that Sovereign AI is possible even with an LLM built on a non-English language. It not only delivers localized AI outcomes through local secure AI infrastructure but also supports broader AI ecosystems for governments and businesses worldwide. "Dell Technologies enables NAVER Cloud to efficiently train AI models, strengthen AI and data sovereignty and expand securely into global markets," says Mr. Lee.

"

Dell Technologies enables NAVER Cloud to efficiently train AI models, strengthen AI and data sovereignty and expand securely into global markets.

"

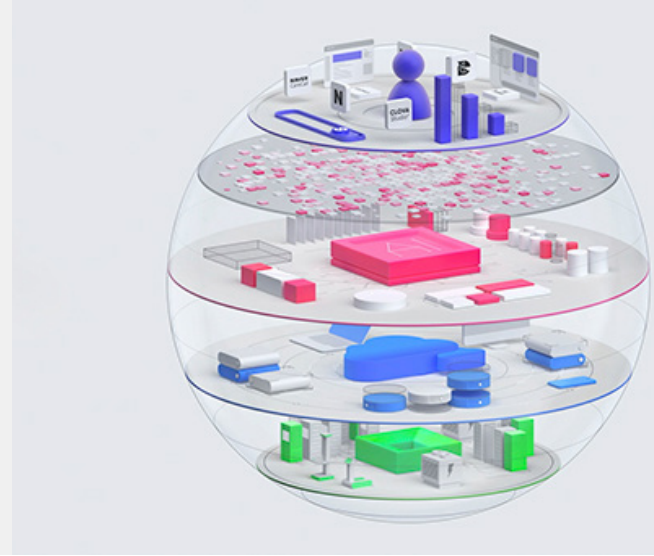**Sangjun Lee**
CIO, NAVER Cloud

> *Collaboration with Dell Technologies and NVIDIA enables NAVER Cloud to accelerate AI adoption and innovation. The potential ahead is truly exciting!*

Sangjun Lee
CIO, NAVER Cloud

AI must go beyond research and investment—it needs to solve real-world challenges. Every country has its own unique needs, making Sovereign AI more important than ever. The transformative potential of Sovereign AI is already evident in NAVER CLOVA CareCall, an AI-driven service that serves elderly individuals living alone in South Korea and Japan. By providing emotional companionship and routine health check-ins, NAVER CLOVA CareCall demonstrates how AI can enhance quality of life on a personal level. "Sovereign AI improves lives and addresses societal challenges by delivering secure AI solutions tailored to local languages. It represents a clear case of "AI for good"," says Mr. Lee.

A future fueled by collaboration

The road ahead holds exciting potential for NAVER Cloud and its mission to democratize Sovereign AI. Partnering with Dell Technologies and NVIDIA, they continue to innovate and scale AI capabilities across industries, paving the way for real-world impact.

The foundation laid by HyperCLOVA X and the Dell AI Factory equips organizations to confidently embrace AI, unlocking new business opportunities while prioritizing cultural and linguistic precision. Mr. Lee concludes, "Collaboration with Dell Technologies and NVIDIA enables NAVER Cloud to accelerate AI adoption and innovation. The potential ahead is truly exciting!"

> *HyperCLOVA X, NAVER's generative AI, is supported by the Dell AI Factory solution of Dell PowerEdge XE-series servers with NVIDIA accelerated computing.*

Sangjun Lee
CIO, NAVER Cloud

<u>Learn More</u> about Dell Technologies AI Solutions.

Connect on Social.

D&LL Technologies