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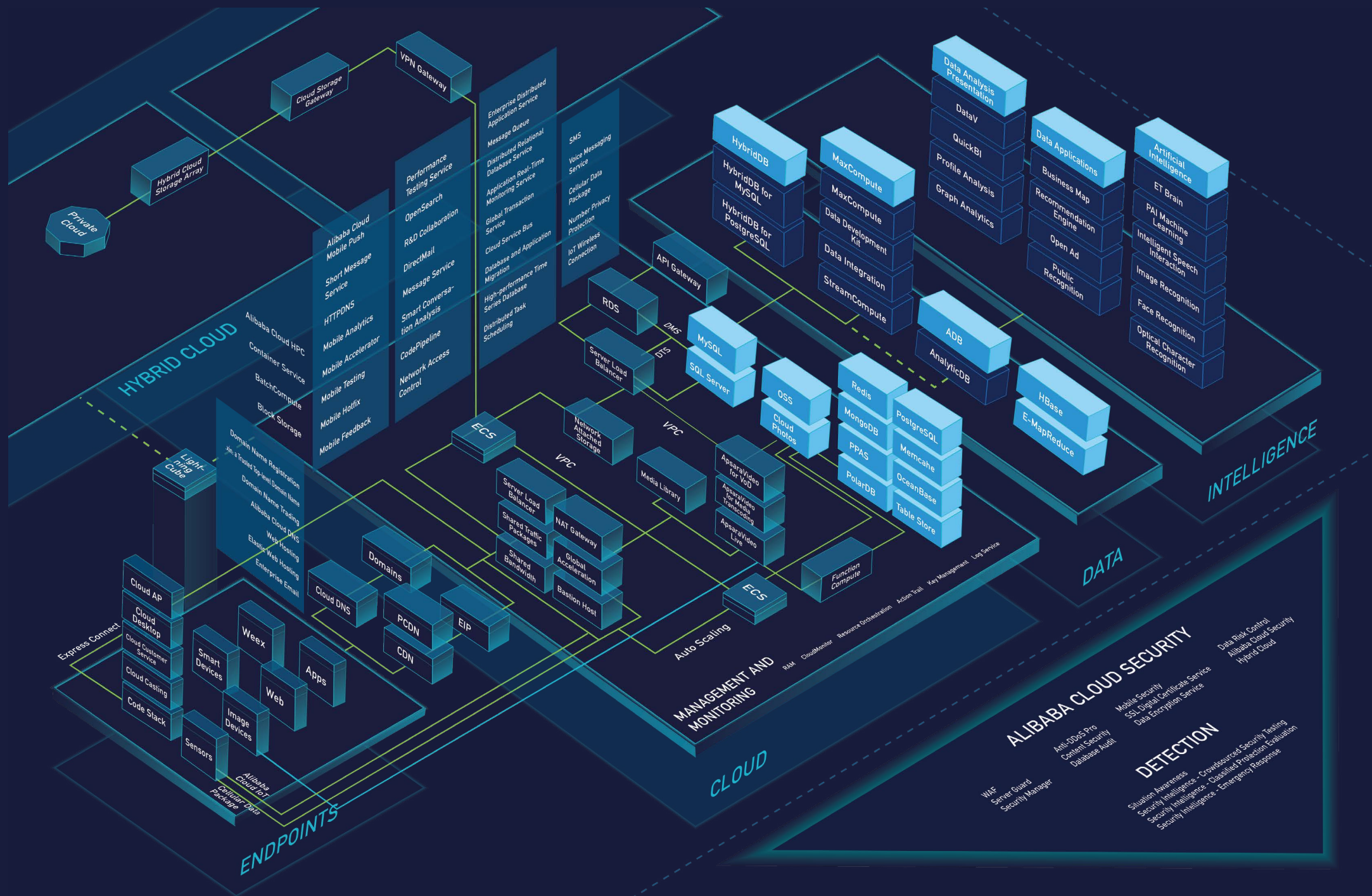
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○ As an existing user, you can recommend Alibaba Cloud products to your friends and win a rebate up to 15%. You will also have the opportunity to become an Alibaba Cloud advocate and get more rewards, such as a free service package and a ticket to the Cloud Computing Conference. Top 10 advocates of the year can win surprising rewards.



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ALIBABA CLOUD PRODUCTS

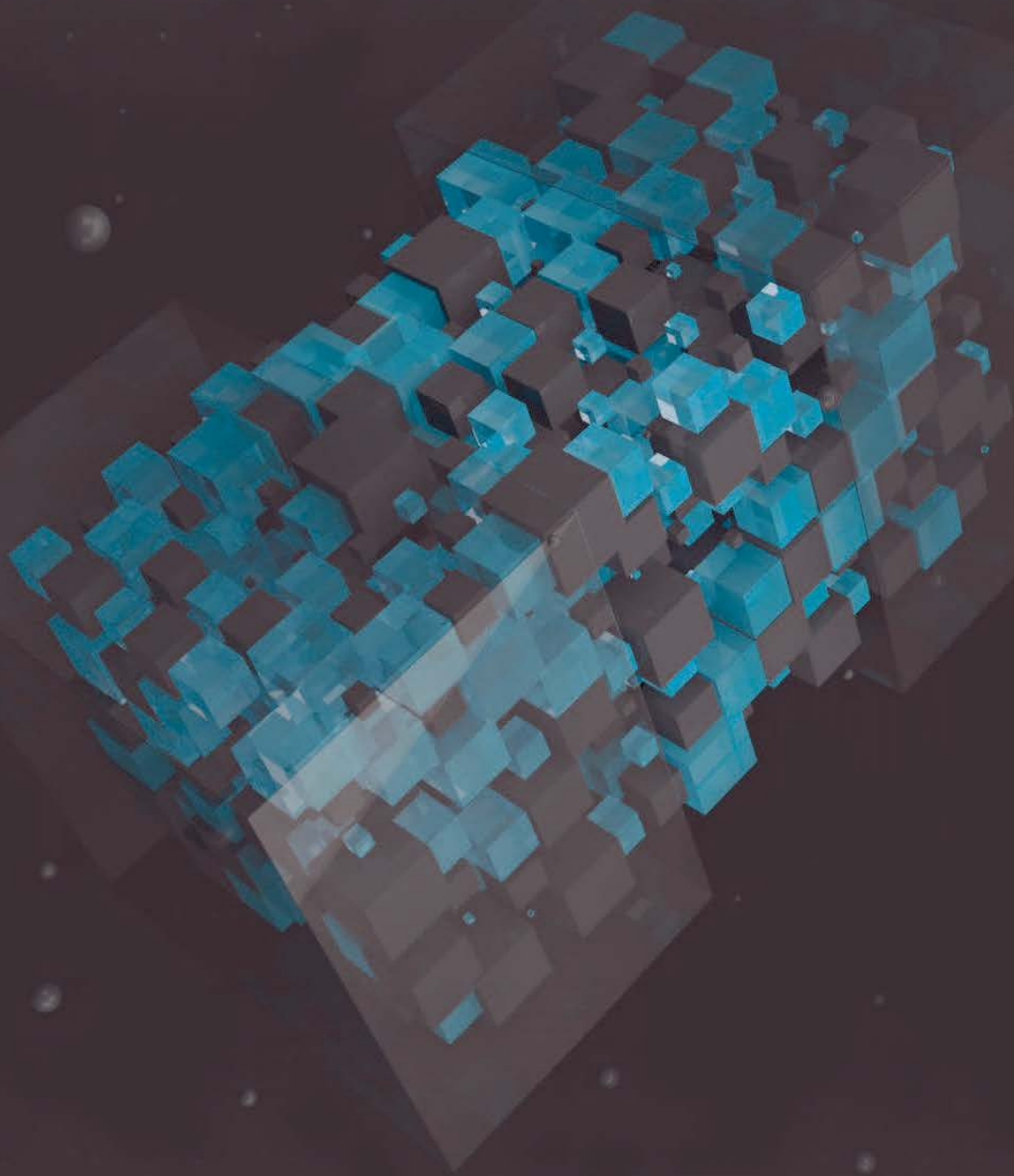


ABOUT ALIBABA CLOUD

Established in 2009, Alibaba Cloud (www.alibabacloud.com), the cloud computing arm of Alibaba Group, is China's largest provider of public cloud services in 2016 by revenue, 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 organizations. Alibaba Cloud is the official Cloud Services Partner of the International Olympic Committee.

MORE
THAN
JUST
CLOUD

COMPUTING



Elastic Compute Service (ECS)

Elastic Compute Service (ECS), a simple and efficient computing service with elastically scalable processing capabilities, helps you quickly construct more stable and secure applications, enhance O&M efficiency, and reduce IT costs so you can focus on core business innovation.



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Global Data Centers

- This service has deployed data centers in 14 regions on 4 continents to give you an outstanding product and service experience.



Stable and Reliable

- With multiple zones (data centers) in each region, you can enjoy extremely high disaster tolerance capabilities.
- The availability of instances reaches 99.95%, and the reliability of data in cloud disks is no less than 99.9999999%.
- Failover and automatic snapshot creation further ensure your service provisioning and data security.



A Thriving Ecosystem

- Using APIs, you can build a more personalized O&M system and improve management efficiency.
- We have hundreds of partners working together to build up the application image market ecosystem to better serve users.



Best Cost Effectiveness

- You can choose a plan by yearly or monthly subscription, Pay-As-You-Go, or by bids.
- You can use the server network and hardware at zero maintenance cost.
- As many as 10 models and over 40 versions of basic operating systems, free of charge, are available for migrating your services to the cloud.



Flexible Configurations

- You can modify the configurations and add or remove instances on demand, giving your system greater flexibility, efficiency, and less costs.
- You are provided with 4 generations, added up to nearly 200 types in 10 models of computing instances and 8 types of storage in 4 classes. This allows you to select the perfect instance type based on your function, costs, and performance needs.

Types of Storage

SSD cloud disk:	99.9999999% data reliability, applicable to reading/writing a single instance with high I/O loads
Ultra cloud disk:	99.9999999% data reliability, applicable to reading/writing a single instance with moderate I/O loads
Ephemeral NVMe SSD:	High throughput and low latency, applicable to latency-sensitive business scenarios, such as relational databases and NoSQL databases
Ephemeral SATA SSD:	Large single-disk capacity and low cost, suitable for big data and other scenarios with high performance and low-cost storage needs
HDD:	99.9999999% data reliability, suitable for Oracle RAC, SQL Server failover clusters, and such enterprise applications where simultaneous read/write requests occur in multiple instances
SSD shared block storage:	99.9999999% data reliability, suitable for high-availability server architectures, high-availability development and testing database architectures, and such enterprise applications where simultaneous read/write requests occur in multiple instances
Ultra shared block storage:	99.9999999% data reliability and high-performance shared file system, suitable for HD video NLE storage, rendering, genetic computing, scientific computing and storage, and other such scenarios
SSD NAS:	99.9999999% data reliability and low-cost/high-capacity shared file system, suitable for enterprise office document sharing, server log sharing, and other such scenarios
Large capacity NAS:	

10 Typical Types of Computing Instances

Enterprise-level x86 computing	General-purpose type	The CPU to memory ratio is 1:4. This model is suitable for various scenarios with balanced resource consumption.
	Compute type	The CPU to memory ratio is 1:2. This model is suitable for computing-intensive scenarios.
	Memory type	The CPU to memory ratio is 1:8. This model is suitable for scenarios with high memory read/write needs.
	Compute optimized type with high clock speed	This model uses a high-frequency processor. It is suitable for high-performance computing, video codecs, and other such scenarios.
Enterprise-level storage enhancement	Big data type	This model uses a high-capacity ephemeral SATA HDD, providing high disk performance, network throughput, and computing performance. It is suitable for big data and other scenarios with high performance and low-cost storage needs.
	Ephemeral SSD type	This model uses a high-performance ephemeral NVMe SSD, providing high disk throughput, high IOPS, and low read/write latency. It is suitable for high-performance databases and other such scenarios.
Enterprise-level heterogeneous computing	GPU optimized	This model uses the most advanced NVIDIA Tesla P100 GPU and is suitable for deep learning, scientific computing, coding/decoding, and other such scenarios.
	Visualization compute	This model uses the AMD FirePro S7150 GPU and is suitable for non-linear editing, online rendering, encoding/decoding, and other such scenarios.
	Compute optimized type with FPGA	This model uses a high-performance FPGA. It is suitable for deep learning, multimedia processing, finance, genetic computing, and other such scenarios.
Starter x86 computing	Beginner shared type	This model provides various CPU to memory ratios at a low cost. It is suitable for the scenarios of companies or individuals with low performance needs.

