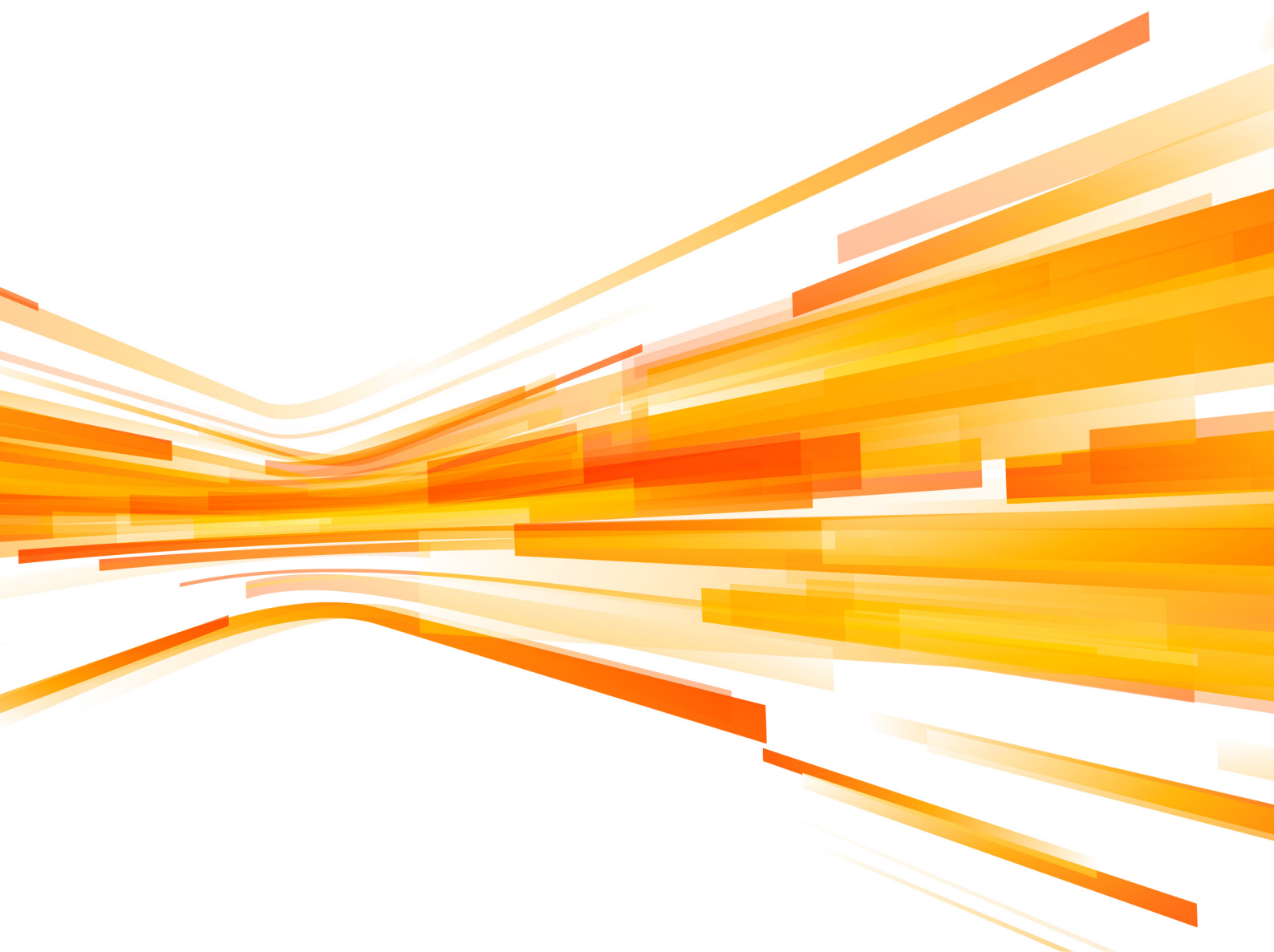


# An Introduction to Alibaba Cloud

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Powering Your Journey to the Cloud,  
Today and Tomorrow



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# FOREWORD

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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.

