

An Introduction to Alibaba Cloud



Powering Your Journey to the Cloud,
Today and Tomorrow

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FOREWORD

Thank you for choosing Alibaba Cloud, the digital technology and intelligence backbone of Alibaba Group and the number one cloud provider for Infrastructure as a Service (IaaS) in the Asia Pacific region.

This whitepaper outlines the company's mission and provides a snapshot of its journey so far. It explores how Alibaba Cloud has evolved and demonstrated its commitment to grow its worldwide presence by enhancing its global infrastructure and network. It also focuses on how Alibaba Cloud has emerged as a leading cloud provider in the Asia Pacific region by facilitating digital transformation for businesses, big and small, across various industries.

In addition, this whitepaper also describes how Alibaba Cloud supports business growth through partnerships and alliances. It introduces Alibaba Cloud's key products and services, and guides you on how to get started on the platform, find additional support, and gain professional certification and accreditation.

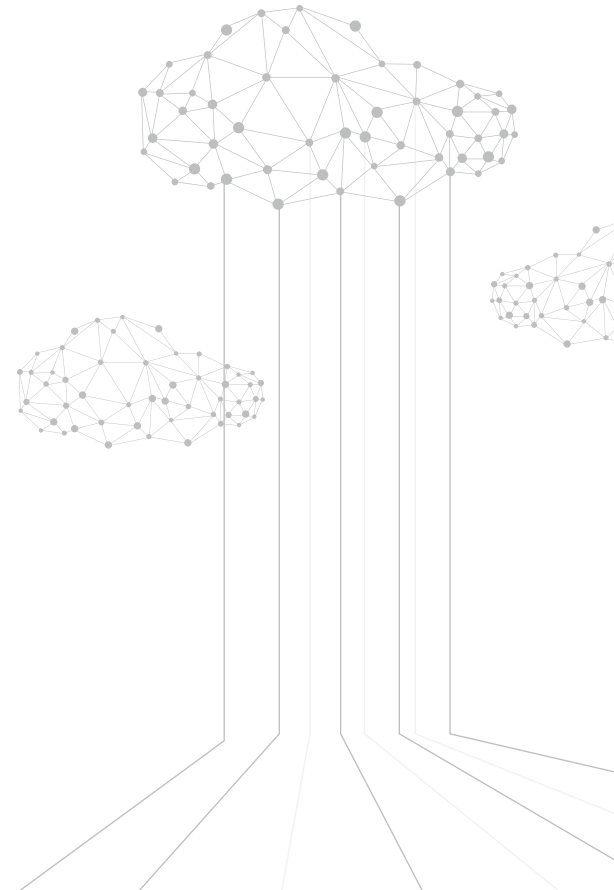
Moreover, it also sheds light on what makes Alibaba Cloud stand out in the marketplace — be it powering major shopping festivals, facilitating innovative payment methods, or offering industry-tailored solutions. Discover how Alibaba Cloud is setting new benchmarks, together with large multinational corporations (MNCs) and small and medium enterprises (SMEs), through innovation and its comprehensive suite of cloud services.

MISSION AND BACKGROUND

Alibaba Cloud: Alibaba Group's Technological Backbone

Established in 2009, **Alibaba Cloud** is a global leader in cloud computing and artificial intelligence. It is the technological backbone of the **Alibaba Group**, which aims to make it easy to do business anywhere. As one of the significant business units of the group, Alibaba Cloud provides the best-in-class cloud computing infrastructure and cloud services for global enterprises across industries to operate more efficiently, effectively, and securely. Alibaba Cloud also supports Alibaba Group's groundbreaking **Double 11 Global Shopping Festival**, which generated **USD 74.1 billion (RMB 498.2 billion) in gross merchandise value (GMV) in 2020** with zero downtime.

Headquartered in Hangzhou, China, Alibaba Group provides vital technology infrastructure and marketing capabilities to help businesses grow their products and services online. Alibaba Group encompasses commerce, cloud computing, digital media, and innovation. In addition to Alibaba Cloud, the cloud computing division of the Group, other business units include **AliExpress**, the global consumer marketplace, and **Alipay**, the mobile and online payment platform. In 2017, Alibaba established the **DAMO Academy** (Academy for Discovery, Adventure, Momentum and Outlook), dedicated to scientific and technological research and innovation. Over the last three years, Alibaba has invested billions of dollars in research and development and has built research labs in seven cities worldwide, looking into topics, including data intelligence, FinTech, quantum computing, IoT, and human-machine interaction.



USD 74.1 B

The amount processed in sales during the Double 11 Shopping Festival 2020.

Alibaba Cloud: Mission

Alibaba Cloud aims to support thousands of enterprises, government organizations, and developers in more than 200 countries and regions in their business transformation journey by providing innovative, reliable, and secure cloud computing and data processing solutions.

Alibaba Cloud Mission, Vision, and Cultural Propositions

***Technology powers innovation,
creates value, and brings
brighter future.***

In the next ten years, the greatest certainty is the popularization of digital technology, and the whole social economy and life itself will be fully digitalized. Today, “everything can be on the cloud”. The cloud is becoming a carrier of this era and a symbol of digital development.

To achieve its mission, Alibaba Cloud has built an international network of **78 availability zones in 24 regions** serving millions of customers. Its world-class infrastructure and expanding global presence have helped establish partnerships and attract **over 3 million customers** across **200+ countries and regions**. In 2020, it supported **38% of the Fortune 500 companies**.

Alibaba Cloud has been recognized globally for its stellar work. According to **Gartner's Market Share: IT Services, Worldwide 2020** report, Alibaba Cloud ranks third in the global IaaS market and first in the Asia Pacific region for the third consecutive year. The report also recognizes Alibaba Cloud's increased efforts across various sectors, including education, retail, banking and securities, and utilities. In 2020, Alibaba Cloud was also named the Leader in Gartner's prestigious **Magic Quadrant for Cloud Database Management Systems**. Alibaba Cloud was acclaimed as a Leader in the **Forrester Wave's Function-As-A-Service Platforms Q1 2021** report.



78

Availability Zones



24

Regions



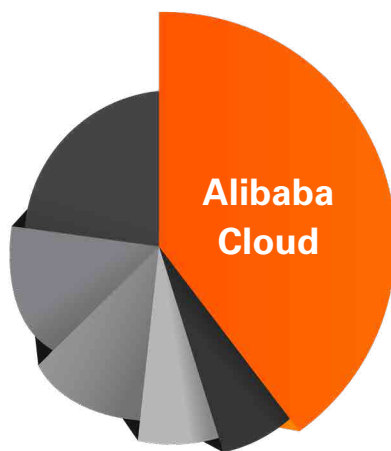
3M+

Customers

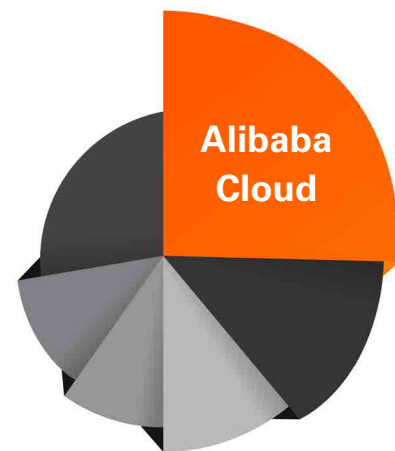


200+

Countries



Source: IDC China Public Cloud Service Tracker, 2021 Q1



Source: Gartner Market Share: IT Services, 2020

Alibaba Cloud's Market Share in China and APAC Region

Alibaba Cloud offers cost-effective solutions to enterprises and SMEs to help meet their cloud computing, storage, networking, and security needs and provides them with an easy way to integrate with other Alibaba products and services. Alibaba Cloud's teams stationed in Singapore, Dubai, Frankfurt, Hong Kong, London, Silicon Valley, Paris, Jakarta, Seoul, Mumbai, Kuala Lumpur, Melbourne, and Tokyo support its global operations and drive international growth.



We are committed to bettering the Asia Pacific region's cloud ecosystem and enhancing its digital infrastructure.

Jeff Zhang,
President of Alibaba Cloud
Intelligence at Alibaba Cloud
Summit on June 8, 2021

SUPPORTING BUSINESS TRANSFORMATION

Driven by its mission, Alibaba Cloud employs artificial intelligence, machine learning, and big data analytics to boost digital transformation and power innovations across industries, including retail, education, finance, and manufacturing. It strives to support businesses and society in solving complex problems by bringing data together with intelligent tech and help companies to become more efficient.

Alibaba Cloud facilitates international expansion, particularly in the Asian market. Alibaba Cloud supports startups and SMEs to grow and expand beyond boundaries in Asia's complex and dynamic market with a particular focus on the China market.



Asia Accelerator: Accelerating Success in Asia and China

International expansion is crucial to becoming a global business. The Asian market presents a massive business opportunity, with the Southeast Asia region and China becoming an increasingly hot destination for multinational corporations and SMEs alike. According to the [e-Economy SEA 2020 report from Google, Temasek, and Bain & Company](#), the scale of Southeast Asia's Internet economy is projected to reach USD 300 billion by 2025. Furthermore, China's market continues to grow even during the pandemic. According to [Statista](#), about 782.41 million people in China shopped online in 2020. As the economy recovers, businesses will begin to improve worldwide, and the economic revival will start in Asia.

Establishing a presence in Asia, particularly in China, could be a critical aspect of any company's global strategy. Alibaba Cloud, currently Asia's No. 1 public cloud service provider, surely knows what it takes to succeed in Asia.

