

# ALIBABA CLOUD FOR GAMING

FUEL YOUR GAMING BUSINESS WITH CREATIVITY, AGILITY, AVAILABILITY & PRODUCTIVITY



## OUR GAMING SOLUTIONS

### WHY ALIBABA CLOUD?

Alibaba Cloud can empower your gaming business with agile game development, secure and fast global distribution and cost-effective operations.

#### Cost-Effective Game Development

Save game development costs and time with our highly scalable cloud-based solutions.

#### High Performance and Resilient Infrastructure

Provide a smooth gaming experience to global players and the scale to meet demand.

#### Secure and Accelerated Global Access

Defend your game servers against CC attacks and Db-level DDoS attacks.

#### Personalized Game Service

Fulfil different player requirements with enriched game-related services.



Design	Development	Deployment	Distribution	Operation
IP Authorization & Cooperation	High Performance Cloud Rendering Multi-Scene Cloud Database	Global Centralized Deployment	Global Gaming Acceleration	Omni-Channel Gaming Insight
High-Precision 3D Modeling	Game Development & Testing Tools XR Immersive Technologies	Regional Distributed Deployment	Comprehensive Gaming Security	Refined Players Engagement

CONTINUOUS IMPROVEMENT WITH INSIGHTS ACQUIRED

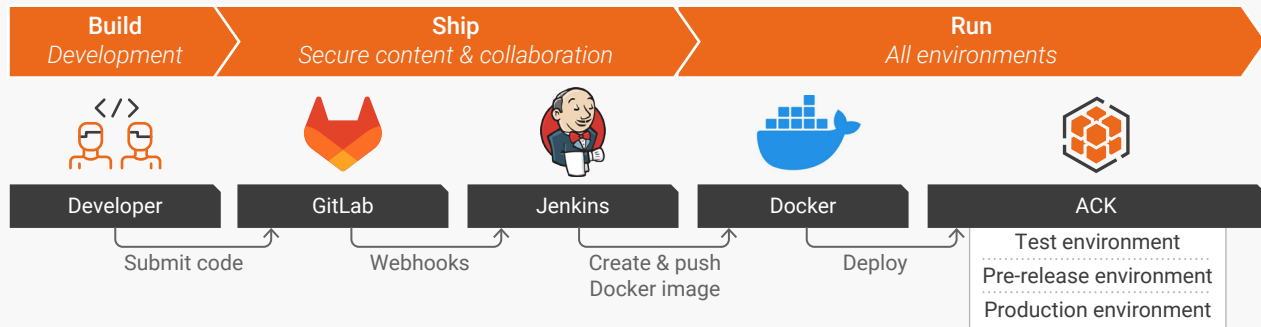
# GAME DEVELOPMENT

## GAME DEVELOPMENT TOOLS

### Global Game Servers

Alibaba Cloud can support your business at every stage of your development lifecycle thanks to our range of scalable cloud-based solutions, including our [Elastic Compute Service](#) instances.

Our [ACK solution](#) also accelerates your development lifecycle by running containerized applications on the cloud. Your developers can deploy applications in high-performance and scalable containers securely and at low cost.



### High-Concurrency Architecture

Alibaba Cloud [Server Load Balancer](#) ensures the high availability of your games and online applications during peaks in demand. Server Load Balancer distributes network traffic across backend servers and supports auto scaling, while maintaining a low network latency.

Our flexible [Cloud Database Solutions for Gaming](#) solution also supports concurrent large-volume data operations with quick database scale-out and low-latency data updates.

### In-Game Voice Chat

Our high-quality, low-latency Real-Time Communication (RTC) audio service provides full network coverage for in-game voice chat. It is based on industry-leading Audio 3A and optimizes for weak network environments.

Working in real time, RTC also supports multi-person audio/video interactions in mobile games.

### Real-Time 3D Rendering

You can perform a range of 3D rendering tasks in real-time with our [Remote Rendering](#) solution.

Remote Rendering automatically scales your server instances based on workloads, improving your computing throughput using Elastic High-Performance Computing (E-HPC) power. It also integrates your rendering services with popular toolkits.

## GAME TESTING TOOLS: EMAS MOBILE QUALITY CENTER

With the rapid development of mobile digital channels and fast changing business requirements with version iteration, traditional manual testing is no longer sustainable to ensure testing efficiency and quality.

MQC provides the perfect solution with a cloud-based mobile test lab with 200+ real mobile devices and expert services to support best in class testing.



