

Alibaba Cloud Mobile Suite

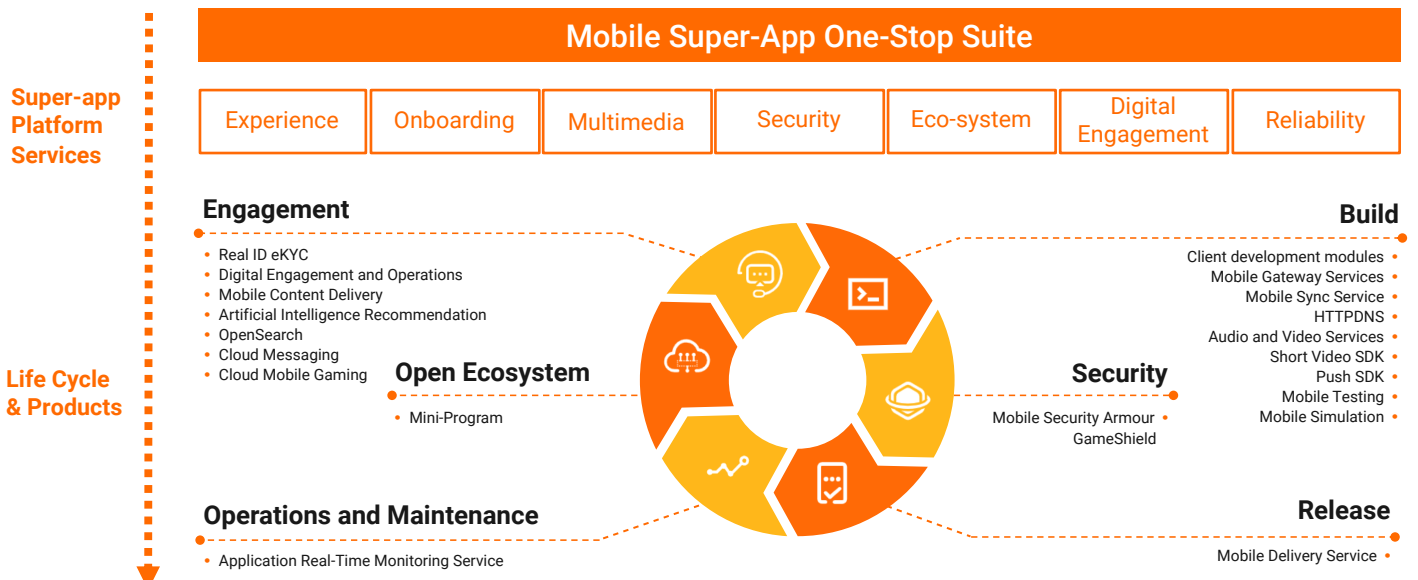
Derived from the Best Practices for App Development and Operations & Maintenance Based on Apps Serving Over 1 Billion Users



FULL LIFECYCLE TOOLS AND SERVICES

Effectively reduce technical complexity, reduce R&D costs, and improve R&D efficiency, to enable quick development of stable, secure, open, dynamic, and intelligent mobile apps.

Accelerate Your Journey Towards Super-App



BUILD WITH TESTED MOBILE FRAMEWORK AND CONNECTION

Diverse client modules accelerate the development process and always stay dynamic. In addition, a robust backend connection ensures business stability and makes the server-end lighter and reliable.



Development Framework

Strong development framework improves stability and R&D efficiency.



Unified UI Library

Unified Native, H5, and Mini-program UI libraries can improve user experience.



Mobile Gateway

Simplifies data and communication protocols, significantly improving the efficiency of network communication.

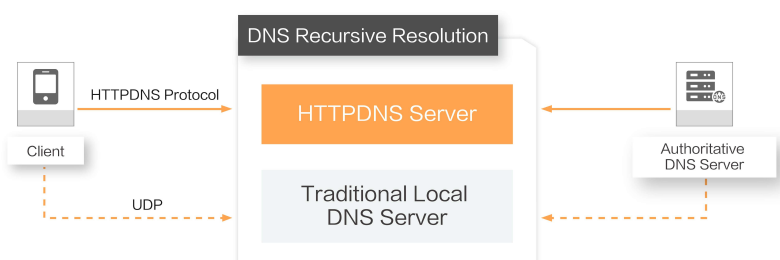


Mobile Sync Service

A secure data channel that pushes data from service-end to App instantaneously, accurately and orderly.

