

# UNLOCKING BOUNDLESS OPPORTUNITIES IN CHINA AND ASIA WITH ALIBABA CLOUD

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 Alibaba Cloud

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# WHY GO TO CHINA AND ASIA?

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China and Asia's markets are on the rise. The Chinese economy is predicted to overtake [the US by 2028](#), five years earlier than previous forecasts. Chinese consumer spending is also predicted to more than double in the next 10 years, reaching [USD\\$12.7 trillion by 2030](#).

Southeast Asia's internet economy is also expected to [reach USD\\$ 300 billion by 2025](#). With an estimated [904 million cyber citizens and 710 million online shoppers](#) now in China, 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.

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

But entering these regions is not a simple undertaking. Organizations must rapidly integrate their online and offline capabilities, face increased data-driven competition, understand the unique nature of these markets and align their global business strategy cross borders, and meet a broad range of evolving domestic laws and regulations.

This is where our [Asia Accelerator](#) and [China Gateway 2.0](#) solutions can help, whether you need to start a business, migrate to the cloud or accelerate your success in these regions.

Thanks to the flexibility and scalability of our comprehensive cloud-based infrastructure and advanced technology innovations, these solutions provide your business with a new portal to these regions, allowing you 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. We are [currently ranked](#) as both China and Asia's No. 1 public cloud service provider.

In this whitepaper, we explain how China Gateway 2.0 and Asia Accelerator enrich our digital transformation capabilities to help you accelerate your business in these regions.

We also 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 and Asia.



# WHY ALIBABA CLOUD

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At Alibaba Cloud, we know what it takes to succeed in China and Asia, 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 AND ASIA

The fastest way to grow in Asian market is with Alibaba Cloud. We are the no. 1 public cloud provider in China and the Asia-Pacific region. We also operate in 80 availability zones in 25 regions around the world with more global regions set to follow.

Alibaba's market share in the global IaaS market climbed to 9.5 percent in 2020, up from 8.8 percent the year earlier, according to the Gartner report [Market Share: IT Services, 2020](#).

The report also reveals that Alibaba is the dominant IaaS provider in China, growing 52.8 percent in 2020 with revenue surpassing USD\$6 billion, up from USD\$4 billion in 2019.

In 2020, the report states that Alibaba had its highest growth rate in the education vertical at 105 percent, driven by downloads of Alibaba's enterprise communication and collaboration platform DingTalk among employees and students working and studying from home.

With elevated availability standards, Alibaba Cloud is the first major cloud player to provide [service availability rates beyond 99.99 percent](#) – pushing the limits of cloud reliability and customer service by going beyond the industry norm.

## TECHNOLOGY INNOVATION

Alibaba Cloud is the No. 1 IaaS service provider in Asia with our innovative data and AI technologies sitting at the heart of this achievement. We're also named as a top function-as-a-service provider in the [Forrester Leadership Quadrant](#).

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 across Asia. 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 and Asia. With more than 200 products, we also have the most comprehensive product portfolio in China and Asia, which come fully equipped with our local technical and after-sales support teams.





## ALIBABA ECOSYSTEM

Alibaba Cloud has more than 10,000 global partners and connects with more than 10 business units of Alibaba Group to offer better service to customers.

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

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 2.0 AND ASIA ACCELERATOR

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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 2.0 and Asia Accelerator - to help businesses both large and small set up in these regions thanks to our local expertise, ecosystem, and the speed to market we can deliver.

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 2.0 and Asia Accelerator, we've helped many businesses establish a secure, stable and high-performing online presence for their customers in China, Asia and beyond.

## FINDING THE RIGHT PATH

There are many routes into China and Asia, and many factors to take into consideration depending on the scale and maturity of your digital initiatives. The choice is often confusing.

This is where Asia Accelerator and China Gateway can help, providing your business with a reliable partner to help you navigate these complex and dynamic markets, bringing together all of our local expertise and cloud-based experience.

Whatever the scale and maturity of your digital initiatives, we have a range of tailored solutions to help you enter China's digital economy. Let's explore some of those areas in which our solutions can help now at each stage of your digital journey.

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**#1 IF YOU'RE STARTING A BUSINESS IN ASIA, WE CAN HELP WITH...**

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### COMPANY REGISTRATION AND TAXATION

Alibaba Cloud provides services including company registration, agency accounting, and bookkeeping, and has successfully helped more than 50,000 enterprises and individual business owners.

### DOMAIN NAME SERVICE

Alibaba cloud domain name service helps you register .com, .cn and other top-level domain names.

This comprehensive [domain registration solution](#) also provides domain name registration, analysis, and protection services to help you build a website that is optimized for China.

### ICP REGISTRATION SUPPORT

You can also learn how to obtain an ICP Filing or ICP Commercial License to host your website in Mainland China.

[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.

Alibaba Cloud also provides domain name filing services and qualification application services for licenses including ICP, IDC, EDI, and ISP.

### INTELLECTUAL PROPERTY RIGHTS

Alibaba Cloud's trademark registration and software copyright and patent services help foreign companies build copyright protection for business brand and technology.

### CONTENT SECURITY

Based on deep learning technology, Alibaba Cloud's [Content Moderation](#) solution provides intelligent content risk identification services for images, videos, voice, text and other multimedia content.

### IDENTITY VERIFICATION

Alibaba Cloud's [identity verification service](#) covers different business scenarios online and offline, including document Optical Character Recognition (OCR) and live detection, and supports access from devices including PC, mobile, and applets.

