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Netweb: AI demand drives shift to end-to-end solutions

AI customers are increasingly seeking complete business outcomes, not just infrastructure, according to Netweb Technologies. This shift is boosting demand for integrated, end-to-end AI solutions in India, impacting data center design and operational requirements.

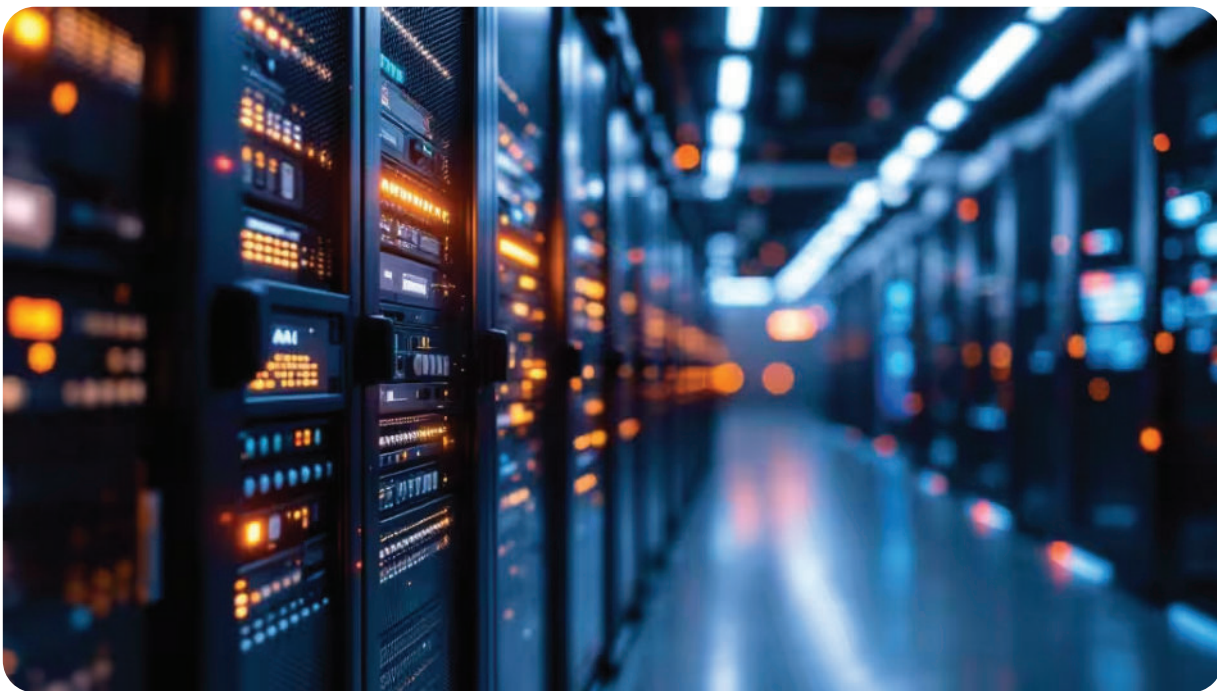
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Highlights

- AI customers are shifting from acquiring infrastructure to demanding business outcomes.
- Netweb Technologies sees increased demand for integrated, end-to-end AI solutions in India.
- Convergence of data centre design, cooling, and power is crucial for AI deployments.
- India needs to become an AI service producer and address power supply challenges for AI growth.



The demand for end-to-end artificial intelligence (AI) solutions is growing in India as customers prioritise business outcomes over isolated infrastructure deployments, according to Swastik Chakraborty, Vice-President of Technology at Netweb Technologies. This shift necessitates a convergence of data centre design, cooling, power, and AI model governance to deliver integrated solutions.

Chakraborty noted that previously, components such as data centre design, cooling, and power solutions were often handled in isolation. With the advent of AI, these elements have converged, requiring intricate design and comprehensive solutions. Netweb Technologies’ offerings now encompass services like networking, AI model provision, and guidance on model governance approaches.

Focus on Business Outcomes

“At the end of the day, the customer is focused on the business outcome for the investments they have made. Our primary focus remains on ensuring that we help them achieve that in the most cost- and resource-optimised route,” Chakraborty told Business Standard. The company recently raised approximately 1,200 crore through a qualified institutional placement (QIP), with participation from Indian and international investors including Goldman Sachs Asset Management, Nomura, ICICI Prudential Mutual Fund (MF), HDFC MF, Kotak MF, and Tata MF.

India AI Mission and Infrastructure

Netweb Technologies has observed increased order momentum from companies involved in the approximately 10,372 crore India AI Mission. This has, in turn, fueled demand for sovereign AI infrastructure and indigenous high-performance computing (HPC) solutions.

Chakraborty emphasised that India should aim to become a producer of AI services rather than merely a consumer. He added that while investment in AI inference and infrastructure is crucial, equal focus must be given to developing more tools and services. Additionally, India needs to adopt diverse alternative energy sources to ensure a stable power supply for widespread deployment of advanced AI tools and services.

Data Centre Architecture for AI

One potential solution for data access challenges in AI development is federated data centres, where data access is controlled based on developer or consumer needs. Chakraborty stressed the urgency of addressing power and energy requirements and adopting different data centre architectures to keep India competitive in the global AI race. “In AI, every day that is lost is taking a couple of steps behind the world in the development race. If we have to be at the forefront, we need to be focusing on handling power and energy requirements and taking a different approach for data centre architecture,” he said.