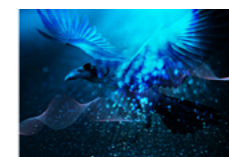




Pioneers

Businesses spearheading the AI revolution



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FOREWORD

As we stand on the cusp of a new era in digital innovation, it is both exhilarating and humbling to witness how AI is reshaping industries, driving efficiency, and unlocking unprecedented opportunities for growth. It is a point of distinct professional pride that Alibaba Cloud is proving such an instrumental partner in enabling clients to embrace AI technologies and revolutionize their offerings.

At Alibaba Cloud, we are committed to our position at the forefront of this AI revolution, not just as a technology provider but as a partner in innovation. This issue of Alibaba Cloud magazine is dedicated to showcasing the remarkable journeys of our clients who have successfully integrated AI solutions into their operations, setting new benchmarks for excellence and creativity.

From providing new platforms for creative collaboration, to the development of new, locale-specific LLMs, the success stories featured in this edition highlight the diverse applications of AI across various sectors. They act as a testament to the ingenuity and resilience of our clients, who have embraced AI to drive meaningful change and achieve their strategic objectives.

As we explore these inspiring narratives, we are reminded that AI is more than just a tool; it is a catalyst for innovation and a compelling force for good. It has the power to transform not only businesses but also communities, creating a more sustainable and equitable future for all.

We are proud to support our clients on their AI journeys, providing them with the cutting-edge technologies and expertise needed to succeed. Together, we are building a future where AI is seamlessly integrated into every aspect of our lives, enhancing our capabilities and enriching our experiences.

Thank you for joining us on this exciting journey. We hope you find inspiration in the stories shared within these pages and are encouraged to explore the limitless possibilities that AI offers. Let us continue to push the boundaries of what is possible and shape a future where technology empowers us all.



Selina Yuan
Vice President of Alibaba Group;
President of Alibaba Cloud Intelligence International

Shiseido Drunk Elephant



Drunk Elephant, a highly effective skincare brand, partnered with Alibaba Cloud to enhance its digital presence and customer engagement in China. Leveraging Alibaba Cloud's expertise in AI and cloud services, Drunk Elephant launched 'DrunkGPT,' an interactive chatbot on its WeChat mini program. This AI-driven tool improves customer interaction by providing skincare advice and product recommendations.

The collaboration has also enhanced Drunk Elephant's online marketing and security measures. Moving forward, the partnership aims to further innovate DrunkGPT and explore new AI-based solutions to boost customer experience and market growth.

- Drunk Elephant is a global skincare brand founded by Tiffany Masterson in the United States in 2013.
- Drunk Elephant formulates its products with research-backed, skin-friendly ingredients to deliver proven results.
- Drunk Elephant has a unique product philosophy and they do not formulate with essential oils, drying alcohols, silicones, chemical sunscreens, fragrances, or SLS.
- When you use Drunk Elephant products exclusively—what we call taking a Drunk Break—skin can be kept in a healthy, balanced state.



Using AI for new levels of consumer personalization

Smart technology, including AI and cloud services, are redefining the paradigm of marketing and customer engagement. How do you think these technologies can help Drunk Elephant grow and evolve?

- Drunk Elephant is an innovative and evolving brand that always explores new solutions to provide a unique and convenient shopping experience for consumers.
- “Listen to your skin” is a key principle of Drunk Elephant, encouraging consumers in the Chinese Mainland to understand their skin’s real needs and choose the products which benefit them.
- The team was able to bring to life this approach with the launch of DrunkGPT, which allows consumers to ask about skincare issues they may have and get solutions that are more accurate, intelligent, and useful. This improves the consumer experience before and after shopping.
- This AI technology educates consumers on Drunk Elephant’s unique skin philosophy and helps consumers find an easy, customizable routine.
- It also allows the brand to connect with their community on a day-to-day basis and better understand their consumer’s needs.



Why did you choose to partner with Alibaba Cloud Services, as opposed to another cloud services provider?

Selecting Alibaba Cloud Services as our partner was a wise decision rooted in their demonstrated expertise in data analysis, AI services, and language models. Their understanding of applications and services has been pivotal in enhancing our consumer experience and technology innovation. Moreover, Alibaba’s extensive experience in driving growth within the retail and digital sectors, coupled with their technological capabilities, aligns perfectly with Drunk Elephant’s vision for creating innovative experiences for their consumers.

