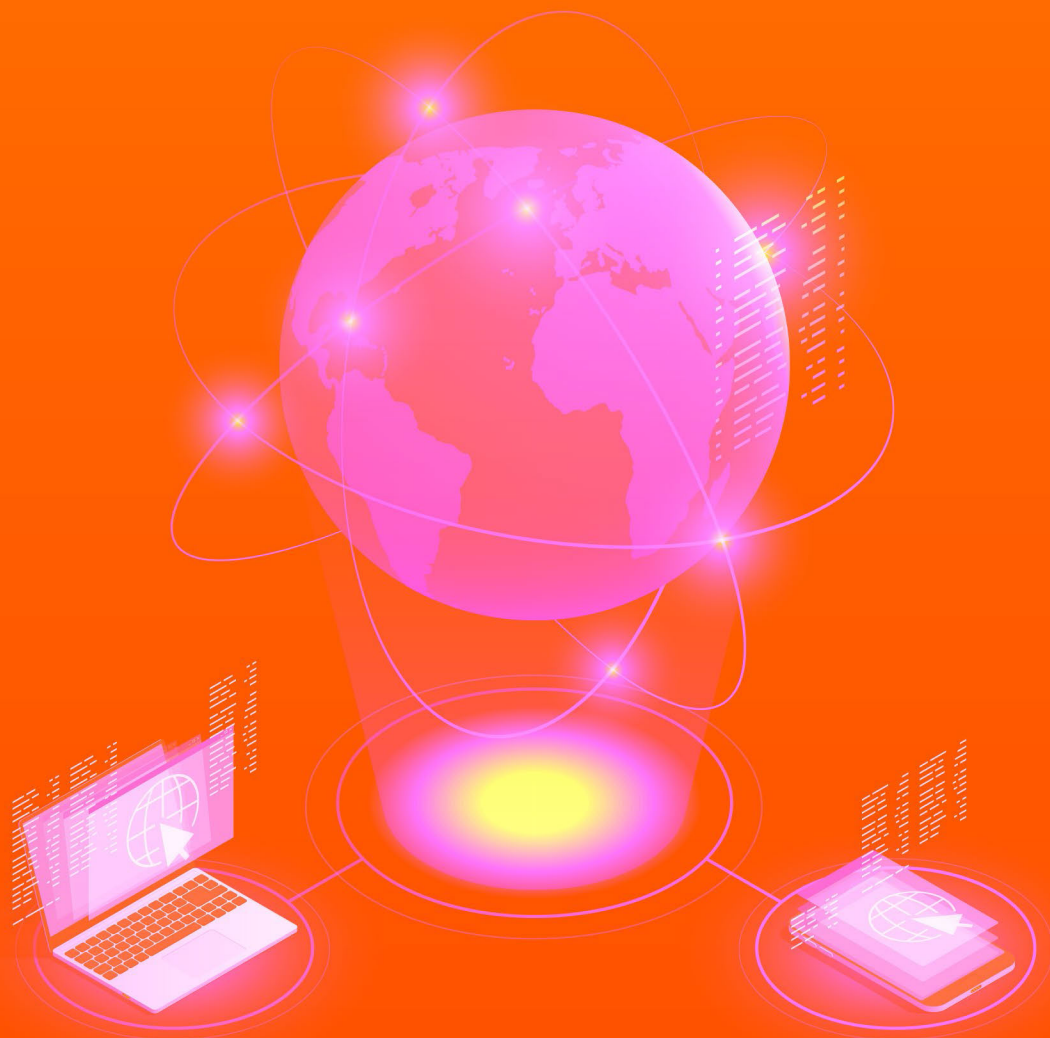


CHINA GATEWAY 2.0: ACCELERATE SUCCESS IN CHINA WITH ALIBABA CLOUD

 Alibaba Cloud

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WHY GO TO CHINA?

China's market is burgeoning. By 2030, experts predict the country's private consumer market will reach \$9.6 trillion and account for 47% of its GDP, up from \$4.4 trillion and 39% of GDP today.¹

With an estimated 904 million cyber citizens and 710 million online shoppers now in China², technology plays a vital role in China's accelerating marketplace, where mobile, financial, and online shopping innovations are all pushing the market forward at an unprecedented rate. The COVID-19 crisis has also increased a reliance upon China's digital economy, resulting in the country having to pioneer a range of technical solutions in response to it.