Find out more about our Mobile First Suite



#### Self-service Testing

Abundant popular real mobile devices are available online, and multiple devices can be tested simultaneously in the cloud



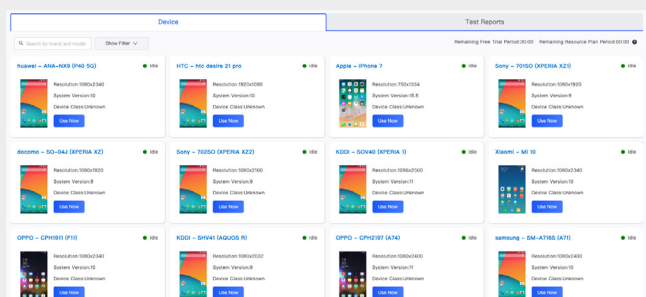
#### Expert Testing

Provide fully commissioned customized testing services and comprehensive test reports within 48 hours after the requirements are confirmed



#### Automated Testing

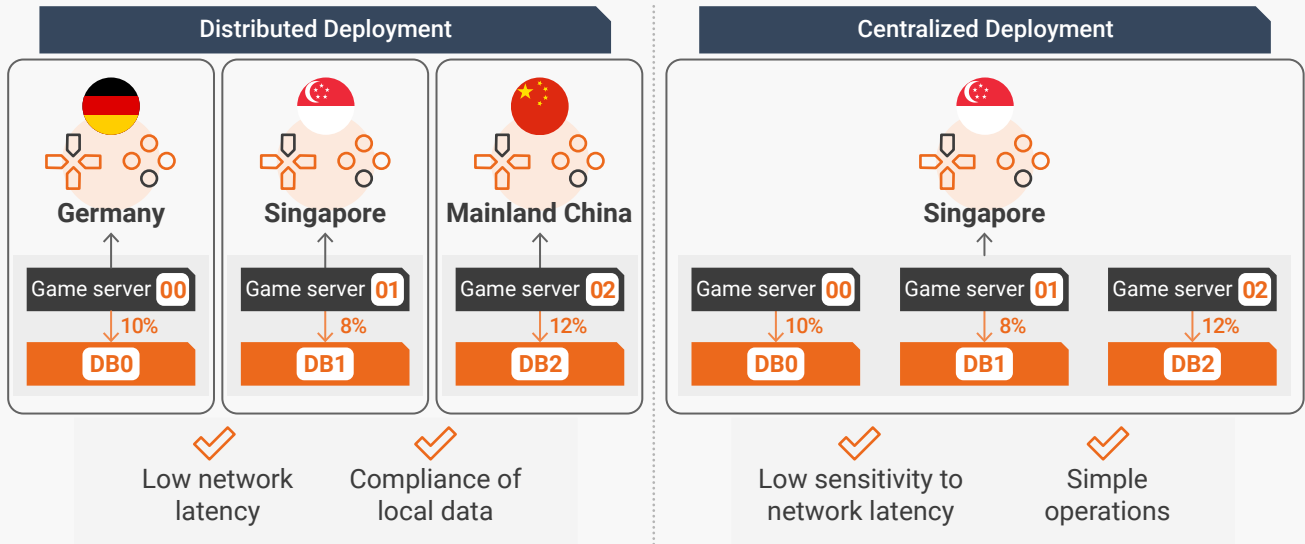
Support online test procedure recording and automatically generate test scripts



## GAME DEPLOYMENT

### BEST PRACTICES IN CENTRALIZED AND DISTRIBUTED DEPLOYMENTS

Our cloud-based solutions can scale with your customized deployments, seamlessly distributing your games across different geographical regions with low network latency, and guaranteed data consistency. We support both distributed and centralized deployments.



## GAME DISTRIBUTION

### GLOBAL GAMING ACCELERATION

#### Content Delivery Network

Using [Alibaba Cloud CDN](#) and [Dynamic Route for Content Delivery Network \(DCDN\)](#), you can accelerate your content delivery to gamers around the world.

Our CDN network provides 150 Tbps of bandwidth and 2,800+ nodes in six continents. It supports major ISPs worldwide, reduces response times to milliseconds, and leverages a backbone network with 10-GE NICs and SSD storage to ensure smooth content delivery.

#### Game Traffic Security

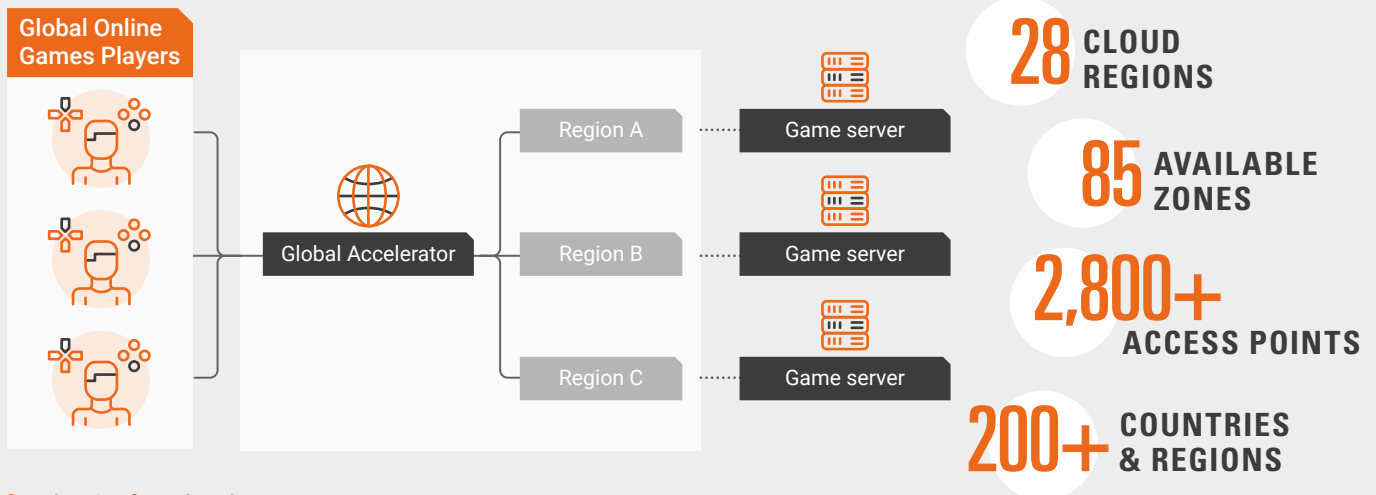
Our [GameShield](#) solution effectively defends your game servers and networks against TCP CC attacks and prevents Tb-level DDoS attacks with a multi-level disaster recovery architecture and risk management system.