Tina Chen
Chief Digital Officer
Shiseido China

Activate rate

Compared to a standard of 2.5%, helping improve Drunk Elephant brand affinity.

8.2%

Increase in community dwell time

Now totalling an average of 326 seconds per session.

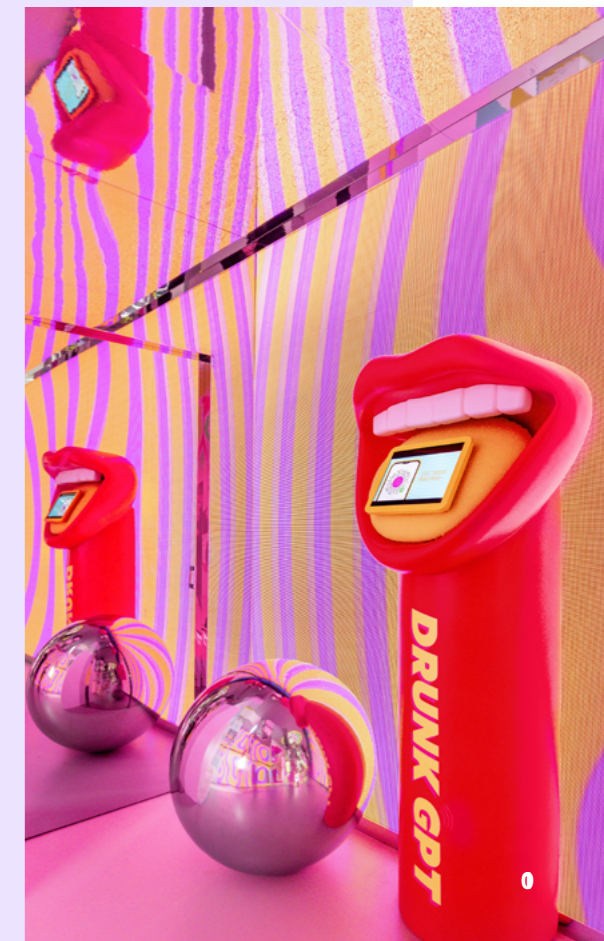
10x

Why did Drunk Elephant want to build a chatbot and why did it choose Alibaba Cloud Services’ Qwen LLM to build it?

The decision to build a chatbot was driven by our desire to offer a 24/7, highly responsive interface that could cater to the diverse and immediate needs of our consumers. This chatbot is more than a tool: it’s an extension of our brand, offering personalized and consumer-centric services that reflect our commitment to customer care. Alibaba Cloud Services’ Qwen LLM, as a leading company with this advancing technology, was definitely a good choice. Also, its strong technology capabilities bring us more potential opportunities for application expansion and rolling it out to other markets.

How have Alibaba Cloud and the business integrated Qwen with Drunk Elephant’s private knowledge base and workflows?

To get this AI chatbot to speak in the brand tone, we built up a brand knowledge base and leveraged RAG technology for building large language model based applications. Alibaba Cloud’s team worked closely with us and provided invaluable support.





What challenges have you encountered when implementing AI into your application and how has your team managed to address these challenges?

Actually, we conquered lots of barriers when we implemented this AI application, mainly in terms of legal policies, data security and the exact consumer experience when it landed. Since it was really new even to the whole beauty industry, we didn't have any benchmark or previous executional experience to take as a reference. Fortunately, this project was supported by lots of our internal teams and Alibaba Cloud's teams to ensure everything was in compliance.

How has Qwen LLM implemented the changes Drunk Elephant wanted to see?

Qwen LLM enabled us to provide human-like conversations to Drunk Elephant's customers that are not only engaging but also show a deep understanding of our products and brand spirits.

How has Alibaba Cloud Services and Qwen LLM benefited Drunk Elephant?

So far Drunk Elephant has received a really positive response.