Such advanced digitization combined with the sheer scale of China's marketplace provides savvy businesses with a gateway to access a range of boundless business opportunities.

CHALLENGES ENTERING CHINA

Entering China is not a simple undertaking due to the complexities of operating in this country. Organizations must rapidly integrate their online and offline capabilities, face increased data-driven competition, understand the unique nature of Chinese market and align their global business strategy cross borders, and meet a broad range of evolving domestic laws and regulations.

THE ALIBABA GATEWAY TO SUCCESS

Alibaba Cloud's China Gateway 2.0 can accelerate the success of many organizations in China. Thanks to the flexibility and scalability of our comprehensive cloud-based infrastructure and advanced technology innovations, businesses have a new portal to China, allowing them to rapidly leverage a range of products and services

and expedite their time to market. With our local expertise and rich ecosystem, we can help you meet the demands of this dynamic marketplace with the speed and knowledge required to succeed and thrive.

In this whitepaper, we outline our China Gateway 1.0 solution and explain how China Gateway 2.0 enriches our digital transformation capabilities to help Multi-National Corporations (MNCs) accelerate their business in China.

We introduce Alibaba Cloud, explaining how our innovative cloud-based solutions, and wider ecosystem provides our customers with a competitive edge, highlighting customer stories where we have helped real businesses achieve real success in China.



WHY ALIBABA CLOUD

At Alibaba Cloud, we know what it takes to succeed in China, this exciting and diverse region, providing our customers with a range of cloud-based technologies and professional services, local expertise, access to the extensive Alibaba ecosystem, and unrivalled speed to market.

YOUR TRUSTED PARTNER IN CHINA

Alibaba Cloud is the no. 1 public cloud provider in China and the APAC region. We achieved the third biggest market share in the global Infrastructure as a Service (IaaS) market and the biggest in the Asia Pacific region for the third year in a row in 2019, according to a recent report from leading global research and advisory firm Gartner.

Alibaba's market share in the global IaaS market climbed to 9.1% in 2019, up from 7.7% the year earlier, according to the firm. The Gartner report, named Market Share: IT Services, 2019, also showed that in the Asia Pacific region, Alibaba's market share increased to 28.2% last year, from 26.1% in 2018.³

In addition to these findings, an earlier report from market research and advisory firm International Data Corporation (IDC), revealed that Alibaba Cloud recorded the fastest year-on-year revenue growth versus other global cloud service providers in the first half of last year.⁴

With elevated availability standards, Alibaba Cloud is the first major cloud player to provide service availability rates beyond 99.99% – pushing the limits of cloud reliability and customer service by going beyond the industry norm.⁵

TECHNOLOGY INNOVATION

Alibaba Cloud's data intelligence solutions can empower your enterprise, helping you leverage your data to transform your online and offline business models.

Data sits at the heart of this offering. Our data-driven solutions allow your enterprise to create and manage intelligent and unified data assets to empower innovation, by uncovering valuable insights in your corporate information.

Our advanced artificial intelligence algorithms powered by Alibaba DAMO Academy, complex IT architectures, and sophisticated software and data applications can help your organization realize year-on-year growth. These include our Data Mid-End and Business Mid End solutions.

LOCAL EXPERTISE

Alibaba Cloud was born and raised in China, understanding both the complexities and opportunities this market offers to our customers. We can provide support across your security and compliance when you enter and operate in China.

We are local experts in providing reliable, secure and compliant cloud-based products and services. We also provide 24/7 technical support, with a fast response time to help you resolve your issues and answer your questions as quickly and effectively as possible.

Our local expertise, technical innovations and extensive ecosystem also allow your enterprise keep pace with customer demand, allowing you to capitalize on the emerging opportunities in China. With more than 200 products, we also have the most comprehensive product portfolio in China, which come fully equipped with our local technical and after-sales support teams.

ALIBABA ECOSYSTEM

Alibaba Cloud is the no. 1 cloud provider in China with a fully established ecosystem with businesses in China.