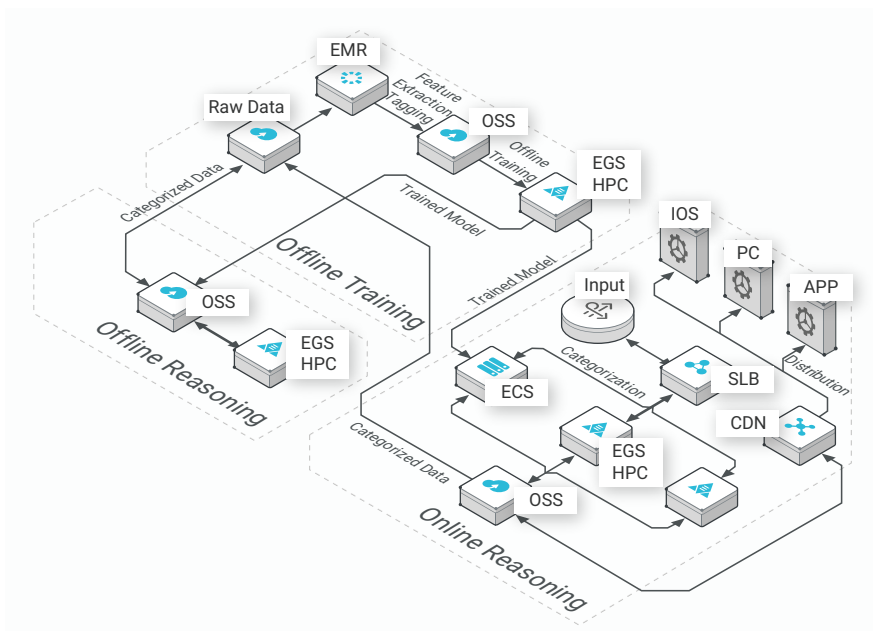
High Performance Computing (HPC)

Alibaba Cloud HPC provides a stable, secure, and convenient computing service with outstanding performance. It helps you quickly build applications with exceptional processing capabilities and reduce the computing pressure on your services. This will make your products extremely competitive in computing performance.



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- Robust computing performance, providing over 16 TFLOPS of single-precision computing capabilities
- Seamless integration with other Alibaba Cloud products, providing you with a full range of solutions
- Network isolation, giving your applications a high-speed and secure network environment
- Deep learning and HPC toolset, making installation easy and fast, and improving your productivity
- Internal GPU optimization tool, helping your applications achieve outstanding performance



Auto Scaling

Auto Scaling is a service that allows you to configure scaling policies so that your elastic computing resources adjust automatically according to the pressure on your business. Auto Scaling is not only applicable for scenarios that have irregular fluctuations of load, but also for those with periodical changes or with predictable change patterns.

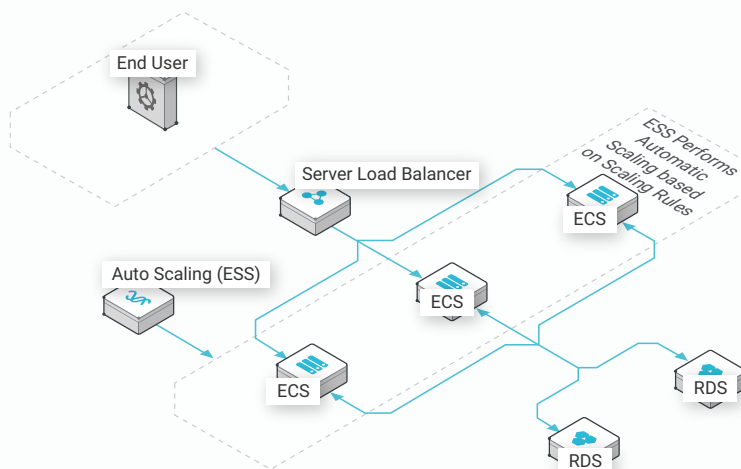


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- [Dynamic scaling](#)
- [Scheduled scaling](#)
- [Fixed quantity](#)
- [Automatic configuration of Server Load Balancer and RDS](#)

Dynamic Scaling According to Business Pressure

You can have your elastic computing resources adjusted automatically based on your business needs, seamlessly adding ECS instances to cope with increased business volume, and automatically removing ECS instances when the business volume falls. This model can save you costs.



Container Service

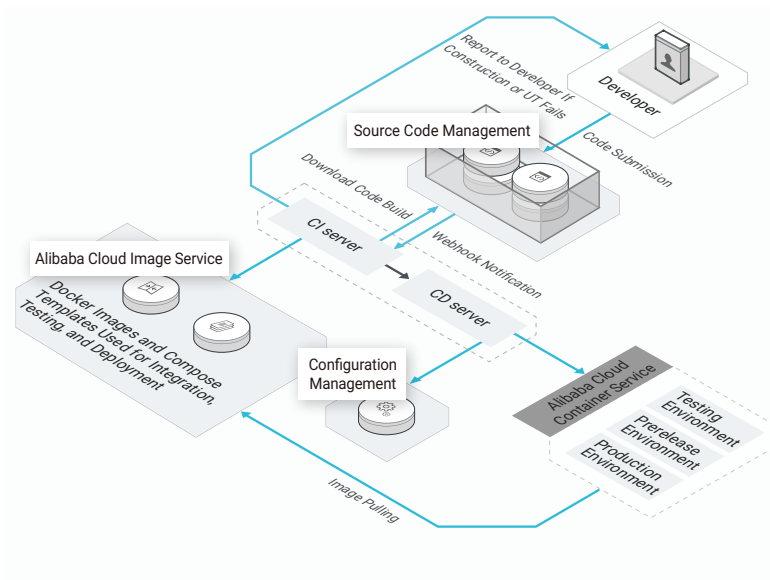
Container Service is a high-performance, scalable container application management service that enables you to use Docker containers for application lifecycle management. It offers a variety of application publishing methods and continuous delivery capabilities, as well as support for applet architecture. Container Service simplifies cluster management through containers and integrates Alibaba Cloud virtualization, storage, network and security capabilities to create the best cloud runtime environment for Docker.



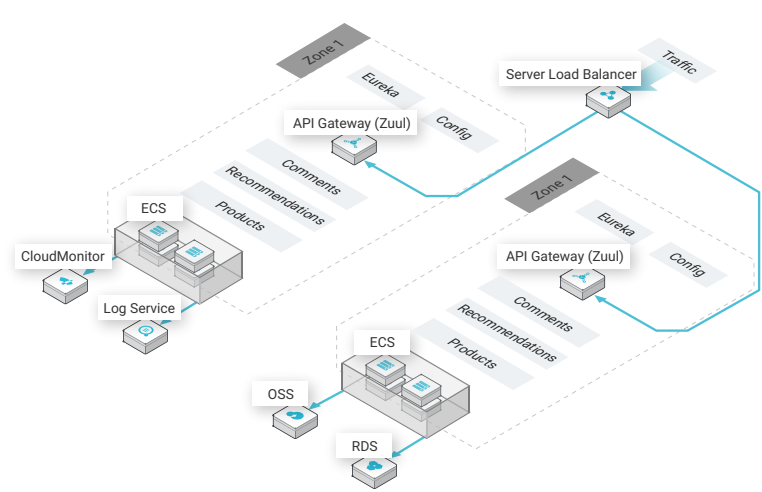
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- Simple and easy to use, one-stop container lifecycle management
- End-to-end security safeguards, supporting image signatures and vulnerability scans
- As a strategic partner, Docker provides consulting services to help enterprises implement container technology
- Proven effective by the 11/11 shopping spree and other massive-scale events of Alibaba

DevOps



Microservices



Function Compute

Function Compute is a serverless, fully-managed runtime environment. You just have to write the core code and set trigger conditions for the code to run in a flexible and secure execution environment. Function Compute maintains server and network resources, distributes messages, manages load balancing, and other functions. This allows developers to focus more on business code implementation. Function Compute is billed based on the amount of time you use it. If you don't use it, you don't have to pay for it.



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Multiple function trigger modes



Logging and Monitoring



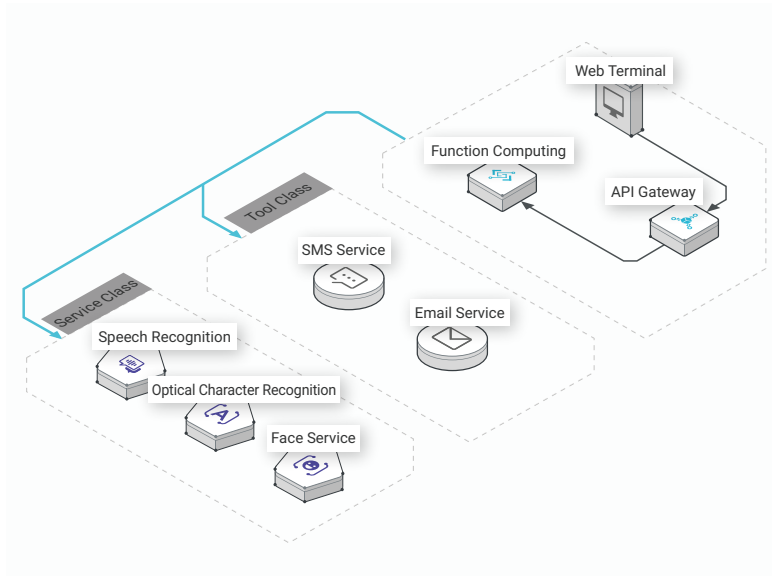
Multiple programming modes



Flexible billing model

Web Application Backend Service

For user registration on your website, you can specify a function to be triggered to handle tasks in response to the registration event without additional web applications. For example, you can use Function Compute to send a welcome email, send a verification code text message, and generate initialization data after successful user registration.



Working with OSS Image Service

Function Compute can be triggered by an OSS event. When a user uploads an image to a bucket, Function Compute completes subsequent processing on the image automatically, for example, adding a watermark, converting the format, and checking for pornographic content before downloading the package again.

IoT Application Backend Services

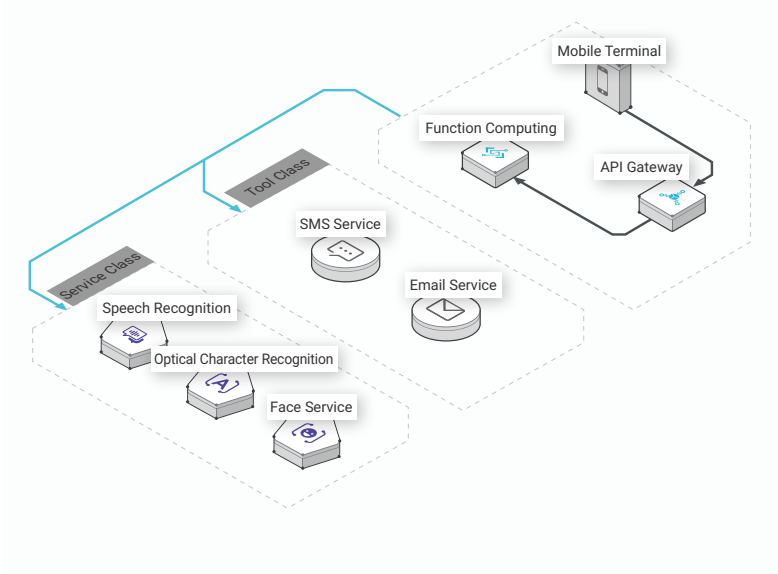
Smart IoT devices can use Function Compute to subscribe to weather reports and air quality data from a third party. You do not have to build a special data processing environment. Function Compute elastically and securely provides backend business logic processing for smart IoT devices.

Data Analysis and Processing

Function Compute can be used as the backend for log, file and data processing. Event requests can be used to process, clean, and analyze logs, and the processing results can be displayed to customers via OSS or LogStore, achieving serverless data processing for serverless applications.

Used as a Backend Service with API Gateway

By connecting to Function Compute via API Gateway, you can complete backend service logic processing from a web application, achieving serverless data processing. This way, you can build an elastic and secure serverless web application for backend services with a throttling function.



BatchCompute

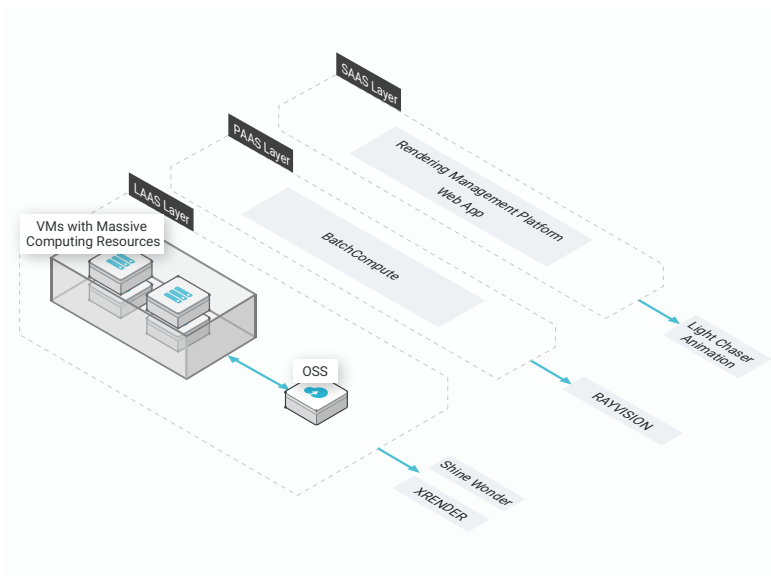
BatchCompute is a distributed cloud service suitable for processing massive volumes of data concurrently. BatchCompute can support massive, concurrent jobs. The system automates resource management, job scheduling, and data loading and supports billing on a Pay-As-You-Go basis. It is widely applied in film animation rendering, biological data analysis, multimedia transcoding, and finance/insurance analysis.

