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KATHARINE ZHAO

Head of International Business and Partner Ecosystem Operations, Alibaba Cloud Intelligence

01 FOREWORD

In today's fast-growing digital era, Asia-Pacific has emerged as a complete game-changer. It has quickly transformed into a rapidly evolving global digital economy as enterprises embrace the growing opportunities in the region to accelerate their digital initiatives. However, despite the perks that globalization offers, it poses specific challenges for these businesses, including technical and operational constraints, language barriers, unique local regulations, and more. Enterprises must leverage an extensive network partner ecosystem to carefully navigate the international market and establish their global presence.

At Alibaba Cloud, we enable businesses to succeed with our extensive range of cloud products, 120+ solutions, technical expertise, and dedicated support framework. By partnering with Alibaba Cloud, enterprises of all sizes can venture into overseas markets and meet their digital transformation needs to scale and grow in Asia and beyond. They can easily optimize their infrastructure to accommodate the global market's needs by migrating their workloads to the cloud, enabling them to rapidly deploy business applications, improve the speed-to-market, and quickly introduce the products or services to the international market.

As a company at the forefront of technological innovation, Alibaba Cloud is committed to enabling businesses fast-track their global expansion journeys with industry-leading solutions, a robust global partner network, and an international ecosystem. Through our cooperation with

over 10,000 partners, we deliver professional value-added services, including the design, development, migration, and delivery of solutions across a wide range of industry verticals.

With every passing day, Alibaba Cloud is helping new partners grow, innovate, and achieve their ambitious global plans. The Alibaba Cloud Partner Network (ACPN) not only leverages our technology to serve customers, but also follows a mature ecological business model based on comprehensive and mature planning of roles to ensure business success. Our official partner ecosystem has successfully supported many businesses by offering them proper planning, cloud migration, strategic business models, independent consulting, and managed services to simplify their digital transformation journey in international markets.

In this issue of the e-magazine, we will feature our key partners from the Asia-Pacific region, including B & Data Technology, Indonet, Higher Cloud, Gaia Information Technology, Megazone, Regaltech, Blue Power Technology, Todak Digitech, Cloud Vision Technology, Microfusion, and Telkomsigma. We will also highlight their industry expertise and discuss how partnering with Alibaba Cloud has transformed the way they support their global customers and deliver value. We hope you will enjoy reading our e-magazine, and we wish to celebrate your future success together and have you featured in one of our publications in the near future.

02

COVER STORY

Driving Innovation and Value Co-creation Through Our Partner Network

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



The rise of a digital-first economy is inevitable, and the cloud is bound to play a dominant role in delivering greater value and faster innovation. A recent **Gartner report** states that the global infrastructure as a service (IaaS) market grew 41.4% in 2021, signifying new opportunities for growth and innovation especially for rapidly growing cloud markets such as the Asia-Pacific region.

As the **world's third largest and Asia-Pacific's leading IaaS provider**, Alibaba Cloud is committed to building a sustainable regional ecosystem and providing growth opportunities for small and medium businesses (SMEs) and large enterprises. With services in more than 200 countries and regions, we work closely with our local partners in each region, leveraging our partners' extensive local expertise to support the regional businesses in their digital transformation journey. Through our vast global experience across a wide variety of verticals and our global network of partners, we seamlessly support businesses to transform, innovate, and grow.

At Alibaba Cloud, we not only offer technology know-how to help customers expedite their digitalization processes, but also work closely with our global partners to provide world-leading solutions. Collaborating with our partners, we offer customized solutions across critical business domains, such as infrastructure security,

customer management, logistics, analytics, and hybrid cloud. Moreover, customers get direct access to our broader ecosystem partners' offerings to complete their digital transformation journey with us seamlessly. We envision building an inclusive ecosystem comprising independent software vendors (ISVs), system integrators, developers, startups, enterprises, and other ecosystem players to drive digital transformation.

Alibaba Cloud's team of experts, along with our partners, helps businesses solve multiple complex use cases across all the leading industries leveraging comprehensive industry-based solutions. In Hong Kong, we recently collaborated with **HKBN Enterprise Solutions (HKBN)** to support one of Hong Kong's leading financial services providers to expand its regional coverage and deliver efficient and secure services. The partnership between Alibaba Cloud and HKBN Enterprise Solutions also ensured a win-win scenario for the financial services provider by building a high-speed, reliable, compliant cross-region network empowering business expansions. Similarly, we collaborated with **Sunthy Cloud** to help one of the world's leading privately-owned logistics companies in Hong Kong. Sunthy Cloud understood the client's pain points and developed an optimal solution by leveraging Alibaba Cloud's comprehensive network coverage and industry-leading cloud network services to meet business requirements.