Interview with CXOs

Alibaba Cloud

The Seventh Issue

Alibaba Cloud

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Embrace Change And Join The Digitalization Journey Together

Selina Yuan

General Manager of Alibaba Cloud Intelligence International Business Unit
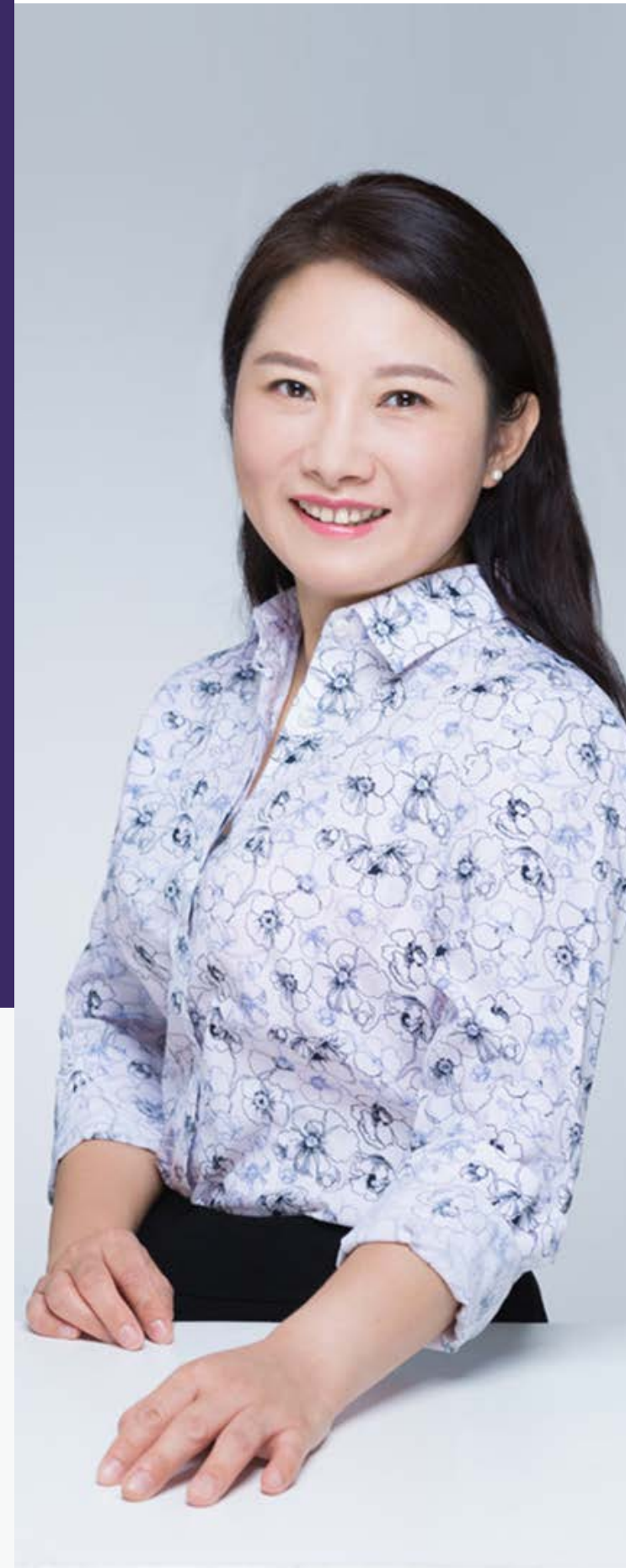
The Greek philosopher Heraclitus has been quoted as saying "change is the only constant in life." 2021 will be the year of transition, fast tracking the trend of digitalization. In the post-pandemic era, the new source of competitiveness includes resilience against disruptions, agility for changing needs, innovation for growth and talents for tomorrow.

In the various sectors ranging from retail, finance, to education and manufacturing, enterprises are now experiencing rapid digital transformation in most of their operations. Alibaba Cloud, we are very exciting to join the digital transformation journey with the industry leaders cross the globe, by using the latest technology to comprehensively enhance the value of enterprise IT.

Cloud infrastructure is a critical foundation for building resilience and digital innovation. In addition to current 75 availability zones, data centers in 24 regions, we keep investing cloud services to local markets, even in the pandemic situation. Adapting to changing markets, rethinking about customer experience and exploring new opportunities, we are here to support businesses accelerate their digitalization journey.

As the most energetic and innovative groups in each industry, the C-suites are always thinking ahead to embrace more digitalization capability. We invited the following guests to share their questions, concerns, ideas and reflections. By reading these interviews, we hope you could have some takeaways and thoughts on your own company's digitalization journey. Let's embrace change and accelerate digitalization together for the world. Thank you.

Cloud Computing And AI Technology

> **More than ever, cloud computing and AI technology have been shown to be the cornerstone for businesses seeking to be fully equipped in the digital era, especially following the COVID-19 pandemic.**

More than ever, cloud computing and AI technology have been shown to be the cornerstone for businesses seeking to be fully equipped in the digital era, especially following the COVID-19 pandemic.

Enterprises across a wide range of industries are all experiencing radical transformation implementing machine learning and other leading technologies in most of their operations. Such transformation brings new types of challenges, such as breaking siloed information, integrating disparate information sources, processing massive amounts of information, and building advanced analytical capabilities, on top of a highly scalable, robust, and secure cloud infrastructure.

COVID-19 is changing the landscape of the retail industry, leading to a surge in e-commerce and accelerated digital transformation. Underpinning the new era of retail is omnichannel customer experience, digitization of commerce scenarios. Today, the utilization of cloud and AI technologies are redefining the retail business. With these innovative technologies, industry leaders are overcoming their major challenges, such as dealing with sudden traffic spikes, tracking and analyzing user behaviors, safeguarding their businesses from web attacks, and interacting with their users in a quick and intelligent way.

Education is also undergoing significant changes under the pandemic. Educational institutions have moved lectures and teaching from classrooms to the cloud. However, the provision of online education is a complex and challenging undertaking. Some organizations will need to build facilities from scratch to enable remote learning, while others may already have them in place but are struggling to cope with the extra demand from learners and staff. For lectures and other video-based content required in today's learning environments, the quality and continued availability of the service is essential, especially when there are high numbers of viewers, as is the case in university learning.

Cloud computing is playing an amazing role in helping education institutions to address these new challenges. By supporting uninterrupted connectivity, creating remote working solutions, and delivering digital media content on multiple platforms with low latency and high concurrency across the globe, Alibaba Cloud's online education service can enable the education institutions to build cost-effective and secure platforms to launch and expand their business rapidly with a vision to provide the best learning experience to the world.

The examples above are a few instances of how the cloud revolution has become a true revolution and changed the way we work, learn, and live today. For helping the industry leaders tap into this new digital age, Alibaba Cloud has made relentless efforts and has been growing alongside our customers across different industries, helping them accelerate their business development and navigate the challenges during these volatile times. Thousands of our customers in more than 200 countries and regions, including the fastest-growing startups, largest enterprises, and leading government agencies, are using Alibaba Cloud to lower costs, become more agile, and innovate faster.

These benefits are also delivered globally via our partner ecosystem. Over the years, Alibaba Cloud has also developed a global network of partners, technology vendors, service providers, system integrators, ISVs dedicated to more customer value implementation and achievement. Along with these leading players in the cloud industry, we are able to build a stable foundation for our clients' cloud-first strategy through a complete suite of Alibaba Cloud offerings and programs, accelerating their business transformation and helping them navigate Asia's complex market.

In this edition, our customers and partners from various sectors, including, Internet, education, finance, e-commerce, and retail, will share their growth achieved together with Alibaba Cloud. By reading these success stories, you may have a glimpse into how businesses are reinventing themselves with cloud technology as an enabler.

Strategy Transformation With Zhang Jiaqing of HP

HP

A world-leading technology company in print and personal systems, was established in 1939 in the United States. The vision of the company is to create technology that makes life better for everyone, everywhere.

Zhang Jiaqing

Director of Strategic Transformation of HP

Alibaba Cloud: Why do you want to transform your traditional way to respond to customer requests?

Zhang Jiaqing: As you may know, we have a large product portfolio and serve many customers all over the world. We are dedicated to offering world-class services to customers and helping them solve product inquiries through the IT helpdesk and call center. However, as our business grows, the volume of inquiry has increased rapidly. The traditional IT helpdesk cannot meet our requirement, so we need to look for a more efficient way to respond customer request.

Alibaba Cloud: Could you please tell us more details about the difficulties you have met before the transformation?

Zhang Jiaqing: Previously, our IT helpdesk team took phone calls or sent e-mails to respond inquiries, such as resetting account passwords and hardware problems. The traditional way was efficient enough to solve these kind of simple inquiries. However, when it comes to complex issues, such as software or hardware inquiries, the traditional way cannot handle customer request in a very sufficient manner. Since our service team needs to help customers solve problems step by step and cannot expedite the process and streamline the workflow that our customers need, we need to transform the traditional IT helpdesk into a more efficient, automatic, and artificial intelligent system.

Alibaba Cloud: Why did you choose to cooperate with Alibaba Cloud?