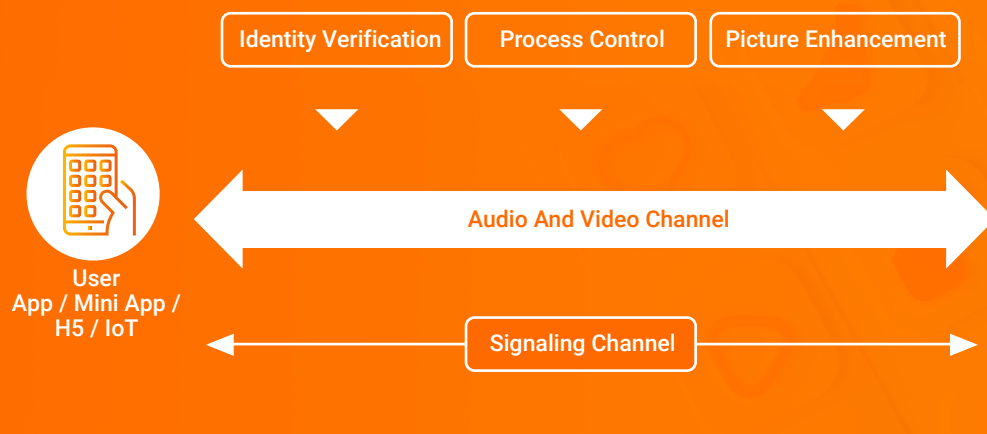
MOBILE APPLICATION DOMAIN ANTI-HIJACKING WITH HTTPDNS

Let your client access the HTTPDNS interface through SDK or directly, obtain the IP with the best access delay configured by the service on the domain configuration management system, and directly send the service protocol request to this IP, which can easily realize millisecond low DNS delay.



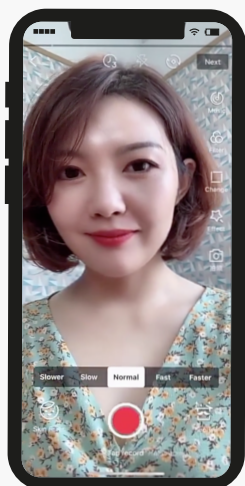
ENRICH MOBILE APP USER EXPERIENCE WITH AUDIO AND VIDEO SERVICE

Provide capabilities (such as intelligent dual-recording, audio and video calls, livestreaming, short videos, and IM) to accelerate construction of services (such as mobile video business hall and online customer service).



• Build a Short Video Service within Just 2 hour

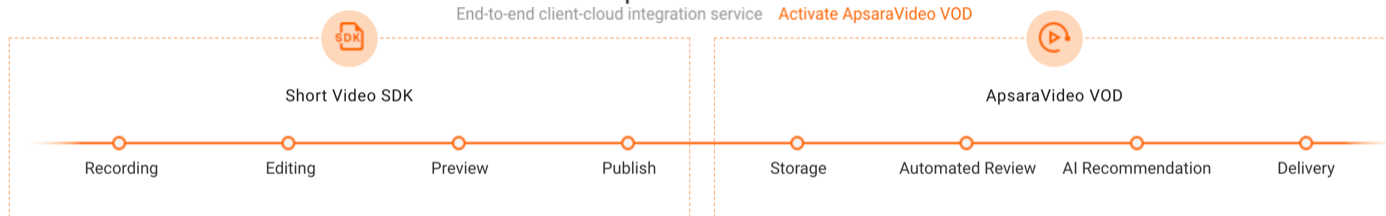
The short video SDK is designed for recording and producing short videos, and various interactive scenarios.



**Scan the QR Code to
Download a Demo**

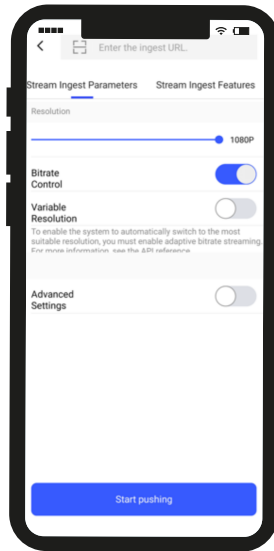
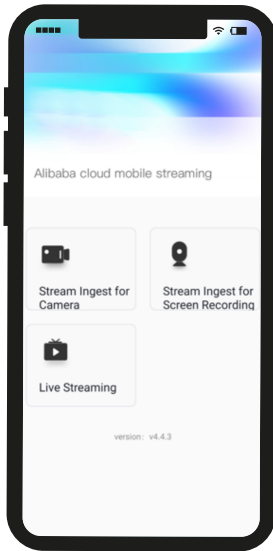
One-Stop Short Video Solution

End-to-end client-cloud integration service **Activate ApsaraVideo VOD**



• Upload and Distribute Live Streams with Ease

Push SDK is designed for you to ingest live streams from the client for a quickly release to catch the trends. It covers live stream collection, encoding, retouching, ingestion, and special effects and helps you to build a live streaming application and reduce the end-to-end connection latency to as low as 1.5 seconds.



Scan the QR Code to
Download the Demo

ENSURE APP QUALITY BY TESTING SERVICES

With the rapid development of mobile digital channel and fast changing business requirements with version iteration, traditional manual testing is no longer sustainable to ensure testing efficiency and quality.