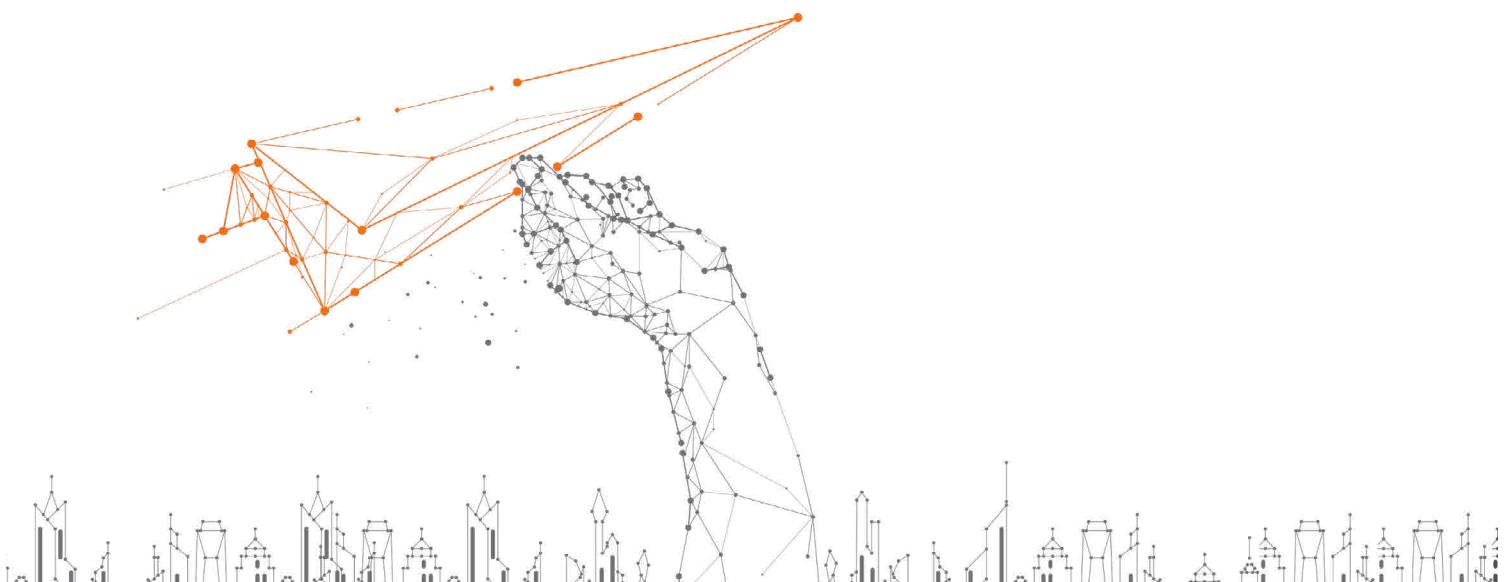
Alibaba Cloud's [Asia Accelerator](#) helps large enterprises accelerate digitalization, enables SMEs to boost growth, and provides developers easy access to the latest cloud computing technology without hassles.

Southeast Asia's Internet economy will reach
USD 300 B
by 2025

Source: e-Economy SEA
2020 Report

782.41 M
people in China shopped
online in 2020

Source: Statista



Your First Choice in Asia Pacific



Widespread Coverage

- Biggest IaaS market share in Asia Pacific
- Most data centers and CDN nodes in Asia Pacific
- Received 80+ security and compliance accreditations worldwide



Advanced Technology

- Rated as LEADER in Gartner Magic Quadrant 2020 for Cloud Database Management System
- No.1 WAF in Greater China by Gartner
- Function Compute enters the Forrester Leader Quadrant for the first time in March 2021



Strong Ecosystem

- Connect to 20+ diverse Alibaba business ecosystem in China
- 10,000+ global partners and more than 500 joint solutions catering to industries
- Alipay and JV e-wallet users exceeds 1 Billion



Dedicated Local Support

- 10+ local teams in most countries in Asia to provide professional services
- Local Delivery Support available in SGP, HKG, MAC, MYS, IND
- 1-on-1 Consulting Service

The Asia Accelerator Advantage

China Gateway: Boost Growth in China with Alibaba Cloud

Alibaba Cloud helps international businesses of all sizes and at different levels of commitment to adapt their operations for China. Whether companies are launching a lean operation with no local office, partially committing with a few local staff, or launching complete operations, going all in, Alibaba Cloud will be the best partner. In Mainland China, Alibaba Cloud is the leading public cloud services provider with one of the most advanced cloud networks in the region. It provides international companies

with seamless access to China through [Alibaba Cloud's China Gateway](#) solution. Alibaba Cloud China Gateway covers everything from website hosting, online payments, and offline logistics to ICP registration. For more information about Alibaba Cloud's [ICP Filing Consulting Service](#), kindly refer to the [ICP Support](#) page.

Digital Transformation Expert

Alibaba Cloud is supporting digitization in every industry, helping major businesses in retail, finance, education, healthcare, and life sciences evolve.

New Retail

The retail industry is witnessing a drastic digital transformation. Growing demand for omnichannel customer experience, increasing digitization, and big data analytics, among other key factors, are reshaping the industry. As one of the world's biggest retail commerce companies, Alibaba is redefining business by merging the best of online and brick-and-mortar retail to build an evolved model for new retail to ensure an omnichannel consumer experience.



Alibaba Cloud, a pioneer in cloud, big data, and AI technologies, is helping global retailers revolutionize traditional retail by enabling digital transformation to fuel growth and help businesses adapt to the digital age. **Alibaba Cloud's retail solutions** offer online and offline integration to provide a seamless omnichannel shopping experience, personalized customer journey, and optimized business operations with data-driven strategic decision-making, inventory management, and marketing to create more value.

No.3
in the banking and securities sector in the global IaaS market in 2020
Source: Gartner

Financial Services

Innovation, speed, and security are vital in the financial services industry to empower businesses to deliver a seamless customer experience and achieve operational efficiency. Alibaba Cloud helps financial institutions build next-generation architecture, boost capabilities, accelerate innovation, optimize costs, and become more agile by providing customized solutions across various scenarios, such as payments, insurance, securities, and investing. **Alibaba Cloud's FinTech solutions** facilitate digital transformation across financial institutions, from multi-finance groups to FinTech organizations.



With highly available and cost-effective cloud services and tailored solutions, Alibaba Cloud is the one-stop solution for FinTech companies to operate more efficiently. Global FinTech companies rely on Alibaba Cloud to run workloads on the cloud and ensure higher scalability, lower latency, and security for delivering greater customer satisfaction. Alibaba Cloud also provides the required compliance and security for Forex companies to operate effectively worldwide.

Media and Entertainment

The media industry is undergoing drastic changes, and the media companies are facing mounting pressure to thrive. The accelerated digitalization in the media industry is driven by changing the industrial landscape and consumer expectations. Accessing content from anywhere at any time is the need of the hour. Media companies are turning to new digital platforms and seeking innovative technology solutions to improve content management, distribution, and delivery for today's market.



Alibaba Cloud's one-stop media solution empowers media companies with a range of powerful multimedia services to digitize their entire media journey. With [Alibaba Cloud Media Solutions](#), companies can streamline all the key processes, including video production, media storage, video processing, video distribution, and content management. The solution helps build customizable platforms and applications online and produce, edit, transcode, store, and tag media content in a fast, secure, and intelligent way. It also ensures the content reaches worldwide audiences without compromising quality and latency. Alibaba Cloud Media Solutions also help media organizations manage and deliver a superior and personalized user experience by analyzing operational and audience insights using the dedicated media services.

Alibaba Group Ecosystem

Business units throughout Alibaba Group work to make it easier to do business anywhere, whether through logistics, payments, or international trade, particularly helping companies gain a foothold in Mainland China. Alibaba Cloud provides the vital technology infrastructure that powers the group's products and services. Alibaba Cloud also allows its customers to do more and discover new opportunities by leveraging the comprehensive ecosystem to see how they work together to power business in China and beyond.



Alibaba Group Ecosystem

Enabling Growth

Alibaba Cloud has a key focus on helping small and medium-sized enterprises grow and expand beyond borders.

Alibaba Cloud Galaxy+ Program (AGP)

The **Alibaba Cloud Galaxy+ Program** helps SMEs build their businesses on the cloud quickly and easily. The program offers extensive support to eligible IT and Internet enterprises to accelerate growth via a comprehensive portfolio of products, exclusive pricing plans, personalized consultation, free training, go-to-market support, and 24/7 support.

SMEs can leverage several benefits of AGP, including:

- **Product Benefits:** Ensure cost-efficiency across the range of cloud products and services by taking advantage of up to 50% discounts.
- **Service Benefits:** Achieve better results with free 1-on-1 pre-sale consulting from experts, 24/7 technical support, and guidance on various processes, such as ICP filing.
- **Training Benefits:** Get extensive educational benefits with free online training and certification courses.
- **Go-to-Market Support:** Accelerate go-to-market efforts to scale, grow, and succeed in the global marketplace.



Alibaba Cloud Starter Package

SMEs, startups, and individual developers are often faced with financial constraints and limited access to technical support while exploring to scale their businesses and applications. They need timely relief to respond rapidly to such challenges while speeding up their digital transformation and becoming more agile and resilient.

Alibaba Cloud offers a **Starter Package** to help SMEs, startups, and individual developers start small and consistently scale their businesses. The Starter Package provides discounted rates on various commonly used Alibaba Cloud services. Individuals and small-and-medium enterprises can take advantage of the upgraded Starter Package program to embark on their cloud journey with Alibaba Cloud's featured virtual servers and managed databases at low and predictable prices. It is ideal for supporting various simple workloads through quick deployments in a few simple steps.



Alibaba Cloud Partner Network (ACPN)

Alibaba Cloud aims to provide certified partners an exceptional journey and help them reach significant milestones by providing valuable and up-to-date support through **Alibaba Cloud Partner Network (ACPN)** programs. ACPN aims to offer a one-stop solution to partners via a comprehensive training portal that ensures enablement benefits and marketing and sales support for maximizing opportunities. ACPN ensures customer value is identified and achieved by all types of Alibaba Cloud partners.



Channel Partners

The **Alibaba Cloud Channel Partner Program** allows partners to sell Alibaba Cloud products to customers as standalone products or incorporate Alibaba Cloud products into their offerings and sell to the customers.



Technology Partners

The **Technology Partner Program** offers a secure, convenient, and low-cost option to independent software vendors (ISVs) to reach customers worldwide. Partners get a platform via marketing events and the Alibaba Cloud marketplace to promote their products and reach Alibaba Cloud customers.



Managed Service Partners

The **Alibaba Cloud International MSP Partner Program** allows MSPs authorized by Alibaba Cloud to provide independent consulting for planning, designing, integrating, and delivering managed services.