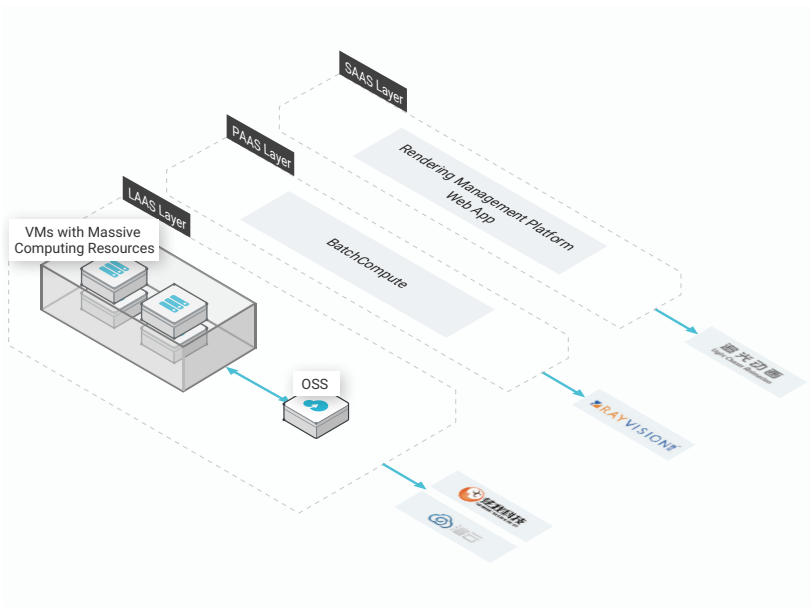
Related products: OSS, NAS, Table Store, and RAM



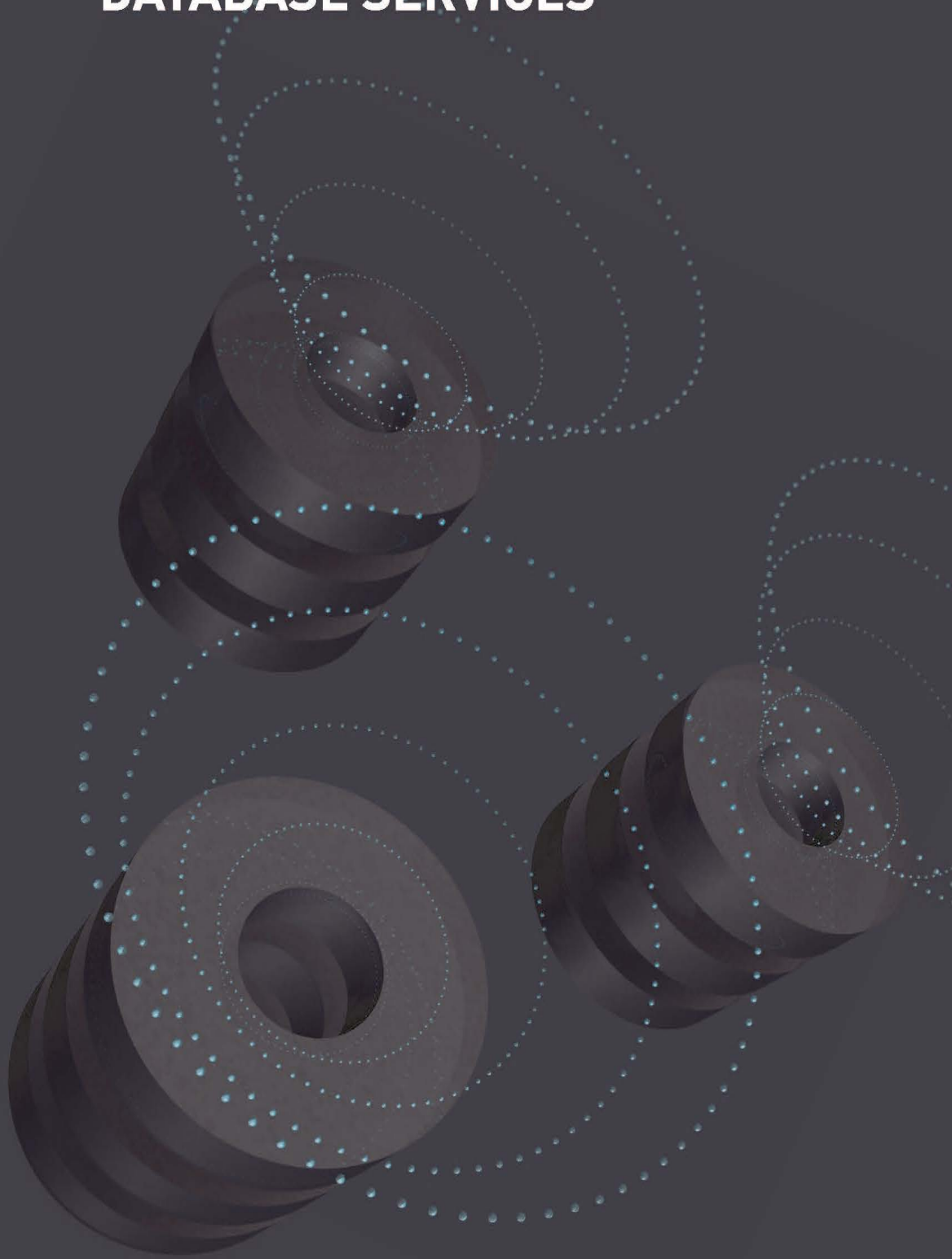
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- Massive concurrency: supports concurrent processing using over 100,000 cores.
- Accelerated data delivery: The unique OSS data distributed cache solves the bottleneck of concurrent access to the storage.
- Tailored to the specific scenario: provides a wide array of solutions for rendering and genetic analytics scenarios.
- Extremely easy to use: seamlessly migrates local computing processes to the cloud.
- Low cost: supports instance bidding, significantly reducing computing costs.





DATABASE SERVICES



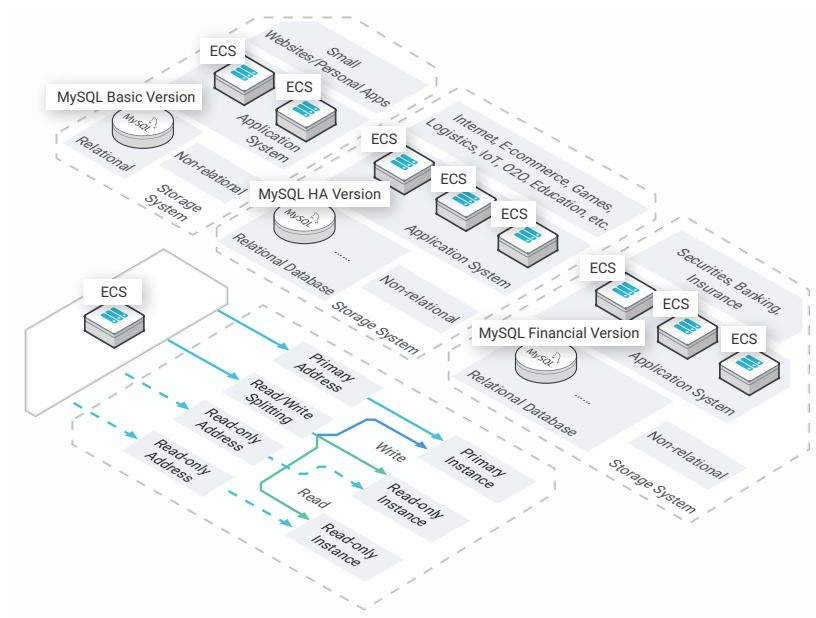
ApsaraDB for MySQL

MySQL is one of the world's most popular opensource databases and is used in many different scenarios. ApsaraDB for MySQL is a branch of Alibaba Cloud's AliSQL. Now this product supports MySQL V5.5, V5.6, and V5.7. We also provide three editions to choose from: the basic edition (cost effective and single host), the high-availability edition (one primary/one backup), and the financial edition (one primary/multiple backup with strong synchronization).



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- Developed based on AliSQL, rapidly improving database performance
- High security level, ensuring database security
- Comprehensive monitoring and diagnostics, minimum monitoring granularity of 60 seconds
- Management features, significantly reducing maintenance costs



RDS for SQL Server

SQL Server was one of the earliest commercial database products to support complex SQL queries with excellent performance. It provides perfect support for applications developed based on the Windows .NET framework. RDS for SQL Server is available in three editions: the cost-effective Web Edition, the Standard Edition, and the Enterprise Edition. The overall price for the Web Edition is lower than what you would pay for building a database from scratch.



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Stable and high availability



High security level, ensuring database security



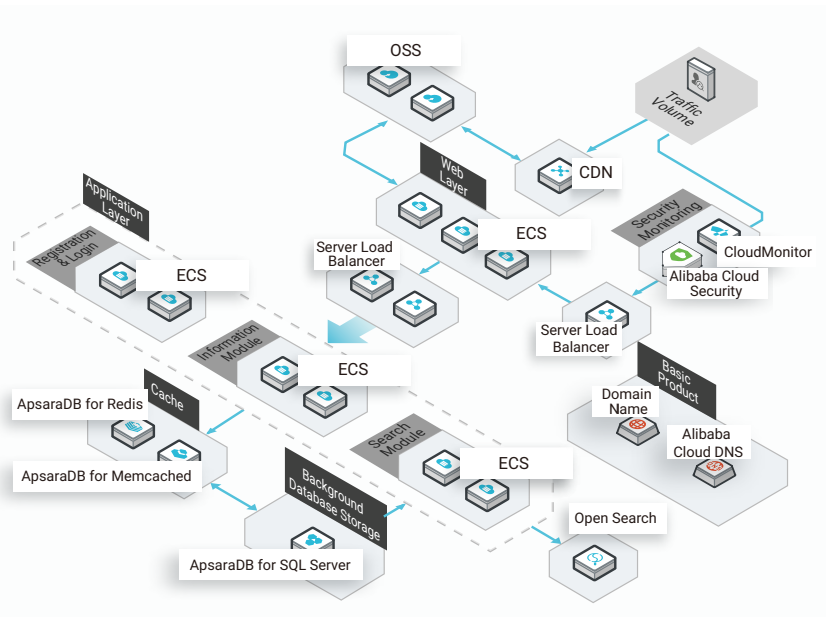
Comprehensive monitoring and alarms



Cost-effective enterprise service

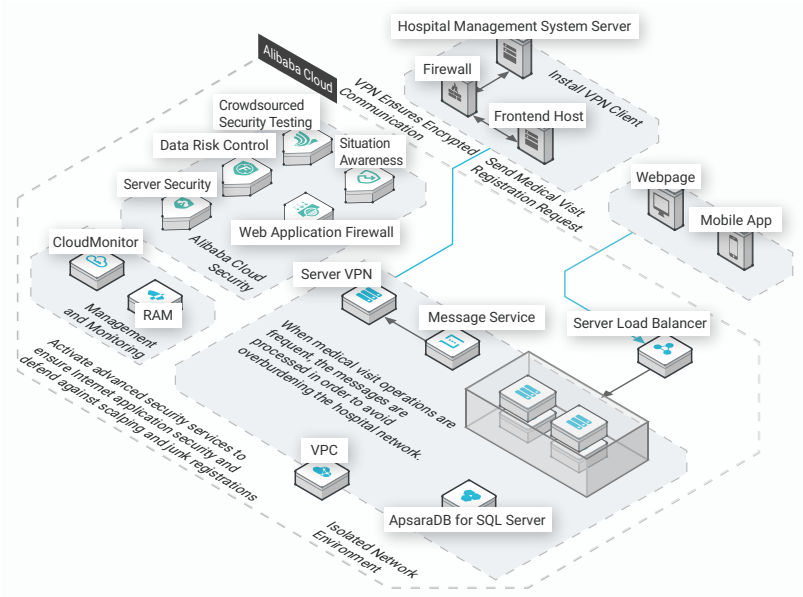
Websites: Cost-effective Scenarios

Based on Apsara's large-scale distributed computing and storage capabilities, the service provides cost-effective single-host instances, while allowing you to use instance configuration scaling to meet the business needs of your website.



Healthcare: High-availability and High-security Scenarios

Based on Apsara's large-scale distributed computing and storage capabilities, the service provides an ultra-cost effective single-host instance for your VPCs. You can use a VPC to achieve private network isolation for ultra-high security, perfect for healthcare and other such business scenarios.