- We have received over 3,000 questions ranging from how to address skincare concerns to how to use our products.
- We find that with DrunkGPT, consumers are willing to stay longer in community (326 secs, 10 times versus launch it before) and the activate rate is 8.2%, much higher than average 2.5%, which improved the brand affinity of Drunk Elephant.
- This is all because of the powerful AI technology from Alibaba Cloud, which makes answers accurate and diverse, encouraging a passionate response from the consumer and keeping them engaged for a long time.
- This is the purpose of DrunkGPT – Keeping connection and engagement with customers.

What would you like to see in Drunk Elephant's future, especially in digital engagement, and can you see a place where Alibaba Cloud Services can help with those goals?

Moving forward, we're expecting to be able to create richer customer experiences with AI. As a company continuously exploring beauty innovation, we proactively attempt new approaches to create disruptive consumer experiences.



A revolution in adverse drug reactions reporting

AstraZeneca



“ We ultimately opted for Alibaba Cloud because their solution for adverse effects reporting outperformed competitors. ”

Xin Zhong
IT Head of AstraZeneca China

AstraZeneca, a global pharmaceutical company, sought to address the challenge of complying with Chinese regulatory requirements through the implementation of emerging artificial intelligence technologies to enhance efficiency and productivity.

Together with Alibaba Cloud, AstraZeneca has deployed the first adverse event summary system in China's pharmaceutical industry, using Tongyi Qwen LLM. This AI-driven system streamlines the creation of adverse drug reaction reports by integrating AstraZeneca's private and public medical knowledge bases, significantly improving accuracy from 90% to 95%, and increasing efficiency by 300%.

In conversation with AstraZeneca's Xin Zhong and Henry Wu

Welcome Mr Zhong. Thanks for joining us for a quick discussion. As Executive Director and Head of IT for China and Hong Kong at AstraZeneca, you were instrumental in rolling out this new solution. First of all, how would you describe AstraZeneca's approach to adopting emerging technologies?

At AstraZeneca, we see emerging tech as a key enabler in driving innovation, improving efficiency and, ultimately, improving patient outcomes. That said, we must take into account a few major considerations when adopting new technologies.

Of course, we need to make sure that any investments contribute directly to our mission as a company, and our business goals.

Then comes compliance. We operate in the highly regulated pharmaceutical industry, so we need to maintain high standards in order to be compliant with external regulations and internal policies whenever we adopt new technologies. It's also important to be agile. We start all projects from a proof of concept, and quickly scale from there once the business values and solution capabilities have been proven.

We also take partnership very seriously. As a leading pharmaceutical company, we believe that through close collaboration with leading tech companies, we can look for ways to deploy the best solutions in our own organization, and then extend those benefits to the industry as a whole.



Xin Zhong
IT Head of AstraZeneca China

What requirements did this Qwen-based solution have to meet before adoption?

First and foremost: accuracy. Typically the industry looks for an accuracy level of 85% when considering gen-AI solutions. That said, we decided to set up a much higher goal of 95% in order to truly ensure that any productivity improvements were of value. Put simply, it means we expect 95% of AI-generated adverse effect reports to pass manual review without any changes.

This is not an easy ask, and is only achievable with a solution that was made possible through close collaboration between our industry know-how and Alibaba Cloud's AI expertise. After four rounds of iteration and model finetuning, we ultimately achieved the accuracy rate of 95%. During implementation, we provided 200 pieces of literature, with Alibaba Cloud performing data augmentation, expanding the training data to a volume of around 1000 pieces of literature. Now the AE model runs perfectly and the AE team's productivity has improved three times.

And finally, what made you choose to partner with Alibaba Cloud over the competition?

We ultimately opted for Alibaba Cloud because their solution for adverse effects reporting outperformed competitors. We were also very impressed by the features offered through the Alibaba Cloud platform, which showed tremendous flexibility in connecting to a range of different models. Even Alibaba Cloud's own range of model sizes and multilingual capabilities means we have ample opportunity to expand the Chinese solution to other markets.



Henry Wu
Regional Patient Safety
AstraZeneca



We are also joined by Mr. Wu, Regional Director of Patient Safety China and Eurasia at AstraZeneca. Can you give us a little insight into how a pharmacovigilance (PV) professional's daily routine has changed since the adoption of Tongyi Qwen?

First, let me explain a little about pharmacovigilance. This is the term for the science and activities involved in detecting, assessing, understanding, and preventing adverse effects or other drug-related issues. Simply put, it ensures that the benefits of medicines outweigh their risks. It monitors the safety of medicinal products throughout their lifecycle, from preclinical trials to post-marketing.