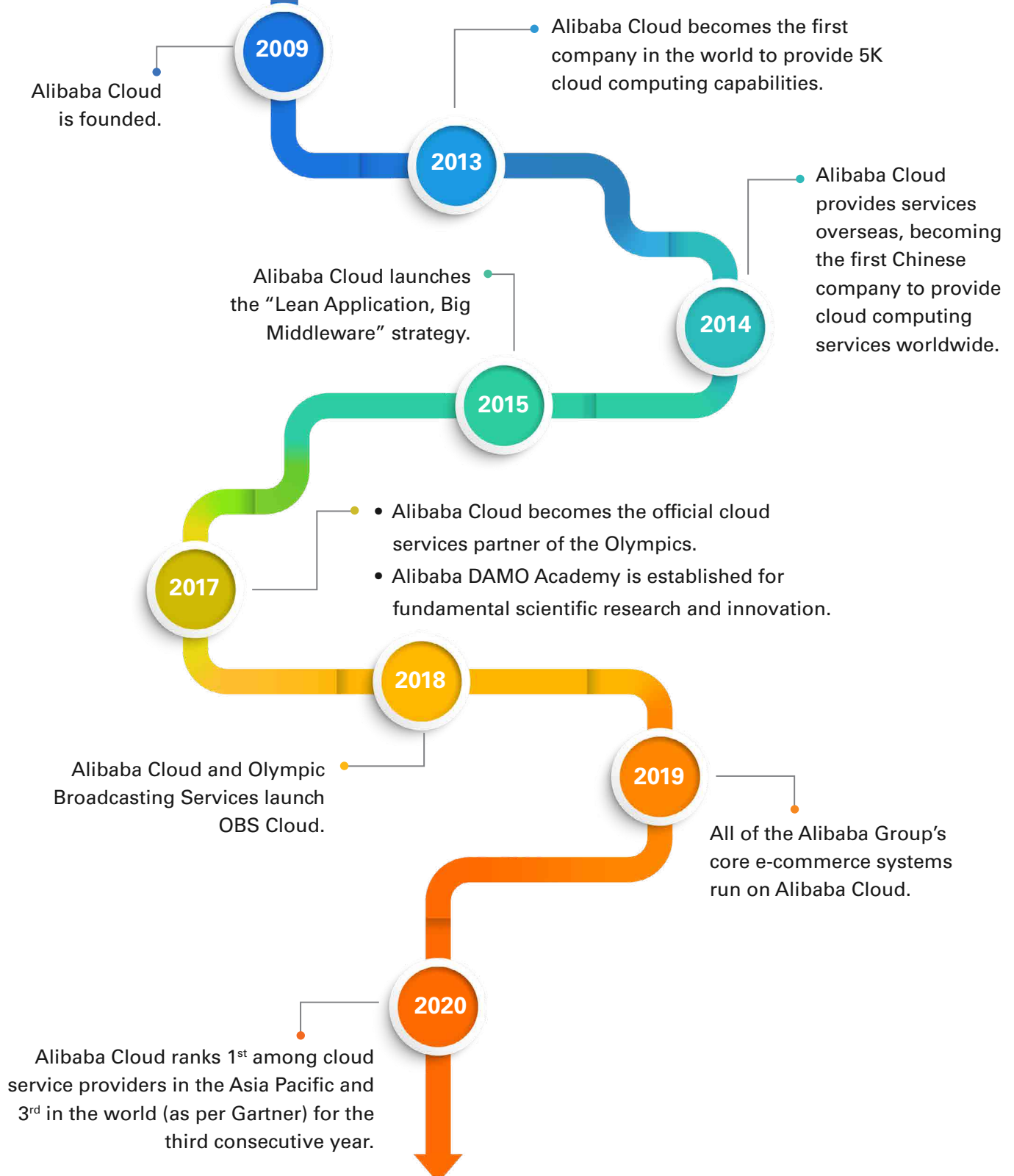


Hybrid Cloud (ZStack) Partners

Alibaba Cloud ZStack is a hybrid cloud product launched by ZStack and Alibaba Cloud. This partner program targets recruiting capable partners to provide ZStack plan, design, and resale services to customers.

A LEADER IN TECHNOLOGY

Alibaba Cloud Timeline



The cloud market is growing rapidly as more companies unlock the benefits of reliable, flexible, secure, and constant 24/7 services that power up businesses to scale and grow. Market research giant, **Gartner**, predicts that the worldwide end-user spending on public cloud services will grow by **23.1% in 2021 to \$332.3 billion**, up from \$270 billion in 2020.

Alibaba Cloud is now one of the global leaders in cloud computing, and according to **Gartner's latest report**, its **market share in the global IaaS market climbed to 9.5% in 2020, up from 8.8% in 2019**. It offers a comprehensive suite of cloud services to customers worldwide, and various prestigious organizations recognize its cutting-edge technology products and solutions. For instance, **Alibaba Cloud's Hybrid Cloud Solutions** provide customers with state-of-the-art connectivity solutions with enhanced security that bring together the benefits of both public and private cloud models. Similarly, Alibaba's Apsara Cloud operating system is receiving recognition for its path-breaking advances.

Environmental Innovation

Alibaba Cloud's commitment to innovation extends beyond its products and services, all the way to driving environmental sustainability by innovating in the highest impact areas of business and improving infrastructure. All the environmental sustainability initiatives are fundamentally connected to its core business practices and help inform the long-term strategies to make sure its systems adapt to the future.

One of the highly visible environmental effects of technology companies is the power consumption of their hardware infrastructure. Alibaba Cloud employs energy-efficient technology and methods in data centers, with a focus on minimizing energy consumption. The cloud pioneer

has invested in energy-efficient data centers and servers to reduce its carbon footprint and conserve energy.

Building eco-friendly data centers are part of Alibaba Cloud's approach to environmental conservation and sustainable operations. Alibaba Cloud has **5 Green Data Centers** across China, which is the world's only liquid cooling cluster deployed on such a large scale.

Compared to traditional data centers, Alibaba Cloud Hangzhou data center **saves 70 million kilowatt-hours of electricity each year**. Furthermore, the water-cooling technology at East China Data Center ensures free cooling for 90% of its operating time, **driving down energy consumption by more than 80%** compared to mechanical cooling. This unique "soaking server" cooling technology **saves more than 70% of energy** and reduces the average annual PUE to 1.09, which is among the lowest in the world.



Zhou Ming, Vice President of Alibaba Group and Head of Alibaba Cloud's Infrastructures at the Launch of 5 Green Data Centers

In addition to these Green Data Centers, **DingTalk**, Alibaba Group's enterprise communication and collaboration platform, has saved 11.23 million tons of carbon emissions as of December 31, 2020 through its "paperless office" initiative.

Global Recognition

Alibaba Cloud's **comprehensive compliance program** encompasses a range of certifications and worldwide attestation reports and is committed to data security and protection. Alibaba Cloud was the first cloud services provider to receive the CSA STAR Certification for security, trust, and assurance and the first to receive the ISO27001 Information Security Management System Certification in China. Alibaba Cloud adheres to all international and respective domestic information security standards. It is committed to using best practices to protect customers' personal information and comply with applicable laws of countries where it operates. Besides, it adheres to industry-standard practices and has obtained all the relevant industry certifications, such as GxP, TISAX, HIPAA, and MPAA.

Global

Adheres to international information security standards, and committed to international best practices.










Regional

Industry

Adheres to domestic information security standards in all regions where we provide cloud products and services.








Adheres to industry best practices by conducting self-assessments and adopting a series of certifications.







Privacy Protection

Alibaba Cloud's privacy policy is entirely transparent, and we are committed to the protection of personal information, and guarantee that personal information is only used for the purposes agreed to by our customers.



General Data Protection Regulation (GDPR) : Alibaba Cloud is GDPR ready by the effective date of May 25, 2018










Alibaba Cloud Security and Privacy Compliance at a Glance

These accolades have helped Alibaba Cloud to become recognized by renowned research organizations. Some of the recent accomplishments include:

Leader

in Gartner's Magic Quadrant for Cloud Database Management Systems, Worldwide in 2020.

Leader

in the Forrester Wave's Function-As-A-Service Platforms, Q1 2021 report.

Niche Player

in the Gartner 2021 Magic Quadrant for Application Performance Monitoring.

Strong Performer

in the Forrester Wave's Cloud Data Warehouse, Q1 2021 report.

Niche Player

in the Gartner 2021 Magic Quadrant for Data Science and Machine Learning Platforms report.

Visionary

in the Gartner 2021 Magic Quadrant for Cloud AI Developer Services report.

[View Complete List of Accolades](#)

PRODUCTS AND SOLUTIONS

Irrespective of business size and type, the cloud is becoming the default requirement to expand businesses worldwide quickly and easily. Alibaba Cloud's wide range of products, services, and industry-tailored solutions help companies reduce delivery cycles, bring operational efficiency, go to market faster, add new revenue streams, and cut down the total cost of ownership. Let's explore how Alibaba Cloud offerings help MNCs and SMEs inject organizational agility, enable innovation, and scale up or down seamlessly to meet business requirements.



Alibaba Cloud Products Portfolio

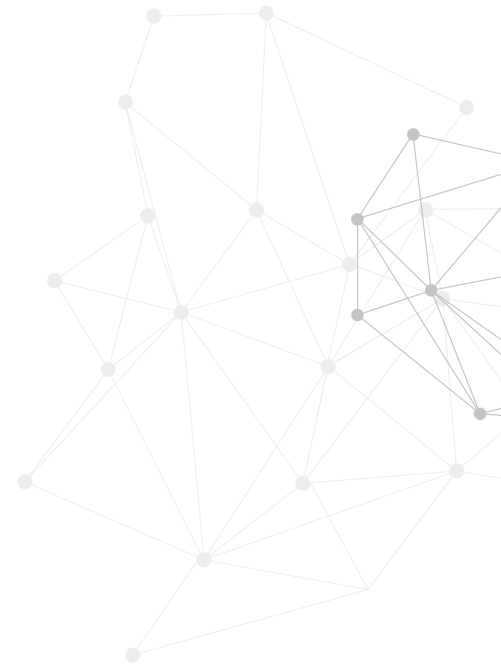
Core Internet Technology	Middleware	Video and Traffic	IOT	Application Service	Security	
	<ul style="list-style-type: none"> MQ – Rocket MQ MQ – MQTT Application Real Time Monitor EDAS Web + 	<ul style="list-style-type: none"> Video on Demand Apsara Live Video Media Transcode Service CDN Short message Service 	<ul style="list-style-type: none"> IoT Wireless Connect IoT Platform IoV Command Center 	<ul style="list-style-type: none"> Domains Alibaba Mail Web Hosting API Gateway 	<ul style="list-style-type: none"> Security Management (Managed Security Service) Application Security (WAF/CA/ Content Moderation/ Website Threat Inspector) Data Security (KMS/SSL Certificate) Network Security (Anti-DDos/Game Shield/Cloud Firewall) Server Security (Server-Guard / Security Center) Business Security (IDaaS / Cyber Security Law Consulting) 	
Data Intelligence	Database			Big Data & AI		
	<ul style="list-style-type: none"> RDS for MySQL RDS for SQL Server RDS for PostgreSQL RDS for PPAS RDS for Maria 	<ul style="list-style-type: none"> Redis MangoDB Data transfer service Data mgmt. Service ADAM 	<ul style="list-style-type: none"> POLAR DB for MySQL POLAR DB for Postgre Analytic DB for MySQL Analytic DB for Postgre Hi-Time series DB 	<ul style="list-style-type: none"> DataWorks E-Map Reduce Data V Elastic Search NLP / ASR 	<ul style="list-style-type: none"> MaxCompute / PAI Telsa / DataHub Quick BI Open Search Image Search 	
Cloud Infrastructures	Elastic Compute	Innovation Compute	Storage	Network		Private Cloud
	<ul style="list-style-type: none"> ECS Auto Scaling Reserved Instance Container Service for Kubernetes Elastic Container Instance Container Registry 	<ul style="list-style-type: none"> E-HPC Bare metal instance Function Compute GPU instance FPGA instance Super Compute Cloud 	<ul style="list-style-type: none"> Object Storage Service Block Storage File Storage Cloud Storage Gateway Hybrid Backup Recovery Table Store 	<ul style="list-style-type: none"> Virtual Private Cloud Express Connect NAT Gateway Server Load Balance VPN Gateway 	<ul style="list-style-type: none"> Cloud Enterprise Network Smart Access Gateway Global Acceleration 2.0 Shared Traffic Package Shared Bandwidth 	<ul style="list-style-type: none"> Apsara Stack Enterprise Apsara Stack Agility Apsara Stack Agility with Zstack Data Center as Service