PolarDB

PolarDB is a cloud database service independently developed by Alibaba Cloud to meet the need for high-throughput online transaction processing. It combines the stability, reliability, high performance, and scalability of commercial databases with the simplicity, openness, and cost advantages of opensource databases. The service is completely compatible with the MySQL protocol, while its underlying distributed storage engine can increase the performance to over 5 times that of MySQL. It provides you with superior online system scaling, faster fault recovery, and better data backup and disaster tolerance.



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Performance and services of a commercial database



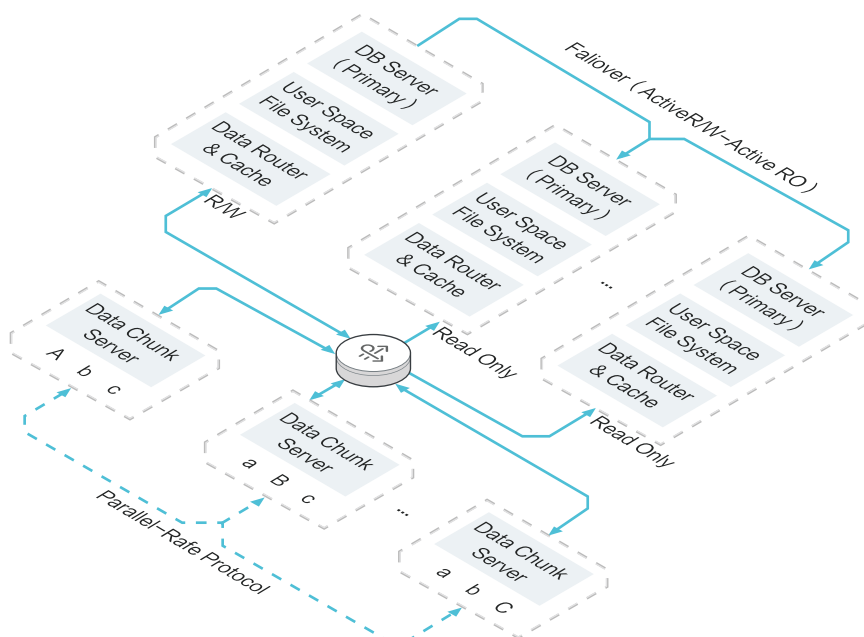
Low costs of an opensource database



High security level



Full compatibility with the MySQL protocol



ApsaraDB for Redis

ApsaraDB for Redis is compatible with the Redis protocol specification and provides persistent in-memory database services. Based on its highly reliable master/standby architecture and seamlessly scalable cluster architecture, the service can meet the needs of business scenarios that require high read/write performance and flexible capacity adjustment.

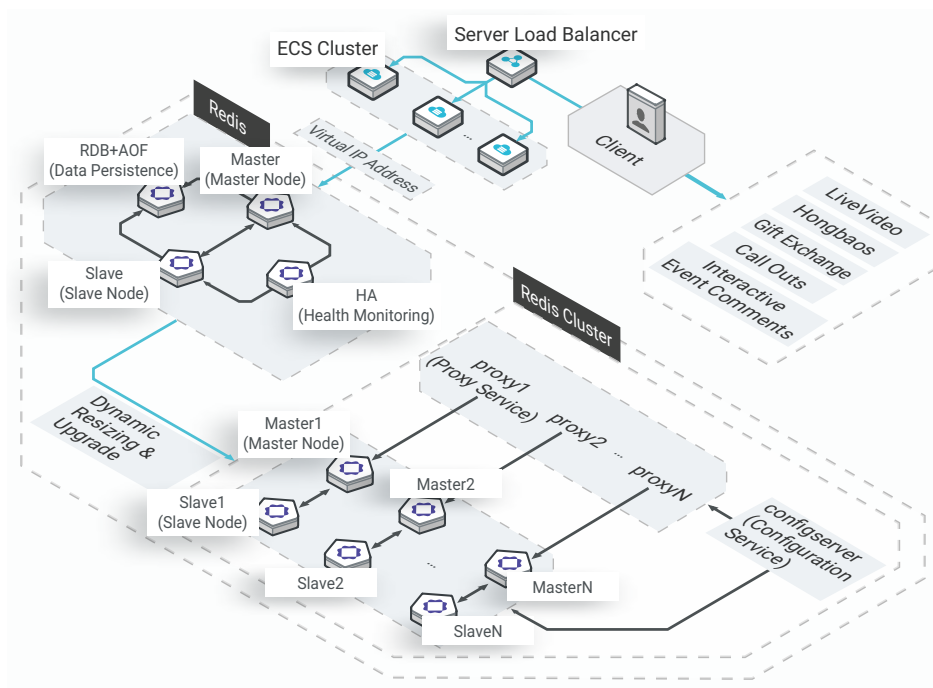


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- Flexible architecture: single node, hot standby, and distributed cluster architectures
- Data security: backup & recovery, multi-layer cybersecurity protection, and deep kernel optimization
- Elastic scaling: multidimensional scaling without restriction, and upgrades fully transparent to your business

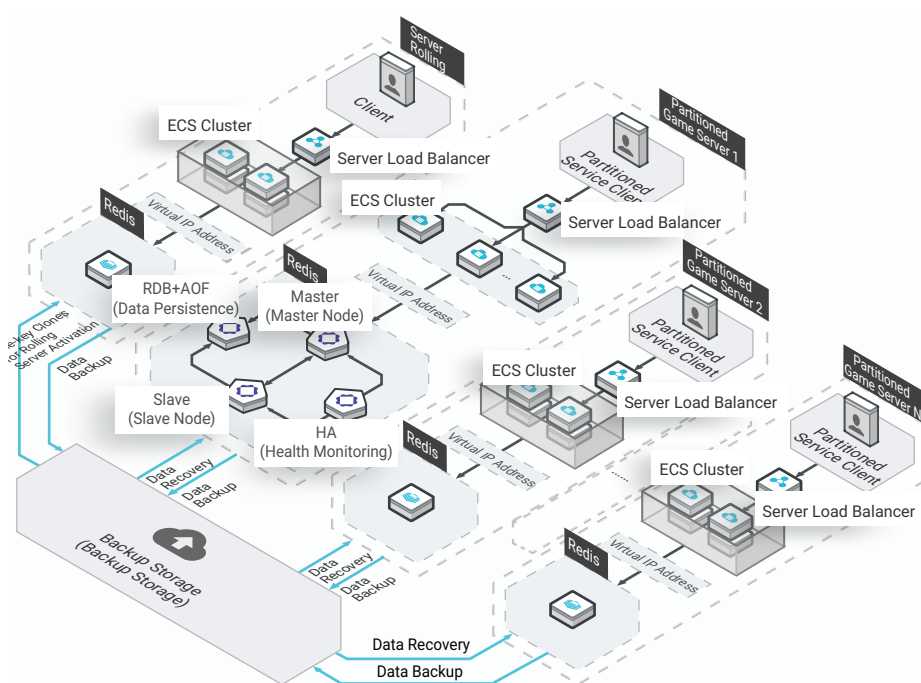
Live Video Applications

During live video broadcasts, you will often experience a surge in traffic volume. The ApsaraDB for Redis Cluster Edition breaks through the performance bottleneck of Redis single-thread mechanism. It can process millions of QPS, meeting businesses' needs for low latency and high concurrency.



Multi-Server Gaming Applications

To have an edge in the market, video game companies have to shorten their new product development cycle to attract more players. ApsaraDB for Redis reduces the complexity of system development and allows you to easily scale your services in response to server load spikes, satisfying your need for high performance.



ApsaraDB for MongoDB

ApsaraDB for MongoDB can be deployed in the ReplicaSet or Sharding architecture. It provides security audits, point-in-time backup, and other enterprise-level capabilities. This service is widely used in Internet, IoT, video games, and finance scenarios.

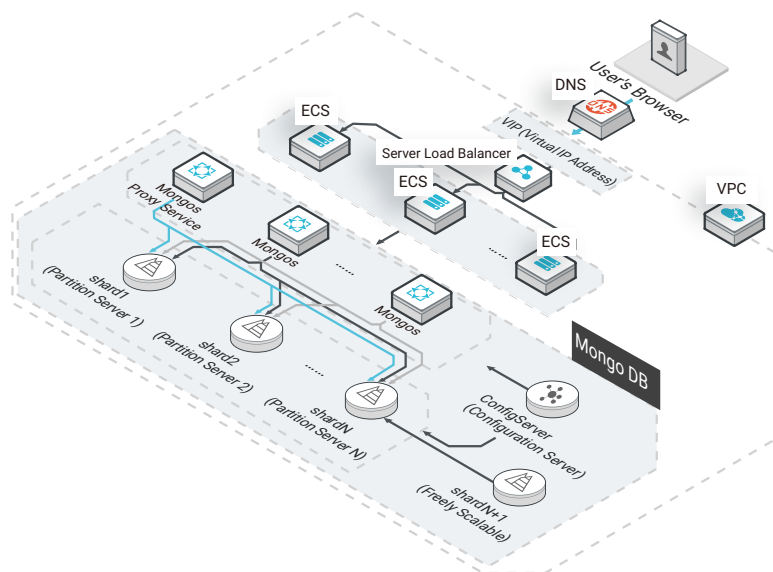


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- Flexible architecture: single node, hot standby, and distributed cluster architectures
- Data security: backup & recovery, multi-layer cybersecurity protection, and deep kernel optimization
- Elastic scaling: multidimensional scaling without restriction, and upgrades fully transparent to your business
- Smart O&M: professional monitoring and data management platforms, and proactive upgrades

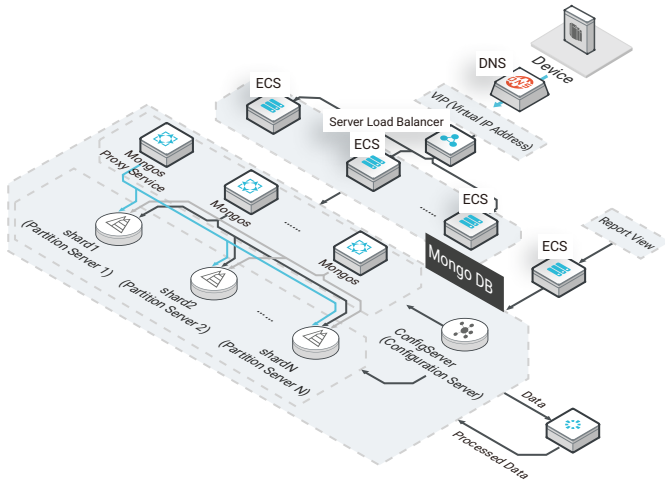
Massive Data Storage Scenarios

Internet applications are characterized by fast service growth, large data volumes, and rapid increases in traffic. They require the ability to scale out their data storage capacity.



Online and Analysis Scenarios

In big data service scenarios, online data is written into the backend database in real time. Then, the data is computed and analyzed by a dedicated computing engine. The analysis result is written back to the source database so that the service can rapidly access the computed result.



ApsaraDB for HBase

ApsaraDB for HBase is based on Hadoop and 100% compatible with the HBase protocol. It provides high performance, elastic scalability, and column-oriented distributed databases. It can easily store petabytes of big data, meeting the needs of tens of millions of QPS, high throughput, and random read/write requests scenarios.

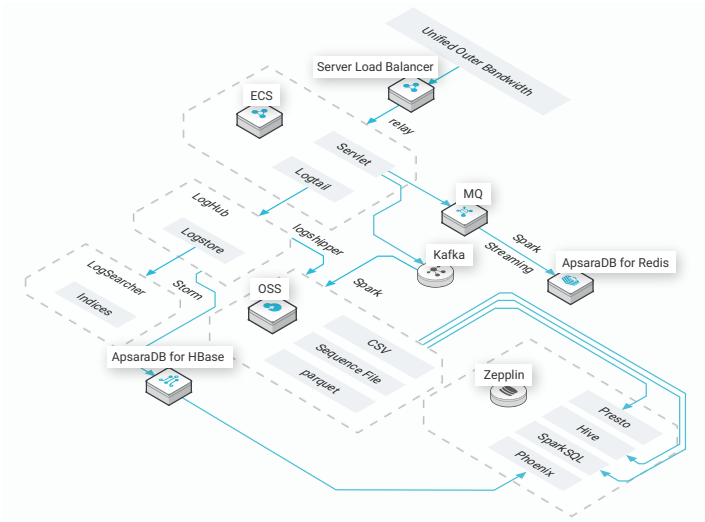


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- In-depth product kernel and architecture optimization
- Multiple defense mechanisms to ensure high data security
- Complete data ecosystem for complex scenarios
- Quick and easy O&M for much greater efficiency

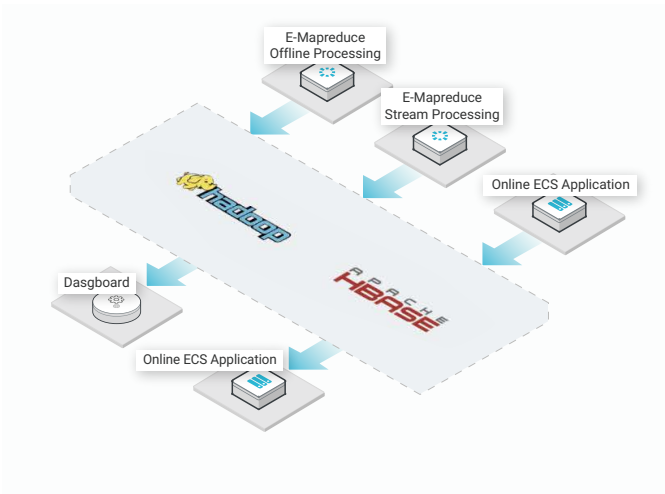
IoT Applications

Large volumes of data are generated in IoT online analysis scenarios. The latency must be within a few milliseconds, and the required storage space may range from 1 PB to hundreds of petabytes. ApsaraDB for HBase can easily meet these needs. It can be fully integrated with Hadoop to satisfy analysis needs.