Alibaba Cloud provides the perfect solution with cloud based mobile test lab with **real mobile devices**, **cloud mobile phone**, and **expert services** to support best in class testing.

Featured Testing Models



Remote Device Testing Service

Provides a 24/7 automated testing service for devices in the cloud to fully explore the compatibility, functionality, and performance issues of apps.



Mobile Simulation Testing

Enables you to test apps without procuring a large number of Android devices. You can flexibly modify the properties with ease.

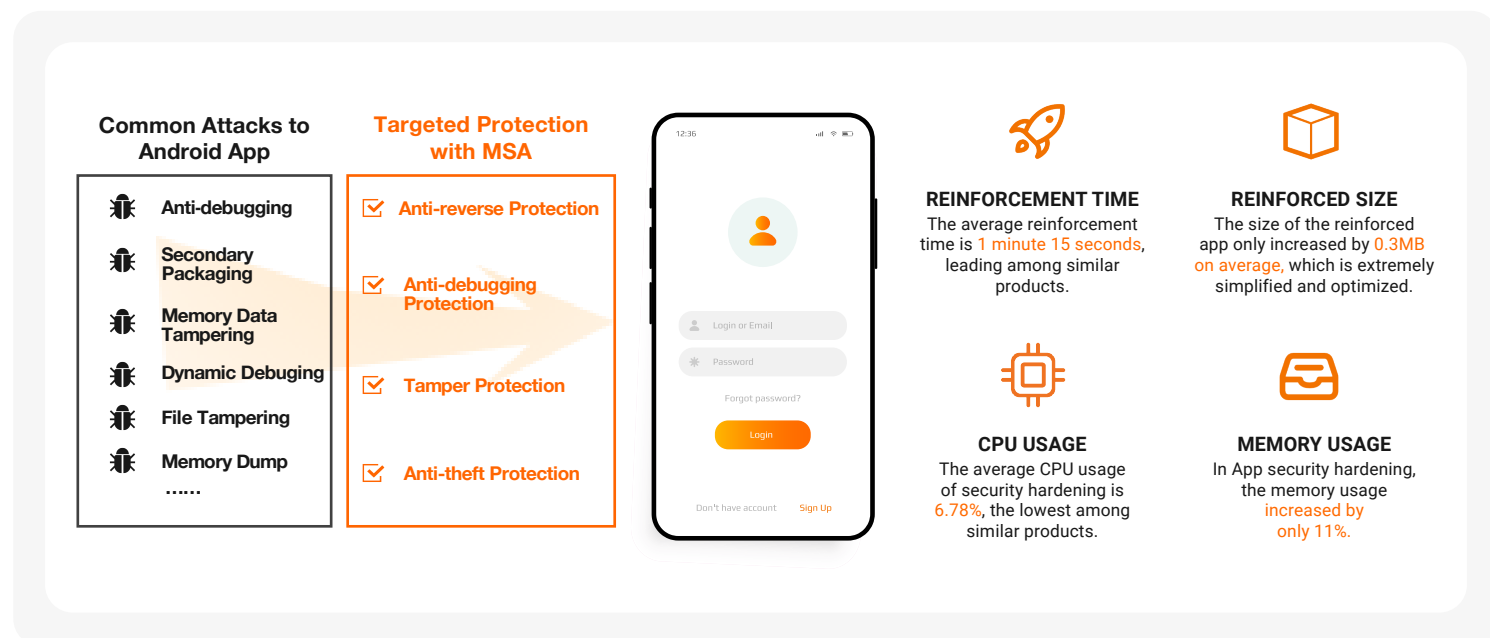


Expert Testing Service

Provides fully commissioned customized testing services and comprehensive test reports within 48 hours after the requirements are confirmed.