Zhang Jiaqing: When we select a business partner, we normally evaluate their capability, quality-price ratio, and other eligibilities. After prudent comparison and consideration, we chose to cooperate with Alibaba Cloud to rebuild our IT helpdesk with the Intelligent Robot. Alibaba Cloud is the No. 1 public cloud service provider in Asia, and it has a strong product capability in AI technology. Moreover, with the help of Alibaba Cloud's ecosystem in the Asian market, we can offer better service to customers in this region. Their quality-price ratio is also satisfying.

Alibaba Cloud: What benefits has the cooperation with Alibaba Cloud brought to your business?

Zhang Jiaqing: By using Alibaba Cloud Intelligent Robot, we replaced some staff with AI robot to answer customer inquiries in a more automatic way. If the robot cannot solve the problem immediately, it will send the problem to suitable personnel to handle it. Ultimately, it reduces labor costs while improving customer experience to a large extent. In addition to automatic response, the Intelligent Robot can answer phone calls, analyze customer issues through the audio or video they have submitted, and then resolve or assign the issue to the corresponding team. The Intelligent Robot can take records of the inquiry and the solution it has provided into the ticket system.

All in all, Alibaba Cloud has offered a comprehensive, end-to-end AI customer service solution with four outstanding features: Omni-Channel Touch Point, Full Media Interaction, Intelligent Customer Service, and Full Information Management. It improved our efficiency, service standard, and user experience while reducing operational costs.

Alibaba Cloud: What's your plan for future?

Zhang Jiaqing: Looking toward the future, we hope to strengthen our cooperation with Alibaba Cloud and offer better services to our customers globally.

The Future of Retail And Consumption With Clement Chen of Bonjour Holdings Limited

Leo: We know the COVID-19 pandemic has dealt a harsh blow to the retail industry in Hong Kong. As the chairman of Bonjour, an enterprise specializing in the beauty business in Hong Kong for more than 30 years, and operating under the traditional offline chain stores model, could you tell us how your business is doing and how the pandemic has affected your company?

Clement JW Chen: The one-year retail woe in Hong Kong really caught us off guard. However, we are not the only ones. Almost all retailers were hit hard by the pandemic. We hope we can turn things around with the development of new retail and new norms. It was unprecedented devastation for the retail industry in Hong Kong last year. Retailers were overdue in rent and had to lay off employees or put them on furlough.

Leo: Do you have any plans or new ideas for business development or transformation?

Clement: It is difficult for the traditional retail industry and a big retailer like us to make a sudden transition to e-commerce. First, we have to ensure steady business growth without disrupting our original retail system. Second, we need to survive, which is difficult. We have channelled unprecedented efforts and resources into e-commerce and gained extensive knowledge over several months. We knew we had to do this if we wanted to survive, although it does not guarantee success. Time will tell.

Leo: Recently, Bonjour introduced Alibaba Cloud's information middle office solution to

Leo Lin
Senior Solutions Architect, Alibaba Cloud Intelligence

Clement JW Chen, JP
Chairman, Bonjour Holdings Limited

further develop Mainland Chinese consumers, boost sales, and increase customer loyalty. How do you plan to use new technology to adapt to business mode/market changes during digital transformation?

Clement: After trying so many platforms at home and abroad, I think Alibaba's Tmall is the best. There are three important "flows" for e-commerce retailers: cash flow, product flow, and information flow. Product flow, which is also known as logistics, has always been an advantage of our supply chain, and we don't have any cash flow problems. However, we still fall behind in information flow and reaching more consumers. A big retailer like us has to figure out how to take our offline presence online.

Leo: What's the most impressive problem or challenge during Bonjour's digital transformation process?

Clement: In 2013, when Tmall Global had not been established, Bonjour was one of the six brands outside Mainland China to join Taobao's incubation program. In 2014, Tmall Global went live, and we were among the first companies outside Mainland China to open stores on the platform. Over the years, we had been doing business passively on the

platform, which means we did nothing but ship our products to Hangzhou for big sales events, such as the 6.18 and Double 11 shopping festivals, and we failed to achieve great profitability. I think the first reason is that the scenario has changed. Brick-and-mortar stores can be compared to lights connected in parallel. When one light is on, all the others must be on. Online stores, however, are more like lights connected in series. When one light is on, the others may not be. This has posed a daunting challenge to us. We need to find an integrated multi-platform approach featuring customs clearance solutions. That's how Alibaba Cloud comes into its own. We believe Alibaba Cloud's solutions can help us create a top-notch platform that facilitates our interactions with customers to get us more orders. If we succeed, we would like to share our good experience with other retailers in the hope that every retailer can benefit from public systems like Alibaba's.

Leo: You mentioned that you adopted many new technologies when going digital. How did Bonjour's employees adapt to these changes?

Clement: We learned about Taobao University during our cooperation with Alibaba Cloud and strove to work with it. At that time, Taobao University had

not launched any training program in Hong Kong, and we noticed that online sellers in Hong Kong did not have access to relevant new technologies and training. Training is a must for better technology application. We don't think we should have it to ourselves. We felt the need to pay it forward. We hope our cooperation with Taobao University in Hong Kong could benefit the retail industry and provide resources to boost e-commerce in Hong Kong. We hope they could help us share our good practices in digital transformation and train more professionals for Hong Kong's e-commerce growth.

Leo: I learned that you have been pushing for innovations in online business. Recently, Bonjour launched the KOL incubation program, and the first batch of trainees have already made their livestreaming debuts, which has achieved encouraging results. As the chairperson of a leading retailer, could you share your suggestions or opinions on the future development, business mode, or business strategies of the retail industry?

Clement: In fact, we didn't plan to do live commerce.

Since February, we have been struggling with our operations, but we didn't want to downsize. Instead, we wanted to offer our employees opportunities. That's how we launched livestreaming training and a Bonjour KOL incubation program. Many real KOLs and people interested in the program also received our training for free. We found that live commerce is a way out. We shared our experience in providing professional services for merchants with e-commerce associations and experts. We hope our livestreaming and information system could broaden our customer reach. With regard to the future of retail, I think Hong Kong should do its part in the internationalization process and stay on track to be a top tourist destination and a duty-free shopping paradise. Second, Hong Kong retailers should dig deeper into the e-commerce market. They should set their sights on the whole world. They should make full use of e-commerce platforms and prioritize demands in the Greater Bay Area and the wider Chinese market and then explore the Southeast Asian market.

Digital Learning in Global Higher Education

Edology interactivepro

Dr. Sky Zheng

Managing Director for
Transnational Education and
CEO for Interactive Pro at Global
University Systems

Higher Education Track: Interview with Dr Sky Zheng in preparation for the Special Edition of Alibaba Cloud Magazine

Dr Sky Zheng is the Managing Director for Transnational Education and CEO for Interactive Pro at Global University Systems (GUS). Sky has had more than 15 years of experience in higher education institutions' international strategy and development and is a devoted advocate for digital transformation in the HE (High Education) sector. Sky, it's our honour to have invited you to this interview, welcome!

Q: Please tell our readers a bit more about GUS and INTERACTIVE PRO?

A: As one of the largest higher education groups in Europe, GUS is a global network of higher education institutions brought together by a shared passion to deliver accessible, practice-based, industry-relevant programmes to 85,000 students worldwide, including bachelor's and master's degree programmes, professional training, English language training, and corporate and executive education. GUS owns and operates over 25 institutions around the world, including The University of Law (UK), Arden University (UK), The University of Europe for Applied Sciences (Germany), University Canada West (Canada), GISMA University of Applied Sciences (Germany), Saba University School of Medicine, Medical University of the Americas and St. Matthews University in the Caribbean Islands, and other institutions in Ireland, Israel, the UK, Germany, Canada, Netherlands, Singapore, and Hong Kong SAR.

Interactive Pro (IA Pro) is the central engine for online learning and technology within the GUS group. We offer comprehensive and professional OPM services to support GUS' internal and external partner universities in digitalising, delivering,

and distributing online degree and non-degree programmes worldwide. We also offer our own online upskilling programmes in emerging markets in partnership with some reputable industry and university partners under our Edology brand, in the fields of emerging technologies, business and management, and creative, fashion and design.

Q: What are the key differences between INTERACTIVE PRO and other OPMs? Please elaborate on digital transformation in learning technology and marketing technology for higher education.

A: As a full-service OPM provider, we offer our partner institutions a range of services to launch online programmes. Our services are grouped into three categories:

- Programme strategy, market research, and development

- Global marketing and student recruitment

- Academic delivery and student support

As far as I'm concerned, we are a unique OPM provider in three major perspectives. First, we have diverse experience to offer digital learning solutions to private and public HE institutions in developed and emerging markets. We are part of a leading private higher education group upon which we build strong capacities and capabilities to support the group's member universities and external HE institutional partners from the UK, Canada, India, Germany, and China in achieving their digital learning objectives.

Secondly, IA Pro is a boutique style OPM provider that offers bespoke solutions to meet the individual needs of our institution partners. We disagree that OPM services are offered in the format of a factory production line and that one common template applies to all institutions regardless of their differences. As per our central service role in the GUS group, we see ourselves as the partner institutions' in-house digital learning department to offer adaptive, approachable, collaborative, and affordable services.

Thirdly, we care about personalisation through technologies. In the digital learning sector of global

higher education, many universities, OPM, and third-party technology providers concentrate on two aspects of learning technologies, particularly in Learning Management Systems (LMS) and student communication/interaction systems, such as video conference platforms, especially during the COVID-19 pandemic. In Interactive Pro, while we recognise the importance of these two branches of learning technologies, we explore how learning technologies could effectively increase learners' interaction and completion rates and enhance their learning outcomes and performance in a personalised manner.