Massive Data Storage and Query

The service supports writing massive volumes of online and offline data at a high speed. It is easy to scale up, provides low-latency online services, and presents query results on the console. It is easy-to-scale and of high availability, perfect for storage and query of massive data.



HybridDB for MySQL

HybridDB for MySQL is a relational HTAP database independently developed by Alibaba Cloud's ApsaraDB team. It supports both online transaction processing (OLTP) and online analytical processing (OLAP) scenarios. It uses a single data storage copy for OLTP and OLAP, solving the typical problem of creating multiple copies of the data for business transactions and data analysis. This significantly reduces your data storage costs.



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Massive data management



High performance



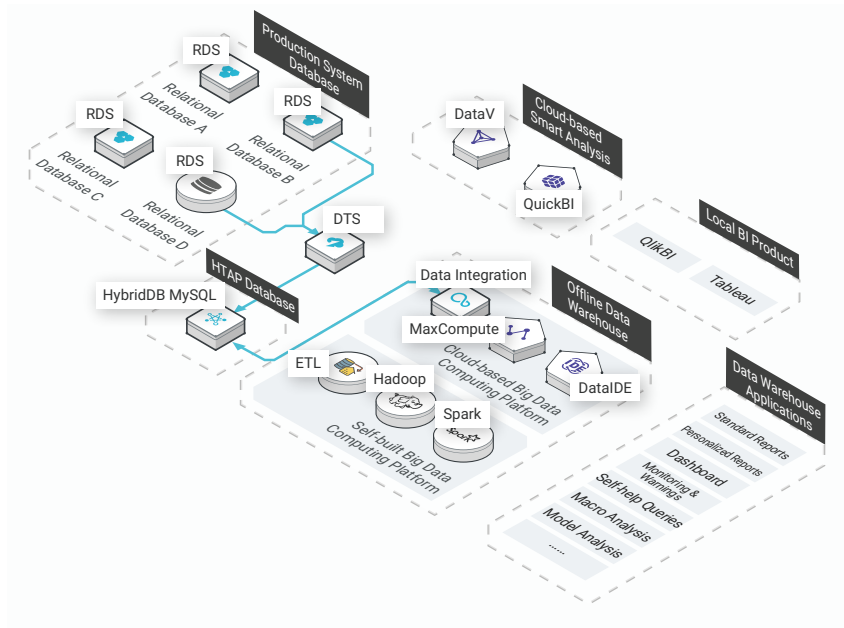
Low cost



High SQL compatibility



Product systemization



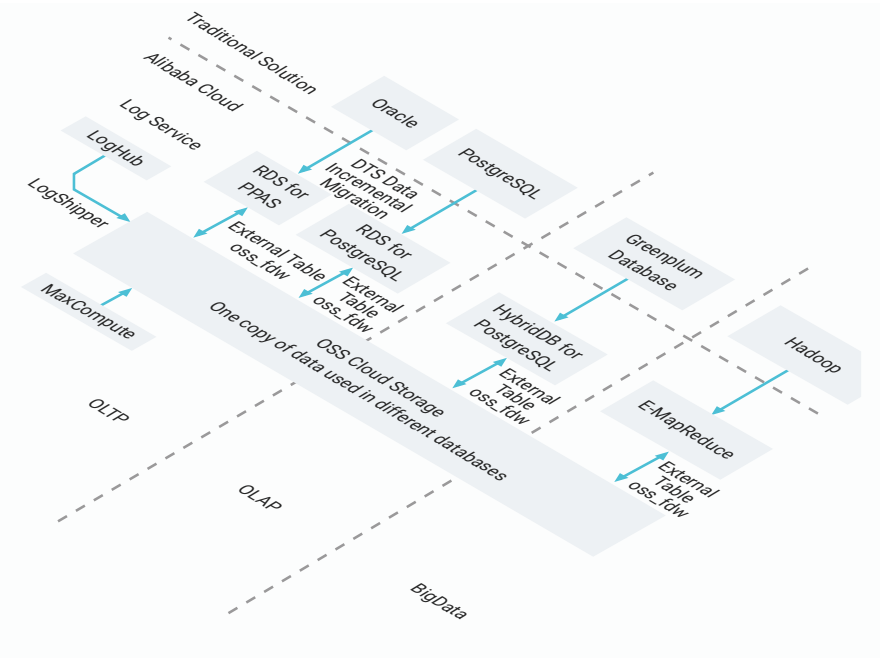
HybridDB for PostgreSQL

HybridDB for PostgreSQL is an online MPP (Massively Parallel Processing) data warehousing service based on the open source Greenplum Database. All popular BI software can directly perform online business analysis based on this service. It enables mixed use of row and column stores, increasing the analysis performance. Its data compression technology reduces your storage costs. Alibaba Cloud has made further improvements based on the opensource version, including extension-based management, HyperLogLog, performance, and security, greatly increasing the service's capabilities and performance.



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-  Real-time analysis
-  Stable and reliable
-  Easy to use
-  Superior performance
-  Flexible scaling



ApsaraDB for PostgreSQL

RDS for PostgreSQL is a deeply optimized database based on the opensource PostgreSQL database. This service is designed for enterprises looking to transition from opensource data to an excellent platform. It supports complex SQL processing in an OLTP environment, enterprise databases' core functions such as high-performance stored procedures and triggers, NoSQL data types (JSON/XML/HStore), and GIS processing.



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Powerful NoSQL
compatibility



Full-text search



OSS extension



OSS extension

ApsaraDB for PPAS

ApsaraDB for PPAS is a database service jointly developed by Alibaba Cloud and EnterpriseDB based on the PostgreSQL opensource database. It is highly compatible with Oracle syntax and provides users with easy-to-use migration tools. It is compatible with PL/SQL, data types, advanced functions, table partitions, and more. This service simplifies the process of cloud migration for Oracle databases. It simplifies the deployment, clusters, and backup management on a cloud-based architecture. In addition, it greatly reduces license costs and avoids compliance risks.



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Incremental migration



High-performance table
partitions



OSS extension



Data warehousing

Data Transmission Service (DTS)

DTS transmits data between different data sources, such as relational databases, NoSQL databases, and OLAP environments. Using DTS you can implement zero-downtime migration, remote disaster recovery of data, multiple remote active backups, real-time data warehousing, query report delivery, lightweight cache updates, asynchronous message notifications, and other typical scenarios.



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Data migration



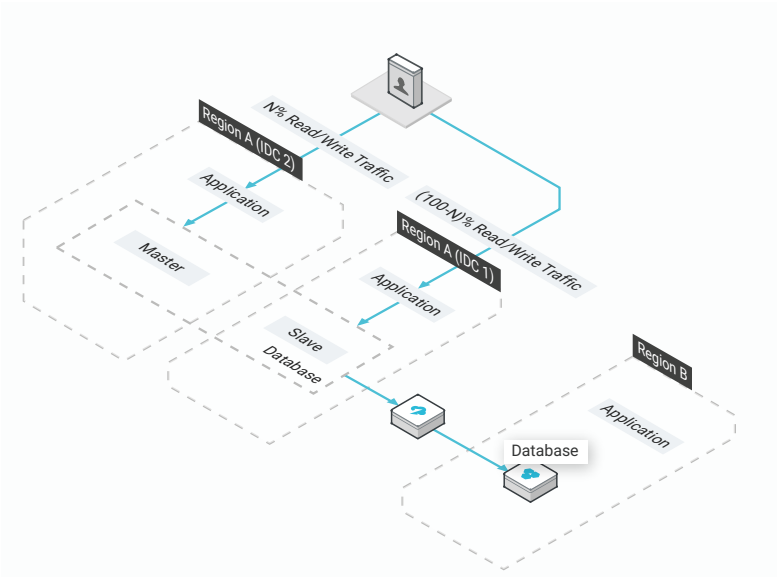
Data synchronization



Data subscription

Remote Data Disaster Recovery, Regional Faults Do Not Affect Services

The DTS data sync function allows you to build remote data disaster recovery centers. If your business center fails, your business will be quickly switched to the disaster recovery center, so the failure will not affect your business.



- Multiple remote active backups, ensuring high service availability
- Real-time data warehousing, allowing you to quickly seize business opportunities
- Asynchronous business decoupling, helping increase the simplicity and reliability of core business
- Lightweight cache updates, helping increase the simplicity and reliability of core business

Database Management System (DMS)

DMS can be used to manage NoSQL databases and relational databases such as MySQL, SQL Server, PostgreSQL, MongoDB, and Redis. It can also be used to manage Linux servers. This service integrates a wide range of capabilities, such as data management, structure management, resource inventorying, instance authorizations, security audits, data trends, data tracking, data graphs, performance and optimization, and server management.



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Data tracking and
rollback



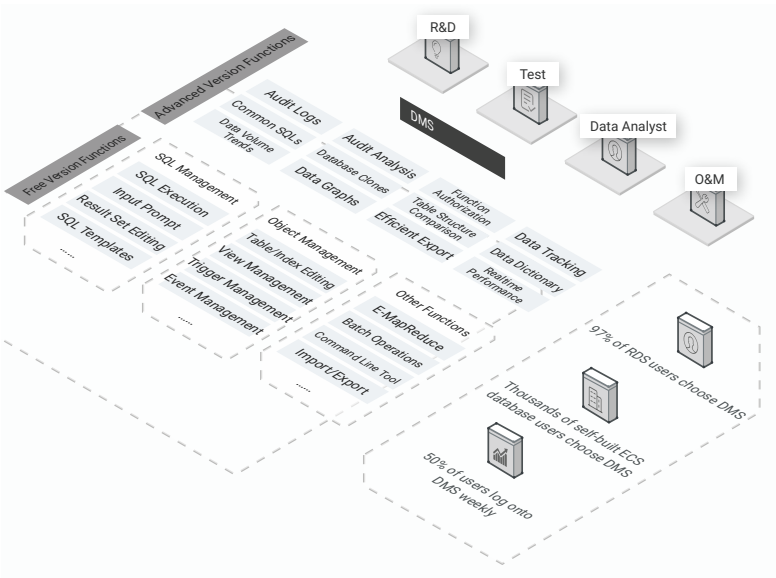
Security auditing



Convenient copying of
data and structure



Database performance
optimization



ApsaraDB for Memcache

ApsaraDB for Memcache (formerly OCS) is an online cache service that provides high-speed response to hotspot data access.



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Monitoring in seconds



Seamless migration



Sophisticated and
professional

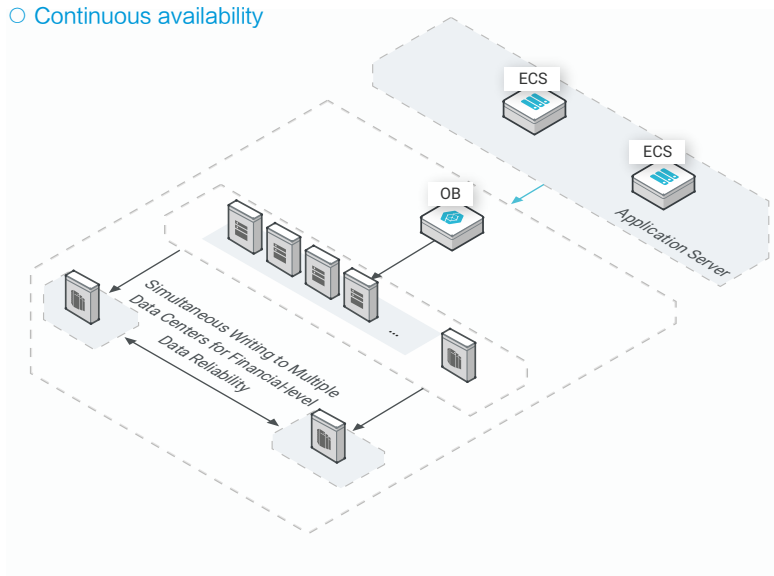
ApsaraDB for OceanBase

ApsaraDB for OceanBase is a high-performance, distributed relational database independently developed by Alibaba that fully supports ACID features. Highly compatible with MySQL protocols and syntax, the database allows you to use high-performance, scalable and continuously available distributed database services at minimal migration cost, while delivering financial-level user data reliability. It can be used together with other products, such as ECS.