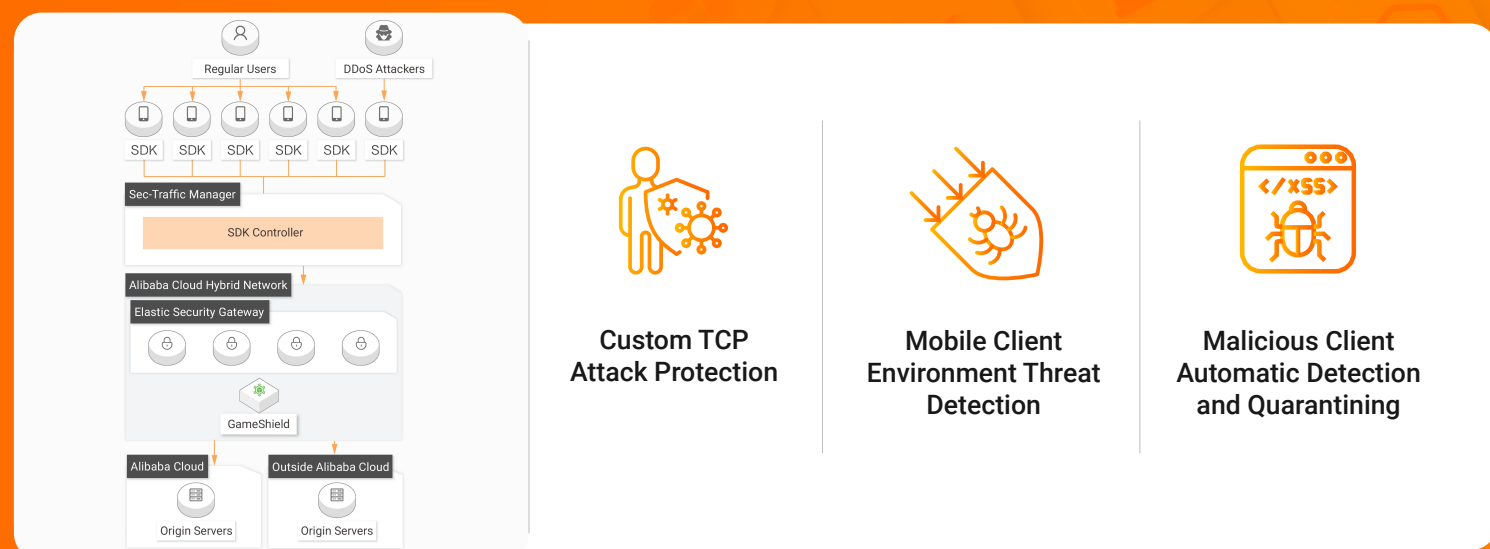
SECURE YOUR APP CLIENT WITH MOBILE SECURITY ARMOR

Stable, simple and effective security protection for Android mobile apps, improves the overall security level of applications, and protects applications from being cracked and attacked.

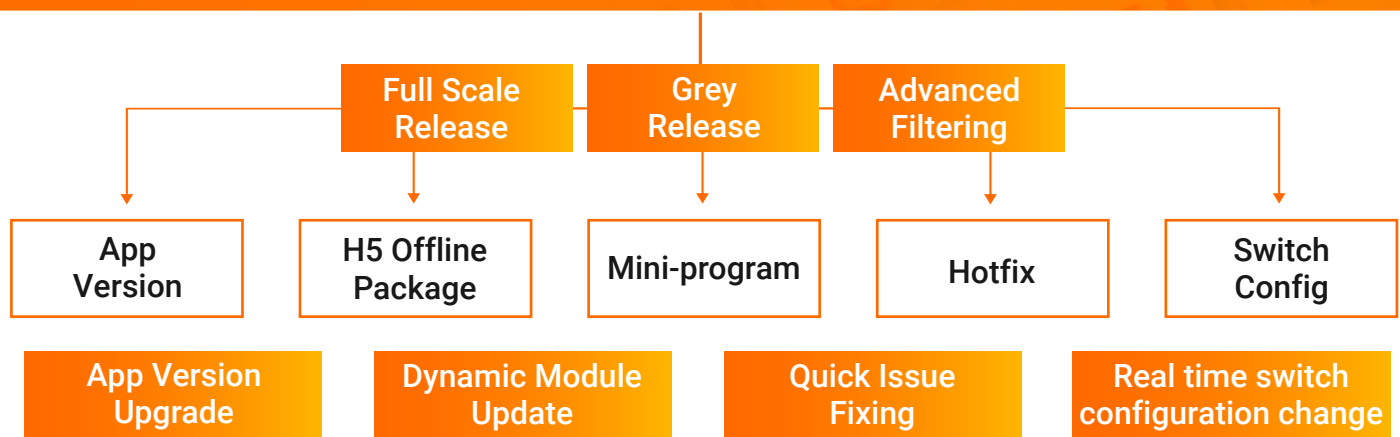


SECURE YOUR MOBILE APP TRAFFIC WITH GAMESHIELD

GameShield integrates the lightweight Alibaba Cloud Security SDKs to eliminate DDoS attacks, HTTP flood attacks, and TCP flood attacks that are specific to the gaming industry faced by mobile applications.



RELEASE WITH MOBILE DEPLOYMENT SERVICE



Features

- Unified Channel
- Whitelisting
- Grey Release
- Time Window Release
- Rule Based Filtering
- Checksum

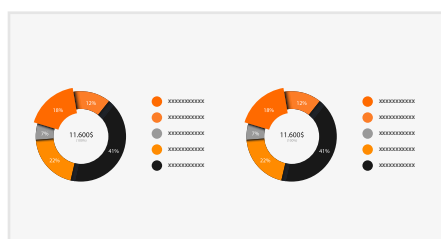
Benefits

- Deployment within Seconds
- Rollback
- Granular Grey Release

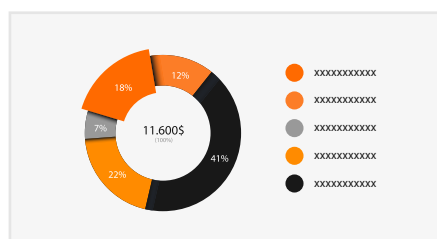
OPERATION & MAINTENANCE

Improve the efficiency of online troubleshooting and make informed decisions on products, operations, and promotion campaigns by ample, visualized insight.