Alibaba Cloud Solutions Portfolio

General Solutions		Industrial Solutions			Intelligence Brain	
Cloud Migration <ul style="list-style-type: none"> Network <ul style="list-style-type: none"> Global Accelerator Global Enterprise Network Hybrid Network Smart Access Gateway Security <ul style="list-style-type: none"> Game Shield Situation Awareness Content Audit Database <ul style="list-style-type: none"> Database Backup Oracle Migration Distributed Database Big Data <ul style="list-style-type: none"> Modern Data Warehouse Data Middle End Data Visualization Data Lake Analytics Hybrid Cloud <ul style="list-style-type: none"> Private Cloud Hybrid Cloud Compliance <ul style="list-style-type: none"> Cyber Security Law Consulting Service 	DevOps <ul style="list-style-type: none"> CI/CD and DevOps EDAS based R&D Cloud DevOps with Kubernetes Internet <ul style="list-style-type: none"> e-Commerce Online Media Online Gaming Online Education Online Travel DingTalk Advertising IoT <ul style="list-style-type: none"> IoT Platform IoT Development IDE Edge Computing IoT Marketplace Asset Tracking Enterprise <ul style="list-style-type: none"> SAP Cloud Oracle Migration 	New Retail <ul style="list-style-type: none"> Customer Service Solution Intelligent Voice Solution Image Search Personalized recommendation for E-commerce Unified Data Platform Smart Shop Super Market Retail Cloud POS Electronic Shelf Label FMCG Retail Omni-channel Digital Marketing 	FinTech <ul style="list-style-type: none"> Distributed Core Banking Digital Banking Mobile Development Platform(mPaaS) Financial Database(OceanBase) E-Wallet, Mobile Payment Intelligent Customer Service e-KYC(Biometrics) Customer Insight Precision Marketing Intelligent Operation Anti-Fraud Blockchain Risk Management Cross Border Network for FX Credit Scoring 	Traditional <ul style="list-style-type: none"> Manufacturing Energy Automobile Healthcare Transportation Real Estate Education 	Government <ul style="list-style-type: none"> Government Cloud Traffic Forecast Video Ingestion and Processing Smart Transportation "Cloud Map" Bus Traffic Accident Report Railway Big Data Solution 	City Manufacturing Agriculture Aviation DAMO Academy <ul style="list-style-type: none"> Voice Image & Video NLP Images, emotion recognition and video intelligence Spoken language processing, speaker recognition Natural language processing, sentiment and topics analysis Complex tasks processing, intelligent recommendations Search engine capabilities for Image, Video and News Graph Database engine capabilities for relationship process

Computing

Alibaba Cloud **Elastic Compute Service (ECS)** is an online computing service, that provides elastic and secure virtual cloud servers to cater to all the cloud hosting needs of an enterprise. As businesses grow, they can expand disk space and increase bandwidth or release resources whenever required to increase efficiency. Alibaba Cloud ECS comes with a world-leading Service Level Agreement (SLA) commitment that guarantees **99.975% availability for individual instances and 99.995% availability for cross-zone multi-instance setups**. The third-generation X-Dragon architecture powers Alibaba Cloud computing services. Compared with instances based on the previous-generation X-Dragon architecture, the Alibaba Cloud instances demonstrate a **160% overall performance gain and perform at least 30% faster than any global counterparts** to deliver the best overall computing power.



Alibaba Cloud ECS guarantees

99.975% availability for individual instances and 99.995% availability for multiple instances.

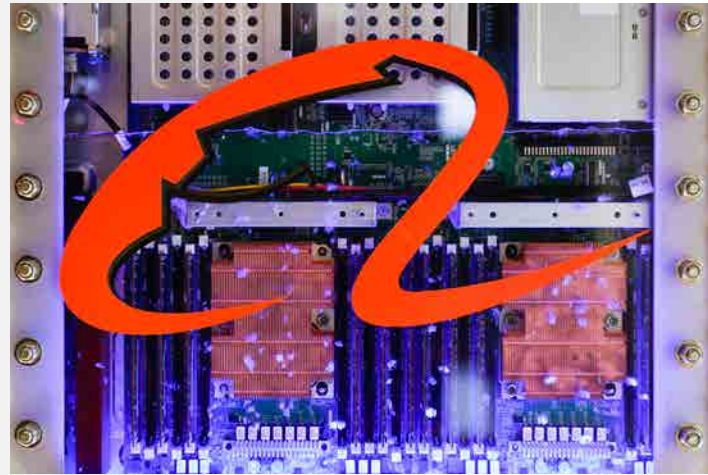
Function Compute is Alibaba Cloud's most popular serverless product, offering a fully hosted environment that eliminates the need to manage infrastructure or other O&M operations and enables developers to focus on writing and uploading code. It handles resource management, autoscaling, and load balancing to speed up development. Event sources from other Alibaba Cloud services can also be set up to automatically trigger code to run. Also, Function Compute allows users to only pay for the resources that their code consumes.

Simple Application Server is a single server-based service that allows building, monitoring, and maintaining a website with just a few clicks. It makes stand-alone application building much more manageable by supporting all-in-one services, including domain name resolution, website publishing, application management, security, and O&M, among others. It is the best way for beginners to get started with cloud computing.

Databases

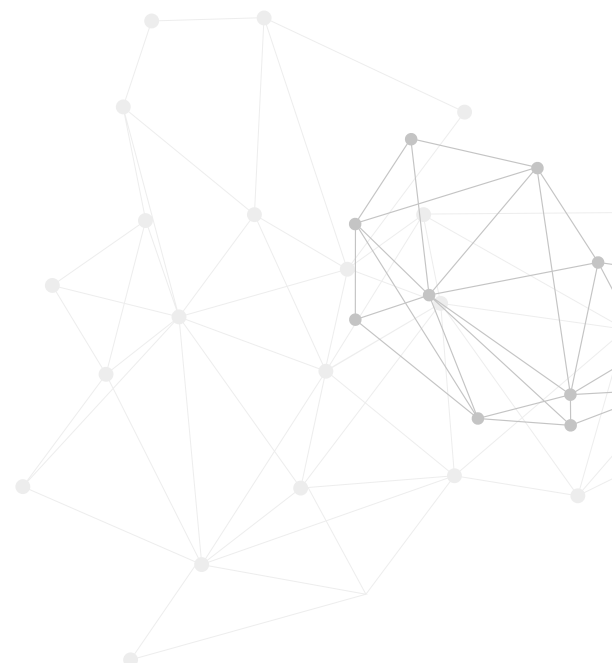
As the database management systems market increasingly shifts to the cloud, **Gartner** predicts that 75% of all databases will be deployed or migrated to a cloud platform by 2022. Today, businesses require database products that can provide robust database engines with data backup, recovery, monitoring, migration, disaster recovery, and enhanced security. Alibaba Cloud offers an extensive portfolio of cloud database solutions that have **supported over 100,000 customers with more than 400,000 databases**. According to **Gartner**, Alibaba Cloud is the number one choice among cloud database providers in the Asia Pacific market.

Alibaba Cloud Named a *Leader in the 2020 Gartner Magic Quadrant for Cloud Database Management Systems*



Alibaba Cloud **ApsaraDB RDS** supports all the mainstream open-source and commercial database solutions, including MySQL, PostgreSQL, SQL Server, MongoDB, and Redis. ApsaraDB RDS for MySQL is a fully hosted online database service that enhances availability and performance and supports SQL versions 5.5, 5.6, 5.7, and 8.0. ApsaraDB RDS for PostgreSQL is an on-demand PostgreSQL service with automated monitoring, backup, and disaster recovery capabilities. ApsaraDB RDS for SQL Server is a cost-effective cloud-hosted SQL Server service with automated monitoring, backup, and disaster recovery capabilities. ApsaraDB for MongoDB is a secure, reliable, and elastically scalable MongoDB service. ApsaraDB for Redis is a fully managed, performance-enhanced, and cost-effective Redis database service.

Alibaba Cloud **PolarDB** is a cloud-native relational database that provides businesses with mission-critical database applications, the performance and availability of traditional enterprise databases, and the flexibility and cost-effectiveness of open-source databases. Besides, it's compatible with MySQL, PostgreSQL, and Oracle. PolarDB is six times faster than various standard MySQL databases and is more efficient than traditional commercial databases at 1/10 the cost. It is based on the proven database technology and best practices that supported hyper-scale events, such as the Alibaba Double 11 Global Shopping Festival over the last decade.



Networking

In today's hyper-connected world, businesses need to stay connected worldwide to ensure secure and reliable communication anytime and anywhere.

Alibaba Cloud's networking services allow MNCs to build fast, stable, legal, and compliant cross-region network connections. Alibaba Cloud's extensive global node network allows enterprises to access close-by nodes shortening geographic distances and minimizing latency.

Alibaba Cloud **Cloud Enterprise Network (CEN)** helps enterprises overcome unstable networks, high latency, and global connectivity challenges. Global companies can keep their network stability worries at bay with CEN and bid farewell to congestion, transmission interruption, or packet loss. Multinationals with goals of building a cross-region hybrid enterprise network without incurring CAPEX can leverage CEN to build a global network by following four easy steps in just five minutes. CEN allows customized bandwidth configuration and lets enterprises only pay for the resources they utilize via the Pay-As-You-Go payment model.