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- Zero data loss
- Supports distributed transactions
- Supports PB-level data storage
- Compatible with MYSQL
- Continuous availability



STORAGE&CDN



Object Storage Service (OSS)

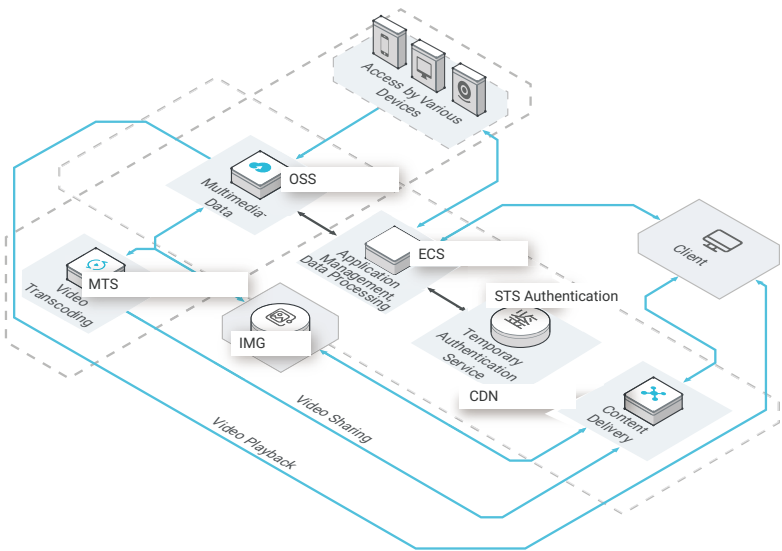
The Object Storage Service (OSS) is a cloud storage service of Alibaba Cloud oriented toward unstructured data. This service is secure, cost-efficient, and horizontally scalable. OSS supports RESTful API access and offers a wide array of SDK language support and tool services. The Pay-As-You-Go service enables you to focus on your core business.



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Multimedia Data Storage

Suitable for the storage of massive volumes of images, audio/video, logs, and other files, this service supports direct reading and writing from and to OSS for various devices, websites and mobile apps. It supports both stream and file writing. Its technological strength ensures a data writing reliability of up to 99.99999999%. In addition, OSS can work seamlessly with Alibaba Cloud CDN and MTS.



Cloud Data Processing

As a value-added data service, OSS helps you maximize the value of your data. After uploading files to OSS, you can use the Media Transcoding Service (MTS), image processing service (IMG),

Multiple Types of Storage

Hierarchical storage directly reduces costs, providing comprehensive coverage for various storage scenarios, from hotspot data, frequently accessed audio and video media, and image data, to various types of less frequently accessed backup data and even long-term archived data. Equipped with a Lifecycle mechanism, you can transfer data to low unit cost storage based on scheduled time periods, thereby optimizing storage costs.

- Wide array of SDKs and tools to facilitate operations
- Stream writing and reading, supports simultaneous reading and writing
- Cross-region replication feature available in China
- Powerful data processing capabilities and industry storage solutions

Network Attached Storage

Alibaba Cloud Network Attached Storage (NAS) is a file storage service oriented towards Alibaba Cloud ECS instances, HPC, and Docker. The service provides standard file access protocols. Without modifying existing applications, you can have a distributed file system that supports unlimited capacity and performance scaling, a single namespace, multi-party sharing, security, high reliability, and high availability.



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Typical Scenario 1: Enterprise File Sharing

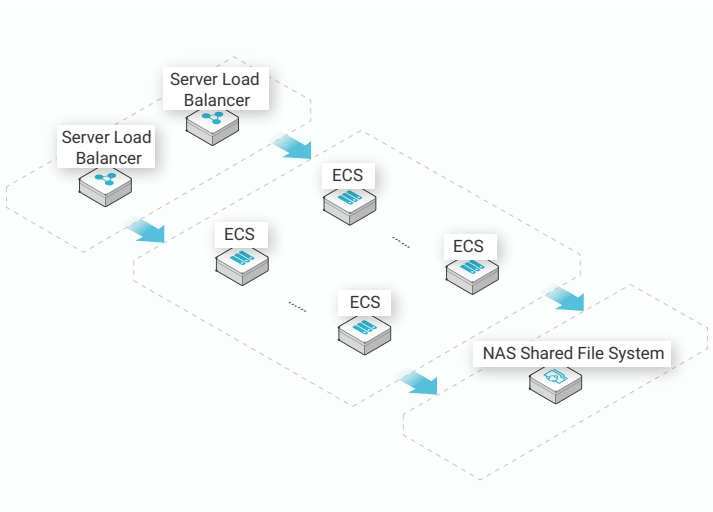
Advantages: No file system deployment needed, provides standard file protocol for direct use with ECS attached disks. It also provides high-throughput file read/write capabilities.

Typical Scenario 2: High-availability Load Balancing Servers

Advantages: The built-in sharing capabilities of NAS significantly simplify system design and development for high-availability load balancing servers. NAS eliminates the need for data synchronization between multiple ephemeral disks and considerably reduces costs. In addition, the service delivers enhanced consistency at the the protocol level.

Typical Scenario 3: Application Configuration File and Log File Sharing

Advantages: Supports easy and quick system maintenance and update. The unified file storage method, coupled with distributed application deployment, removes the need to upgrade the configuration file of each computing node during system updates and upgrades.



Supports Standard File Access Protocols

Supports the NFSv3 and NFSv4 protocols, allowing you to access data using standard file system syntaxes without having to modify any code for existing applications.

Support for Shared Access

Multiple computing nodes (such as ECS instances, HPC hosts, and Docker containers) provide simultaneous access to a single Alibaba Cloud NAS file system, making it extremely suitable for applications deployed across multiple hosts to access the same data source.

Computing nodes in different zones of the same region can all access the NAS file system, providing ECS instances in multiple zones with the same data access sources.

Table Store

Table Store is a massive volume NoSQL data storage service provided by Alibaba Cloud. Horizontally scalable in capacity and access capability, the service supports single tables of several PBs in size and concurrent access by millions of users. High-performance instances provide average single-row access latency of only a few milliseconds. The combination of reservation and Pay-As-You-Go billing capabilities allow you to cope with access traffic bursts at lower cost. The capacity model instances increase the cost competitiveness, while ensuring strong write performance.



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Mobile Social Media

Table Store can store large volumes of social interaction information produced between individuals, such as chats, comments, threads, likes, and feed subscriptions. Its elastic resources and Pay-As-You-Go billing capability can cost-effectively suit your needs for traffic involving significant access fluctuations, high concurrency, and low latency.



Financial Risk Control

Using Table Store to store large volumes of historic orders and user attribute information removes your worries about the volume of data. With flexible resources and Pay-As-You-Go billing capability, this service allows you to easily cope with all your promotional activities. Table Store provides seamless connectivity to MaxCompute, allowing you to easily carry out precision marketing activities. Low latency and high concurrency combine to optimize the risk control system, allowing you to strictly control transaction risks.



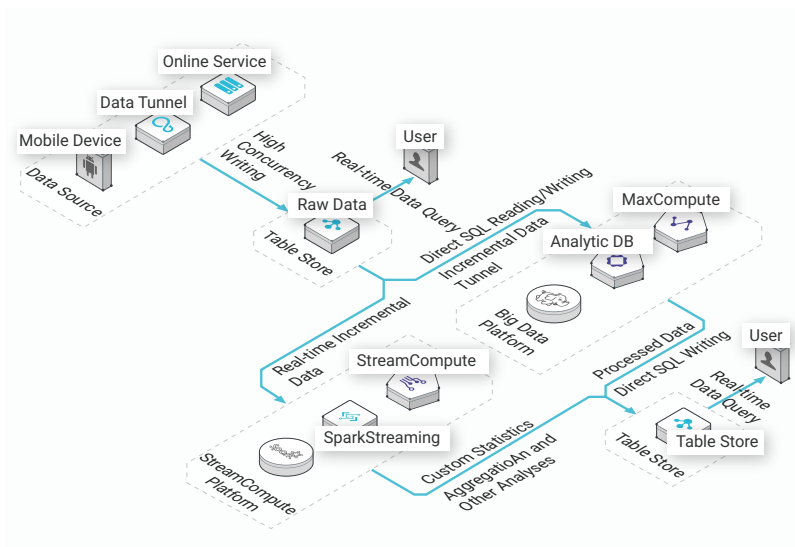
Log Monitoring

By writing application monitoring and log information into Table Store, you can analyze and search logs online. Capacity model instances provide real-time online access, while reducing data storage and analysis costs.



IoT

IoT devices produce a constant stream of status data. Table Store's capacity model instances and data lifecycle feature significantly reduce single-device data costs while maintaining writing concurrency. Its seamless connectivity to the opensource ecosystem and MaxCompute Service allow you to make the most out of your data.



Security

The service supports table and API-level authentication and authorization. It provides STS and URL authentication and authorization, and also supports primary account and subaccount-level authentication and authorization. In addition, it supports VPC network access control and HTTPS access.

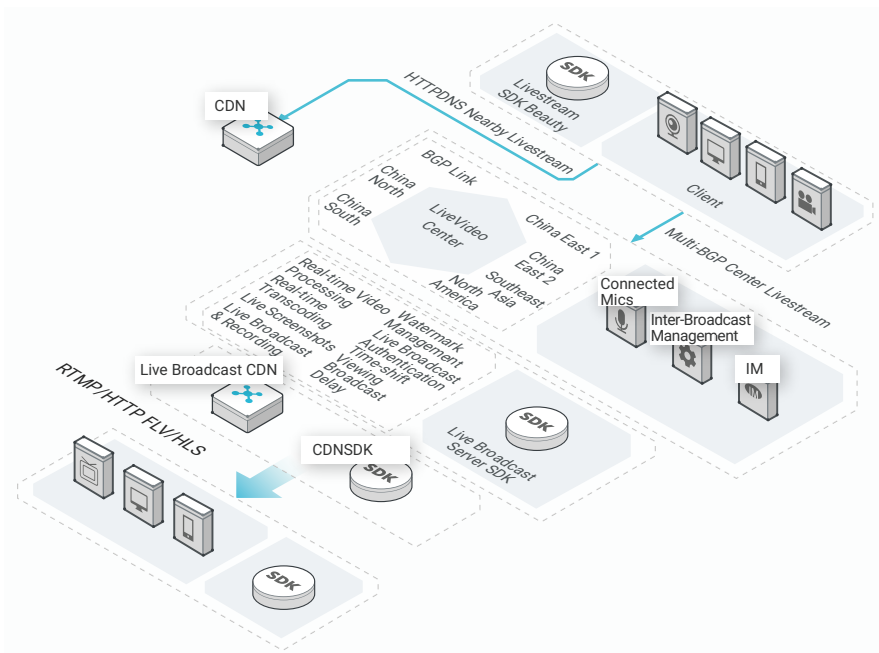
Ease of Use

- Provides standard RESTful API interfaces, SDKs for various programming languages, client tools, and a console
- Supports the dynamic adjustment of reserved read/write throughput and data lifecycles for tables, delivering enhanced performance at lower cost
- Supports direct SQL reading and writing for various big data analytics platforms and full/incremental data tunnels for seamless integration with computing capabilities

By distributing origin site content to the nodes nearest to you, you can obtain the content you need from the nearest nodes. This increases the response speed and success rate for user access. It can solve latency problems caused by distribution, bandwidth, and server performance.



As your website traffic surges, the user request volume and bandwidth for downstream traffic will increase, causing a burden on your servers and slowing your website response. With over 500 nodes throughout the world and an intelligent scheduling system, CDN gives you nearby access to massive volumes of static resources.



PCDN

Powered by CDN and P2P technology, this service uses the massive volumes of fragmented idle resources in edge networks to construct a low-cost, high-quality CDN service. After you integrate the PCDN SDK into this service, you can have delivery quality equal or superior to CDN at a significantly lower cost. This service is suitable for on-demand and live video broadcasts, large file downloads, and other business scenarios. It can be linked with other products, such as CDN, VOD, and LiveVideo.