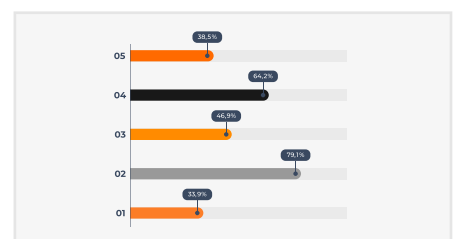
Dashboard of Apps Shows Different Angles of Analysis



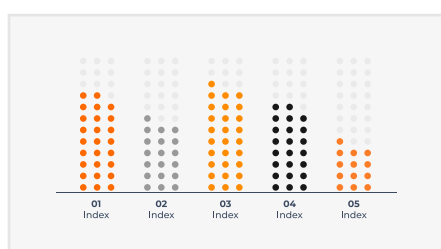
App Start Speed



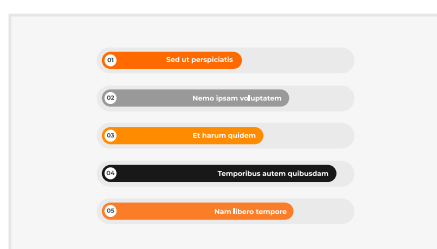
Devices Spreading



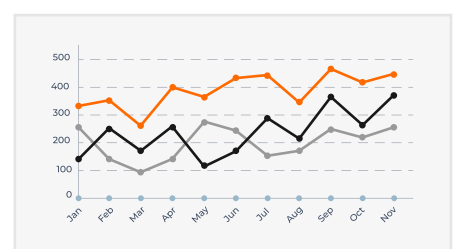
User Activity Time Spreading



Download Channels



Stability Analysis

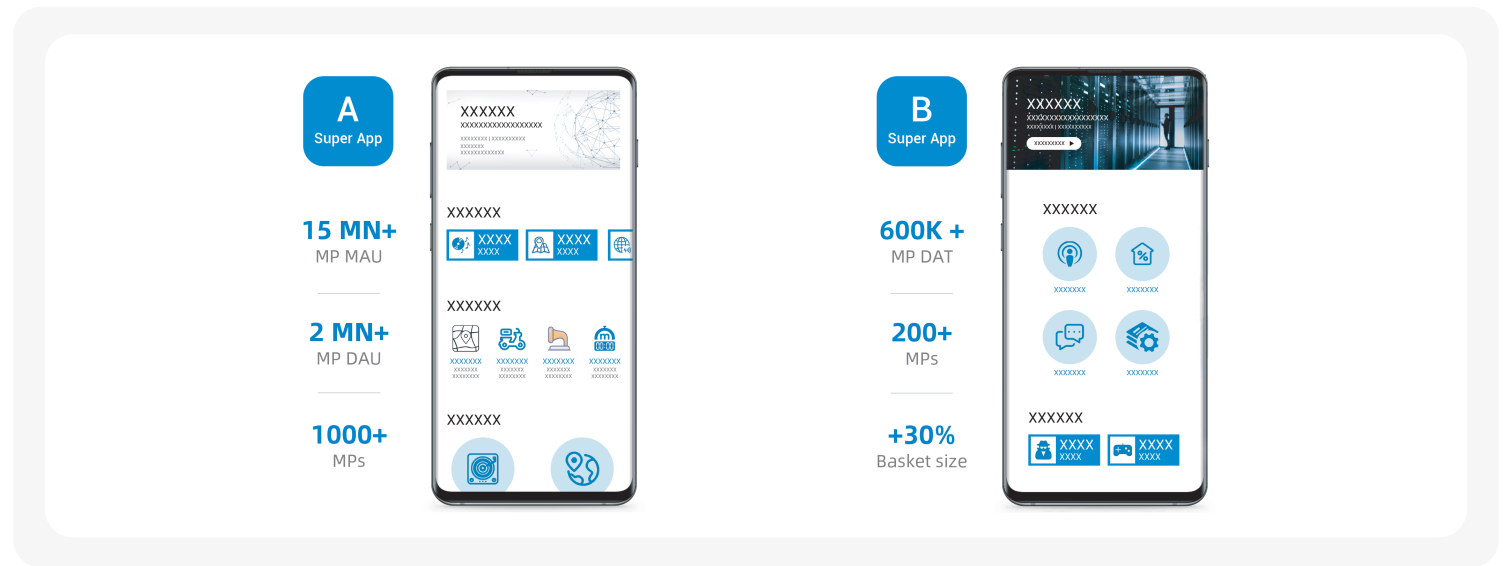


Application Problem Diagnosis

MINI-PROGRAM OPEN ECOSYSTEM, A PATH FOR SUPER APP

A super-app is the mobile application that can provide multiple services embraces many aspects of personal and commercial life.