This includes Alibaba's rich ecosystem in China, which provides your enterprise with untapped business opportunities, and a comprehensive portfolio of products and services. These solutions have stood the test of time in China and include:

- » **Lazada Group:** Southeast Asia's leading e-commerce platform, with a presence in six countries. By 2030, it aims to serve 300 million customers.
- » **AliExpress:** an online retail service based in China with more than 60 million active buyers, made up of small businesses in the APAC region, offering products to international online buyers.

- » **Alipay:** a third-party mobile and online payment platform, with the number of Alipay and JV e-wallet users now exceeding one billion.
- » **Fliggy:** formerly known as AliTrip, a rapidly growing online travel platform.
- » **Tmall Global:** China's largest cross-border B2C platform, allowing enterprises to reach China's vast and growing consumer market.
- » **Cainiao Network:** the smart logistics arm of Alibaba Group, which can provide businesses with market-tested and cost-effective logistics solutions.
- » **Ant Financial:** one of the most influential Fintech companies in China, providing a range of inclusive financial services.
- » **Amap.com:** the map subsidiary of Alibaba Group, which is a leading provider of digital mapping and navigation solutions.
- » **Umeng:** a data intelligence and marketing platform, which has helped 1.65 million apps and 7.6 million consumers. It has provided precision marketing services for nearly 10 years, with expertise in retail, e-commerce, gaming and other internet-related businesses.

SPEED TO MARKET

To capitalize on every emerging business opportunity, your enterprise must keep pace with China's rapid customer demands. Alibaba Cloud's solutions can be realized with speed, helping you quickly turn your business ideas into a reality.

To achieve this, Alibaba Cloud takes care of all your infrastructure and component requirements. We provide you with a full-value chain to help your business set-up and deploy swiftly in China.

For example, we recently helped the Ford Motor Company launch a range of customized digital services to meet the needs of its Chinese customers. Using Alibaba Cloud's mid-end platform solution, Ford built a new digital platform called "Ford Mall" in less than six months. We also worked with the Japanese cosmetics brand SHISEIDO, massively accelerating their time to market through the provision of our Web Application Firewall (WAF), which reduced their deployment times from three months to just one week, compared to their existing firewall solutions.

PRESENTING CHINA GATEWAY 1.0

At Alibaba Cloud, our mission is simple: to make it easy for our customers to do business anywhere.

That's why we launched the China Gateway 1.0 - to help businesses both large and small set up in this country thanks to our local expertise, ecosystem, and the speed to market we can deliver.

As the leading cloud provider in the country, we've helped organizations including Melco, Chemist Warehouse, Sinorbis and Strikingly develop their solutions to meet the needs of China's dynamic and complex market.

Our solid cloud computing technologies and unrivalled expertise has guided these businesses through the compliance and regulatory issues that are specific to the country, such as applying for an ICP License and ensuring their online applications are fully protected against malicious attacks.

Our comprehensive cloud infrastructure and services have also helped businesses create efficiencies to save time and provide a better online experience for the end user, such as integrating online payments and offline logistics.

Thanks to China Gateway 1.0, we've helped many businesses establish a secure, stable and high-performing online presence for their customers in China, and beyond.



ADVANCING TO CHINA GATEWAY 2.0

China Gateway 1.0 has helped many businesses set-up and sell in China. But we understand that change is the only constant in any industry. That's why we're focused on continuous development and innovation, understanding that today's best performance is tomorrow's baseline.

This ethos led us to develop China Gateway 2.0, enriching our existing capabilities to help Multi-National Corporations (MNCs) succeed in China. Let's explore these pioneering solutions now.

CONNECT WITH CHINA

Alibaba Cloud is committed to guiding your enterprise through its digital transformation journey in China. We understand the importance of balancing robust security and compliance with a high-quality network that's ready to meet the needs of your customers in this competitive market.

Our China Gateway 2.0 provides enterprises with a vast range of networking, security and compliance services, helping your organization set-up, scale-up and find success in this region.