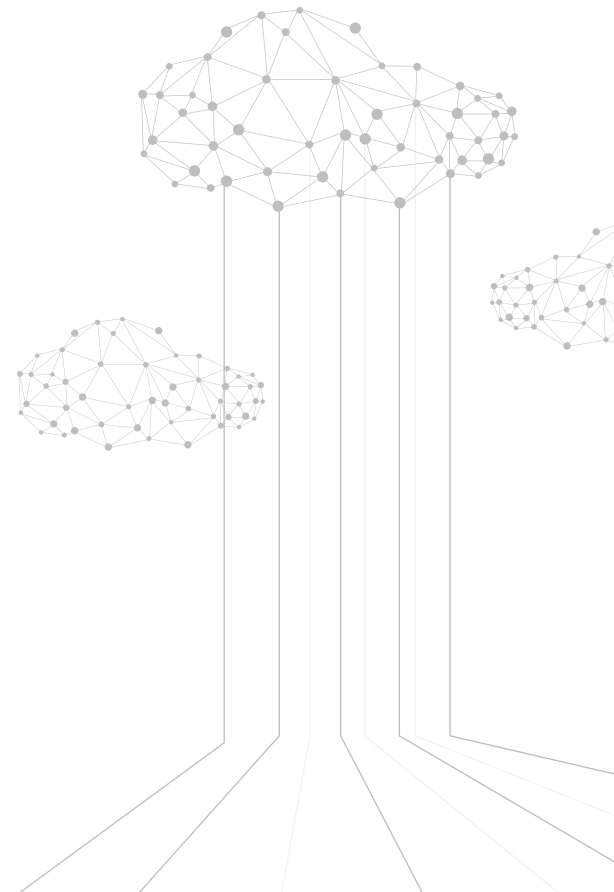
Moreover, it also sheds light on what makes Alibaba Cloud stand out in the marketplace — be it powering major shopping festivals, facilitating innovative payment methods, or offering industry-tailored solutions. Discover how Alibaba Cloud is setting new benchmarks, together with large multinational corporations (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**