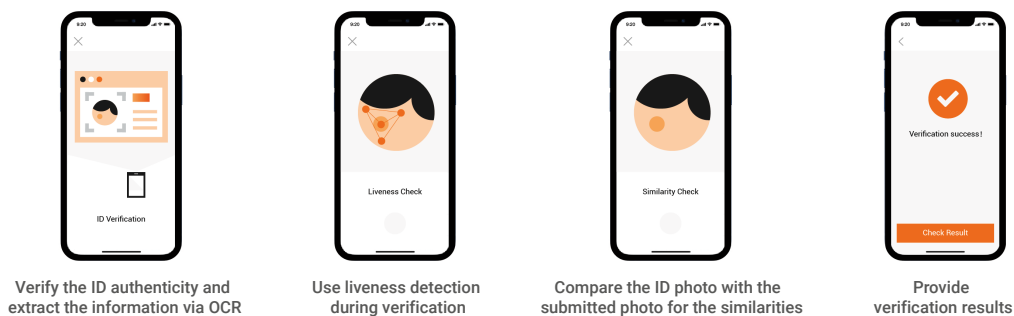
Based on the mini-program platform, you can launch mini program in your own app. It can also be output to other platforms through one-time development.



IMPROVE YOUR DIGITAL ENGAGEMENT WITH OUR READY-TO-USE SERVICES

Real ID - A Digital and Remote Online Solution for eKYC

Listed as a Representative Vendor in 2022 Gartner® Market Guide for Identity Proofing and Affirmation. The liveness technology used by Real ID meets **the ISO 30107-3 Level 2 standard**.



ZOLOZ Certifications & Recognitions



ISO Information Security



ISO Presentation Attack Detection



Payment Card Industry Information Security Certification

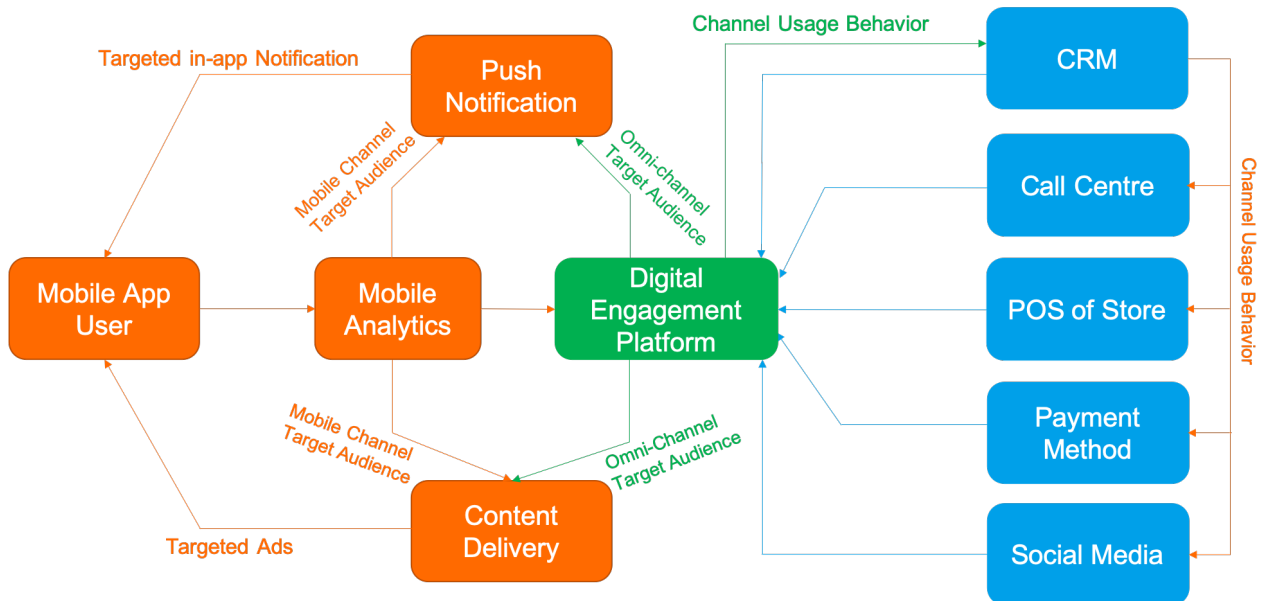


Standard for Mobile Identity Technology (ISO TC68)



SOC 2 Type II Report [Hong Kong (China) Node]