With a data-centric approach, this includes identifying and assessing individual learners' needs and wants, monitoring and analyzing their learning behaviour, and recommending bespoke study and development plans and even personalised contents to meet their individual needs. In increasingly competitive market conditions, we are enriching IA Pro's marketing technology stack in marketing performance analytics, search engineering and email marketing, conversion optimization, marketing automation, and mobile tools that enhance marketing effectiveness and efficiency through the online programme choice and learning journey.

Q: Do you have business operations in China and Asia? What are the key challenges you have been facing while expanding your business there?

A: Yes, we do have business operations in China and Asia. We currently offer digitalisation, as well as delivery and distribution services, to two leading universities in China and India. We have also launched Edology Academy to offer a number of certificate programmes at the postgraduate level to boost adult learners' career prospects in India rapidly.

In my opinion, our key challenges are about learning to balance two main issues.

1) How to balance demands and expectations between our customers (learners) and clients (partner institutions). More specifically, Asian learners and societies have rather different perceptions and

appeals about study degrees digitally compared to their peers on other continents. Differences also appear from country to country within Asia. Studying an online degree isn't a mainstream option but rather an alternative learning mode. An online degree is seen as less academically competitive and widely preferable to traditional on-campus learning, and hence, it should be lower priced.

In addition, Asian learners have strong preferences for online degrees delivered via mobile platforms (synchronous or hybrid modes), shorter durations, and even in languages other than English.

2) How to find a balance between recruiting good quality and a high quantity of learners how to economically managing student acquisition costs in today's highly competitive online education segment in Asia. This is one of the most challenging topics that almost all online education providers are faced with and will be an ongoing matter of concern within the sector.

Q: Why did your company choose to open a business/branch in China/Asia?

A: As a global education group, we have a strong presence in Asia, especially in India and China, which have massive markets for online higher and vocational education from both demand and supply perspectives. On the one hand, there has been a growing demand for overseas qualifications by many Asian students that are unable to afford or pursue full-time overseas study.

On the other hand, Asian universities are encouraged to supply online degrees during the pandemic and post-pandemic. As an OPM provider, we bring quality but affordable online learning opportunities to learners in Asia, and in the meantime support Asian universities to launch online degrees domestically and globally.

Q: What digital and information technology challenges have you been facing?
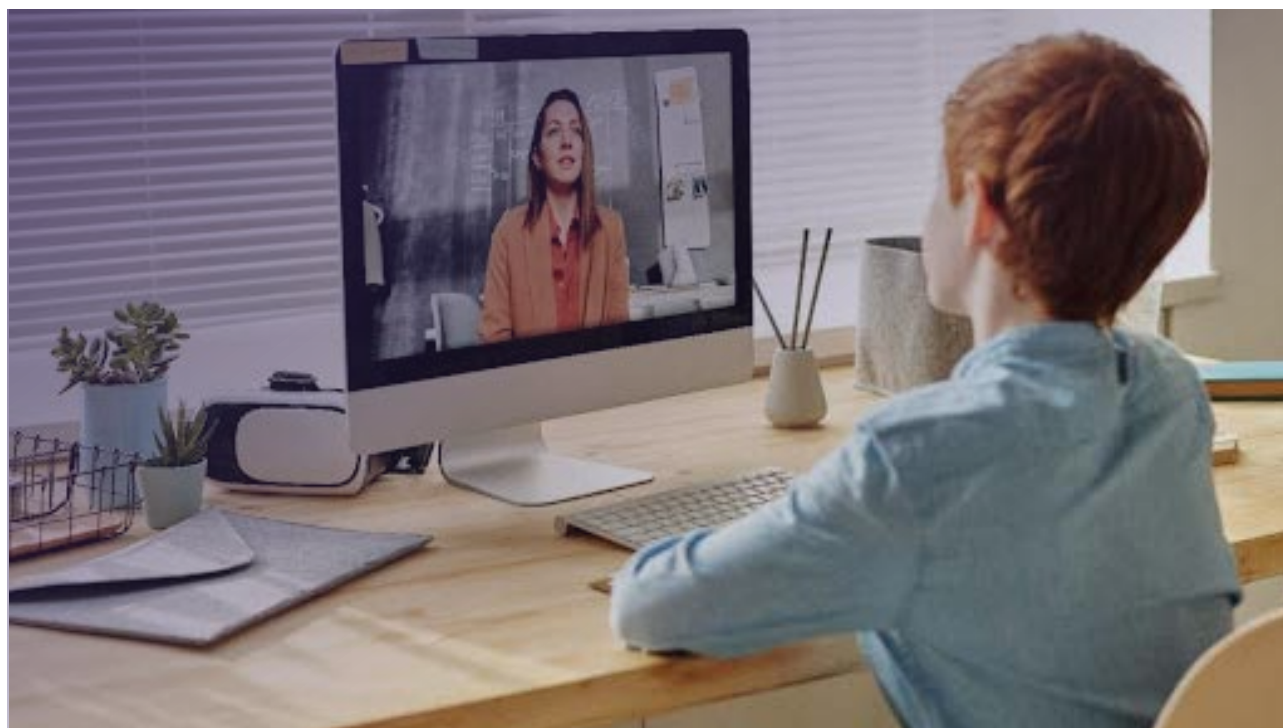
A: Our key technology challenges are:

1) It is difficult to acquire sufficient and accurate data about learners' study behaviours to support our personalised and adaptive learning agenda.

2) We would need bespoke technology solutions to ensure our online learning platform is smoothly accessible to students in China.

Q: Why did you start working with Alibaba Cloud? What Alibaba Cloud solutions have you been working with?

A: Alibaba Cloud is a global leader in cloud computing and artificial intelligence, providing digital transformation solutions to thousands of enterprises, developers, and government organisations globally. The success stories from Alibaba Cloud that empowered Chinese and global businesses, especially in customer-service and e-commence sectors, are rather impressive. We have been working with Alibaba Cloud to reach our learners in China through its Cloud Enterprise Network. We also work with Alibaba Cloud Academy to offer some practice-based digital content, cloud computing, and artificial intelligence to our students. Currently, we are in discussion with Alibaba to support our personalised and adaptive learning agenda.

Q: What are the differences between Alibaba Cloud and other IT providers you have cooperated with previously?

A: One of the key differences between Alibaba Cloud and other IT providers we have worked with

before is that they really put customers at the centre of what they do. Not only do outstanding technology solutions meet our business requirements, but also their efficient response and customer-centric approach won our hearts and minds. Also, Alibaba Cloud can offer multiple choices and price points, which are very helpful to satisfy various needs with IA Pro and GUS group.

Q: What benefits have occurred as a result of the partnership with Alibaba Cloud? Anything that has impressed you?

A: Through the partnership with Alibaba Cloud, we offered the digital content to GUS institutions in the UK, Germany, Canada, and India, which allows our academics and students to learn from Alibaba Cloud's experience and learn the best practice on how digital transformation is conducted in various industries. In addition, some of our institutions are seriously considering widening the collaborations with Alibaba Cloud in learning and marketing tech solutions.

Q: What next steps are you planning on working with Alibaba Cloud?

A: As mentioned above, one of the priorities in our agenda is to explore how learning technology could effectively increase learners' interaction and completion rates and enhance their learning outcomes and performance in a personalised approach. We would very much like to invite Alibaba Cloud to help us on this project.
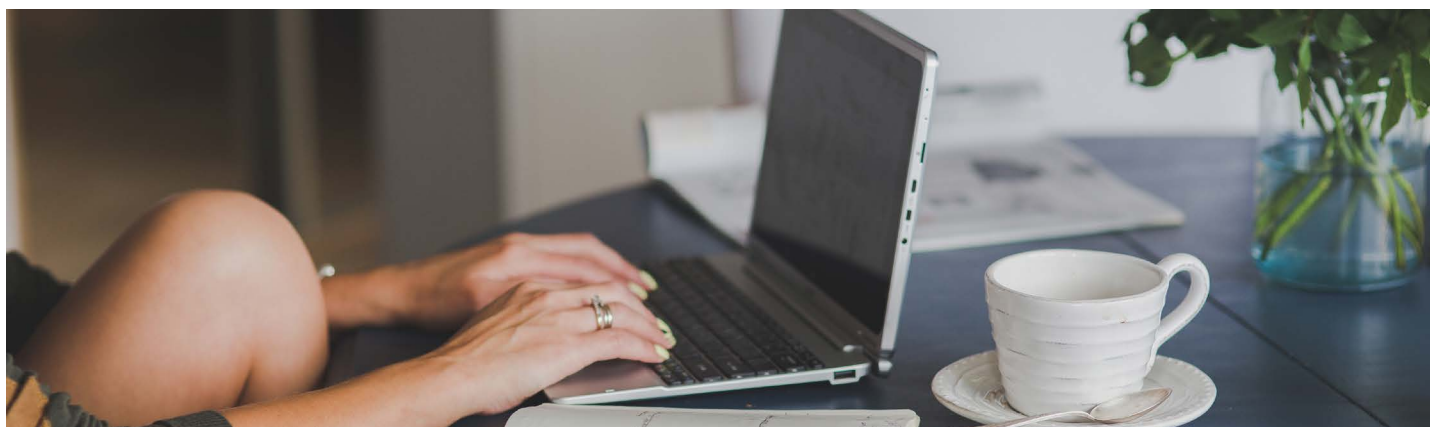
Q: If I were a university looking to extend degree courses online with digital native technologies, what is the most important thing to keep in mind? How could GUS, Interactive Pro, and Alibaba Cloud help one another?