Alibaba Cloud **Global Accelerator (GA)** is an application acceleration service that helps businesses optimize Internet-facing services for global access through efficient bandwidth usage and high service reliability. It reduces network latency for the end-customers by directing traffic to nearby acceleration nodes deployed worldwide and connecting directly to the reliable and congestion-free Alibaba Cloud's global network. Alibaba Cloud GA serves as a bridge between businesses and their overseas customers. It decreases network latency, jitters, and packet loss while offering maximum bandwidth.



24
Regions



12
Regions in
Mainland China



110+
Point of Presence
(POP) Nodes

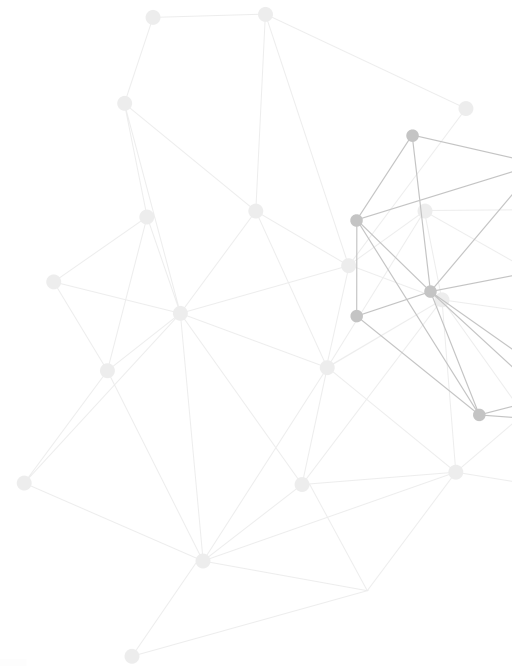


2,800+
CDN Nodes

Security

Choosing a secure and reliable cloud provider is vital for businesses of all sizes. Alibaba Cloud is committed to the highest levels of security and compliance and adheres to domestic and international information security standards, along with various industry requirements. It provides compliance with PCI DSS for payments, HIPAA for healthcare, GDPR for data protection and privacy, and more.

Alibaba Cloud's cloud-based security service, **Anti-DDoS**, integrates with ECS to safeguard data and applications from DDoS attacks. Alibaba Cloud also integrates **Web Application Firewall (WAF)**, a cloud firewall service that protects against web-based attacks, including SQL injections, malicious bots, command execution vulnerabilities, and other common web attacks. It protects users' core website data and safeguards the security and availability of any website. Moreover, with Alibaba Cloud **Security Center**, companies can identify, analyze, and notify users of security threats in real-time. Enterprises leverage Security Center to reduce O&M costs for security management by automating attack source tracing, cloud security configuration monitoring, cloud asset risk monitoring, and more.



Migration

Migration is a critical challenge for businesses, whether it's web hosting migration, image migration, database migration, or storage migration. **Alibaba Cloud's migration solution** offers an array of services and resources that will ensure a smooth migration.

Alibaba Cloud provides a complete end-to-end migration solution and supports enterprises at every stage of the migration process. Alibaba Cloud's migration solution encompasses devising a migration methodology to consider all benefits and possible risks, forecasting future resource usage through capacity evaluation planning, and establishing a distributed cloud architecture design to ensure high service availability.

Hybrid Cloud

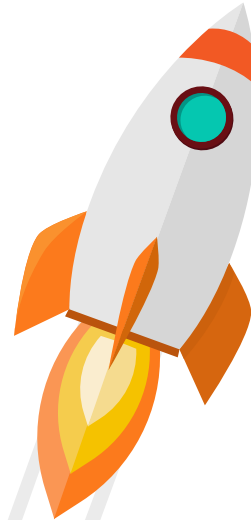
Most enterprises are adopting the hybrid cloud model to leverage public and private cloud benefits. Hybrid cloud offers the elasticity, scalability, agility, and cost optimization of public cloud; and the data security and compliance of private cloud.

Alibaba Cloud Hybrid Cloud helps enterprises evolve seamlessly to a hybrid cloud across various business scenarios. To ensure business continuity in a hybrid environment and accelerate digital transformation, Alibaba Cloud Hybrid Cloud uses the **Alibaba Cloud Apsara Stack** and **Alibaba Cloud ZStack** to provide solutions across the full-stack IT infrastructure. Alibaba Cloud Hybrid Cloud ensures interoperability, reliability, and ease of management by providing capabilities such as elastic scaling, disaster recovery, data backup, centralized troubleshooting management, and DevOps functionalities.

Alibaba Cloud Hybrid Cloud ensures extreme elasticity with **over 50 full-stack product portfolios and over 10,000 servers** in a single region.

GETTING STARTED WITH ALIBABA CLOUD

Alibaba Cloud offers a comprehensive [resource center](#) to help users quickly access and leverage information to make the most of Alibaba Cloud's products and services. Different types of resources help prospective users get started with the Alibaba Cloud platform, explore various products, and learn and upgrade skills.





Free Trial

New users on the Alibaba Cloud platform can get hands-on experience with a **free trial** for a wide selection of products. Enterprises can benefit from exclusive membership benefits to enjoy higher configurations and an extended free trial period for selected products. Users may refer to tutorials and quick start guides on signing up to Alibaba Cloud and explore our products and services free of cost.



Blogs and Webinars

Find out the latest cloud insights, product innovations, industry updates, and developer trends on the **Alibaba Cloud blog** channel and watch **on-demand and live webinars** to learn from the experts about the latest in cloud technology and Alibaba Cloud's product and service offerings.



Whitepapers and Ebooks

Expand your knowledge and understanding of the cloud and related technologies with detailed information and research-based insights. Access the **latest whitepapers and ebooks** to deep-dive with information about computing, networking, database, storage, security, enterprise applications, analytics, AI, and more.



APIs & SDKs

Alibaba Cloud provides a range of developer resources, including **Software Development Kits (SDKs) and APIs**, allowing developers to gain access to Alibaba Cloud services and manage applications. **Alibaba Cloud API Gateway** provides developers with a complete API hosting service to release their APIs on Alibaba Cloud products.

CUSTOMER STORIES



EL CORTE INGLÉS

“By leveraging Alibaba Cloud’s expertise in retail digitalization as well as by harnessing Alibaba Cloud’s robust solutions, El Corte Ingles provides a more personalized customer experience and pushes for innovation.”

FEATURED PRODUCTS

Image Search

An intelligent image search service with product search and generic search features to help users resolve image search requests.

MaxCompute

A general purpose, fully managed, multi-tenancy data processing platform for large-scale data warehousing.

Machine Learning

An end-to-end platform that provides various machine learning algorithms to meet your data mining and analysis requirements.

El Corte Inglés and Alibaba Cloud will continue working hand in hand to drive digitalization transformation and bring more-personalized experiences to customers.

About El Corte Inglés

Headquartered in Madrid, El Corte Inglés is the largest department store group in Europe and ranks third worldwide. El Corte Inglés is the only department store in Spain. With nearly 80 years of experience, the group has more than 90,000 employees.

The Challenge

El Corte Inglés continually pursues innovation and state-in-the-art technology with new initiatives, partnerships, business models and services. The organization is committed to developing new concept.

To keep improving their customer experience, both offline and online, El Corte Ingles requires new tools of technology in order to address multiple and diverse customer needs.

One of El Corte Inglés’ goals is to improve its customers’ ability to find the right product or the most suitable for them. Therefore, it is currently refining three specific search engines: precise search, personalized search and customized discovery.

Precise Search: Some customers know exactly what product they are after and are usually able to take a picture of it. The classic search bar solution is only based on keywords and therefore time consuming for those who do not know the exact name of the product, how to describe the difference between thousands of products or in case of foreign shoppers, how to spell the keywords in Spanish.

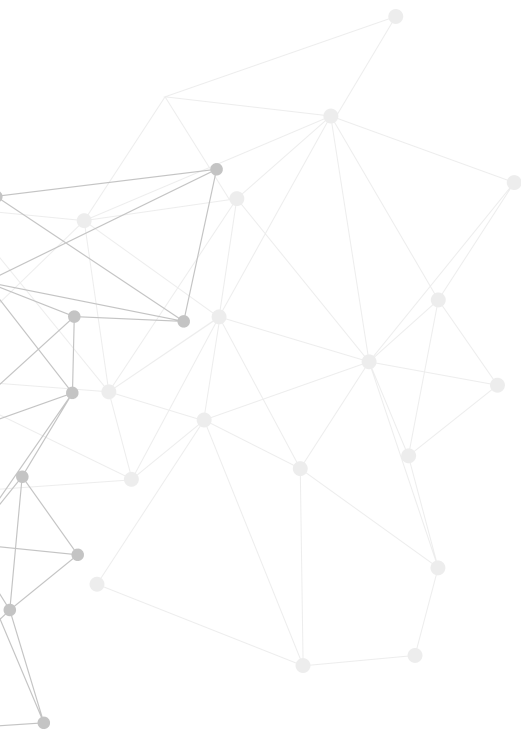
Personalized Search: Different customers may use the same keywords in the search bar. Currently the search engine provides the same result list without considering customer profiling and their preferences. A better solution would be to take into account the customer profile in order to provide personalized search results.

Customized Discovery: During exclusive sales periods such as Black Friday, shoppers may not have a single product in mind. They may spend time to discover different products, read specifications and compare items without buying anything. Customized guidance based on the customers' needs would enhance their experience.

Why Alibaba Cloud

With 20 years of experience in e-commerce, Alibaba has developed an extensive expertise to offer a customized shopping experience to millions of users. Alibaba Cloud has a broad portfolio of sophisticated data-driven technologies used daily to support business innovation.

The consumer on Alibaba's platform is able to find desired products in seconds by just taking a screenshot or uploading an image. They can also receive personalized feeds that match their shopping preferences based on previous purchases, ads or searched terms. For a single brand, Alibaba is able to provide more than 40 million different landing pages and journeys according to the shoppers' profile and preferences.



By leveraging Alibaba Cloud's expertise in retail digitalization as well as by harnessing Alibaba Cloud's robust solutions, El Corte Ingles provides a more personalized customer experience and pushes for innovation.