GameShield enables SDK-based query dispatching within several seconds and eight-ISP-based BGP acceleration to guarantee the optimum gaming experience for your gamers.

## Game Accelerator

Our network acceleration products are suitable for every stage of your distribution lifecycle. [Elastic IP Address](#) provides low-latency connections to players in different regions in and out of China.

[Global Accelerator](#) speeds up data transmissions, stabilizes bandwidth, and enables high reliability for global-scale games.



## Identity Authentication

Alibaba Cloud [ZOLOZ Real ID](#) helps you verify player identity with proprietary, anti-spoofing algorithms. It complies with international information security standards, verifying the ID authenticity using liveness checks based on rich AI models and risk engines. You can integrate ZOLOZ Real ID with your games through SDK, API, or mobile H5 access.

# GAME OPERATIONS

## REFINED PLAYERS ENGAGEMENT

### Game Server Merging

Our [Cloud Database Solutions for Gaming](#) allows you to merge popular databases with a data transmission rate of up to 70Mbit/s and 200,000 TPS during peak hours.

During any migration, your data integrity and accuracy are ensured using throttling, 24/7 data validation and failover. You can also identify possible gamer data conflicts to guarantee full conformity with your business logic after a server merge.

### Live Game Streaming

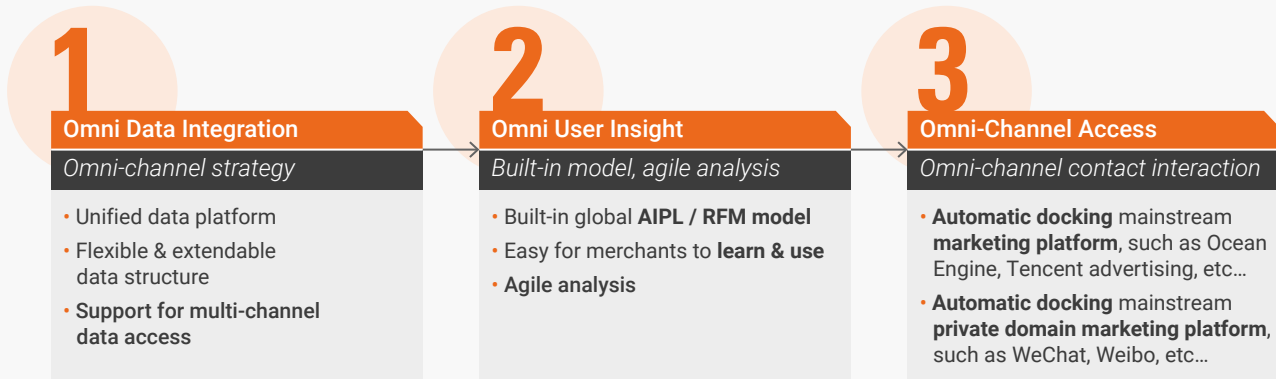
You can provide stable [Real-Time HD Livestreaming](#) services at low cost using advanced media capabilities such as Narrowband HD™ Transcoding, reducing bitrates by up to 30% while maintaining video quality. You can deploy this solution in one step to accelerate your time-to-market.

## OMNI-CHANNEL GAMING INSIGHT

### Digital Marketing

Alibaba Cloud's [imarketing](#) platform can help you drive marketing campaigns across global mainstream paid media platforms.

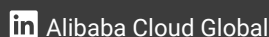
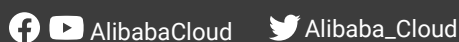
Our omnichannel strategy also helps you formulate brand strategies and monitor brand operations across your customer journey, helping you grow and meet gamer demands with ease.



## ALIBABA CLOUD: 24/7 SUPPORT FOR YOUR BUSINESS

Alibaba Cloud provides a range of gaming solutions to empower your business. These solutions can acceleration your design, development, and deployment lifecycles, while also providing the tools to streamline and secure your game distribution and operations.

We can help your business meet its business requirements and navigate any safeguarding measures across a range of scenarios.



Learn more



Contact us