A: For a university to establish a presence for online distance learning to fulfil its academic, business, and social objectives, there are many factors to be considered. This includes whether it is done by an in-house team or externally outsourced, market opportunity assessment, selection, design, production, delivery of the right programmes, marketing and recruitment, quality assurance, student support, technology, IP and financial matters, etc.

The most important thing to keep in mind, I would say, is to recognise that this isn't a simple extension of on-campus programmes into online with digital native technologies but the recreation of new digital teaching and learning processes to meet variable study interests and demands of a new set of target audiences. At the centre of this process is, with the learner-centric mindset, to adopt a comprehensive and effective online programme management solution with distinctive features of the university and the programmes. Interactive Pro, as a boutique OPM provider, and Alibaba Cloud, as global, leading technology service provider, could jointly offer bespoke services to meet the university's objectives in launching online distance learning.

Alibaba Cloud provides more than just cloud computing services for the higher education sector. It has a portfolio of various solutions addressing the sector's challenges, ranging from providing the best network access to distance learning programmes to digital native solutions building student-centric learning management systems. Together with Alibaba Cloud, we can position a really strong joint offer to the university in building a professional, technology-advanced, future-proof online learning programme.

Q: Do you have any suggestions for Alibaba Cloud?

A: At the moment, the higher education industry has not extended too much of the focus into the use cases of the cloud in learning and teaching. I would love to see more thorough examples of Alibaba Cloud digital transformation solutions in action in higher education industries. There have been lots of cases in Asia in the past and I would like to see these stories shared in the sector.

Tailored IT Solutions
For DXC Technology

Q: Please provide a company/organization overview and value to the market

A: **Delivering eXcellence for our Customers and Colleagues -** DXC Technology is a Fortune 500 global IT services leader. Our more than 130,000 people in 70-plus countries are entrusted by our customers to deliver what matters most. We use the power of technology to deliver mission critical IT services across the Enterprise Technology Stack to drive business impact. DXC is an employer of choice with strong values, and fosters a culture of inclusion, belonging and corporate citizenship. We are DXC.

What we do - We deliver the IT services our customers need to modernize operations and drive innovation across their entire IT estate. We provide services across the Enterprise Technology Stack for business process, outsourcing, analytics and engineering, applications, security, cloud, IT outsourcing and modern workplace.

How we work - Every day, we earn our customers' trust by delivering transformative technologies to ensure the success, safety and well-being of businesses and people worldwide.

We provide world-class IT services at scale from our Global Innovation and Delivery Centers in North America, South America, Europe, Asia and Australia. Our globally connected centers enable us to solve complex technology challenges and transform our customers' businesses through our dedicated delivery workforce of more than 110,000 people. With globally distributed teams and rich engineering skills, DXC offers competitive solutions to address customers' cost, regulatory, language and business continuity requirements. We leverage the power of partnerships through our curated DXC ecosystem of technology leaders. By combining strengths and expertise globally, we create solutions and deliver greater outcomes for customers across the Enterprise Technology Stack.

Q: Why are/were you working with Alibaba Cloud?

A: DXC actively engages with Alibaba Cloud in China, to effectively combine strengths and market expertise and create compelling solutions that achieve great outcomes for our customers.

Q: What are the differences between Alibaba Cloud and other IT providers you have cooperated with previously?

A: Business opportunities lie with international customers trying to enter the Chinese market. We see value in partnering with Alibaba Cloud in China – the strength of DXC Enterprise Technology Stack combined with Alibaba Cloud span of local coverage, makes it a compelling proposition for our joint customers.

Q: What are the next steps for additional IT solutions?

A: In terms of the breadth of services, Alibaba Cloud is sustainably forging ahead, aggressively promoting technologies like 5G, which drives the economy. In this context, the combination of Alibaba's core technologies combined with DXC's deep expertise across the Enterprise Technology Stack gives us an edge in the market. Both parties will work together to improve the ecosystem with a solution as a package of technical capabilities.

Q: What challenges did you face while implementing your business there?

A: What do customers really want? The answer is easy-to-access one-stop services. With a unified interface, we have the ability to provide customers equal access to technical services, across countries in Asia.

Q: Have you met any difficulty during your cooperation with Alibaba Cloud? What do you think of the working process?

A: DXC and Alibaba Cloud have a great working relationship. We enable our customers to harness the power of the Enterprise Technology Stack at scale and transform their businesses through joint business objectives, investments, innovation and co-development with our partners. Roles and responsibilities across both the organizations get mapped as per each of the project requirements that are jointly executed.

Q: Do you have any suggestions for Alibaba Cloud?

A: DXC partner ecosystem gives DXC the ability to quickly expand our offerings and capabilities across all layers of the Enterprise Technology Stack. Together with our partners such as Alibaba Cloud, we can provide the solutions our customers are looking for to grow their business and seize the market.

Stable IT Infrastructure For W Tech Customers

Matthew

CTO – W Tech

Q: Please provide a company/organization overview and value to the market

A: W Tech Marketing Sdn. Bhd. was established in 2016 in Ipoh, Malaysia. Currently, W Tech is opening another software development office located in Penang, Malaysia. W Tech provides high value innovated IT services in cloud solutions, IoT solutions, blockchain development, web and mobile development, and marketing solutions.

W Tech is powered by a team of highly skilled professionals that are equipped with the latest and appropriate relevant knowledge and skills to assure the timely delivery of your application with the highest quality. We are committed to offering unrivalled software solutions and maximize business value to help our valuable clients to fulfill their essential business needs. Our main aim is to develop a constant manner and become a leading performer in this competitive global marketplace.

Our clients are mainly from Malaysia, Singapore, Hong Kong, and Mainland China. Currently, due to COVID-19, W Tech also focuses on helping SME digitalize their business by converting their business from offline to online. We also cooperate with local university professors to provide a new efficient and cost-effective IoT solution to the industries. This solution can help the industries by transforming their existing machine or equipment to achieve industry

revolution 4.0. All the machine information will be collected using different types of sensors and Programmable Logic Controllers (PLC). The information will be processed and uploaded to our cloud monitoring system. Our clients can login and monitor the performance of each machine and use the result to predict the next incidents. When there are any issues, the system will trigger an emergency alarm to inform the customers. This can hugely improve the factory's daily operation process.

Q: What IT and business challenges did your company/organization face when leveraging IT?

A: At the beginning of the company's establishment, we were using shared hosting from local suppliers. We were facing tons of difficulty when it came to security, downtime, and server settings, as we were unable to control it. We tried to set up our own server by renting a co-located server, but it required high investment costs. It was hard for clients to kick start their business since the server costs took up half of their project budget. We were also facing technical issues when we wanted to implement some advance technologies into our system, such as Kubernetes containers and server load balancer.

As mentioned, some of our clients from Hong Kong and Mainland China need an infrastructure with low network latency, high performance, and low costs. Hence, our local infrastructure cannot meet the requirements. We must help clients set up the infrastructure in Hong Kong and Mainland China. It took a lot of time to research to find the best supplier in Hong Kong. This had a huge impact on our project timeline. We were also concerned about the security and server reliability.

Q: Why are/were you working with Alibaba Cloud?

A: At first, I registered myself as an Alibaba Cloud user to compare the prices with local suppliers. I started using Alibaba Cloud because

of a phone call from a friendly manager. He explained the challenges that I am facing with my existing IT infrastructure in the company and how Alibaba Cloud could provide solutions to overcome the issue. This was shocking because I never thought such big company would call me to solve my problems. Starting from that day, I started studying the background of Alibaba Cloud, identifying the services I could get from Alibaba Cloud, and understanding how Alibaba Cloud could help me mitigate all my infrastructure issues. I also started joining webinars and certification examinations.

I also felt great when I was invited to join the 2019 Alibaba Cloud Apsara Conference in Hangzhou, China. It was my first time exploring the advanced technology in China and Alibaba Cloud, in terms of the ability to handle huge loads during the Double 11 Global Shopping Festival and constant improvements on services and customer service experiences to the consumer. It was also quite inspiring when I understood the history of Alibaba Group in their Hangzhou office. All these small matters and efforts contributed to my confidence toward Alibaba Cloud.

Q: What are the differences between Alibaba Cloud and other IT providers you have cooperated with previously?

A: As mentioned, we have variety of clients from different fields. I need to seek a suitable infrastructure for each of them to support their systems. In the past, we needed to work with IT providers to figure out the best solution for my clients. The disadvantage is that it takes time and is

cannot fully meet the needs of clients. This causes my clients to lose confidence in my company.

Alibaba Cloud provided multiple options on servers, databases, and global networks. It helps us solve the problems of computing power and latency that is affected by cross-border networks. It helps us provide our clients with a complete set of reliable cloud solution easily. Most importantly, we no longer need to deal with different vendors to build a complete infrastructure for my clients. Alibaba Cloud has provided everything needed. It can also enhance the network, security, and performance.