PV is crucial for patient safety, identifying side effects not evident during clinical trials. PV professionals handle adverse drug reaction (ADR) identification, assessment, processing, and submission over to health authorities. The introduction of the Tongyi Qwen-based AI tool in our workflows has automated and streamlined ADR processing, allowing for more efficient report production and increased focus on innovation.

How do your team interact with this AI-powered system on a day-to-day basis?

Our team interacts with the AI-powered system through data ingestion and pre-processing, pattern recognition and analysis, report generation, and human review. While AI-generated reports often surpass manual precision, human reviewers ensure final accuracy.

This integration reduces the time and effort needed for high-quality reports, allowing us to focus on strategic analysis and decision-making, enhancing patient safety. AI often outperforms humans in accuracy and efficiency due to its ability to process large data volumes quickly, but we combine AI capabilities with human expertise to ensure contextually relevant and clinically meaningful insights, maintaining high standards of accuracy and reliability.



Taking local LLMs to the next level



Lightblue

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The advent of generative AI has enabled software to perform tasks that were previously only performed by human beings.

Atomu Sonoda
Founder
Lightblue

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Over in Tokyo, AI development and research is going from strength to strength. Lightblue Co., Ltd., a venture born out of Tokyo University, is one such research center making significant strides in the provision of AI tools for Japanese audiences. Specializing in generative AI and image analysis, the dedicated research team at Lightblue (known as LLab) have been working on a cutting-edge LLM, known as ao-Karasu, tailored specifically for the Japanese market. Let's take a closer look at the story behind its development, and what it could mean for the future of AI in Japan.

As one of Japan's leading generative AI development teams, Lightblue aims to provide high-quality solutions that will help deliver the benefits of digitalization to everyone. Atomu Sonoda, founder and representative of Lightblue, believes that 'the advent of generative AI has enabled software to perform tasks that were previously only performed by human beings'. It is thanks to this progress that the team at Lightblue aim to contribute to a world that is both safer and more pleasant to work in.

As a company with a specific focus on providing AI solutions for its domestic market, the team at Lightblue has identified that many models, while proficient in English, are not quite as skilled in East Asian languages, specifically Japanese. Development of ao-Karasu began in order to remedy this.

Early days for ao-Karasu

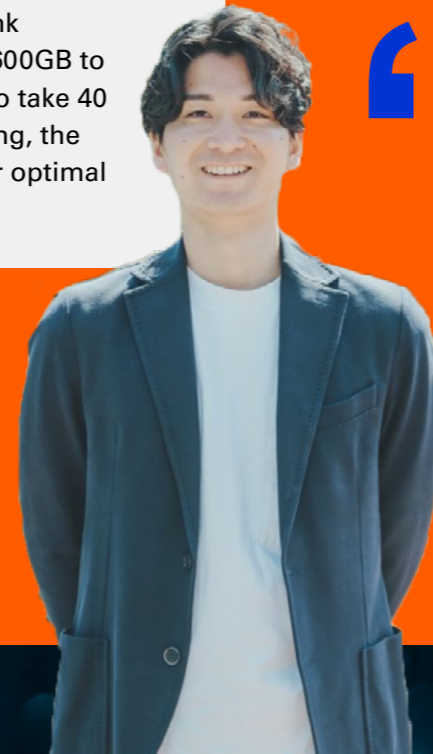


Creating a high-performance LLM from scratch is no easy task: LLab calculated that producing a high-performance Japanese LLM from zero would cost over 1 billion USD. As such, the team opted to streamline the process by fine-tuning an existing model. After comparing a range of options, the team finally settled on Alibaba Cloud's Tongyi Qwen 1.5 72B Chat, known for its strong performance in East Asian languages, and its versatility. This was to provide the foundation for enhancing the solution's Japanese language processing capabilities.

Lightblue constructed a proprietary dataset with over one million diverse entries, including technical blogs, news articles, and QA site responses—all in Japanese. This extensive dataset, totaling approximately 1.1 billion characters, was crucial when training ao-Karasu to understand and generate Japanese text accurately.