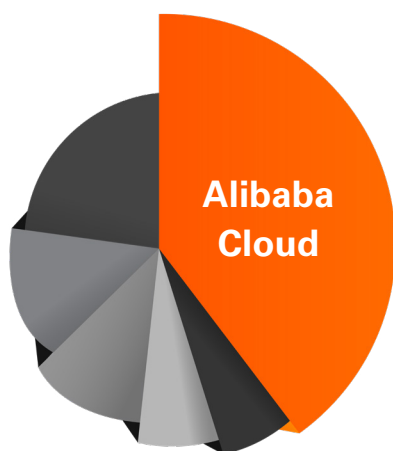
Regions

**3M+**

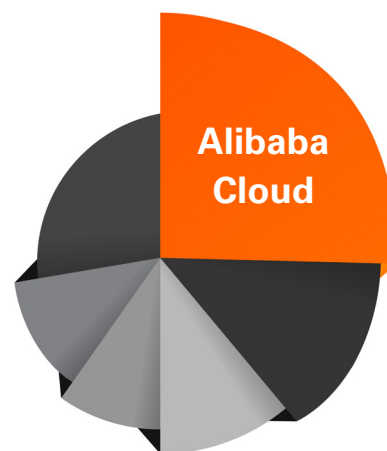
Customers

**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.

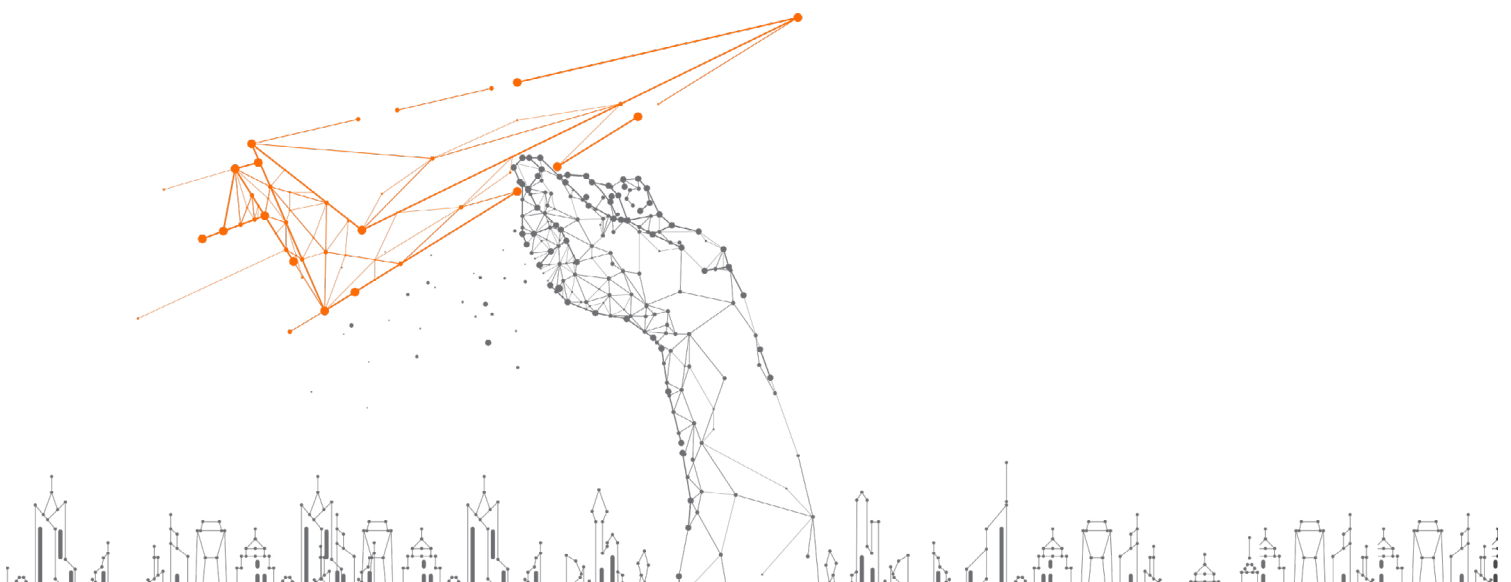
Alibaba Cloud's [Asia Accelerator](#) helps large enterprises accelerate digitalization, enables SMEs to boost growth, and provides developers easy access to the latest cloud computing technology without hassles.

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.