Solutions

Alibaba Cloud has materialized these technologies into products and services like:

- Image Search for precise search experience
- Recommendation Engine for personalized search and customized discovery experiences

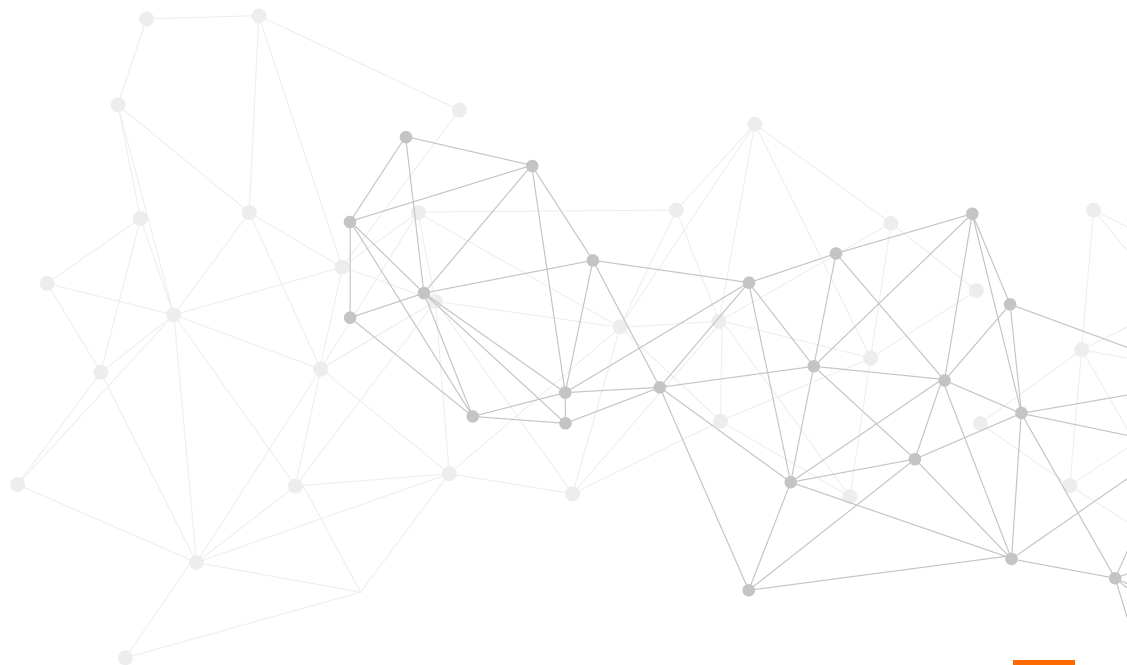
Image Search Architecture: Image Search is an intelligent image search service that aids users to find similar or identical images. Based on machine learning and deep learning, the product enables end-users to take a screenshot or upload an image to search and find the desired outcomes and fulfill other search requests. The architecture has three tiers: Mobile app or Web page, E-commerce Web Server, and Image Search Engine on Alibaba Cloud. The shoppers use their mobile app to take a photo of a product and send it to the E-commerce web server. Then the webserver application calls the API or SDK to forward the photo to Image Search Engine on Alibaba Cloud in Europe. The engine extracts the visual features of the product in the photo and sends back a list of product ID, which looks similar to the original product. The web server will build and send back the search result page to the Shopper mobile app.

Recommendation Engine Architecture: Recommendation Engine is also a result of R&D on AI and machine learning of Alibaba Cloud. The Engine manager could define different scenarios and select the algorithm from the algorithm catalog or user personalized algorithm, and then personalized the parameters value. The AB test is also available to compare the efficiency of the algorithm.

The machine learning engine continues daily self-training from three different types of data: customer profile, product information, and historical customer behaviors. The E-commerce web site continues to update the database for the engine. The engine will produce the results according to the defined scenarios and parameters. The results are stored in the in-memory database. Once the scenario trigger is activated, for example, a specific shopper opens the front page of the jewelry category, the E-commerce application will query the in-memory database to get and show an appropriated list of recommended products to the shopper.

Looking Forward

El Corte Inglés and Alibaba Cloud will continue working hand in hand to drive digitalization transformation and bring more personalized experiences to customers. El Corte Ingles is also looking into leveraging the whole Alibaba Group ecosystem. The initiatives under consideration include introducing new sales channels in China for “made-in-Spain” goods by opening flagship stores on Tmall (Alibaba’s China-focused B2C marketplace). In addition, Alibaba will leverage El Corte Inglés’ shipping capabilities and distribution centers in Spain to support the local fulfillment services of AliExpress, Alibaba’s global B2C marketplace.



INTERCONTINENTAL HOTELS GROUP



“As a leading hospitality company, IHG has always been the pioneer in digital change to keep its pole position in an increasingly technology driven and interconnected world. In this digital era, we are fully devoted to providing the best guest experience in a sustainable and global manner.”

Steven Zhong
VP, Hotel and Owner Solutions, IHG Greater China

FEATURED PRODUCTS

Elastic Compute Service

Secure, scalable, and high-performing virtual servers

ApsaraDB RDS for MySQL

Based on AliSQL to provide excellent stability and performance

Cloud Enterprise Network

Create your own enterprise class global network

Smart Access Gateway

Connect enterprise networks to Alibaba Cloud

Security Center

Security Center provides round the clock security and protection

With more than 350 hotels in Greater China, IHG has made a sound decision to invest in a scalable and robust IT infrastructure for reliable services and long-term growth. By working with Alibaba Cloud, IHG will mesh technology with best-in-class hospitality.

About IHG

IHG is a global organisation with a broad portfolio of hotel brands, including Regent Hotels & Resorts, InterContinental® Hotels & Resorts, Kimpton® Hotels & Restaurants, Hotel Indigo®, EVEN® Hotels, HUALUXE® Hotels and Resorts, Crowne Plaza® Hotels & Resorts, voco™ Hotels, Holiday Inn®, Holiday Inn Express®, Holiday Inn Club Vacations®, Holiday Inn Resort®, avid™ hotels, Staybridge Suites® and Candlewood Suites®. IHG franchises, leases, manages or owns more than 5,400 hotels and 810,000 guest rooms in almost 100 countries, with nearly 1,800 hotels in its development pipeline. IHG also manages IHG® Rewards Club, our global loyalty programme, which has more than 100 million enrolled members. InterContinental Hotels Group PLC is the Group’s holding company and is incorporated in Great Britain and registered in England and Wales. More than 375,000 people work across IHG’s hotels and corporate offices globally.



SCHNEIDER ELECTRIC

Crucial to Schneider Electric's success was Alibaba Cloud's flexible Elastic Compute Servers (ECS) with auto scaling features and load balancing capabilities to underwrite strong reliability and manage traffic in real-time.

FEATURED PRODUCTS

Elastic Compute Services (ECS)

An online computing service that offers elastic and secure virtual cloud servers to cater to all your cloud hosting needs.

Table Store

A fully managed NoSQL cloud database service that enables storage of a massive amount of structured and semi-structured data.

MaxCompute

Conduct large-scale data warehousing with MaxCompute

Server Load Balancer

Respond to sudden traffic spikes and minimize response time with Server Load Balancer

ApsaraDB for RDS

Alibaba Cloud ApsaraDB for RDS is an on-demand database hosting service for MySQL, SQL Server and PostgreSQL with automated monitoring, backup and disaster recovery capabilities.

Schneider Electric leverages the large-scale storage and high-powered computation off Alibaba Cloud to deploy its remote energy management platform.

About Schneider Electric

As one of the world's top 500 companies, Schneider Electric specializes in electricity distribution and automation management, and has operations in more than 100 countries.

The company offers an online, user-friendly energy management application known as Remote Energy Management (REM), a platform that facilitates remote collection and storage of data and provides instant access to real-time information. The application allows customers with real-time and useful information, generates insights including energy usage statistics and analysis, enables setting up of energy consumption alarms and energy modeling.

The Challenge

Schneider Electric required a cloud solution for its energy management platform to manage high computational operations, which were essential for catering to client requirements. As the business involves storage and analysis of huge amounts of data, the company also needed a convenient and scalable storage solution to facilitate operations efficiently.

Why Alibaba Cloud

Schneider Electric wanted a truly global cloud network to power its application, including access to the China market with its very high barriers to entry. Alibaba Cloud therefore provided the global coverage Schneider Electric needed, as well as providing advanced infrastructure to manage heavy traffic on its cloud-based energy management application.

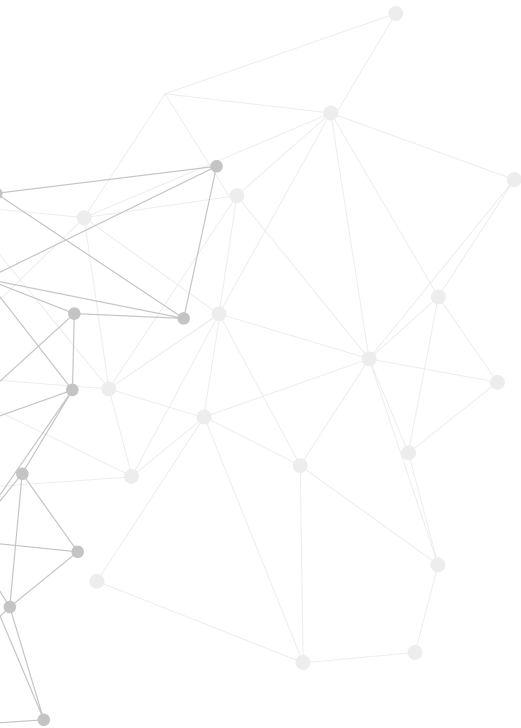
With the support of Alibaba Cloud's click and deploy infrastructure, Schneider Electric was able to make the transition from a traditional equipment provider to a unique and innovative online service provider. Crucial to Schneider Electric's success was Alibaba Cloud's flexible Elastic Compute Servers (ECS) with auto scaling features and load balancing capabilities to underwrite strong reliability and manage traffic in real-time.

Architecture

Products Used: Elastic Compute Service, Table Store, MaxCompute, Server Load Balancer and ApsaraDB for RDS

The REM platform utilizes smart meters together with gateways to collect energy consumption data, which is remotely stored in Alibaba Cloud Table Store at a centralized location. The company uses massive clusters of ECS servers to concurrently process huge amounts of data and thereby help clients to analyze energy consumption patterns.