Lightblue utilized the open-source edition of Qwen, known for its proficiency in complex natural language processing tasks and strong multilingual capabilities. Additionally, Alibaba Cloud's Elastic Compute Service (ECS) and Server Load Balancer (SLB) ensured scalable, high-performance computing resources and reliable application availability. The Object Storage Service (OSS) provided secure and scalable storage for the vast amounts of unstructured data needed for training.

To train the Qwen 72B model, Lightblue used the LoRA (Low-Rank Adaptation) technique, which reduced the required VRAM from 600GB to 80GB, significantly lowering costs. Although initially estimated to take 40 days, the training process converged in just one day. After training, the model was merged with a full-precision model and quantized for optimal performance.



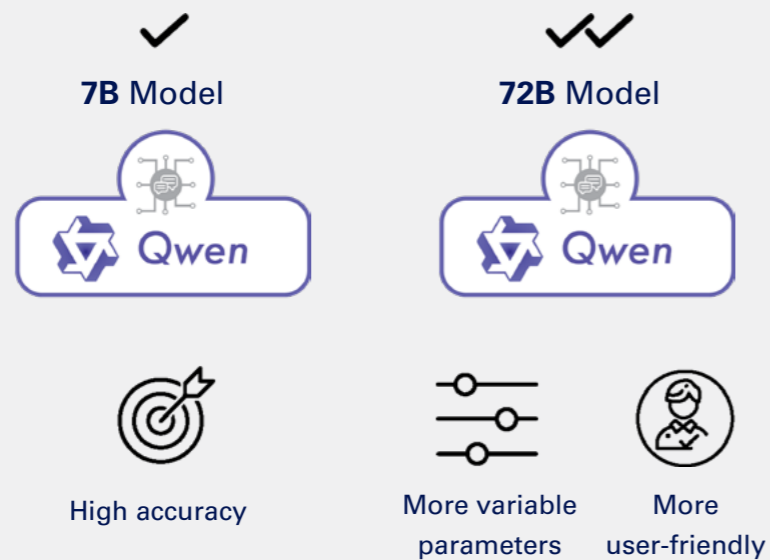
Qwen proved to be the best publicly available option for supporting Japanese. This made Qwen the ideal choice for Lightblue's ao-Karasu development. Qwen's architecture, designed for complex NLP tasks and strong multilingual capabilities, provided a robust starting point for creating ao-Karasu.

Shunichi Taniguchi, Director and Senior Researcher, Lightblue



Lightblue's model comparison

Qwen's range of model sizes, from lightweight to large, offered flexibility during development.



Fine-tuning Qwen for customized use



Measuring success

The team at Lightblue evaluated the model using the MT-Bench benchmark, which outperformed base Qwen-72B and GPT-3.5 models in Japanese, with the team identifying that the model particularly excelled in logical reasoning and text generation activities. That said, LLab are still analyzing the possibility of further improvements being made. Evaluation revealed instances of hallucinations in some responses, especially in response to simple factual questions. Furthermore, while MT-Bench is a useful way to measure models' success, the Lightblue team are actively exploring further standards that can be used to evaluate their LLM, instead of relying on a single method.

Looking to the future: ao-Karasu spreads its wings

Lightblue aims to continually improve its AI service offerings, including tools such as the RAG-based Lightblue Assistant, and in doing so replace services currently offered through API from other solution providers. Specifically, the team is looking to continue training ao-Karasu on small yet high-quality datasets, and implement RAG and function-calling capabilities in order to limit the potential for hallucinations to occur. The team has also identified ELYZA-100 and LB-Bench as benchmarks they will use in the future to measure ao-Karasu's performance.

Lightblue's innovative approach to developing a Japanese LLM, supported by Alibaba Cloud's advanced technologies, marks a significant milestone in the field of NLP. By leveraging Qwen's capabilities, Lightblue is poised to drive transformative, positive change in society, making AI technology more accessible and beneficial for everyone.

Haleon



HALEON

**An advancement
in personalizing
consumer healthcare**

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We are honored to collaborate with Alibaba Cloud on this venture.