Information Security and Compliance

China's Cybersecurity law (2017) significantly impacted the country's regulatory environment, increasing the number of requirements to do business in this country's marketplace. These include:

- » Classified Cybersecurity Protection: providing your systems and data with fully compliant and tiered protection measures.
- » Personal Information Protection: to protect your customer information and defend against ID fraud.

- » Risk & Vulnerability Management: to monitor and manage risks to ensure your information security and business continuity.
- » Business Risk Management: managing the risks associated with your content, verification processes, and online assets.
- » Cross-board Data Transfer: to help you meet the complex requirements for data collection and transfer.
- » Business Licensing Requirements: to ensure the compliance of your online services in China.

Our [Information Security and Compliance](#) solution combines our leading security compliance capabilities and a one-stop consulting service to help you get online as quickly as possible within the confines of the China's complex regulatory landscape. In this section, we outline some of the services our Information Security and Compliance solution can provide to help you navigate this complex regulatory environment.

MLPS 2.0

Alibaba Cloud can help your enterprise build a full security compliance system based on the latest Classified Protection of Cybersecurity 2.0 regulatory scheme (CCSP 2.0 or MLPS 2.0).

CCSP, also known as Multi-Level Protection Scheme (MLPS), is a regulatory scheme designed to protect the cybersecurity of networks and systems in China. It is compulsory for all companies and individuals that own, operate, or provide services relating to network and corresponding system components in China to follow the national standards under the MLPS scheme. MLPS was first introduced in 2008 and subsequently updated to MLPS 2.0 in 2019.

MLPS is a holistic regulatory requirement system, which is supported by a comprehensive end-to-end process, comprised of five stages: Classification, Filing, Implementation and Rectification, Evaluation, and Authority Inspection. Depending on the nature of your business, Alibaba Cloud's one-stop [MLPS 2.0 Compliance](#) solution can provide your business with both our expert consulting service and a robust fully MLPS 2.0 compliant infrastructure on the cloud, helping your enterprise at every stage of the evaluation process. You can also reuse Alibaba Cloud's infrastructure, using this as a template to accelerate your infrastructure-level evaluation.

Security

Alibaba Cloud is fully compliant with China's cybersecurity laws, defending against 50% of DDoS attacks in China, preventing 800 million attacks, and protected more than 200 million password breach attempts every day. We provide [security services](#) for more than one million organizations globally, covering a full range of cybersecurity, risk management and compliance strategy technologies:

- » **Cyber Security:** Our Anti-DDoS solutions can protect your servers against volumetric DDoS attacks, redirecting malicious traffic to our globally distributed scrubbing centers. Our value-added DDoS Defense in Mainland China solution further secures your business. Our Real-Time Server Monitor service provides real-time monitoring to ensure high availability of your servers and online applications. Our Web Application Firewall (WAF) also protects your web apps against malicious traffic and our Threat Detection Service (TDS) non-disruptively monitors the security configurations of your cloud-based services.
- » **Information Compliance:** achieving compliance in China is a complex undertaking, particularly if you host User Generated Content (UGC), where heavy restrictions exist. Our Content Moderation service uses deep learning and Alibaba Cloud's extensive Big Data analysis tools to accurately monitor your multimedia content to ensure compliance, providing an automated moderation response of less than 0.1 seconds, with an accuracy rate of 95% or higher.
- » **Risk Management:** facial recognition and real-identity verification solutions are commonplace in China to prevent ID fraud. Our Real Identity Verification service provides ID authentication, leveraging our Facial Recognition and Big Data risk management model to detect fraudulent activities while maintaining seamless access to your online services.

Networking

As the no.1 cloud provider in China, we have achieved many successes across the country, establishing a robust [networking](#) infrastructure and continuing to drive the digital transformation of millions of worldwide customers.

We have achieved a 99.95% SLA Routing Assured via multi-layer backup and provide full coverage for all 34 provinces in China. Our data center regions in China offer a BGP backbone network lines, providing high-quality coverage country-wide and to ensure stable

and fast access inside the Mainland. We have 2,300+ CDN and 70+ POP nodes in Mainland China, which provide 40+ Tbps of BGP bandwidth capacity.

