

HELPING WESTERN BUSINESSES TARGET CHINESE DIGITAL CONSUMERS IN PARTNERSHIP WITH ALIBABA CLOUD

SINORBIS

[Sinorbis](#) is a Sydney-based technology startup with offices in Shanghai, China and Colombo, Sri Lanka. The company started operations in 2016 with the goal to make digital marketing in China easy by providing Western businesses with an all-in-one and affordable platform that removes the complexity of creating, measuring and optimising their Chinese digital presence.



alibabacloud.com



THE CHALLENGE

“Part of our company promise to our customers is to offer excellent loading speed of their Chinese websites in Mainland China, even if they don’t have an ICP filing/license,” explains Sinorbis’ VP of Technology, Dhruv Parashar.



Sinorbis VP of Technology,
Dhruv Parashar

While enabling this kind of functionality has a lot to do with optimising the coding for the specific requirements of the Chinese digital ecosystem, getting the hosting environment right is also critical. “For our software to be reliable both in Western countries and in Mainland China, we needed to find a reliable Chinese hosting partner that also had an international outlook,” says Parashar.

While some popular Western hosting providers do offer solutions in China, they were not optimised enough for Sinorbis’ needs. Their solutions were quite disparate and, in many cases, would have required Sinorbis to deal with multiple companies to manage and maintain their infrastructure. “We didn’t want these potential friction points in our infrastructure set-up”, says Parashar. “We needed to find the hosting provider with a very sophisticated infrastructure in China, that also offered an English interface to make it manageable for an international team.”

WHY ALIBABA CLOUD

“Alibaba Cloud ticked all the boxes for us”, says Parashar. “There is no doubt that they are one of the leading players for international companies looking for a reliable hosting solution for mainland China.” The interface meets Sinorbis’ high global standards and makes it easy for their development team to manage.

Plus, having access to a local Alibaba Cloud team in Australia meant that Sinorbis could resolve any potential issues quickly and efficiently. “The level of service we have received from the Alibaba Cloud team so far is second to none,” says Parashar.

THE RESULTS

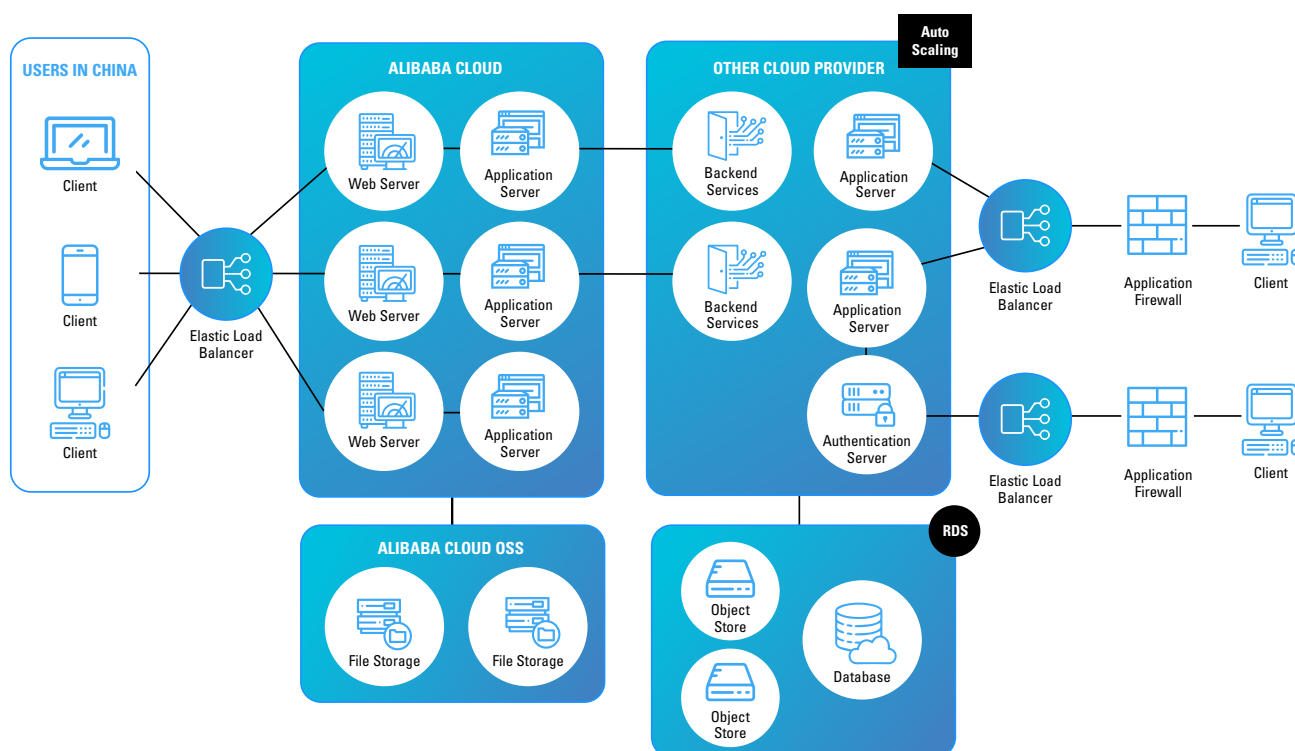
Sinorbis' marketing technology platform officially launched in June 2017 and is already enabling a diverse set of clients with much improved digital marketing performance in China.

"It's really exciting to be able to facilitate businesses growth in China," shares Parashar. "While many of our clients already had a website in simplified Chinese before they started using our solution, these websites could simply not be accessed from within Mainland China due to local Internet regulations."

Through a combination of clever coding and a hosting environment optimised for China, Sinorbis' clients are now achieving fast loading time for their websites in China from the moment they first publish their pages.

ARCHITECTURE

Sinorbis uses Alibaba Cloud ECS (Elastic Compute Service) for deploying and running client websites and are currently using two deployment regions: Beijing (China North 2) and Hong Kong.



FINAL WORD

“When it comes to enabling accessibility to any kind of web service or application in mainland China, Alibaba Cloud offers a reliable solution that caters for the needs of international businesses.”

– Dhruv Parashar, Vice President at Sinorbis



ABOUT ALIBABA CLOUD

Established in 2009, Alibaba Cloud (www.alibabacloud.com), the cloud computing arm of Alibaba Group, is among the world's top three IaaS providers according to Gartner, and the largest provider of public cloud services in China, according to IDC. Alibaba Cloud provides a comprehensive suite of cloud computing services to businesses worldwide, including merchants doing business on Alibaba Group marketplaces, start-ups, corporations and government organisations. Alibaba Cloud is the official Cloud Services Partner of the International Olympic Committee.