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**Susan Gu
General Manager
Haleon Mainland China and Hong Kong**

Haleon (LSE / NYSE: HLN) is a global leader in consumer health, with a purpose to deliver better everyday health with humanity. Haleon's product portfolio spans five major categories - Oral Health, Pain Relief, Respiratory Health, Digestive Health and Other, and Vitamins, Minerals and Supplements (VMS). Its long-standing brands - such as Advil, Sensodyne, Panadol, Voltaren, Theraflu, Otrivin, Polident, parodontax and Centrum - are built on trusted science, innovation and deep human understanding.

The healthcare landscape is evolving, with a growing emphasis on personalized consumer experiences. Haleon, built on the foundation of scientific expertise, innovation, and deep human understanding, aims to harmonize consumer insights with cutting-edge healthcare service innovation. To ensure a premium customer experience for its vast consumer base, the company sought to implement a fully automated, real-time service delivery system. This technologically-rich solution would address each consumer's enquiry and demand instantly, eliminating delays and enhancing overall satisfaction.

Haleon aimed to develop an intelligent, responsible, and professional system that could handle a large volume of consumer enquiries in real time, ensuring a premium customer experience without compromising personalization or efficiency.

With healthcare at the forefront of the AI revolution, the nutrition, medicine development, and health management industries have largely begun leveraging Large Language Models (LLMs) to unlock unprecedented value.

By harnessing Alibaba Cloud's sophisticated LLM, Tongyi Qianwen (Qwen), and integrating it with Haleon's proprietary knowledge graph through retrieval-augmented generation, Haleon's solution now seamlessly integrates across all customer touchpoints, ensuring a cohesive end-to-end journey and hyper-personalized healthcare management.

Creating a bespoke solution

Leveraging the Qwen large language model, integrated with Haleon's existing knowledge graph, Alibaba Cloud supported Haleon to build AI nutrition assistant services through retrieval-augmented generation. The solution includes end-to-end design, development, and integration across the stakeholder spectrum and implements the following components:

Qwen large language model and prompt engineering

Through Prompt Engineering, the input and output of the Qwen model are arranged and connected to realize question pre-processing, personalized Q&A based on user tags, structured nutritionist responses, specified tone styles, and other features.

Vector recall

Sort out and split the data from the enterprise's exclusive knowledge base, and vectorize the knowledge through the Embedding model. The purpose is to recall unstructured knowledge based on user questions and use it to enhance the answers of the large language model.

Knowledge graph recall

Knowledge graph recall makes full use of the existing data assets of the enterprise and uses NL2Cypher to retrieve knowledge such as relationships and attributes that are beneficial to question answering from the knowledge graph. This improves the professionalism and reliability of the large language model's answers.

Recall sorting

Integrate multi-channel recall results (including vector recall, sub-graph recall) to ensure the reliability of the retrieval results while eliminating any noise, thereby enhancing the answering effect of the large base model.

Front-end integration

By integrating Qwen's standard API interface with the front-end system, multi-touch service integration is achieved, particularly with Enterprise WeChat. This integration provides functions including login, authorization and authentication, messaging, and security encryption, among others.



The partnership between Alibaba Cloud and Haleon, powered by Tongyi Qwen, has revolutionized personalized healthcare for millions. This collaboration enabled Haleon to achieve unprecedented precision and insight in addressing health inquiries.

Nutritionists utilizing the AI nutritional assistant experienced a substantial enhancement in professionalism and scientific rigor, alongside notable gains in service efficiency. Currently, a single nutritionist supported by this technology can serve over 1,300 consumers, representing a six-fold increase in efficiency compared to traditional models where human nutritionists typically handle around 200 clients each on other platforms. Additionally, they were able to respond to inquiries in the user's preferred language.

Haleon plans to further enhance its AI-powered health management services by expanding its capabilities of knowledge graph x LLM and improving personalization. Leveraging Alibaba Cloud's scalable computing resources and proprietary AI frameworks, Haleon aims to accelerate innovation in consumer healthcare, emphasizing data-driven insights and intelligent automation throughout its value chain.

In addition to the AI-powered nutritional assistant project already underway, Haleon also looks forward to collaborations involving AI-generated content, AI brand ambassadors, AI-personalized experiences, and exploring how to apply large language model technologies in conjunction with Haleon's trusted science to empower healthcare professionals.