We have an e-commerce system that provides a shopping platform for users in Southeast Asia. Most users are from Mainland China. We set up the server in Hong Kong, as it solves the network latency in Mainland China and provides good network latency to neighboring countries.

Q: What are the next steps for additional IT solutions?

A: Moving forward, we will begin to strengthen our development process by implementing more automated procedures. The automated procedures will improve our current development process in terms of speed and quality. I will start to understand and implement 云效 (Yunxiao) provided by Alibaba Cloud. It can unify the entire development process into a streamline without investing a lot of costs in labor and physical infrastructure. We also plan to integrate some services provided by Alibaba Cloud, such as Zoloz eKYC, live broadcast, and Pai, into our company's upcoming software.

Q: What points impressed you most during your cooperation with Alibaba Cloud?

A: Good customer service provided by Alibaba Cloud. The friendly and helpful account manager and experienced software architect impressed me every time. When I encounter technical issues, the account manager will help me figure out the problems and contact the SA of the relevant department. They will provide good explanations and suggestions by listening to my questions so I know my next step. This is very helpful and makes me feel like I have strong team support.

Q: What are your business expansion plans?

A: We are designing our own marketing products, which can provide extra value to our existing customers and other potential customers. We will retain our existing customer base by providing new upgrade solutions. For example, we will begin to pursue and explain the importance of real-time streaming media and eKYC in e-commerce systems. Through the explanations, they will understand the solutions can help their businesses in their daily operations and attract more consumers to shop on e-commerce sites. For IoT solutions, we will continue to improve the existing system through information analysis on the collected information to further analyze the performance of human factors, financial factors, and machine performance. In the future, we hope that all these solutions can also be adopted by industries in Malaysia's neighboring countries like Thailand and Indonesia.

Q: How would you assess the result of your implementation in China/Asia? Are you satisfied with the results?

A: I have established infrastructures in Hong Kong for some of my clients. So far, my customers and I are satisfied with the current results in terms of performance and network latency. My team also used container registry and container services to speed up our deployment process, and the results were impressive compared to the old way. We also choose to use Alibaba Cloud SMS and email services for Mainland China users. The performance is better, and the failure rate is close to zero compared to local suppliers. For object storage services, when I helped my customers migrate their local server storage to Alibaba Cloud OSS, the results were excellent. The loading speed and storage size are no longer an issue for my customers. Their users are also very happy when using the application because the problems with slow responding, lagging, and others no longer exist.

Q: Have you met any difficulty during your cooperation with Alibaba Cloud? What do you think of the working process?

A: We know Alibaba Cloud provides different solutions and products for different domains. I often need to research and understand how new solutions can help my company and my customers. Customers are concerned about the timeline of the project development, the solution for implementing the project, the costs of project development, and many more things. We need to deal with these problems well to obtain new business. Therefore, I must plan carefully and find the right solution before starting to implement it. Although there are different explanation videos for new products, they do not focus on implementation process. These videos are theory-based and show how they help customers. We researched using the documentation, but we still cannot figure out the answer. Fortunately, the account manager can solve my problem by getting the answer from the dedicated product team. From the perspective of the work process, I think Alibaba Cloud should prepare more videos to explain the implementation process in different scenarios.

Q: Do you have any suggestions for Alibaba Cloud?

A: I hope Alibaba Cloud can provide more webinars conducted by the other companies. They can share their infrastructure design and how they handle different situations. From there, we will learn new solutions from different domains. In the future, we can use this knowledge to build a hybrid solution as well.

Alibaba Cloud Solutions Become A Key Component For Rounddesk Services

ApsaraChat: Visionary Digital Innovators Series

Interview: Michael Lim, Chief Strategic Officer Of Roundesk

Providing a platform for business growth

Roundesk is a provider of enterprise-grade video conferencing software. Following its success in Singapore, the company plans to aggressively launch its solutions worldwide to as many as 26 countries. Alibaba Cloud's Head of Marketing, Claudine Ang, talked to Michael Lim, the Chief Strategic Officer of Rounddesk, to understand some of the challenges as it embarks on its international expansion and how Alibaba Cloud solutions are helping address them.

Claudine Ang (CA): As Roundesk plans to introduce its solutions to a global market, what challenges did you face in supporting this growth?

Michael Lim (ML): Even as we projected aggressive growth, as a business, we believe it is important to invest rationally and not get overexuberant in spending in anticipation of revenue that is not locked in. However, the challenge with projections is that there is never 100% certainty or 100% knowledge about customer usage patterns, and these present a problem when budgeting or drawing up business plans.

CA: How did Alibaba Cloud solutions help you address these uncertainties?

ML: Alibaba Cloud's utility model of scaling up according to demand was exactly what we needed. Rather than investing to expand our own server capacity as fixed costs, Alibaba Cloud provided us with the more cost-effective option of scaling up on an on-demand basis, allowing us to cater to varying seasonal demands and not needing to pay for unused bandwidth. Whenever we spun any new servers, Alibaba Cloud provided the complete hourly or monthly subscription costs – much like an e-commerce marketplace that's very much part of your DNA. This was something that only Alibaba Cloud provided.

CA: Was Alibaba Cloud's global network – 63 availability zones across 21 regions – a factor in deciding to work with us?

ML: Definitely, yes. A lot of the countries that we project growth in are in the Asia-Pacific region. In addition to your global network, in the Asia Pacific region, Alibaba Cloud has the largest information center network among all the cloud service providers. We also needed to adhere to localization and country regime requirements as well as have total control and watch over every installation. This was a critical operational requirement for us to maintain service and performance quality. Alibaba Cloud's track record and expertise in these countries provided confidence to us.

CA: What were the Alibaba Cloud solutions implemented, and how did they meet expectations?

ML: We implemented Alibaba Cloud's Elastic Compute Service, AsparaDB, and MongoDB solutions. I think one of the key areas where Alibaba Cloud surpassed expectations were in terms of the ease of server configuration and management – your user interface was very friendly. I put a premium on this because the time taken in managing systems is a cost to the company, and insofar as your solutions take up less of our time, it can be channeled to other worthwhile operational needs, with a direct bearing on the total cost of ownership (TCO). Very often, we just think of the cost of the solutions but fail to factor in ease of managing into the TCO calculations.

CA: What are your company's future business plans?

ML: As you've already noted, we have registered strong customer interest in 26 countries to date, and thus there is a very strong upward trajectory. We are also looking at expanding the applications and industries that our solutions could be customized for. One of these is telemedicine. We were pleased to

Alibaba Cloud Provides Linkbynet With Comprehensive Support For Business And IT

hear of Alibaba Cloud's infrastructure HIPAA certification for medical industry customers. This ready certification immediately propelled us ahead with the right credentials to satisfy customer requirements and expectations.

CA: Are there other synergies between Roundesk and Alibaba Cloud that you are excited about?

ML: In future, Roundesk will need Alibaba Cloud's capability in information and videoconferencing communication across its internal network to reduce latency of conferences hosted between various geographies. Your capabilities will come in handy when we scale to that range in future. Overall, Alibaba Cloud solutions have become a key enabling and performance factor for our platform, and this augurs well for our partnership.

CA: At some point in time, the pandemic will lift, and things will get back to more normal. Do you think your business prospects will suffer then?

ML: I think what this pandemic and the innovations that it has spawned, including the developments of our solutions, illustrate is the measure of human ingenuity – about what is possible. We could never have imagined that vaccines as effective as they are against such a deadly virus as COVID-19 could be created in such a record time; yet, here we are. Similarly, solutions, such as Roundesk illustrate what is possible – the operational and cost-efficiencies that we can achieve. Getting things done as such can be more efficient and faster, contributing to shorter times-to-market. I think we should all choose to look at things positively.

Lina: Good afternoon everyone. Welcome to this session. Let's now interview LinkBynet, one of the Alibaba Cloud partners that implement its business in Asia and accompany many clients to do so. Patrick is co-founder of the company, and today, we will go through his experience and the lessons learned. Hi Patrick, thank you for being here.

Patrick: Hi Lina.

Lina: So, first of all, I would like to ask why LinkBynet chose to open a business in China at the beginning.

Patrick: LinkBynet chose to open a business in China because we were installed in Asia for six years, and we were following our customers. The fact is that following our customers, European customers, lead us naturally to China. China is a land of opportunities. For us, it's a huge consumer market; nothing like the European countries can seek. Considering this huge market, we had to be there, but we knew that the market was different. We needed to

accompany our customers locally. We wanted to build a global offer that was also localized to our customers in China. This is why we decided to work with the local partners. The company was deployed in 2014, LinkBynet China was developed in 2014. At that time, we wanted to start the partnership because it was mandatory for us, and what other partner could we choose other than Alibaba. Since the beginning, we wanted to have Alibaba around us to give us their power and their strength. Also, we chose China because it is an innovative market and is also digitally in advance. We see China as a brand new market growing faster than its European counterparts, and this is the main reason why we chose China in our development. So, we wanted to better support our customers and be at the heart of a country that is economically and technically dynamic. When we arrived like many western countries, we faced a number of difficulties in adapting, which we have found added value and interest we wish to offer to French companies interested in developing their business in China.

Lina: Well, I imagine when you implemented your business in China, you must have faced enormous challenges. So, what were the main challenges you faced at that time?