ENRICH CUSTOMER DIGITAL CHANNEL ENGAGEMENT



INSIGHT DRIVEN MARKETING AUTOMATION



Major Client Requests

Enable Digital Transformation

- Instant & Flexible Analytical Capability
- Million-event Level DAU Data Query
- Data Analytics & In-depth Application

KPI Monitoring

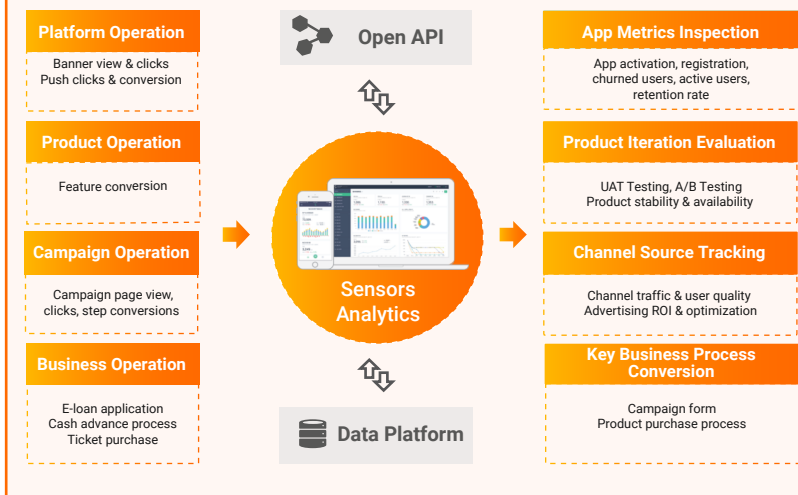
Product Feature Iteration & Optimize User Experience

Marketing Efficacy Evaluation & Channel Management

Quantify Business Objectives & Effectiveness Evaluation



Digital Engagement Platform



Project Outcome

Covered 95%+ Business KPIs

- Core KPIs & Daily Reported Data
- Exploited By Various Business Entities at the Same Time

30%+ Data Management Efficiency Growth

- Reduce Time for Data Collection & Improve Overall Efficiency

Consultation & Empowerment

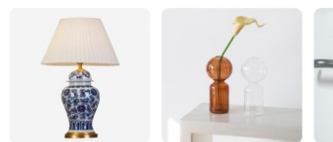
- Improve Mau Via Strategy Planning & Resource Sharing
- Project Diagnostic Analysis & Strategy Advice According to Business Scenarios

In-depth Data Product Application

- Achieve In-depth Data Product Application Through Re-development

ALIBABA CLOUD ARTIFICIAL INTELLIGENCE RECOMMENDATION (AIRec)

A high-quality personalized recommendation service for your applications.



Just for you

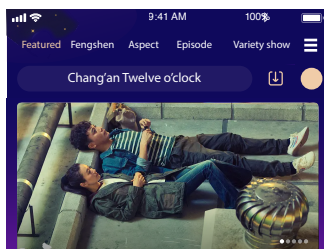
Hot trends at incredible prices

Top-ranking

Weekly deals

E-Commerce App

"Just for you", "you may also like" and "related recommendations" scenarios to increase the App GMV.



Interested?



Video & Content App

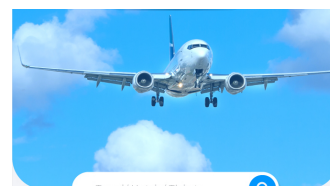
Improves the distribution efficiency of recommended content based on user interests and enhances engagement.



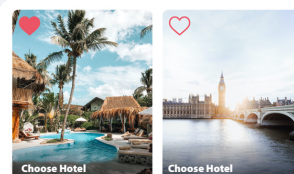
CHOOSE & ENJOY

O2O App

Engaging by help users find an assortment of items they like for short and long-term interests and habits.



Travel/Hotels/Tickets

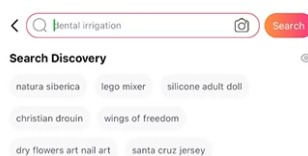


Other Industry

Provide industry-specific algorithm templates launching policies for scene recommendation.

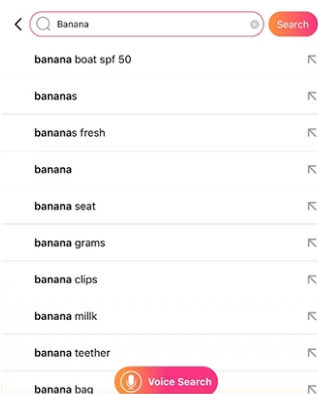
OPENSEARCH

High quality, maintenance-free, and high performance intelligent search services.