X-Verse Technologies



Creativity sparks with AI tools on the cloud

X-Verse Technologies is an automated and collaborative design/creativity ecosystem that connects creators and stakeholders in real-time to make creation immersive and easier. It aims to provide a comprehensive and collaborative ecosystem connecting everyone and enhancing accessibility and execution in the creative process. Ultimately, their mission is to democratize creativity, making it more accessible and executable for everyone involved, and to inspire a new era of innovation and collaboration in the design and creativity sectors.

Creation is teamwork. Take curation for example. There is a curator, PR agency, designer and other third party collaborators involved in the process. Too many parties, alongside a lack of communication and collaboration, plus a fractured information and lengthy modelling process are creating pain for creators in the current workflow.

The X-Verse team believe in creation & design should be done in an easy and fun way. That's why they introduced "three innovations" to connect everyone:

01

Collaborative business model

One space to exchange information and provide real time communication to keep the creation moving and manageable.

02

Seamless workflow

By leveraging innovative technologies, such as AI agent, multimodal HCI, etc., X-Verse Technologies provide intelligent agentic workflow to streamline information acquisition and business process and further help people to make smart decisions.

03

Human-computer interaction

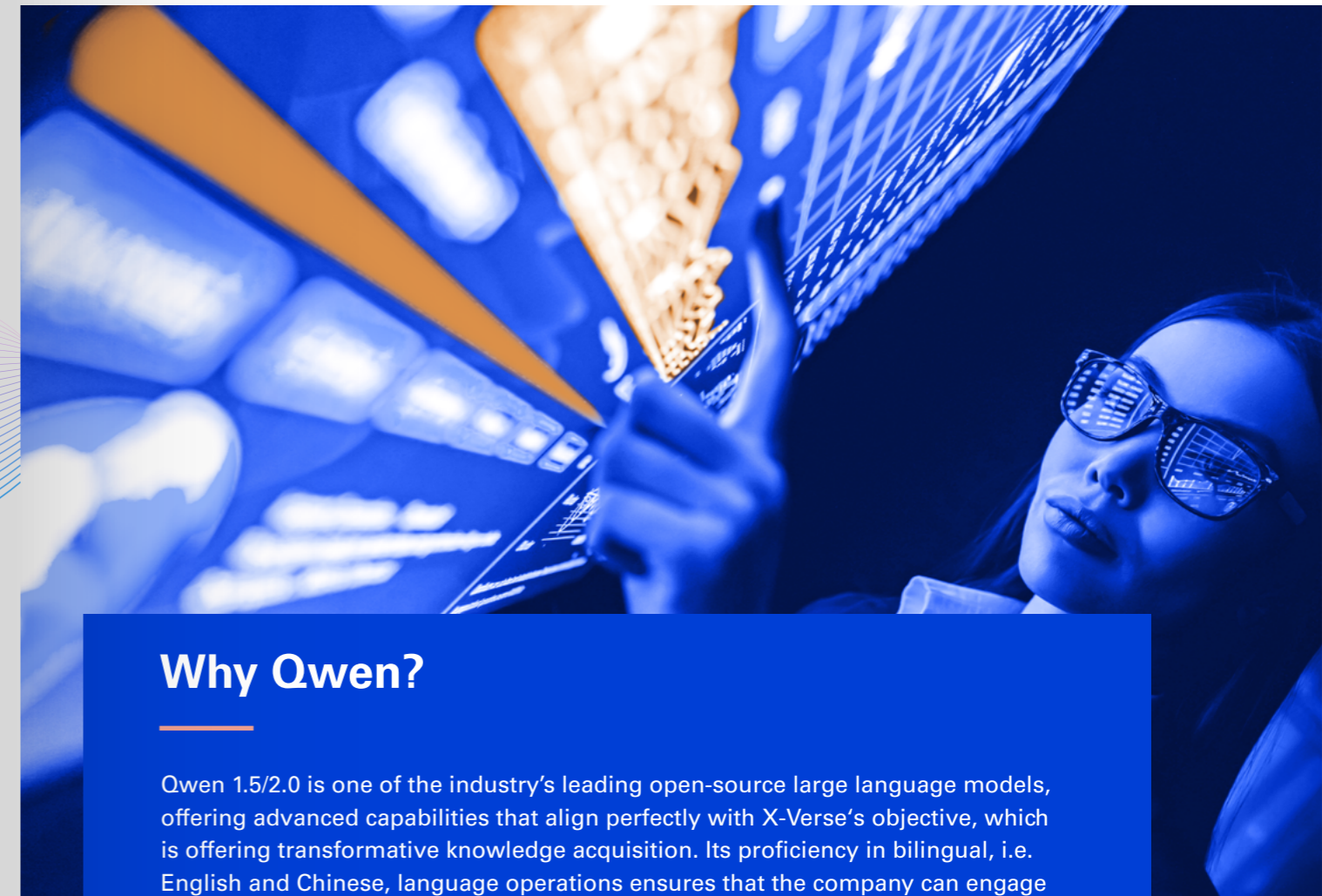
A new method involving the adoption of agentic workflows and multimodal HCI, e.g. gesture and eye movement, that enable efficient 3D and immersive modelling processes.