Patrick: So many challenges, especially for accidental countries. China is definitely nothing like we have seen before. It was a huge challenge for us, and because LinkBynet is also a challenging company, we faced those challenges, and I think that we have been successful. So, the first challenge that we have met with is the language. You can think of China speaking English, but that's definitely not the case. You have to embrace their culture and their language, and this is not something that you can learn in a book or in a regular app. So first of all, we had this language and culture. Second point, it's a really, really specific market, which has its own code, its own segments, its own way of selling. So you cannot just come and say, guys, I have some English advertisements. You will see it's easy. No, definitely not. So, third point, you get to think of China as being one only market. Remember that Shanghai is more than 20 million people, you cannot think of 1.5 billion of people as one single market. So, we had to split our market into segments and find out which one we wanted to address. Third part, it's a really wide country. So, you cannot travel by train from one city to another city. So, you have to organize everything, you have to delegate, you have to find the right partners in the different cities, and definitely, at the end of the day, you have to lead to local implementations. So, there are many challenges that we had to face: regulatory, cultural, language, and technical. So, these are definitely not crippling difficulties, but you should not underestimate them either. So, it is necessary to adapt to new administrative and technological constraints, which are often complicated and time consuming. You should not underestimate them either, but once you

have done this you will have a wonderful and very rich market to face.

Lina: We know when you developed your business in China, you quickly entered into a partnership with Alibaba Cloud. So, what did that partnership bring to you?

Patrick: It was, as I said earlier, it was necessary for LinkBynet to have a partnership, we don't want to enter into a new country and say, guys, we are the best. That's not the way you think, but it works. It's mainly due to partnership, business relations. That's the way LinkBynet works. So, we looked for the well-known and the most recognized cloud provider existing in China. We needed to have this partner and a very good relationship together. So, among all the cloud partners in China, we chose Alibaba, because, really, there is no other choice than this giant cloud provider, and by the way, in 2019, we were nominated Partner of the Year in Asia, from Alibaba, so it was great, it's a great story.

Lina: Right. We know that you're not only helping European companies to deploy in China but also providing your service to many local Chinese companies. So, what value do you think you're bringing to these local Chinese companies?

Patrick: I think that the IT has some advancements (in terms of maturity) in Europe. So, we think we can help local Chinese companies, and we are bringing this value to our customers but also competitors and key players in China. We are really open to helping each one develop; we are not afraid of competitors, as this is, once again, a huge country. So, the more competitors we have, the more the market will evolve. So, everything we knew about LinkBynet in Europe, every experience, the real challenges we faced, every governance that we could set
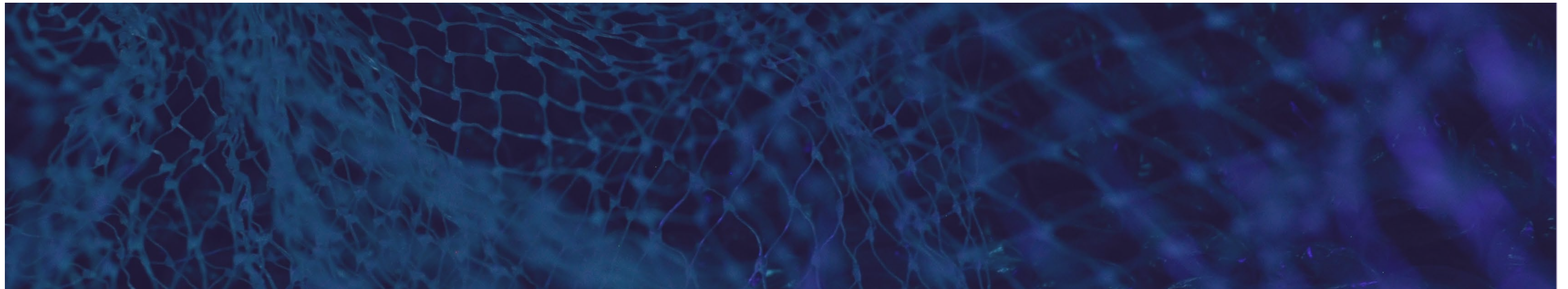
up in Europe, we wanted to bring it to China. So, we have recreated an entire LinkBynet ecosystem in China, with added value, of course, of local adaptation on site servers, and of course, the Chinese team. We did not want to be a French company inside of a Chinese territory; we wanted to be a guest providing services together with local employees delivering services to local companies. So, that's why we chose this Chinese team. We wanted also to offer intensive indispensable market knowledge that we seek, that we have in France. So, we also provided all resources, technologies, training, and strengths from our partner, Alibaba Cloud. So, as I would say, as a result, we are bringing an unprecedented level of scope and support, a service layer, IT expertise, governance, self-administrative relationship brought together with a fully compliant Chinese company.

Lina: Well, very impressive that you have constructed so many things in such a short time. So, next, could you please share with us specifically, how do you support European companies to deploy in China?

Patrick: Most of our customers going to China are French, both luxury or industrial companies, and they want to have European global actors, but they also want to have some local facilities, local people. So, what we are bringing to our

customers at the end of the day is an end-to-end approach from the beginning to the end, from USA to Europe to China with the same processes, proven methods, processes, deliveries, and people being available worldwide. So, that's definitely what we wanted to bring to our customers. That was for the main part of the IT services, but also we wanted to provide to our customers the ICP license, the famous Internet license that all our customers need to resell in China. So, technology wise, we study their needs, advise them, and deploy our team for IT infrastructures, and then we apply the best technical choice using Alibaba Cloud services. We also manage their infrastructures, servers, interconnections, and show their compatibility in Europe, so there are no misconnection problems. We will take care of everything, thanks to our expertise and partnership with Alibaba Cloud. It's really, I would say a comprehensive support accompaniment on both business and IT aspects. So it's coupled with our understanding of both European and Chinese culture, and of course, yeah, of course, for customers having a simplified package end-to-end offer, with a single point of contact present on site. It's very reassuring, you can understand that we're not managing this from Europe, but we're doing it locally, and of course, we have the licenses that are needed, and we are compliant with the Chinese territory.

Lina: Well, very impressive. I imagine that for many foreign companies who want to develop in China, they must have a lot of lessons to learn. So, if I were French company looking forward to deploy in China, what is the most important thing to keep in mind?

Patrick: Yeah, indeed, it's a huge work to be, I would say, compatible with our compliance with China, but definitely, it's worth it. So, the main thing we have to do when deploying in China, you need to get this famous ICP license and comply with the CSL. The ICP license, which by the way means, Internet Content Provider, is somehow a permit issued by the Chinese Ministry of Industry and Information Technology, which is mandatory for any website or mobile application you want to deploy. There are two types of licenses. One is the plain ICP record, which basically certifies that a publicly accessible app or site is being deployed on a server or a CDN in Mainland China. The second one is the full ICP commercial license. You need to have this license if you want to be involved in online sales, marketing advertisement, or any activity needing some payments. So, you have to choose the right license, and you have to respect the cybersecurity law. This cybersecurity looks like the French GDPR. So it's basically doing things around

information protection. So, there are three main areas of the CSL. First of all, protection of personal information, information location and information management, for example, any content or network of a company must be secured, just like in any country, and any sensitive or personal information that is hosted in China cannot be replicated or taken outside of the country. This is something that is happening worldwide finally, but for China, there are some specificities you need to comply with; you have no choice. That's the way it works, and it's not really complicated. It is the law. You have to respect that. That's it.

Lina: Are there any important steps in the whole process?

Patrick: Yes, you're right. I was mentioning the ICP license because this is something that you need on day one. Once you have this license, then you just have to follow the regular steps. First of all, find out your strategy. You have to protect your brand. This is really, really mandatory. Secure your stakes, the different stakeholders that you have (or can have), and then set up the place you want to settle. You can determine if you want to go to Shanghai, Beijing, or any of the tier one or tier two cities, depending on plenty of different criteria. Then, think about the number of people you want to find, the market you want to address and things

like this, and then you build up your teams. You have to manage the quality. Beware, French companies are known for luxury, industrial knowledge, and quality. So, the Chinese market is expecting quality from you. Then, you get on a global offer, and you develop your gantry. The gantry is the network; the business network that you will have to develop to be considered as a partner capable of doing business in China.

Lina: Very interesting. So, Patrick, could you please give us an example or a story of how LinkBynet helped your French business deploy locally? It can be a more specific story.

Patrick: Yes, we have quite a number of stories. So far, we have helped, for example, a global travel retail company develop their ecommerce website, their WeChat applications, and we are now managing hundreds of servers for them. It's almost 900 servers for them, we are doing an IT government's job, and wherever this company is located, we are supporting them. So, we also had a big luxury group to deploy applications in China, both applications and network devices. In China, we worked with another luxury brand on developing their website but also developing all their e-commerce power around Asia and most specifically in China. We are the largest French company deploying in China on the Alibaba Cloud Management, together with LinkBynet managed services.

Lina: Well, very sparing, and very promising. So, after all we have discussed, we understand that LinkBynet is investing a lot in China, you're very ambitious for the market, and you have many resources there. So, what's the future of your business plan in China?