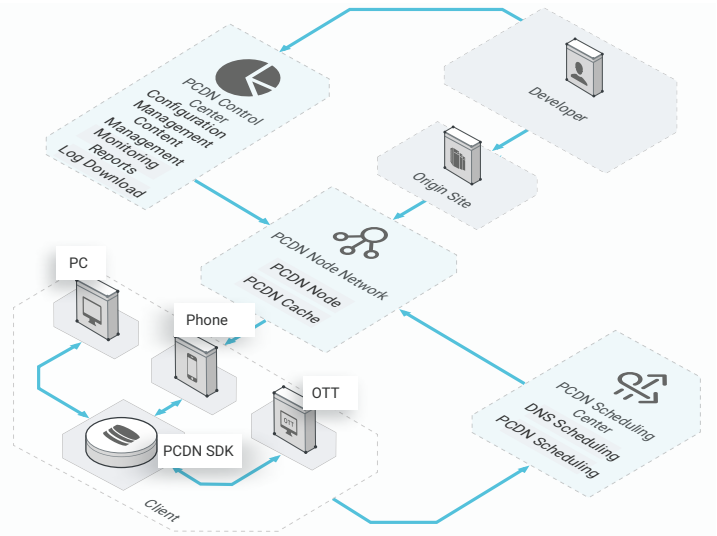
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Learn More

- Highly cost-effective: 1/4 the price of CDN, significantly reduced content delivery costs
- Superior experience: Outperforms the pure CDN solution in terms of smoothness, first broadcast time, and broadcast success rate
- Mass nodes: Millions of P2P nodes provide global coverage, with bandwidth reserves reaching 10 Tbps.
- Sophisticated and stable: Powered by over eight years of technical expertise, the service has served the massive user bases of Youku and Tmall Magic Box.
- Powerful and easy-to-use SDKs: With a slim size and user-friendly interfaces, the service can be integrated with SDK in just a few hours. It adapts to multiple terminals, supports download speed control, and has built-in HTTPSDNS anti-DNS hijacking capabilities.
- Data security: Integrates Alibaba Cloud CDN security protection, SDK encryption authentication, and P2P node cache high-strength encryption to defend against tampering



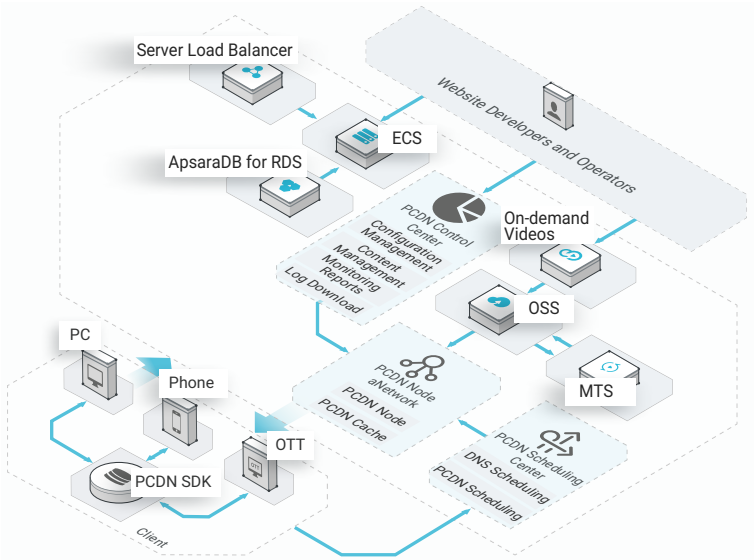
On-demand and Live Video Broadcast

More stable, smoother, and more cost-effective on-demand/live video broadcasting services: PCDN can be integrated with various video services, to provide an all-in-one video solution that supports audio/video upload transcoding, media resource management, and delivery acceleration. This will help you build secure, elastic, and highly-customized on-demand/live broadcast platforms, reducing your costs and enhancing the quality of your services.



Large File Downloads

Highly cost effective, stable, and high-speed downloads: This service supports the download and distribution of various types of files. Leveraging the multi-source advantages of P2P technology, it supports downloading faster than pure CDN. You can use SDKs to control business download speeds.



Block Storage

Block storage is a low-latency, persistent, and highly reliable random block-level data storage service provided by Alibaba Cloud for ECS. It provides both cloud disks and ephemeral disk products. Cloud disks support the automatic copying of your data within a zone. This prevents unexpected hardware faults from causing data unavailability and protects your business against the threat of component faults. Just like hard disks, you can use block storage attached to an ECS instance for formatting, creating file systems, and other operations. It also provides persistent data storage.



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At present, this service offers SSD cloud disks, ultra cloud disks, SSD shared block storage, and ultra shared block storage, as well as ephemeral NVMe SSDs (limited to i1/i2 ephemeral SSD instances) and ephemeral HDDs (limited to d1/d1ne big data instances).

A single instance can be attached with 1 system disk (cloud disk) and 16 data disks (cloud disks). The maximum capacity for a single cloud disk is 32 TB.

- Automated data backup and restore capabilities
- Rapid business deployment capabilities
- 99.9999999% data reliability
- High performance, low latency
- Elastic resizing

Product Scenarios

- I/O-intensive applications, medium and large relational databases, NoSQL databases, recommended storage type: SSD cloud disks
- Oracle RAC, HA server clusters, recommended storage type: SSD shared block storage
- I/O-intensive, latency-sensitive business scenarios, relational databases, NoSQL databases, recommended storage type: Ephemeral NVMe SSDs (i1/i2 instances)
- Big data business scenarios, Hadoop, Spark, Kafka, recommended storage type: Ephemeral HDDs (d1/d1ne)
- Medium and small databases, development and testing, boot disks, recommended storage type: Ultra cloud disks

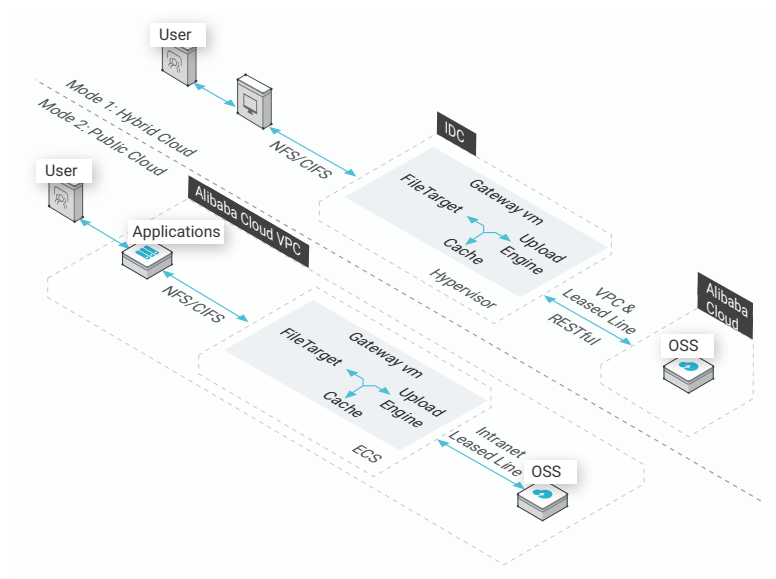
Cloud Storage Gateway

Cloud Storage Gateway is a software gateway that can be deployed offline or on the cloud. It uses Alibaba Cloud's OSS as backend storage and can provide seamless and secure integration between an enterprise's internal IT environment and cloud-based storage infrastructure. This service supports industry standard file storage protocols and stores frequently-accessed data in the local cache to reduce the latency, allowing you to securely store data in Alibaba Cloud OSS.



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- Intelligent cache policies: Provides a mechanism to asynchronously sync the local cache to OSS
- Cross-platform support: Supports access over NFS/CIFS protocols. Supports ECS, VMware, HyperV, and KVM deployment



Lightning Cube

This service supports on-the-cloud solutions for data volumes measured in TBs or PBs. Using custom offline migration equipment, you can shorten the cloud migration time for large-scale local data centers, reduce leased line fees, increase data replication efficiency, and enhance data security during the migration process. This solution is fast, secure, and efficient. Compared to leased line migration, this solution reduces costs by 58% and cuts the time required by a factor of 20.



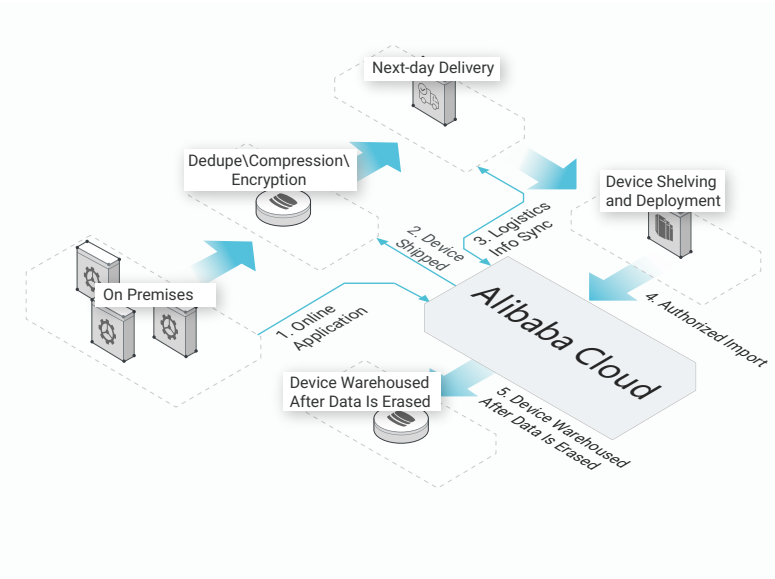
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Supports a Wide Array of Origin Sites

Supported data sources: NFS, CIFS, HDFS, FastDFS, and more.

Unique Design Capabilities for Migration

- Rapid data transmission: Import and export transmission optimization
- Maximum compression ratio of 40, supports deduplication
- Supports AES256 encryption (with keys kept by users)
- Supports data CRC checks
- One-key data erase function that meets data compliance requirements



Hybrid Cloud Array

Hybrid Cloud Array integrates the enterprise-level unified storage arrays of Alibaba Cloud's Cloud Storage Gateway, allowing you to use and manage local and cloud-based storage resources (blocks, files, and objects) just as you do with local storage. This service seamlessly connects local storage to cloud storage through a cloud cache, cloud synchronization, cloud hierarchies, cloud backup, and other methods. Combined with cloud storage services, Hybrid Cloud Array provides an economical, efficient, and easy-to-manage hybrid cloud storage solution.

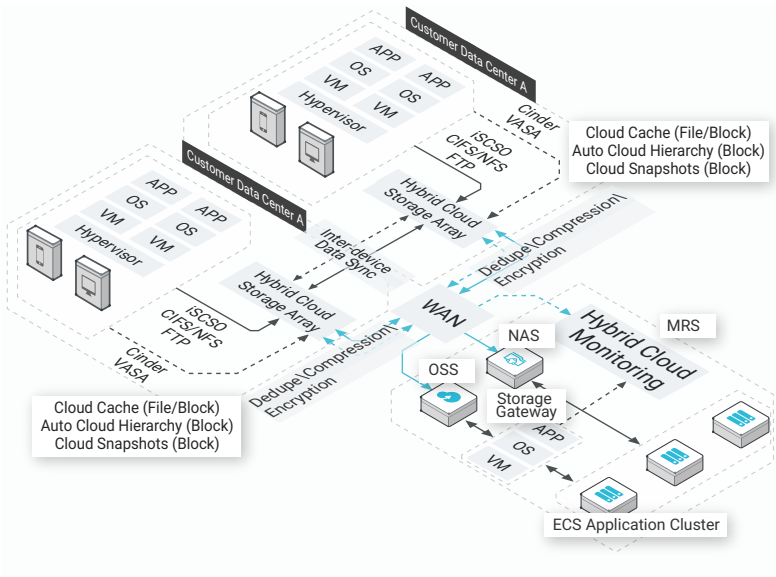


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- Convenient deployment: Standard rack and power supply deployment, no special requirements on data centers
- Good scalability: The modular equipment provides automatic and seamless access to unlimited cloud storage space
- High compatibility: Supports iSCSI, SMB\NFS, FTP, Cinder, VASA, and other standard protocols

Typical Architecture

Cloud storage array equipment is deployed in local data centers and networked to cloud storage products. The equipment supports iSCSI, NFS, FTP, Cinder, and other file protocols. In addition to providing local storage capability, this solution supports cloud caches, cloud synchronization, and cloud backup modes, letting you seamlessly sync your data to the cloud. This allows you to easily build a hybrid cloud environment, providing a storage space you can resize without limit.



Cloud Photos

Cloud Photos is Alibaba Cloud's all-in-one solution for photo and video applications. In addition to basic features like photo and video storage and management, it also provides smart analytical capabilities such as photo cataloging/tagging and face recognition, as well as a smart searching service based on natural language understanding (NLU).