## 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.

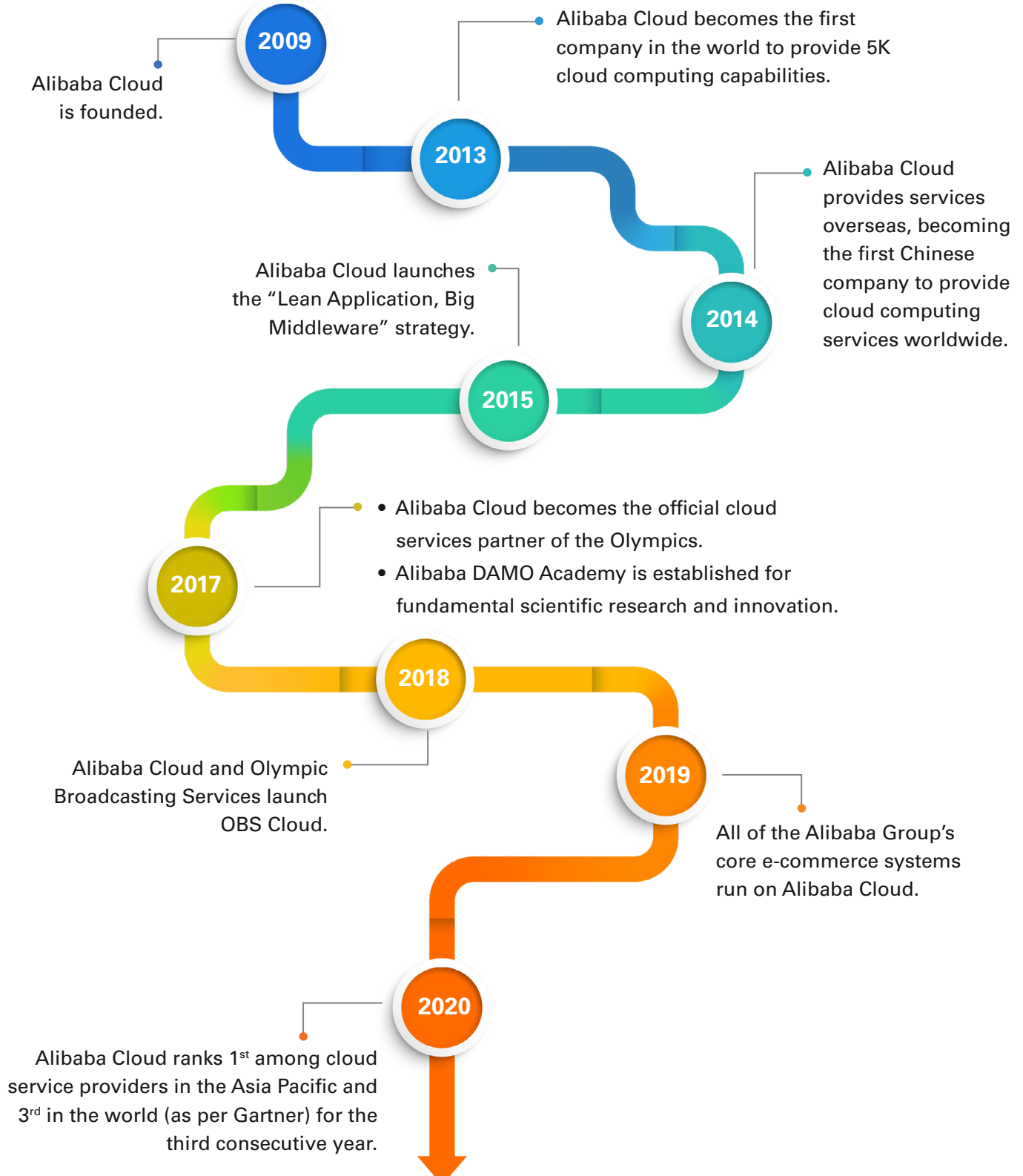


### Hybrid Cloud (ZStack) Partners

**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

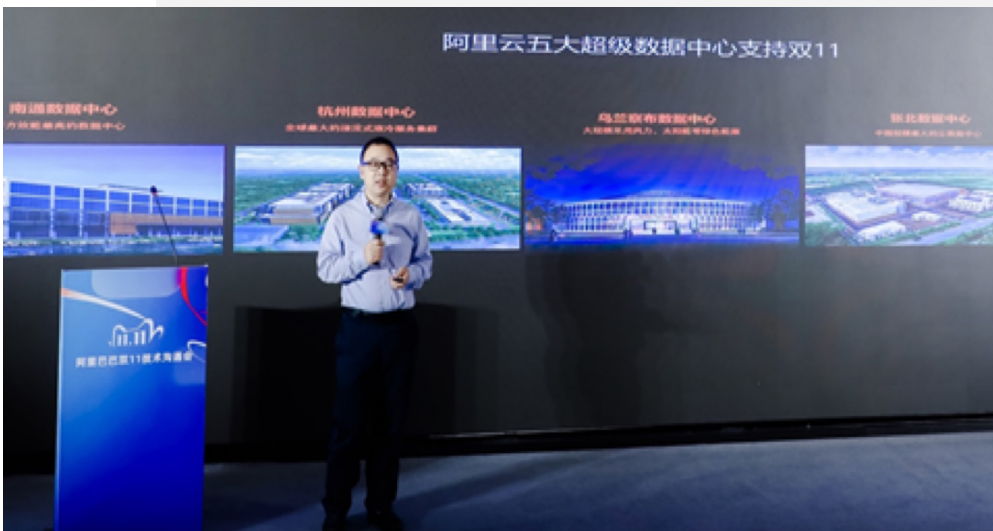
Alibaba Cloud's commitment to innovation extends beyond its products and services, all the way to driving environmental sustainability by innovating in the highest impact areas of business and improving infrastructure. All the environmental sustainability initiatives are fundamentally connected to its 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