Patrick: Hopefully, the future will be as great as the Chinese market. LinkBynet is expanding a lot in China, we started two years ago, specifically in China, and now, we have more than 50 people. We expect, at the end of the next year to be around 75 people, maybe other people, we will definitely not deploy only in one site, but we are considering Wuhan as one possible site. We are also located in Greater China in Hong Kong. So, we are around some of the places in China. The next step is to find a partnership to create a

JV with the local key player on managed services because definitely, we are not Chinese, and we don't pretend to be. So, we have to partner officially with the local managed service companies. We are looking for them right now, and it's going the right way. It's really a pleasure to do some business with the Chinese people. So, that's the domain, the main topic, and I must admit, I will not disclose the name, but we are also talking with some SV companies. They found out that LinkBynet was a relevant company to compete and hopefully win some new markets.

Lina: Well, we're looking forward to that. So, last question, Patrick, could you please give us a conclusion, a short conclusion of why LinkBynet is one of the most appropriate partners for French companies to deploy in China.

Patrick: I would say that, well, in a bullet point way, I would say that LinkBynet is a global key player. We are working on managed services, any kind of transformation, helping our customers do seamless transformation. It's not easy to do this transformation. Everyone has to do it. So, because of our 20 years of experience, we can help and definitely provide good support. We know the Chinese market, so we can help gain the ICP licenses, the CSL cybersecurity law; we can get rid of all the problems. Basically, (problems) every company will face, when they want to go to Asia. We are definite, we are looking closely to a regularity with the performance. We employ local teams because we believe that we need to have local teams to work with the China market. We are an innovative company and we manage all the interconnection between Europe and China and China and Europe. Of course, at last, I would say that LinkBynet is one of the best partners together with Alibaba Cloud because of a trusted relationship and network together; I think that definitely we are great key players for you if you want to go to China.
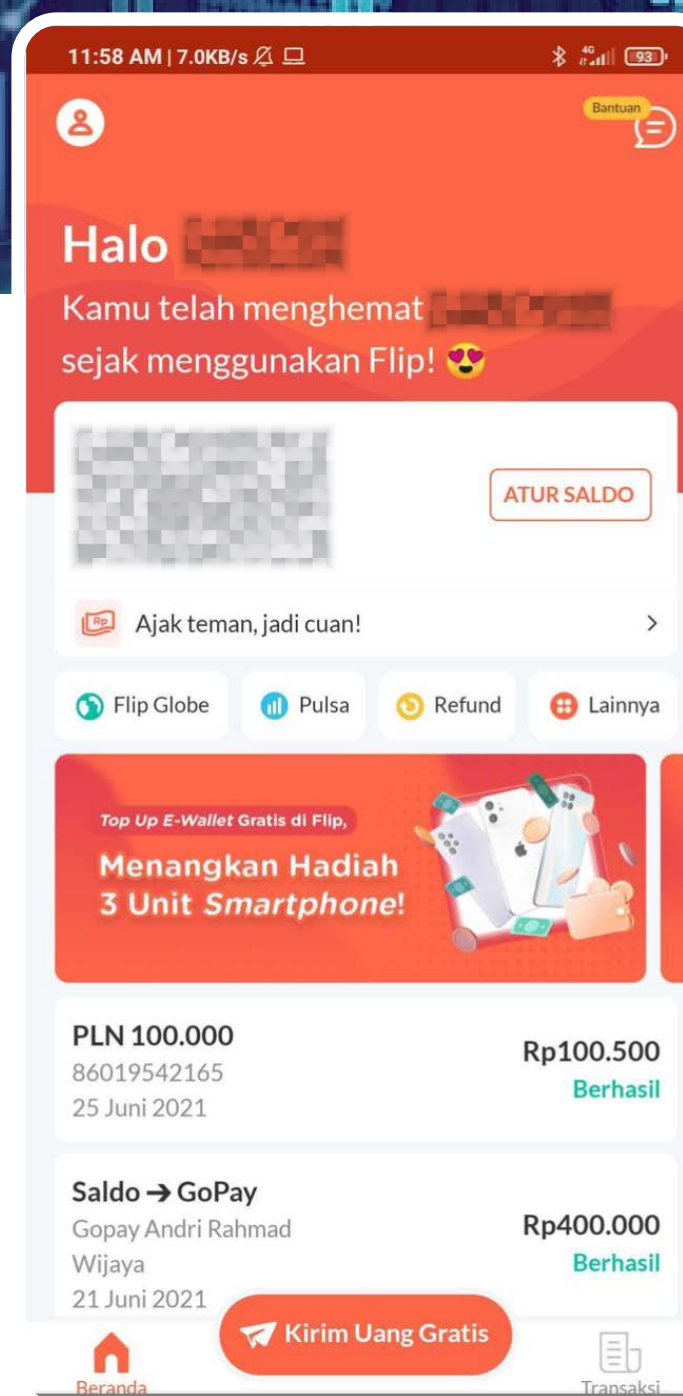
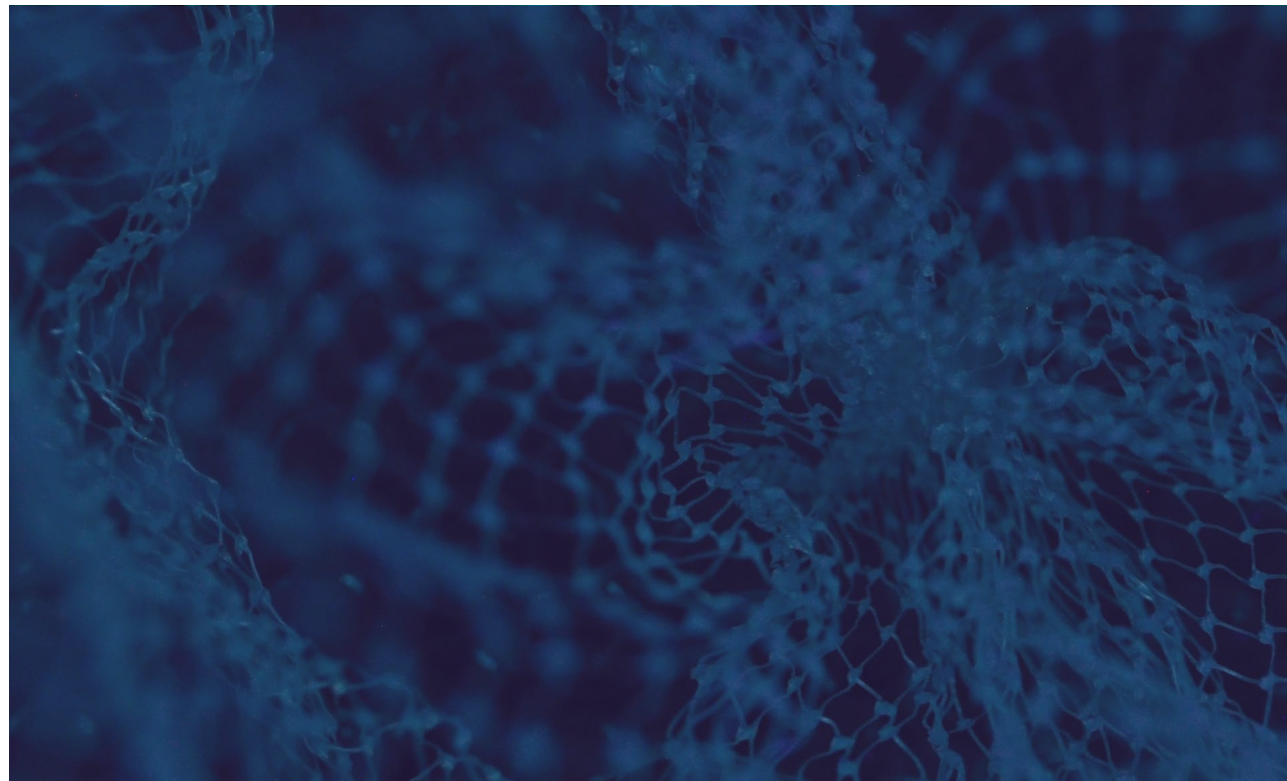**Lina: Thank you very much to our speaker Patrick.**

Patrick: Thank you very much. Have a good day.

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flip

Flip.id Expands Due To The Innovative Solutions Provided By Alibaba Cloud

Q: Please provide a company/organization overview and value to the market.

A: PT Fliptech Lentera Inspirasi Pertiwi is an Indonesian FinTech company that helps people send money securely without any transaction fee. Individual users and business users can use Flip to send money to more than 100 banks and top e-wallets in Indonesia with zero costs.

The vision of Flip.id is to ease the burden of the people and ensure a convenient, smooth, and safe process of sending and receiving money, starting with free online interbank transfer services.

"We started Flip due to the fact that the admin fee charged by banks for interbank transfer is relatively high for some segment of the people. That's the problem that we try to solve with free interbank transfer services. In addition to that, currently, we have seen an increase in the public's need for online money transfers, which were previously dominated by ATMs. Not only that, but the pandemic has also caused many people to reduce their spending. Therefore, the free interbank transfers offered by Flip. id are becoming much more relevant, as indicated by the increasing number of Flip.id users during the pandemic," said Rafi Putra Arriyan, CEO of Flip.id.

Q: What IT and business challenges did your company/organization face when leveraging IT?