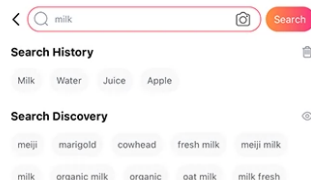
Default search suggestion

Effective to drive purchasing activities



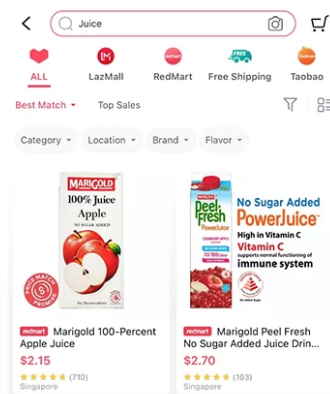
Search Suggestions

Improve the efficiency of search behavior



Search Discovery

Further enhance search scenario conversion



Search Ranking

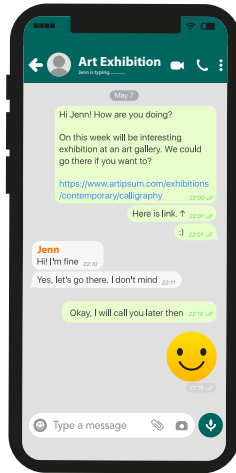
Accurate ranking helps users find what they are looking for

MARKETING YOUR APPS AND ENGAGE YOUR USERS WITH VARIOUS CHANNELS

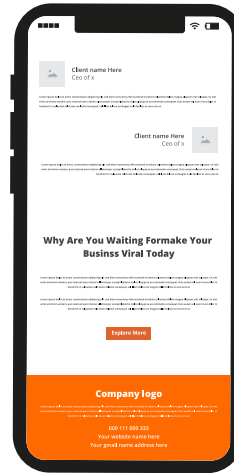
Short Message Service



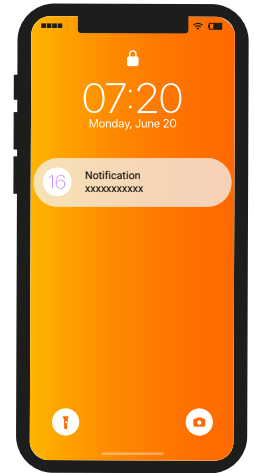
ChatAPP (WhatsApp Service)



Direct Mail Service

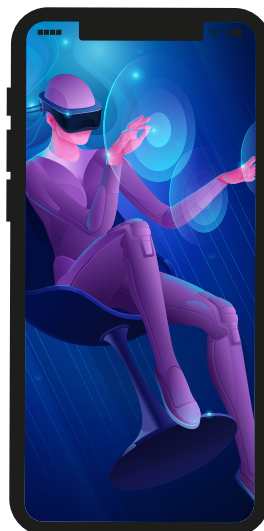
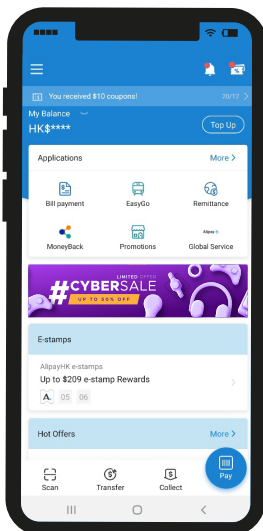


Mobile Push Service



CLOUD MOBILE GAMING

You can combine your digital ads with Cloud Game Emulation. So the end users can run the apps in the cloud using the same instruction set as mobile phones. The download-free games for players through video streaming can greatly facilitates game promotion.



WHY ALIBABA CLOUD FOR YOUR MOBILE APP



App Oriented Platform

Provides all-around solutions for development, testing, monitoring, operation, marketing, security, and user participation of apps.



App Security Compliance

Provides end-to-end security protection capabilities for mobile apps to ensure business compliance and sustainable operations.



App Development Acceleration

Lowens the technical threshold for app development, reduces R&D costs, improves R&D efficiency, and significantly shortens the development cycle.



App Industry Adaptation

Provides app solutions for vertical industry scenarios, such as finance, operators, public services, and travel.

MOBILE SUITE CUSTOMERS

中信銀行(国际) | 100 百年同行 以信致远
CHINA CITIC BANK INTERNATIONAL | GROW TOGETHER TRUST FOREVER

G GCash



BRB
DIGITAL
an EMI Brand of Bangkok Bank, Ltd.
Your EMI Partner of Choice!

YFLife
萬通保險

di digital
intelligence
Technology Enhances Creativity

WHITE CHANNEL
สถานีความดี 24 ชั่วโมง

云派网络

Touch
nGO
eWallet

ALIBABA CLOUD MOBILE SUITE

Alibaba Cloud Mobile Suite is a set of front-end development tools and “backend for frontend” (BFF) capabilities. It aims to solve the challenges of hard-to-scale and inconsistency UX by siloed tools in app creation.

Mobile Suite is positioned to boost App developing effectiveness, especially for super apps with various functions and experiences. It features supporting reusable App components, App building blocks and App containers to enable portability across App types.

Mobile Suite provides cloud AI services and mini-program open ecosystem for apps to pave the way for better user experience, better engagement and eventually business growth.