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



### Industry

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

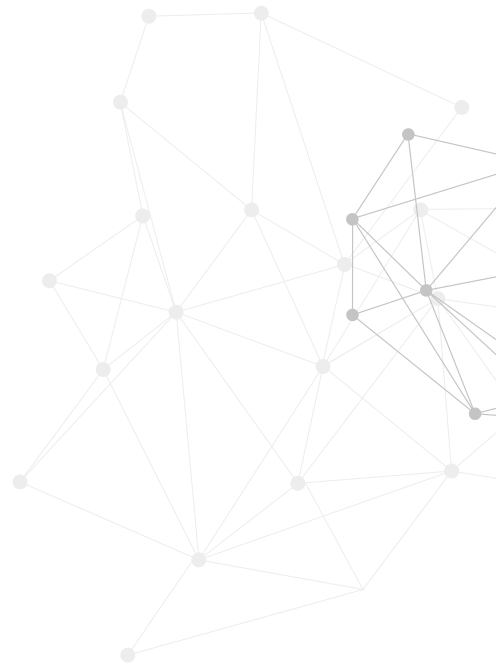
Core Internet Technology	Middleware	Video and Traffic	IOT	Application Service	Security
	<div>MQ – Rocket MQ</div> <div>MQ – MQTT</div> <div>Application Real Time Monitor</div> <div>EDAS</div> <div>Web +</div>	<div>Video on Demand</div> <div>Apsara Live Video</div> <div>Media Transcode Service</div> <div>CDN</div> <div>Short message Service</div>	<div>IoT Wireless Connect</div> <div>IoT Platform</div> <div>IoV Command Center</div>	<div>Domains</div> <div>Alibaba Mail</div> <div>Web Hosting</div> <div>API Gateway</div>	<div>Security Management (Managed Security Service)</div> <div>Application Security (WAF/CA/ Content Moderation/ Website Threat Inspector)</div> <div>Data Security (KMS/SSL Certificate)</div> <div>Network Security (Anti-DDos/Game Shield/Cloud Firewall)</div> <div>Server Security (Server-Guard / Security Center)</div> <div>Business Security (IDaaS / Cyber Security Law Consulting)</div>
	Database			Big Data & AI	
Data Intelligence	<div>RDS for MySQL</div> <div>RDS for SQL Server</div> <div>RDS for PostgreSQL</div> <div>RDS for PPAS</div> <div>RDS for Maria</div>	<div>Redis</div> <div>MangoDB</div> <div>Data transfer service</div> <div>Data mgmt. Service</div> <div>ADAM</div>	<div>POLAR DB for MySQL</div> <div>POLAR DB for Postgre</div> <div>Analytic DB for MySQL</div> <div>Analytic DB for Postgre</div> <div>Hi-Time series DB</div>	<div>DataWorks</div> <div>E-Map Reduce</div> <div>Data V</div> <div>Elastic Search</div> <div>NLP / ASR</div>	<div>MaxCompute / PAI</div> <div>Telsa / DataHub</div> <div>Quick BI</div> <div>Open Search</div> <div>Image Search</div>
	Elastic Compute	Innovation Compute	Storage	Network	Private Cloud
	<div>ECS</div> <div>Auto Scaling</div> <div>Reserved Instance</div> <div>Container Service for Kubernetes</div> <div>Elastic Container Instance</div> <div>Container Registry</div>	<div>E-HPC</div> <div>Bare metal instance</div> <div>Function Compute</div> <div>GPU instance</div> <div>FPGA instance</div> <div>Super Compute Cloud</div>	<div>Object Storage Service</div> <div>Block Storage</div> <div>File Storage</div> <div>Cloud Storage Gateway</div> <div>Hybrid Backup Recovery</div> <div>Table Store</div>	<div>Virtual Private Cloud</div> <div>Express Connect</div> <div>NAT Gateway</div> <div>Server Load Balance</div> <div>VPN Gateway</div> <div>Cloud Enterprise Network</div> <div>Smart Access Gateway</div> <div>Global Acceleration 2.0</div> <div>Shared Traffic Package</div> <div>Shared Bandwidth</div>	<div>Apsara Stack Enterprise</div> <div>Apsara Stack Agility</div> <div>Apsara Stack Agility with Zstack</div> <div>Data Center as Service</div>
Cloud Infrastructures					

## Alibaba Cloud Solutions Portfolio

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

## 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

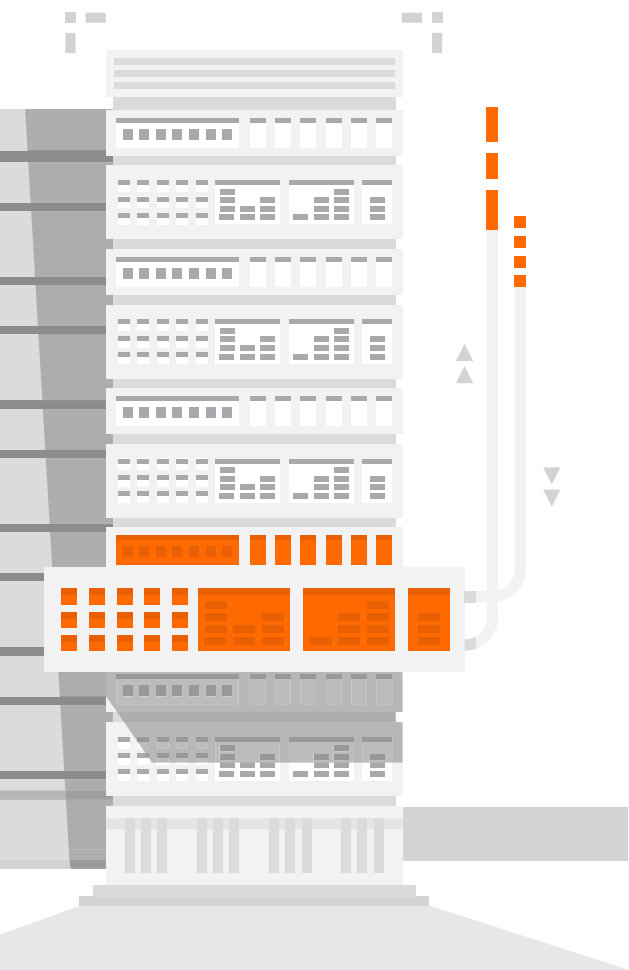
***99.975% availability  
for individual  
instances and 99.995%  
availability for multiple  
instances.***