A: Sometimes, opportunities will bring challenges as well. Since Flip.id received the official security and operational license from Bank Indonesia (BI) in 2016, the number of users has grown dramatically from tens of thousands to millions, especially during the COVID-19 pandemic. How can we handle the massive amount of daily transactions and large-scale customer information and a deliver good quality of service to the customers with high availability and security? Flip.id is looking for long-term solutions that are built for innovation, agility, and flexibility.

DevOps and O&M: As the number of users grow dramatically, Flip.id requires an infrastructure platform that is reliable and can scale seamlessly. When applicable, Flip.id also seeks to leverage managed services to reduce the burden of operations and maintenance.

Compliance: Flip.id is FinTech-regulated under Bank Indonesia (BI) and needs to comply with information residency requirements. Flip.id seeks to work with a trusted cloud provider that has a local presence in Indonesia.

Q: Why are/were you working with Alibaba Cloud?

A: Alibaba Cloud has a strong presence in Indonesia with three availability zones and is the first major cloud provider in Indonesia with a lot of customers with similar profiles like Flip.id. Therefore, Flip. id trusts Alibaba Cloud to run our operations, including critical production workloads. Alibaba Cloud has helped numerous local FinTech companies in Indonesia. Thus, Alibaba Cloud has the strong experience to support Flip.id to deploy our workloads and expand the business quickly and smoothly. Alibaba Cloud provides high availability of 99.95% uptime backed with service-level agreements (SLA) and offers elastic scaling capabilities to dynamically provision and deprovision cloud resources based on the workload demands. Alibaba Cloud also provides numerous innovative solutions that help reduce the time and personnel required to manage IT infrastructure. All of these helped Flip.id choose Alibaba Cloud as its preferred cloud partner.

Q: What solution did your company/ organization implement?

A: Flip.id relies on Alibaba Cloud Infrastructure-as-a-Service to handle the critical and growing production workloads, such as Elastic Compute Service (ECS), Container Service for Kubernetes (ACK), and Server Load Balancer (SLB), which provides high-performance load balancing services. Flip.id utilizes various information storage solutions on Alibaba Cloud to manage a large growing amount of users and transactions, such as ApsaraDB RDS for MySQL and PostgreSQL for relational databases, ApsaraDB Redis for caching, OSS for object storage, cold storage, and backup, and File Storage NAS for distributed file systems. All these services help Flip. id provide highly available and reliable services to serve our users and partners. What are the next steps for additional IT solutions?

Q: What are the next steps for additional IT solutions?

A: Flip.id plans to expand our operations on Alibaba Cloud and seek opportunities to use more innovative services and solutions offered by Alibaba Cloud.
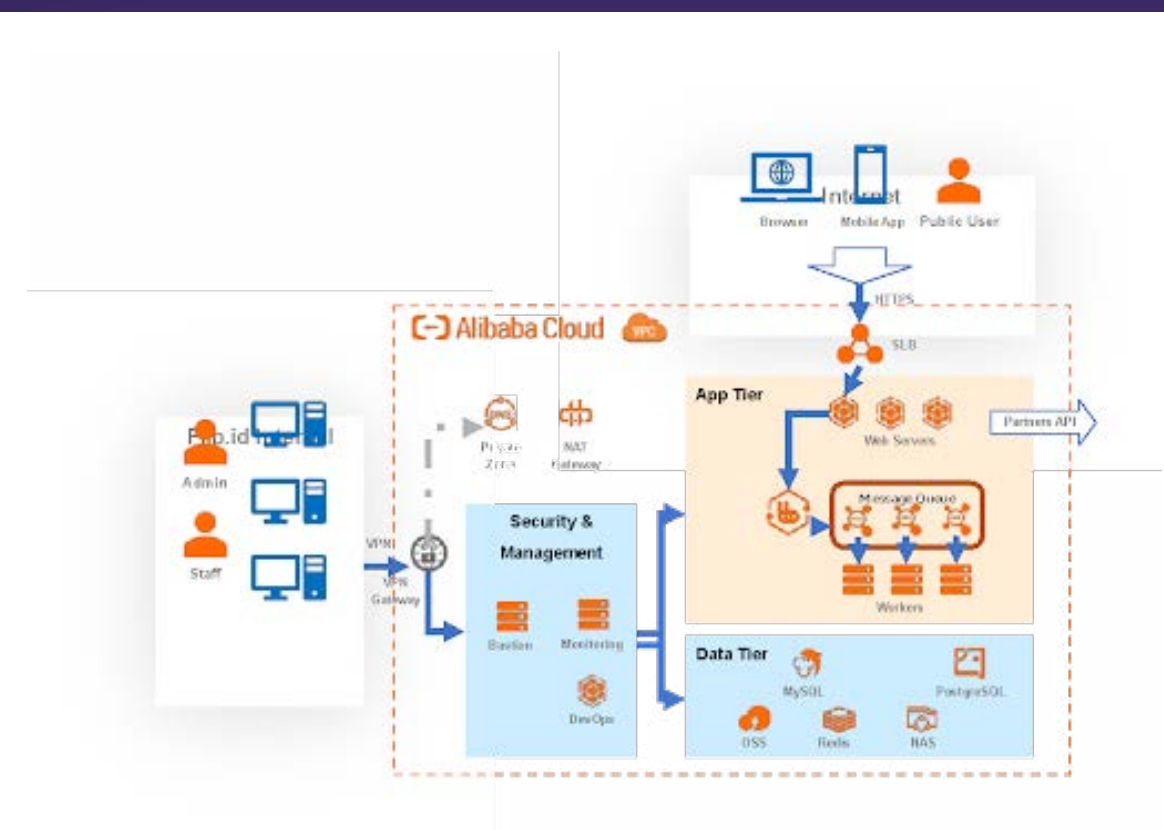
Words from Our Customers Worldwide

"Digitalization has been revolutionizing our society and industries in a profound manner and CapitaLand has proactively embraced changes since 2015. We have continued to deliver success, however, to sustain our competitiveness and leadership in the digital age, we must adapt and keep pace with the times. Our future is filled with challenges. We will continue to develop as an innovative manager for real estate assets and funds. In the new stage and new landscape of China's economic and social development, we aim to iterate ourselves with the help of digitalization, capitalize on our distinctiveness and strengths, seek new opportunities, drive business profitability, and create more value for our stakeholders."

Lucas Loh
President of CapitaLand
CEO of CapitaLand China

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"With a clear digital transformation roadmap and technology partners, such as Alibaba Cloud, PNB is determined to stride forward by ensuring operational resilience, high availability, secure digital engagement and a seamless user experience."

Muzzaffar Othman
Chief Technology Officer (CTO)

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"As we've evolved into a leading cross-border e-commerce business, we are embracing and leveraging technologies in partnership with Alibaba Cloud, which enable us to deliver best-in-class services to our customers. The Alibaba Cloud team has been highly engaged and supportive throughout our entire cloud migration journey and we've worked together to build the foundation to transform our IT architecture to be cloud-native and future proof."

David Huang
Chief Operating Officer,
New Aim

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"We are pleased to partner with Alibaba Cloud and leverage their Global Accelerator solution, which enables leading universities to deliver online courses, degrees, and micro-credentials through our next generation learning platform with confidence to students in China and around the world.

Adam Brimo
Group CEO Open
Learning Limited

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"When reviewing a number of vendors for a suitable solution to address the business and IT challenge, Alibaba Cloud presented a unique offering in their Cloud Enterprise Network (CEN) product. This unique offering was something no other vendor could match. The performance, reliability, and security of the network was the core reason EWE chose to partner with Alibaba Cloud for its solution implementation.

Jason Cen
CTO EWE Group

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"Alibaba Cloud helped improve the end-to-end customer journey. When a customer finds us via our websites, they can access our products and content quickly and book our services."

Christophe Chavry
Digital Director at
Melco Group

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"Since from the beginning of this year, Casio has cooperated with Alibaba Cloud to accelerate the speed of deployment of omnichannel information mid-end. In the progress of enterprise digital transformation, Alibaba Cloud helped Casio with in-depth data analysis, and improved our operation capabilities. With the joint efforts of Casio and Alibaba Cloud, our digital and intelligent transformation has achieved new results, and it also provided a solid foundation for winning Double 11 and achieving new milestones."

Atsushi Watanabe
Vice President of Business Planning
& Customer Support Division,
Casio (China) Co., LTD.

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"The business is now looking at moving more services and infrastructure into Alibaba Cloud as well as a warehouse management system as a part of its overall cloud strategy and digital transformation to improve operational efficiency and drive innovation."

Justin Piper
IT Manager, KB Food Co.

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"Through Resorts World Genting's partnership with Alibaba Cloud, the Virtual Queue (VQ) solution will reduce the need to wait in line and allow more opportunity for our guests to enjoy their time at SkyWorlds and beyond within the resort. We look forward to adopting this advanced VQ solution to provide a more efficient and rewarding experience, unique to Resorts World Genting."

Greg Pearn
Vice President of Theme
Park, Resorts World Genting

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"Alibaba Cloud helped The University of Western Australia (UWA) provide services to students delayed in mainland China as a result of travel restrictions applied in response to COVID-19. Alibaba cloud presented a viable solution and then supported its rapid deployment to meet very tight deadlines. Without the support of Alibaba Cloud and their ability to host services in mainland China, UWA would not have been able to respond to this issue in a timely manner."

Brett Kelly
Manager Network Engineering of
the University of Western Australia

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