We also work with the country's leading operators, including China Unicorn, China Telecom, China Mobile, CERNET, China Tietong, Dr. Peng and others.

ICP Registration

[ICP Registration](#) is one of the first steps your business needs to take to operate in China. An Internet Content Provider (ICP) license is a mandatory legal requirement by the Chinese Government. It is a state-issued registration number that allows you to host your website on a server or Content Delivery Network (CDN) node located inside Mainland China. The application is carried out after you select your website host and domain, but before a site can go live.

The requirements required to acquire a license are relatively high, and restricted in certain areas, but Alibaba Cloud can provide you with assistance throughout the application process. Once you have registered an Alibaba Cloud account and submitted your company details, we will review your application within one working day and confirm whether the documents have been submitted successfully.

Fast tracking your digital entry can expedite this process and help you get your digital assets up and running as quickly as possible where application approval times can be cut from up to 24 months to as little as three months.

ACCELERATE SUCCESS IN CHINA WITH DIGITAL TRANSFORMATION

China Gateway 2.0 can accelerate your success in China, providing you with a wealth of data-driven solutions to meet the needs of this complex and demanding market, and helps you expedite your success in China.

Organizational Data Mid End

Data silos are the curse of corporate collaboration. They not only result in repeated data development efforts, where your computing resources and storage methods are needlessly reused, but also prevent true, enterprise-wide innovation. However, to succeed in China, innovation is a necessity to keep pace with this dynamic market.

To overcome these issues, your organization needs a unified data mid-end platform to store, monitor and manage your data, enabling close collaboration between different teams and departments, even if those groups operate and hold data separately. Such a platform allows your teams to get an enterprise-wide view of your information and extract any hidden data gems.

Based on Alibaba Group's best practices, our Organizational Data Mid End solution can help you build a complete, reliable and secure big data system, to reveal deep and actionable insights from your organizational data. This one-stop solution uses a range of our existing data-driven solutions, such as our intelligent data creation and management solution Dataphin, intelligent business analysis suite Quick BI and customer operations tool Quick Audience. Our [Organizational Data Mid End](#) solution is also deployable across multiple environments, including public cloud, hybrid cloud, and private cloud deployments.

From business analysis to consumer marketing, this solution can service upper-level business scenarios and includes the following core capabilities:

- » Create Marketing Insights: you can build a customer-centric data platform to connect, manage, and monitor data from different campaigns to insight-led marketing campaigns, such as personalized product recommendations and customer service bots.
- » Enable Agile Development: you can integrate data from different business units, creating a common data layer and allowing you to keep pace with your agile development demands.
- » Optimize Business Decisions: using our Quick BI solution, you can rapidly create cross-campaign business monitoring reports, optimizing your business decisions thanks to the inclusion of holistic data analysis.
- » Encourage Collaborative Work: thanks to its centralized nature, every business unit can access this solution, share data and seamlessly collaborate. Quick BI also includes a suite of easy-to-use data visualization features, allowing users to effectively communicate any findings.
- » Maximize Operational Efficiencies: our solution can be used across your organization, helping you produce product sales predictions and production-to-sales optimizations to identify untapped opportunities and operational cost savings.

Omnichannel Data Mid-End

In China, the lines between the online and offline worlds are blurring more now than ever. As such, an omnichannel data-driven solution is vital for businesses to develop their brand strategies, monitor their brand successes and increase their customer base in this highly digitized country.

Our [Omnichannel Data Mid-End](#) solution provides brand merchants with rich customer insight models and customer growth strategies, helping you to extend your reach in China across multiple platforms and business models. It seamlessly draws valuable insights from your omnichannel data, providing brand merchant data and analysis reports to help your organization gain insights through in-store business analysis.

Our omnichannel brand analysis service can also help you integrate your data on the user side with in-store data to implement omnichannel marketing analysis. What's more, using the features of our Quick BI solution, our Omnichannel Data Mid-End also provides you with the capabilities to build a data portal.

This solution can be implemented across the wider Alibaba ecosystem, allowing you to, for example, interact with fans through social media groups to drive Taobao purchases and develop insights into this audience. You could also optimize your advertising strategies to perform Awareness-Interest-Purchase-Loyalty (AIPL) forwarding and crowd profiling on non-Taobao media users. Finally, you could also use Omnichannel Data Mid-End to analyze the effectiveness of any membership promotions or outreach programs you run.