**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.

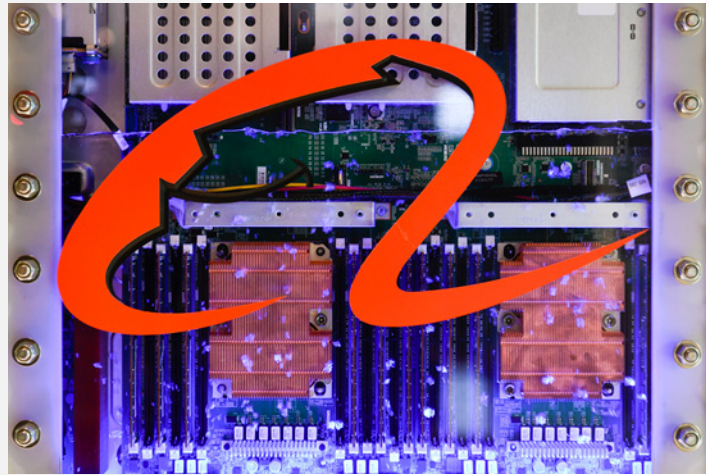
**Simple Application Server** is a single server-based service that allows building, monitoring, and maintaining a website with just a few clicks. It makes stand-alone application building much more manageable by supporting all-in-one services, including domain name resolution, website publishing, application 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.

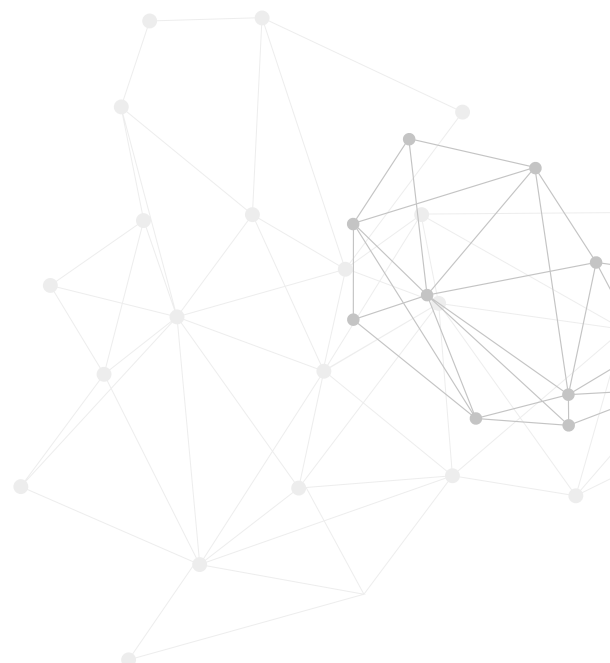


## Alibaba Cloud Named a *Leader in the 2020 Gartner Magic Quadrant for Cloud Database Management Systems*



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.

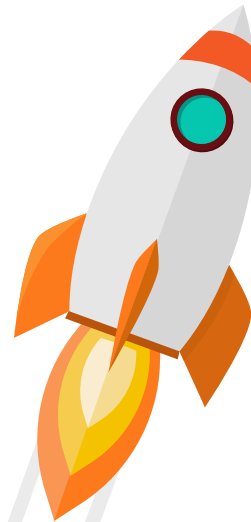
**Alibaba Cloud Hybrid Cloud** helps enterprises evolve seamlessly to a hybrid cloud across various business scenarios. To ensure business continuity in a hybrid environment and accelerate digital transformation, Alibaba Cloud Hybrid Cloud uses the **Alibaba Cloud Apsara Stack** and **Alibaba Cloud ZStack** 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

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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.

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