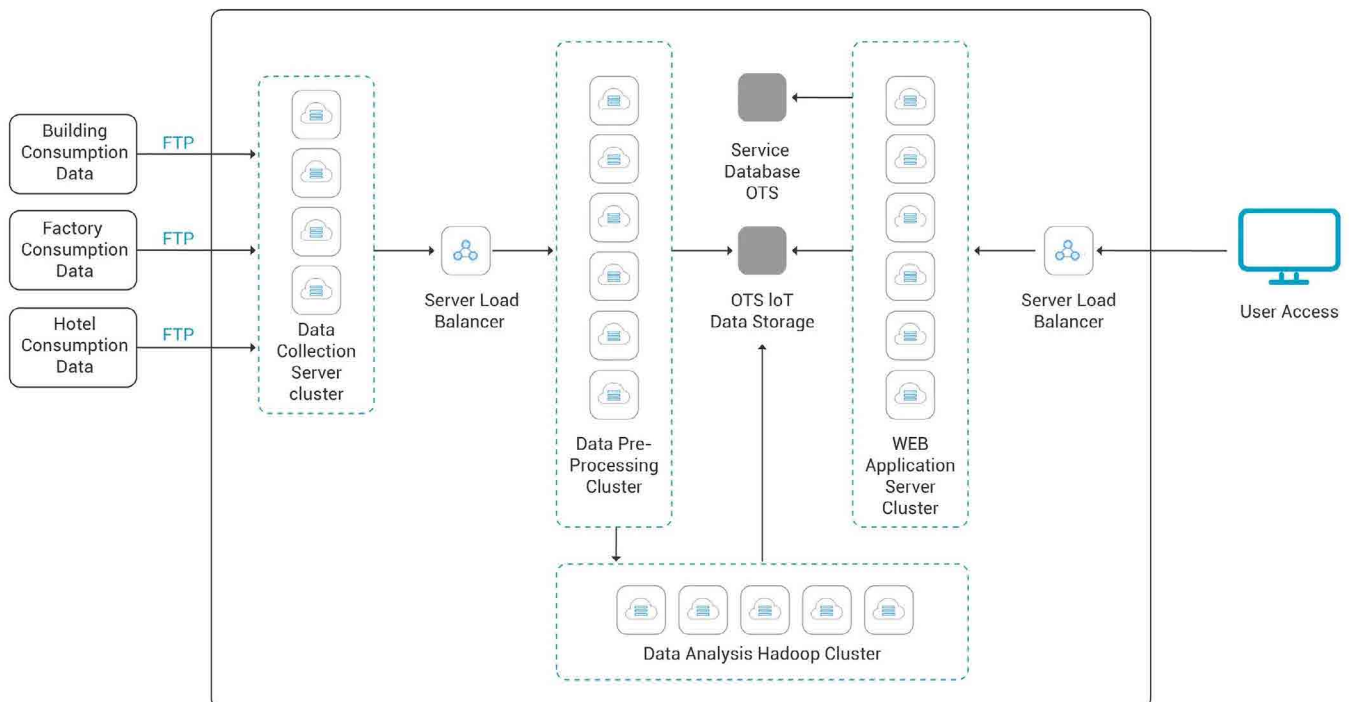
Via Table Store, a NoSQL database service, we can store massive volumes of customer energy usage data with different structures. This product ensures that the addition of a new data type doesn't alter the standard data structure. Also, its K-V data storage method maintains the query efficiency even if the data volume increases exponentially.



The Server Load Balancer monitors and directs traffic to clusters and maintains an equitable distribution of load on each cluster, ensuring consistent performance of the deployment.

Final Word

“The elasticity and scalability provided by Alibaba Cloud ECS ensures that our IT infrastructure can flexibly expand alongside our business growth. What’s more, Alibaba Cloud Table Store offers a convenient and flexible storage solution to efficiently handle massive volumes of data for.”



WINDSOR BROKERS



“Alibaba Cloud offered a strong platform for Windsor Brokers to grow their footprint, secure their operations and ultimately bring their investors closer to the market. Windsor Brokers invested in Alibaba Cloud’s promise and is now reaping the dividends of low latency and best-in-class protection.”

FEATURED PRODUCTS

Cloud Enterprise Network

A global network for rapidly building a distributed business system and hybrid cloud to help users create a network with enterprise level-scalability and the communication capabilities of a cloud network

Virtual Private Cloud

A virtual private cloud service that provides an isolated cloud network to operate resources in a secure environment

Anti-DDoS

A comprehensive DDoS protection for enterprise to intelligently defend sophisticated DDoS attacks, reduce business loss risks, and mitigate potential security threats

Windsor Brokers invested in Alibaba Cloud promise and is now reaping the dividends of low latency and best-in-class protection.

About Windsor Brokers

Windsor Brokers understands the value of being close to market dynamics.

A global forex and CFD trading investment firm founded in 1988, it runs a range of trading platforms. Its clients trade in over 45 currencies, gold, oil, soft commodities, shares and more using these. With the global trading environment becoming more globalized, Windsor Brokers saw their client base grow internationally. Diverse interests and themes drive many of them to use the company’s platforms. It also meant it could no longer afford latency, which dents its revenues and reputation.

The investment decided on an ambitious project to bring its international clients, especially those in China, closer to the market by throttling its investment platforms. Specifically, it wanted to reduce its Europe-China connectivity latency from around 250 to 120 milliseconds. It achieved it by using Alibaba Cloud.

Smart Routing

The cornerstone of Alibaba Cloud's solution was its [Cloud Enterprise Network \(CEN\)](#) offering. It is a highly available network built on the high-performance and low-latency global private network provided by Alibaba Cloud. CEN enabled Windsor Brokers to establish private network connections between [Virtual Private Cloud \(VPC\)](#) networks in different regions and with on-premises data centers. It meant the network traffic was not dependent on the public internet infrastructure.

Automatic route distribution and learning fine-tuned network traffic speeds. It improved the quality of cross-network communication, interconnected with different network resources and secured the in-transit data. It helped Windsor Brokers to establish a strong interconnection network that kept latency very low.

Robust Security

Alibaba Cloud also added [Anti-DDoS](#) protection to add assurance to Windsor Brokers and its clients that its networks are well guarded. The service, which is the default protection system for the entire Alibaba Group, employs Alibaba Cloud's global scrubbing centers. It creates a secure network with over 10Tbps total mitigation capacity. Overall, Anti-DDoS mitigates around 2,500 DDoS attacks on a daily basis and protects against a DDoS attack of 1Tbps.

The AI-enabled protection system is developed based on big data and machine learning. Alibaba Cloud Anti-DDoS can automatically mitigate sophisticated DDoS attacks and quickly adjust protection policies based on the specific circumstances of an attack. This helped Windsor effectively lower operations and maintenance costs and ensure business stability.



Looking Forward

The combination of Alibaba Cloud CEN and Anti-DDoS allowed Windsor Brokers to automatically mitigate attacks and reinforce the security of their trading platforms.

Alibaba Cloud offered a strong platform for Windsor Brokers to grow their footprint, secure their operations and ultimately bring their investors closer to the market. Windsor Brokers invested in Alibaba Cloud's promise and is now reaping the dividends of low latency and best-in-class protection.

MEDIAN TECHNOLOGIES



“Partnering with Alibaba Cloud has helped Median Technologies optimize IT infrastructure and focus on pushing the boundaries of today’s MedTech solutions to deliver better patient care tomorrow.”

FEATURED PRODUCTS

Elastic Compute Service

Elastic and secure virtual cloud servers to cater all your cloud hosting needs

Object Storage Service

An encrypted and secure cloud storage service that can store, process, and access massive amounts of data from anywhere in the world

Cloud Enterprise Network

A global network for rapidly building a distributed business system and hybrid cloud to help users create a network with enterprise level-scalability and the communication capabilities of a cloud network

Alibaba Cloud’s global infrastructure and ICP filing consulting service enabled Median Technologies to establish its presence in the China region, hassle free.

About Median Technologies

Median Technologies is a European MedTech company that offers innovative medical imaging solutions and services for patient care and clinical trials led by large pharmaceutical groups, Biotech companies and CROs. Median leverages the most advanced Artificial Intelligence technologies to push the boundaries of what medical imaging technologies can do in disease early diagnosis, prognosis and follow up. The company helps improving patient care based on precision medicine and accelerating the development of next-generation therapies for various types of cancer and chronic diseases.

Challenge

Median Technologies has developed a strong brand presence, team and business in China, a challenging market to break into, and was looking for a global partner able to serve its imaging CRO business and operation ramp up. The company understood that it needed local technology and business partners to achieve its expansion goals in the region and better serve its biopharmaceutical customers in China. Moreover, the company needed assistance with ICP filing, a complex IT compliance required by the Chinese government to host websites using local servers and Content Delivery Network (CDN) infrastructure.

Why Alibaba Cloud

As a leading cloud service provider in APAC and across the world, Alibaba Cloud was the obvious choice for Median Technologies. Alibaba Cloud's presence in Europe and globally recognized technological innovations also meant that Median Technologies could rely on one cloud service provider for its cloud computing requirements, integrate their systems using a single platform, and deliver imaging solutions and services seamlessly.

Moreover, Alibaba Cloud offers an [ICP Filing Consulting Service](#) that Median Technologies can leverage to deliver services to its Chinese customers as per the rules set by the Ministry of Industry and Information Technology (MIIT). All of this meant that Alibaba Cloud is the perfect technology and business partner Median Technologies needed.

Architecture

After doing preliminary testing, Median Technologies preferred Alibaba Cloud as its cloud service provider across China and Europe regions to support its imaging CRO activities. The company deployed its platform with a cloud-based architecture and hosted its innovative solutions.

Effectively, Median Technologies migrated a large part of its on-premises infrastructure to the Alibaba Cloud Frankfurt availability zones, allowing it to cut down infrastructure spending while maintaining its solutions' high-performance. The company uses [Elastic Compute Service \(ECS\)](#) clusters for platform deployment and processing requirements. It leverages multiple storage types offered by [Object Storage Service \(OSS\)](#) to store and retrieve intelligence and insight securely, optimally, and cost-effectively.

Moreover, Median Technologies relies on [Alibaba Cloud Enterprise Network \(CEN\)](#) so their teams can easily access

their technology infrastructure and their partners and affiliates in China can seamlessly collaborate and deliver better imaging solutions faster.

Looking Forward

Partnering with Alibaba Cloud has helped Median Technologies optimize IT infrastructure and focus on pushing the boundaries of today's MedTech solutions to deliver better patient care tomorrow. As Alibaba Cloud continues to lead and deliver cloud solutions with its innovative DNA, Median Technologies can be assured that its MedTech innovations continue to break barriers without needing to think twice about its IT infrastructure.



SPLIO

Alibaba Cloud's comprehensive suite of global cloud computing tools and wide range of managed services allows Splio to concentrate on delivering a high-quality marketing product to their customers and not worry about IT performance.