Business Mid-End

China is a highly competitive market, where only the strongest businesses will survive and thrive. If you want to enhance your organization's competitive edge in China, you must connect your procurement and sales departments. In doing so, each team gains an understanding of each other's value proposition, strategy, and proposals, which allows you to reduce your operational costs, improve your productivity, and boost your organizational efficiency.

To achieve this, our [Business Mid-End](#) solution adopts Service Oriented Architecture and Micro-Service Architecture concepts and is based on our established best practices and solutions. This includes the Alibaba Cloud middleware that helps the Double 11 Global Shopping Festival achieve high reliability during peak times. The solution also works across a broad range of business scenarios and

industries to increase your profitability, enhance customer loyalty, boost sales and build brand trust. These scenarios include:

- » Supplier Relationship Management: providing a standardized, closed-loop, procurement system across your supply chain's lifecycle.
- » Omnichannel Operation: working across an omnichannel inventory system, commodity system and order system to help you uncover operational efficiencies, increase inventory turnover and boosting the end-user experience.
- » B2B: our platform is accessible to all your partners, from your contract management and procurement execution to settlement and reconciliation for suppliers and purchases.
- » Supply Chain Distribution: allowing you to build a dedicated, omnichannel, distribution e-commerce platform to control distribution and support dealers with online purchasing, product traceability, payments and deliveries.
- » E-Commerce: allowing you to build an e-commerce platform using a range of business models, including business-to-consumer (B2C), business-to-business-to-consumer (B2B2C) and online-to-offline (O2O).
- » Customer Relationship Management (CRM): covering a range of membership management tasks to enrich your user personas, increase customer loyalty and boost sales.

Artificial Intelligence Service for Conversational Chatbots

China is a highly digitized market, where round-the-clock chatbots are commonplace, helping customers in a variety of ways and across a range of platforms. As such, user expectations in China are high, where a seamless and human-like experience is required when conversing with a chatbot, but these solutions can be expensive to develop and maintain.

Our [Artificial Intelligence Service for Conversational Chatbots](#) solution helps you meet these market demands. Powered by the extensive Artificial Intelligence capabilities of the Alibaba DAMO Academy, our multilingual chatbots operate over multiple channels to respond to your customer requests and queries 24/7. Our solution enables image, text, and voice interactions, using pre-trained, AI algorithms, allowing you to provide online chatbots on your website, apps and social media platforms. What's more, you can use hotline chatbots to answer inbound calls or make outbound calls.

This solution also provides you with a smart operations and management system for your customer service centers, including volume prediction, manpower planning, and real-time dispatching.

Thanks to this seamless and ubiquitous automation, you can reduce your costs and labor requirements across a broad range of business scenarios, while giving consumers in China the user experience they expect.

IT Governance

Alibaba Cloud's [Enterprise IT Governance](#) solution helps you govern your cloud IT resources based on a unified framework that covers five key areas: users, permissions, resources, finance, and compliance. This gives you full control over your cloud resources and services and access permissions, and helps you meet compliance requirements.

This solution enables your enterprise to securely control access to your cloud services and resources, set up a clear account hierarchy (single and multiple accounts) that mirrors your organizational structure to manage your cloud resources more efficiently while tracking your spending, and keep track of your account and configuration changes to help you meet auditing and compliance requirements.

Global Application Acceleration

The Alibaba Cloud Global Application Acceleration solution accelerates your network and applications further, helping you boost your network security and performance in China thanks to our wide-area-network (WAN) infrastructure.

The [Global Application Acceleration](#) solution provides a strong cross-regional network experience, providing 10x faster speeds than regular global networks. This solution also comes with enterprise-grade reliability and cybersecurity protection to ensure your network is accessible yet secure.

The Global Application Acceleration solution is also easy to deploy and maintain. With a few simple clicks, you can set up and start to use this solution in a matter of minutes. What's more, Alibaba Cloud's centralized operations and maintenance system provides you with a unified and highly intuitive view of your cloud products and associated resources.