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#2 IF YOU WANT TO MIGRATE TO THE CLOUD, WE CAN HELP WITH...

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### NETWORKING

Our tailored networking solution helps connect your multiple offices and branches between Mainland China and other regions.

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

We have achieved a 99.95 percent 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.

## SECURITY

We can build a robust cybersecurity, risk management and compliance strategy for your business.

Alibaba Cloud is fully compliant with China's cybersecurity laws, defending against 50 percent 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 percent 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.

## **INFORMATION SECURITY AND COMPLIANCE**

With top-notch security compliance capabilities and a well-rounded consulting and support system, Alibaba Cloud provides one-stop consulting services to help customers comply with local regulations effortlessly and economically.

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.

## MLPS 2.0 COMPLIANCE

Alibaba Cloud helps you build a security compliance system based on the latest Classified Protection of Cybersecurity 2.0 (CCPS 2.0 or MLPS 2.0).

We 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.

## DATA SECURITY ON THE CLOUD

Our [Data Security on the Cloud](#) solution helps you easily build a robust data security framework to safeguard your data assets throughout the data security lifecycle with ensured confidentiality, integrity, and availability of your data.

On [1 November 2021](#), China's first comprehensive data privacy law came into effect and boosted the protections given to hundreds of millions of consumers. The law will reshape how companies in China do business but will also send huge ripples around the world. Alibaba Cloud can advise you on the impact for your business.



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### #3 IF YOU WANT TO ACCELERATE YOUR SUCCESS WITH DIGITAL TRANSFORMATION, WE CAN HELP WITH YOUR...

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#### **BUSINESS MID-END**

Our [Business Mid-End](#) solution provides you with an enterprise-level omnichannel digital platform that gets your procurement and sales onto the same platform to enhance business competitiveness with operation cost reduction and organizational efficiency improvement.

This enhances your organization's competitive edge in China and Asia, helping you to 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.

## OMNICHANNEL DATA PLATFORM

This all-in-one [omnichannel data solution](#) helps brand merchants formulate brand strategies, monitor brand operation, and increase customer base through rich customer insight models and convenient customer growth strategy configurations.

As the lines between the online and offline worlds continues to blur, this 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.

It provides brand merchants with rich customer insight models and customer growth strategies, helping you to extend your reach 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, this solution also provides you with the capabilities to build a data portal.

The Omnichannel Data Platform 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.



## ORGANIZATIONAL DATA PLATFORM

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.

Our comprehensive [Organizational Data Mid-End solution](#) is one-stop solution helps you unify data assets, create, and manage data intelligence within your organization to empower innovation.

Based on Alibaba Group's best practices, you can build a complete, unified, reliable, and secure big data system to glean deep and actionable insights from a holistic view of organizational data.

This solution contains three core capabilities: unified data construction and management, capitalizing core business elements to data assets, and unified data services across all business units in your organization.

## 1688 CLOUD HUB

1688.com is China's largest B2B wholesale procurement platform with more than 12 million user visits every day. 1688.com is a world-leader with over 10 million enterprises setting up online stores on this platform. 1688.com currently provides services for store owners from multiple well-known e-commerce platforms, such as Taobao, AliExpress, and Lazada.

Alibaba Cloud [1688 Cloud Hub](#) is a cloud-based solution that allows you to easily interconnect your 1688.com store with your backend IT systems across different geographic regions in a secure, data-driven, and automated approach.

With the 1688 Cloud Hub solution, you can easily establish a high available system across different geographic regions to automate management of 1688.com services such as merchandise information publishing, order status monitoring, and order retrieval.

This solution also provides an easy and quick way to integrate 1688.com services with your customer enterprise system such as Enterprise Resource Planning (ERP) system and reduces your integration time from a few months down to a few weeks.



## AI SERVICE FOR CONVERSATIONAL CHATBOTS

China and Asia are highly digitized markets, 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 these regions 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.

## GLOBAL APPLICATION ACCELERATION

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

The Global Application Acceleration solution provides a strong cross-regional network experience, providing 10× 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.

It 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.



## ENTERPRISE 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.



# CASE STUDIES

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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



# SUMMARY

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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's China Gateway 2.0 and Asia Accelerator solutions incorporate a broad range of innovative products and solutions, while combining our local expertise and cloud-based experience to accelerate the digital transformation of your business in China, Asia – and beyond.

Both solutions provide your enterprise with the security, intelligence and insights to operate in these complex and exciting regions, giving you access to an extensive ecosystem and our local expertise to provide unprecedented speed to market.

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If you would like to find out more about this pioneering solution and how to accelerate your business in China and Asia:

[China Gateway](#)

[Asia Accelerator](#)





## ABOUT

Established in 2009, Alibaba Cloud ([alibabacloud.com](http://alibabacloud.com)), the digital technology and intelligence backbone of Alibaba Group, is among the world's top three IaaS providers, according to Gartner. It is also the largest provider of public cloud services in China, according to IDC.

Alibaba Cloud provides a comprehensive suite of cloud computing services to businesses worldwide, including merchants doing business on Alibaba Group marketplaces, start-ups, corporations and public services.

Alibaba Cloud is the official Cloud Services Partner of the International Olympic Committee.

[www.alibabacloud.com/contact-sales](http://www.alibabacloud.com/contact-sales)