

INNOVATION BEYOND BORDERS

Accelerate Your Global Strategy

Alibaba Cloud



Alibaba Cloud

e-Magazine | The Ninth Issue - 2022

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2022 Edition 9

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Selina Yuan

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01 Foreword

Chinese philosopher Sun Tzu famously quoted, "In the midst of chaos, there is also opportunity." Like many of their global counterparts, Chinese enterprises are also experiencing fierce competition in today's increasingly digital market. To gain a competitive edge, many are reinventing business models by injecting operational efficiency, accelerating digitization, and exploring internationalization.

As Chinese companies look to explore new growth opportunities abroad, they must have a robust technology infrastructure and a reliable global partner network, along with an in-depth understanding of the markets to succeed in foreign lands. As a global leader in cloud technology, Alibaba Cloud is committed to helping businesses of all sizes realize their dream of international expansion through our innovative technology solutions and robust partner ecosystem. We believe in the power of co-innovation and are constantly introducing breakthrough technologies to help businesses accelerate their digital transformation journey and achieve global service capabilities.

Alibaba Cloud customers can rapidly build and deploy solutions on our reliable cloud platform, as well as promote these solutions to customers worldwide through the **Alibaba Cloud Marketplace**. Our customers also significantly benefit from Alibaba Cloud's extensive expertise across various industries, including media and entertainment, gaming, and retail.

Alibaba Cloud's innovative solutions and cross-industry expertise help companies generate new revenue streams and accelerate international growth. Our live streaming solution - **ApsaraVideo Live** - combined with **Alibaba Cloud CDN**, provides customers with multi-disaster recovery

management capabilities and Narrowband HD transcoding technology and enables businesses to deliver high-definition cross-border live broadcasting services with low latency. We also simplify the global expansion route for retail companies with our retail and e-commerce solutions that allow businesses to deliver an interactive online shopping experience to customers worldwide. Similarly, we provide a wide range of solutions like **GameShield** and **Global Accelerator** that help gaming companies overcome network security, availability, and cross-region deployment issues while expanding operations globally.

The organizers of the China Pavilion at Expo 2020 Dubai trusted Alibaba Cloud's global live streaming solution to broadcast its opening ceremony to audiences worldwide. Likewise, the International Olympic Committee (IOC) leveraged our cloud and live streaming capabilities at the Olympic Winter Games Beijing 2022, providing journalists and fans around the world with an immersive experience of the Games virtually. Major e-commerce players such as Lazada are also using Alibaba Cloud to facilitate interactive shopping experiences for global users during the annual Double 11 shopping festival.

We are constantly coming up with new innovative ideas, strategies, and solutions to help companies overcome the globalization challenges as they tap into foreign markets. Let's traverse this globalization journey together to accelerate business success beyond borders!

02

Cover Story

Innovation Beyond Borders:
Accelerate Your Global Strategy
with Alibaba Cloud

By Stephanie Gao, Global Head of Branding and Content, Alibaba Cloud Intelligence



Stephanie Gao
Global Head of Branding and
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Over the past few decades, China has continually demonstrated a solid appetite for the international market, where many enterprises have successfully established their business overseas. Disruptive technologies, growing local market competition, dynamic consumer demands, global market changes, and innovative business models have shifted globalization from a business agenda to a strategic imperative for most Chinese enterprises.

Entering foreign markets opens up a whole new world of possibilities in terms of increased revenue potential, global brand recognition, competitive advantage, and diversification of company markets. While there is no doubt that globalization serves as an important engine for growth, it also poses challenges. These include economic and cultural differences, a substantial investment of capital and resources, technical and operational constraints, language barriers, and compliance complexities. It is imperative for companies to carefully navigate the unknown and uncertain terrain of international business to successfully establish their presence in new growth markets.

Alibaba Cloud, the digital technology and intelligence arm of Alibaba Group, believes in making it easier for companies to carry out their business efficiently from anywhere. We empower businesses of all sizes and types to unlock a vast global advantage by harnessing the power of our robust partner ecosystem, technological innovations, and rich industry experience. In this issue of the Alibaba Cloud E-magazine, we will feature experts and partners from various industries to bring forth their insights around going global. We will showcase how Alibaba Cloud is helping these companies transform the way they engage with global customers and accelerate business success beyond borders.



Vast Industry Expertise & Innovative Solutions

Whether it is the robust technical solutions, a solid support system, or knowledge of customer trends in foreign lands, Alibaba Cloud gives you access to many new possibilities. Our global presence, expertise, innovative cloud products, and professional services enable seamless expansion and accelerated growth of Chinese companies in overseas markets.

Alibaba Cloud currently serves over 3 million customers in 200+ countries and regions. Partners can benefit significantly from our broad business expertise across various industries, including e-commerce, gaming, media and entertainment, FinTech, and logistics. Through products such as **Cloud Enterprise Network (CEN)** and **Global Accelerator (GA)**, we enable businesses to go global with high-speed and secure global connectivity. Furthermore, Alibaba Cloud's **Content Delivery Network (CDN)** and **ApsaraVideo Live** played key roles in the Beijing 2022 Olympic Winter Games and the annual Double 11 Global Shopping Festival by providing immersive experiences to audiences all around the world.

Apart from cross-border live streaming scenarios, Alibaba Cloud also encompasses deep expertise in helping gaming companies overcome networking and security issues, scale operations worldwide, and roll out new

games overseas. Alibaba Cloud also holds the practical experience and know-how of operating the world's leading retail business, which its partners can leverage to grow in the global online retail market.



Alibaba Cloud Marketplace

To further accelerate globalization for Chinese enterprises, Alibaba Cloud provides a secure, and convenient option for partners to reach businesses across the globe.

Through the **Alibaba Cloud Marketplace**, partners can quickly deploy solutions on Alibaba Cloud and jointly offer "out-of-the-box" solutions to customers globally. By leveraging Alibaba Cloud's global reputation, success, and marketing expertise, its partners can uncover new opportunities and promote their solutions to customers globally.

Summing it up, global expansion is a powerful force for business growth. Alibaba Cloud offers its global network of partners the right tools, resources, and guidance to help them move beyond the common globalization roadblocks and foster business success as they tap into foreign markets.

It continues to solidify relationships with its partners and offers transformation services that enable them to expand business anywhere in the world.