CASE STUDIES

Alibaba Cloud has extensive experience in China. In this section, we outline two recent examples, where we have helped our customers reach a new level of success in China.

FORD

China represents one of the world's largest and most digitized automotive markets. As an established automotive company, Ford partnered with Alibaba Cloud to rapidly deliver a range of customized digital solutions for its Chinese customers.

Developed in less than six months using our mid-end platform, the "Ford Mall" is one example of our work together. It provides prospective customers with a new channel to access the company's vehicle information and services, allowing them to book a test drive and connect with online customer service representatives.

To meet the digital demands of the China market, the 2019 Ford Kuga also featured a new in-vehicle smart infotainment system, which included natural language understanding and was entirely powered by our AliOS operating system.

With Alibaba Cloud, Ford-owned subsidiary Autonomic introduced the world-leading Transportation Mobility Cloud (TMC) solution for connected vehicles to China. Its open cloud-based mobility platform provides developers with the data and infrastructure to quickly build value-added software programs for connected cars.

Alibaba Cloud also supports Ford's "In China, For China" strategy, helping Ford better understand Chinese consumers' preferences and behavior. For Ford, this means the company can deliver what consumers want at "China speed."

"We are impressed by Alibaba Cloud's scalable and flexible technology and its strong ecosystem that enables us to rapidly deliver customized digital solutions for our Chinese customers. We

value Alibaba Cloud's local market insights and reliable technology as it supports our "In China, For China" strategy," Robert Hou, Director, Mobility Platforms and Products, Ford Asia Pacific.

SHISEIDO

Based in Japan, SHISEIDO is a leading cosmetics brand. We began working together in 2014 to help the company boost its presence in China and providing a wealth of cloud-based solutions. At the 2017 Double 11 event, for example, SHISEIDO opened a pop-up store in Shanghai where customers could physically and virtually try on its products, using an augmented reality interface. Customers could scan QR codes and immediately purchase the goods on the e-commerce platform.

Most of SHISEIDO's China Digital Strategy is now built and operated on Alibaba Cloud, where our cloud-based services, customer service, and local knowledge help this innovative company meet the requirements of the China market and operate securely, thanks to our Anti-DDoS and WAF products.

SHISEIDO also realized a massive improvement in its time to market, reducing its product launch times from the order of three months to just one week, thanks to Alibaba Cloud's expertise in this region and within the cloud technologies space.

"With characteristics including speed, scale, innovation, China achieved great progress in business digitalization especially in e-commerce and retail. SHISEIDO builds its online platform and most of China strategy on Alibaba Cloud to embrace such digitalization, and to meet the requirements of the new market. Meanwhile, fast deployed, and reliable security solutions are also provided by Alibaba Cloud to meet standards specified by one of the most successful Japanese brands in the world - SHISEIDO," Keisuke Fujii, ICT Vice President, SHISEIDO China.



IN SUMMARY

In the ongoing battle for digital supremacy, your enterprise needs a reliable partner to help you navigate China's complex and dynamic market.

To achieve this, Alibaba Cloud has refined its existing China Gateway 1.0 solution, including a broad range of innovative products and solutions, and streamlining its policies and specifications. We've brought all of our local expertise and cloud-based experience into China Gateway 2.0, to accelerate the digital transformation of your business in China.

China Gateway 2.0 provides your enterprise with the security, intelligence and insights to operate in this complex and exciting country, giving you access to an extensive ecosystem and our local expertise to provide unprecedented speed to market. If you would like to find out more about this pioneering solution and how to accelerate your business in China, you can find out more at www.alibabacloud.com/china-gateway.

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ABOUT

Established in September 2009, Alibaba Cloud is the cloud computing arm of Alibaba Group and develops highly scalable platforms for cloud computing and data management.

It provides a comprehensive suite of cloud computing services available from www.alibabacloud.com to support participants of Alibaba Group's online and mobile commerce ecosystem, including sellers and other third-party customers and businesses.

Alibaba Cloud is a business within Alibaba Group which is listed on the New York Stock Exchange (NYSE) under the symbol BABA.

www.alibabacloud.com/contact-sales