In short, the company's technology-driven platform ensures that it remains agile and responsive to the evolving needs of the industry. By continuously incorporating the latest advancements in AI and HCI, it maintains a leadership position and provides users with a competitive edge.

Some of the marketing application for the offering lies in curation, event planning and sales and marketing strategies. End users can acquire targeted information by inputting prompts, interacting with the search engine, and being guided by the agent to make decisions and take further steps.

X-Verse Technologies recently partnered with one of the leading universities in China in its art exhibition marketing. The curator could work on the platform to conduct searches, draft event marketing planning, or contact stakeholders.

It is also working with a leading retail brand, which leveraged X-Verse Technologies' creativity ecosystem to help them in ideation, marketing campaigns and sales and marketing strategies.



Why Qwen?

Qwen 1.5/2.0 is one of the industry's leading open-source large language models, offering advanced capabilities that align perfectly with X-Verse's objective, which is offering transformative knowledge acquisition. Its proficiency in bilingual, i.e. English and Chinese, language operations ensures that the company can engage with local audiences more effectively.

Also, Qwen 1.5/2.0's Retrieval-Augmented Generation (RAG) allows X-Verse to enhance search functionalities by providing more accurate and contextually relevant results, allowing customers to find the information they need more quickly and efficiently.

These benefits align with the company goals of innovation, market expansion, and customer satisfaction, positioning X-Verse for continued success in the competitive technology landscape.

Qwen's sophisticated language understanding allows X-Verse to significantly enhance search algorithms. Traditional search methods often rely on keyword matching, which can lead to irrelevant results and a suboptimal user experience. With Qwen, X-Verse can implement semantic search capabilities that understand the context and intent behind user queries. This means it can deliver more accurate and relevant results, improving user satisfaction and engagement.

Moreover, Qwen's multilingual capabilities enable the team to break language barriers, providing seamless search experiences for users across different linguistic backgrounds. This is particularly important as it expands its global reach and caters to a diverse user base. In terms of content creation, Qwen empowers X-Verse to automate and enhance the generation of high-quality content.

It's all about agentic workflows

Agentic workflow is one of the key innovations in the X-Verse offering. Currently, LLM and AI tools are majorly focusing on text to content, e.g. text to image, text to video, etc. However, the team at X-Verse believes Gen AI should be more powerful and help us to "DO" things. Which means "text to action" is needed. With that in mind, the team are working with researchers on constructing an intelligent agentic workflow, which enables the agent to be part of our human community.

An agent is like a human being. It has a brain, memory, can think and if you give it a task, it can reason with itself and then execute. X-Verse used NLP to enable the agent to understand prompts, generate a task list and then execute it accordingly. Take art curation for example: a curator can use the curator agent to get information, assistance with mind mapping, or make exhibition plans and then execute step by step.

The collaboration with Alibaba Cloud has been instrumental in fostering creativity and efficiency within the X-Verse ideation process and creativity ecosystem. Alibaba Cloud's Universal Type U1 has provided scalable computing power, allowing the team to handle diverse workloads efficiently. The flexibility of this ECS has enabled X-Verse to experiment and iterate rapidly, which is crucial in the ideation phase. Implementing Alibaba Cloud's secure, scalable, and cost-effective Object Storage Service (OSS) has been essential for managing the vast amounts of data generated during ideation processes. OSS ensures that data is easily accessible and protected, facilitating seamless collaboration among teams.

