Unlocking innovation to build a Sovereign AI future

Launching Malaysia's first fully managed AI cloud service, SNS Network leverages the Dell AI Factory with NVIDIA to achieve Sovereign AI, scalability and AI innovation.

Business needs

SNS Network, a leading Information and Communications Technology (ICT) provider in Malaysia, is tackling rising demand for advanced Sovereign AI infrastructure. With local businesses, developers and researchers needing more AI computing power, limited local access to high-performing AI infrastructure and strict data sovereignty regulations, meant SNS Network needed to design and deploy a fully managed AI cloud service. This aims to enable national innovation across Malaysia and enterprise AI adoption for use cases like predictive project forecasting and agentic orchestration.

Business results

Delivers the nation's first AI cloud service that supports local compliance and Sovereign AI.

Accelerates time to market by up to 2x with the validated Dell AI Factory with NVIDIA solution.

Increases performance of data-intensive models by 20%.

Develops an AI ecosystem to support startups, enterprises and public sector innovation.

Solutions at a glance

- Dell AI Factory with NVIDIA
  - Dell PowerEdge XE-Series servers with NVIDIA accelerated computing
  - Dell PowerScale
  - Dell Professional Services
  - Dell PowerSwitch Data Center Switches
  - NVIDIA AI Enterprise and Run:ai software
  - NVIDIA Quantum InfiniBand Switches
- Dell PowerEdge R-Series servers
- Dell ProDeploy Plus for Infrastructure
- Dell ProSupport Plus for Infrastructure

NVIDIA.

20% faster processing speeds for data-intensive AI models

Addressing a critical demand for AI infrastructure

SNS Network recognized a growing need for a local, scalable and secure AI infrastructure, stemming from limited access to high-performance resources and increasing data sovereignty requirements. Driven by its mission to simplify lives with technology, SNS Network partnered with Dell Technologies and NVIDIA to launch Malaysia's first fully managed AI cloud infrastructure, SNS AI Factory. This AI-as-a-Service (AIaaS), powered by the Dell AI Factory with NVIDIA solution, democratizes access to advanced compute, delivers AI readiness assessments with the "STAR AI" framework and keeps data under Malaysian governance. "From the start, Dell Technologies and NVIDIA were the right partners. Their expertise reshaped how we deliver AI innovation to Malaysia," states Mr. Kelvin Pah, SNS Network's executive director.

Empowering Malaysia's AI future with Sovereign AI

For SNS Network, Sovereign AI ensures Malaysian-owned AI infrastructure with local data governance, privacy and residency. This is central to their strategy and Malaysia's national AI objectives. The nation's ability to benefit from AI depends on compliant, high-performance solutions hosted locally, supported by Dell's solutions manufactured in Malaysia. SNS AI Factory delivers this entirely within the country with data remaining under sovereign control, which is critical for public institutions, regulated industries and enterprises managing sensitive information. This commitment supports Malaysia's National Digital Economy Blueprint and National AI

Roadmap, emphasizing trusted innovation.

SNS AI Factory integrates Dell PowerEdge XE-Series servers with NVIDIA accelerated computing, NVIDIA AI Enterprise and Run:ai software, Dell PowerSwitch switches and NVIDIA Quantum InfiniBand switches for low-latency networking, trusted performance and scalability. Dell PowerScale delivers high-performance, scalable storage for AI workloads, handling massive unstructured data efficiently to accelerate ingestion, retrieval, training and inference. Dell PowerEdge R-Series servers support Kubernetes and NVIDIA Base Command Manager control plane. Mr. Pah said, "By leveraging the Dell AI Factory with NVIDIA, the SNS AI Factory output aligns with Malaysia's national priorities, enabling trusted, locally governed AI infrastructure."

As a Dell Titanium Partner, SNS Network receives co-engineering support, validated architectures and early access to next-generation AI solutions. Dell Services guided the SNS AI Factory deployment, integrating PowerEdge XE-Series servers, PowerSwitch, InfiniBand Switches and PowerScale storage into a seamless, scalable AI infrastructure. Full hardware and software integration was ensured with NVIDIA AI Enterprise and Run:ai software and ongoing support provided via ProSupport Plus for Infrastructure. "Dell Professional Services provided strategic advice for seamless deployment, synchronization and post-deployment support. This enabled SNS AI Factory to achieve global scalability and performance within a fully sovereign, locally controlled environment aligned with Malaysia's national priorities," emphasized Mr. Pah.

Accelerating AI adoption and efficiency

SNS AI Factory helps organizations achieve AI goals efficiently. With the Dell AI Factory with NVIDIA solution, SNS Network boosted data-intensive AI model processing speeds by 20%. Enterprises spanning financial services, retail and logistics can leverage scalable, high-performance compute while meeting data sovereignty requirements. By adhering to Malaysian

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Kelvin Pah
Executive Director, SNS Network

legal frameworks, the platform builds trust among public and regulated sectors. For example, government agencies use SNS AI Factory for AI-enabled public safety systems and resources planning. Enterprises are piloting SNS Lumin, a private enterprise AI assistant hosted on SNS AI Factory. It supports secure knowledge retrieval, contextual Q&A over documents, drafting and summarization, ensuring data never trains external models. Initial service operations and sales enablement pilots help teams standardize responses and answer complex queries faster in a fully sovereign environment. "The SNS AI Factory, powered by the Dell AI Factory with NVIDIA, delivers accelerated AI adoption with unmatched performance and compliance, empowering industries in their AI innovation," adds Mr. Pah.

Empowering the AI ecosystem through training and accessibility

SNS Network prioritizes AI education and access. Partnering with Dell and local organizations, they host hands-on AI bootcamps for enterprises and startups. This education-driven AI ecosystem supports Malaysia's ambitions, ensuring skills development matches AI market growth. "With Dell's guidance, we're bridging global technology and local talent to enable Malaysia's AI ecosystem," Mr. Pah said.

A thriving future with continuous advancements

Looking ahead, SNS Network plans to expand its AI Factory's reach and capacity, including agentic AI, strengthening its future-ready position. Together with Dell Technologies and NVIDIA, they aim to further drive Malaysia's AI ecosystem with secure, scalable solutions. As Mr. Pah concludes, "Our footprint in AI innovation symbolizes Malaysia's gateway into the global AI economy. With the Dell AI Factory with NVIDIA solution, we empower businesses on their AI journey, securely and locally, ensuring a dynamic, transformative AI future."

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Executive Director, SNS Network

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