FEATURED PRODUCTS

CDN

A scalable and high-performance content delivery service for accelerated distribution of content to users across the globe

MaxCompute

A fast and fully-hosted TB/PB-level data warehousing solution

ECS

Secure, scalable, and high-performing virtual servers

Machine Learning Platform for AI

An end-to-end platform to meet your machine learning and data mining needs

By leveraging the computing capabilities and technologies of Alibaba Cloud, Splio can concentrate on its core business model of helping brands be successful through their loyalty marketing platform.

About Splio

Splio is a SaaS New Loyalty Marketing Platform that combines such services as New Loyalty Engine and Marketing Automation with Mobile activation, including mobile wallets, mini-programs, to enable marketers to acquire, activate, engage and retain customers with personalized communications on all channels, driving loyalty and revenue for brands. Over 500 brands in a diverse number of sectors such as retail, food and beverage, travel, education, consumer packaged goods, and e-commerce are all using Splio worldwide.

In China, where other international companies may struggle to catch up to one of the most tech-savvy consumer bases in the world, Splio allows international brands to better engage with their customers and succeed through leveraging the most relevant digital touchpoints such as a 360 degree views of their brands.

Challenge

Splio started its China operations in Beijing in 2011 with a data center located in Hong Kong. At first, Splio concentrated on helping its existing Europe-based customers that were looking for trustable partners while expanding to the Chinese market. After years of developing their business in China it became essential to not only buildup operations within China, but also establish a network of partners, and more importantly find the right technical solutions to support their booming business.

Solution

Ultimately, Alibaba Cloud was selected as Splio's Cloud partner because of their superior performance, low cost, and proximity to Splio's Headquarters in Paris. The Splio IT team regularly met with Alibaba Cloud solution architects to monitor the migration process.

As of today, Splio is using Alibaba Cloud as an IaaS server host for all its China-based customers. They are currently operating 90 servers in Hangzhou storing over 5 Terabytes of data. Alibaba Cloud's fast development of a wide range of tools and services allows Alibaba Cloud to support Splio's goal of automating their Cloud infrastructure. By implementing Infrastructure as Code (IaC), Splio leveraged Alibaba Cloud's Terraform solution to deploy servers faster. Currently, Splio is using and exploring managed services such as Alibaba Cloud Container Service for Kubernetes (ACK). By using this service, Splio no longer needs to maintain these clusters, which saves them time and allows them to focus on their core business.

Why Alibaba Cloud

As a SaaS Marketing platform, Splio's primary role is to host and manage customer data, providing security guarantees and ensuring all operations are compliant with local regulations, specifically GDPR in Europe and CSL in China. Alibaba Cloud's comprehensive suite of global cloud computing tools and wide range of managed services allows Splio to concentrate on delivering a high-quality marketing product to their customers and not worry about IT performance.

CALEFFI AND SPARKFABRIK



“SparkFabrik and Alibaba Cloud helped Caleffi face new challenges by offering technological assistance, consultancy services, and operative solutions. This collaboration enabled the Italian headquarters to gain complete control of its Chinese digital property while at the same time giving full management autonomy to the Chinese branch.”

FEATURED PRODUCTS

ICP Registration Support

Learn how to obtain an ICP Filing or ICP Commercial License to host your website in Mainland China.

SparkFabrik partnered with Alibaba Cloud to deliver a robust solution for Caleffi Hydronic Solutions to ensure success in the dynamic Chinese market.

About Caleffi and SparkFabrik

Caleffi Hydronic Solutions is a leader in producing heating, air conditioning, plumbing, and renewable system components for domestic and industrial use and in the supply of avant-garde system solutions.

On the other hand, SparkFabrik is an Italian tech company supporting businesses in complex digital transformation processes by designing and building cloud-native applications, cloud systems, and infrastructures through modern DevOps techniques.

Challenge

Globally, China is one of the most digitally connected markets today, and the Chinese market offers enormous possibilities for Italian products and services. It also holds a strategic role in the digital field, where new technology, consumer, and business models are surfacing.

As Caleffi Hydronic Solutions celebrated 20 years of activity in China in 2019, reaching and guaranteeing a digital experience in China equivalent to the one in any other part of the world in terms of efficiency, safety, contents control, and usability emerged as the new challenge for the company.

The company's focus shifted to improve its brand positioning in the Chinese digital market, offering a web UX equal or superior to the local competitors and having an easily updatable platform in Chinese territory.

Why Alibaba Cloud

Caleffi collaborated with SparkFabrik to build and manage the Drupal-based multi-country software platform for Caleffi's corporate website. Thanks to SparkFabrik's strong partnership with Alibaba Cloud, it can provide European enterprises the solid continuity needed to succeed in the Chinese market.

SparkFabrik and Alibaba Cloud helped Caleffi face new challenges by offering technological assistance, consultancy services, and operative solutions. This collaboration enabled the Italian headquarters to gain complete control of its Chinese digital property while at the same time giving full management autonomy to the Chinese branch.

Architecture

Caleffi leveraged various services and solutions from SparkFabrik and Alibaba Cloud such as:

- 1. Consultancy Process, ICP Filing** Caleffi needed to complete the [ICP Filing](#) and PSB registration procedures to host their applications on servers situated in the Chinese territory. Through the SparkFabrik consultancy services, the ICP Filing procedure – a potentially complicated procedure when not performed by an experienced partner – was efficiently completed in just 20 days.
- 2. Multi-Cloud Strategy and PaaS** SparkFabrik took care of the migration of the application infrastructure of Caleffi Hydronic Solutions on the Cloud, with a development and implementation approach based on the best practices known as The Twelve-Factor App methodology, directed to software

development as a service application. The introduction of SparkFabrik Cloud DevOps Platform™ allowed Caleffi to realize a high-availability multi-cloud platform. In addition, SparkFabrik leveraged its [LOOKATME Analytics™](#) performance measuring tool to provide Caleffi with a clear vision of how Caleffi should access its digital properties and engage users in China. With the passage to the multi-cloud strategy and the Chinese request on the new infrastructure, the new performance indicators in Chinese territories showed an improvement of 198%, going from a global performance index of 20 to the present 90.

Looking Forward

With years of productive and virtuous collaboration, Caleffi and SparkFabrik embarked together on many projects and challenges. With the focus on expansion and growth in China, Caleffi views partnership with SparkFabrik and Alibaba Cloud as more strategic and imperative to success in the dynamic Chinese market.

HUNGRYPANDA



“We plan to continue our expansion by gaining market share in existing markets, moving into new markets and rolling out new products and solutions. That’s why we will continue to partner with Alibaba Cloud.”

Jon Hsu
General Manager of HungryPanda LTD

FEATURED PRODUCTS

Alibaba Cloud E-Commerce Solution

Alibaba Cloud enables your e-commerce business to grow beyond the great.

Retail Solutions

Alibaba Cloud enables digital retail transformation to fuel growth and realize an omnichannel customer experience throughout the consumer journey.

Elastic Compute Service

Elastic and secure virtual cloud servers to cater all your cloud hosting needs.

Through its partnership with Alibaba Cloud, HungryPanda LTD turned the challenges posed by the pandemic to the food delivery industry into opportunities.

About HungryPanda

HungryPanda LTD is a London-headquartered specialist food delivery platform that connects consumers with businesses selling authentic Chinese food and groceries. HungryPanda’s founders launched the company in March 2017 with a vision: To become a global leader in the specialist food delivery industry. Four years later, HungryPanda has operations in 60 major cities across ten countries. The company consistently posted triple-digit annual volume growth and expects the trend to continue in the years ahead.

Challenge

Navigating the Pandemic-Powered Surge in Online Food Deliveries

Covid-19 made e-commerce a necessity. As businesses and consumers around the world navigated lockdowns and supply chain disruptions last year, online platforms provided a much-needed lifeline, forever changing the way we transact. The pandemic accelerated the shift to e-commerce by as much as six years, according to some estimates.

Online grocery and food takeout deliveries posted stellar growth last year, and HungryPanda was among the companies that experienced a surge in demand. The surge presented challenges and opportunities in equal measure. Making the most of them required the right technology partner.

Why Alibaba Cloud

Scaling to Meet Demand Amid the Pandemic

Central to HungryPanda's success is its strategic partnership with Alibaba Cloud: "We didn't come this far on our own," says Jon Hsu, General Manager of HungryPanda LTD. "We have a great team, great investors and great partners. Alibaba Cloud is one of those great partners. Our platform is running 100 percent on Alibaba Cloud. Their cloud-native solutions and global coverage provided us with really important resources and tools that enabled us to expand our business on a global scale."

Architecture

Cloud Native from Day One

Growing the business across ten countries on four continents was no easy task. Yet, by partnering with Alibaba Cloud, HungryPanda avoided the scalability and elasticity challenges that most e-commerce companies face when expanding across borders. Alibaba Cloud's Platform as a Service (PaaS) and Infrastructure as a Service (IaaS) solutions provided the perfect foundations for growth. In turn, HungryPanda was able to optimize its services to meet evolving customer needs.

Never was the power of this partnership clearer than during the Covid-19 pandemic: "There was a surge in demand for app-based delivery services," Jon says. "In some cities, we experienced a 600 percent increase in volume. That required allocating resources to manage delivery times, communication, quality control and more, all while ensuring that our app ran smoothly. Our partnership with Alibaba Cloud made that possible."

Looking Forward

In many cases, these new consumer habits appear set to stick. In the UK, for instance, more than 50% of people in a recent survey said they plan to continue ordering groceries online after the pandemic. In the US, only 39% of consumers in a different survey said they ordered groceries online before the pandemic. That number doubled during the pandemic, with nearly 57% planning to continue the habit afterwards. All of this bodes well for HungryPanda's future.

"We believe that our growth is sustainable," Jon says. "We plan to continue our expansion by gaining market share in existing markets, moving into new markets and rolling out new products and solutions. That's why we will continue to partner with Alibaba Cloud."

CONCLUSION

Alibaba Cloud offers a complete range of cloud services to customers worldwide, including elastic computing, databases, networking, security management, application services, big data analytics, machine learning, and IoT services to support virtually any workload. With Alibaba Cloud, users have access to highly durable storage, efficient computing, high-performance databases, intelligent analytical tools, and more. Users can access all this without any up-front cost by only paying for what they use. These services help enterprises move faster, lower IT costs, and scale.

If you have any queries about getting started with Alibaba Cloud or specific questions about our products and services, please reach out to your nearest Alibaba Cloud representative. We are more than happy to be of assistance to you.

For more information, please visit

www.alibabacloud.com/contact-sales