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Image storage



Smart analysis



Smart albums



Smart searching

NETWORKING



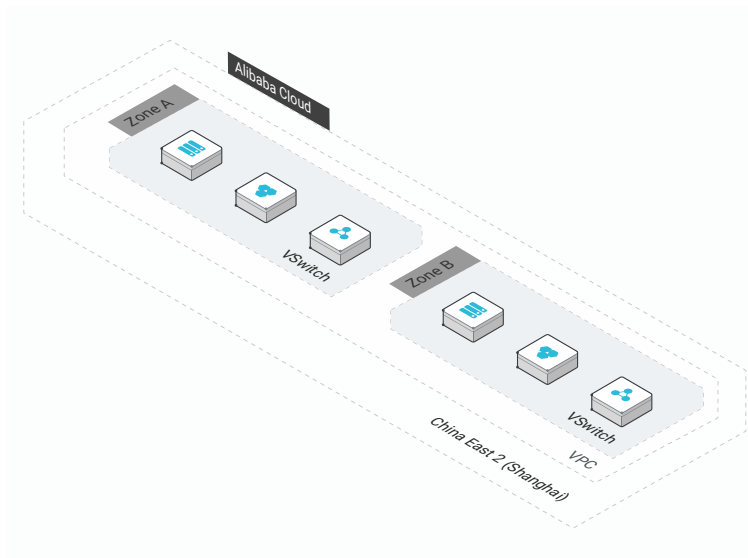
Virtual Private Cloud (VPC)

Virtual Private Cloud (VPC) helps you establish isolated network environments based on Alibaba Cloud. It gives you full control over your own VPC, including choosing your preferred IP address ranges, CIDR blocks, route tables, and gateways. This allows you to build hybrid cloud architectures using leased lines, VPNs, or other interconnection methods.



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- Build cloud-based isolated networks for more secure network usage
- Independently plan and manage your networks, to flexibly control network deployment
- Use this product with Express Connect for multi-region private network interconnection
- Completely free



Elastic IP Address (EIP)

Elastic IP Addresses (EIPs) are public IP address resources that can be independently purchased and held and dynamically bound to different ECS instances. The instance does not have to be stopped for binding or unbinding.



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Learn More

- Independently purchased public IP addresses
- Flexibly bound to and unbound from ECS instances
- Bandwidth adjustments take effect in real time
- Minimum public traffic price of 0.72 RMB/GB
- Minimum public bandwidth price of 0.03 RMB/Mbps/Hour

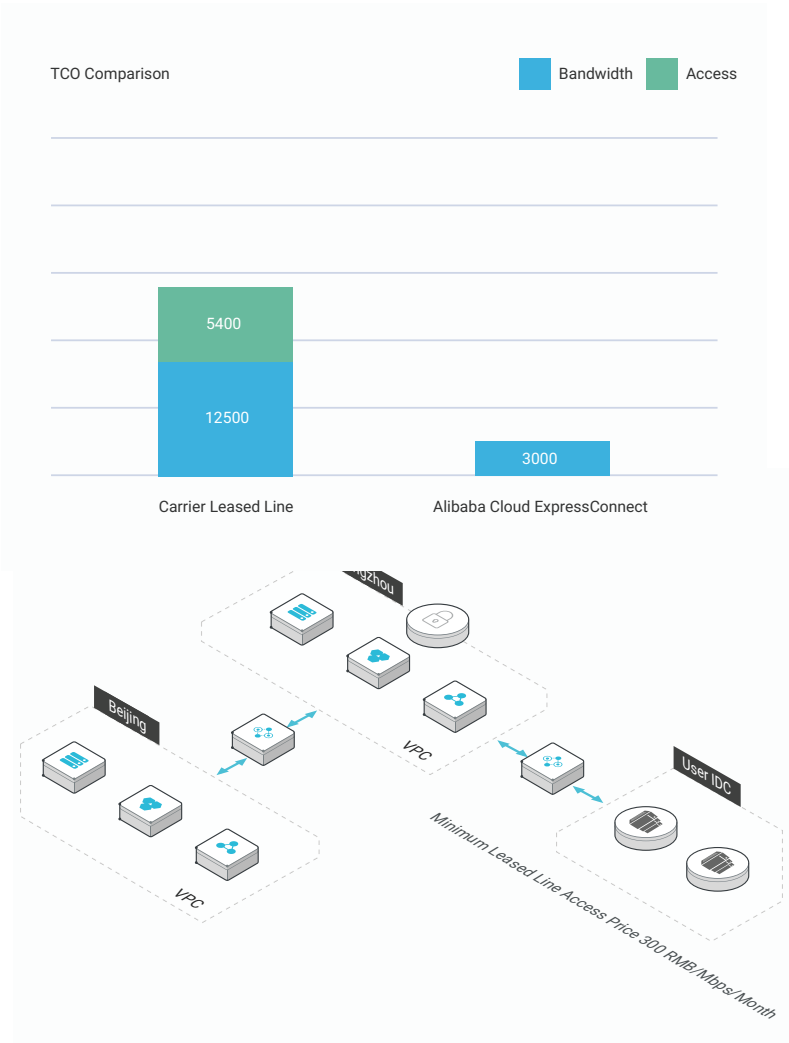
Express Connect

As a convenient and efficient networking service, Express Connect is used for fast, stable, and secure private network communication between different cloud network environments, including connecting multiple VPC intranets and communicating over leased lines across regions and users. This helps you build a more flexible network topology and enhance the quality and security of inter-network communication.



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- Cross-region private network interconnection, high quality standard of communication
- Network interconnection on and off the cloud, construction of hybrid cloud architectures
- Purchase only the network resources you need



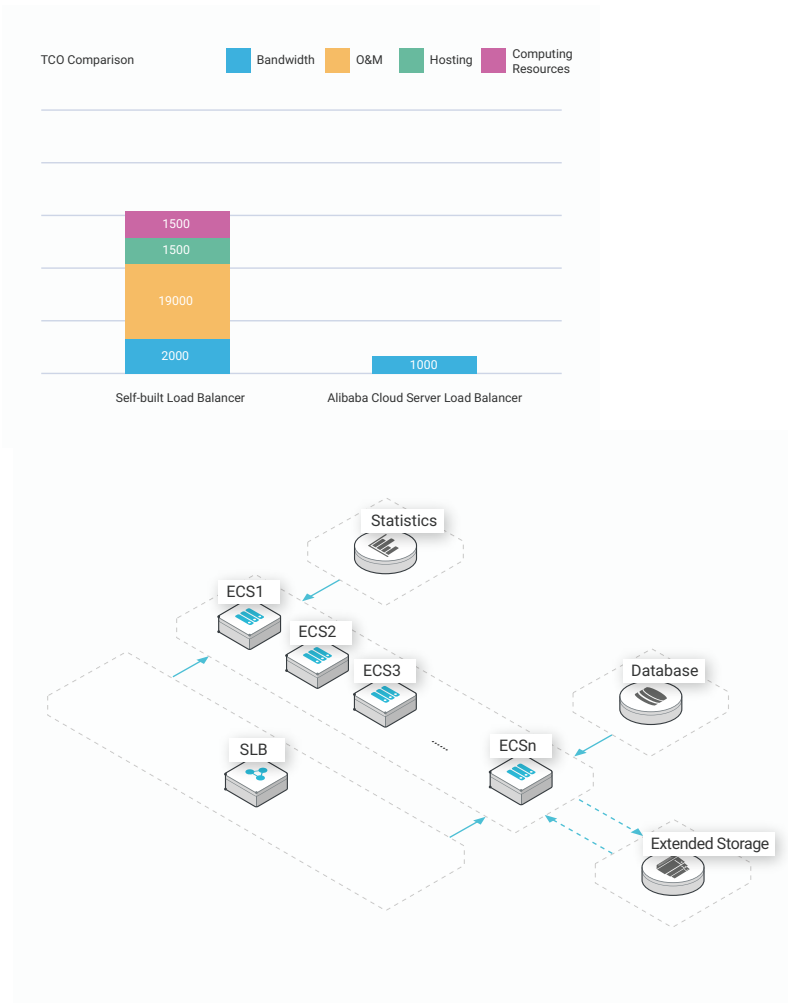
Server Load Balancer

Server Load Balancer is a load balancing service that distributes traffic among multiple ECS servers, giving you a higher level of fault tolerance. Moreover, you can add or delete ECS instances based on your real-time business needs, allowing you to achieve seamless business scaling.



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- Ultra-high performance: A single cluster supports 1.2 Tbps in bandwidth, 120 million connections, 10 million new connections, and 3.2 million QPS.
- Ultra-high availability: The industry's first primary/backup zone disaster tolerance architecture, ensuring high system availability
- Guaranteed performance: Comprehensive upgrade to performance guaranteed instances. A single instance provides 20 Gbps of bandwidth, 5 million connections, 500,000 new connections, and 150,000 QPS



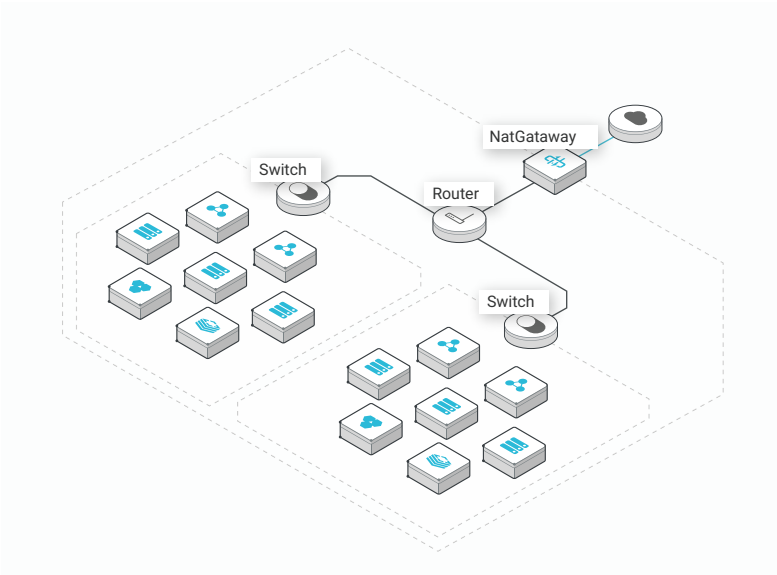
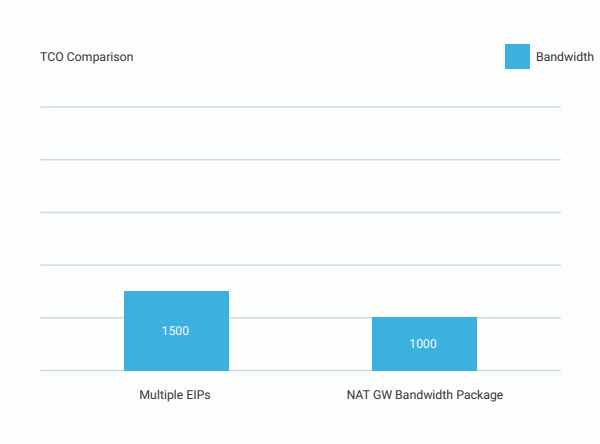
NAT Gateway

NAT Gateway is an enterprise-level VPC public network gateway that provides NAT proxy services (SNAT, DNAT), 10 Gbps forwarding capacity, and regional high availability (cross-zone disaster recovery capabilities).



Scan to
Learn More

- Bandwidth sharing among multiple IP addresses saves you money through peak load shifting.
- A multi-layer disaster tolerance architecture ensures high system availability at all times.
- VPC ECS public traffic portal



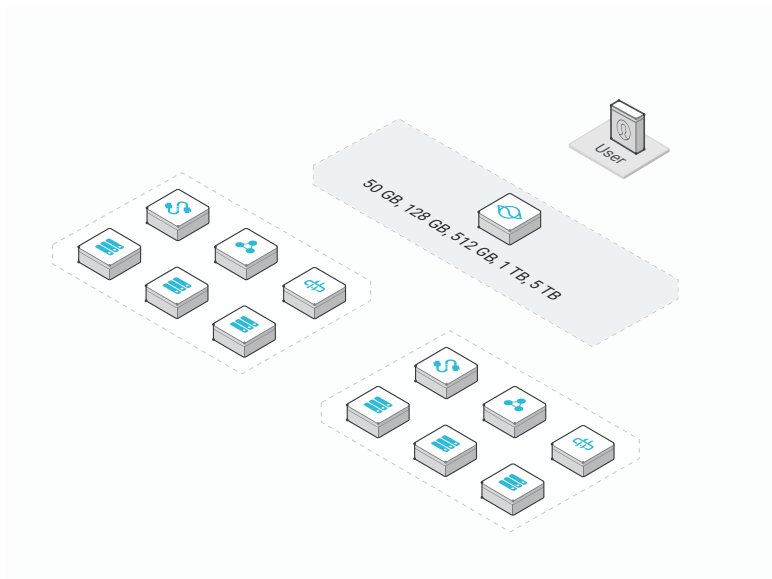
Shared Traffic Packages

Shared traffic packages can be used by PayByTraffic products, such as ECS, EIP, Server Load Balancer, and NAT Gateway. They provide discounted traffic plans and free trials. The packages are easy to use. Once activated, the traffic package will automatically cover products in multiple regions and lower your traffic fees.



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- During off-peak periods, traffic packages will save you about 50% in traffic costs.
- At full capacity, traffic packages will save you about 20% in traffic costs.
- The package automatically takes effect after purchase, reducing your traffic fees and removing the need for configuration.



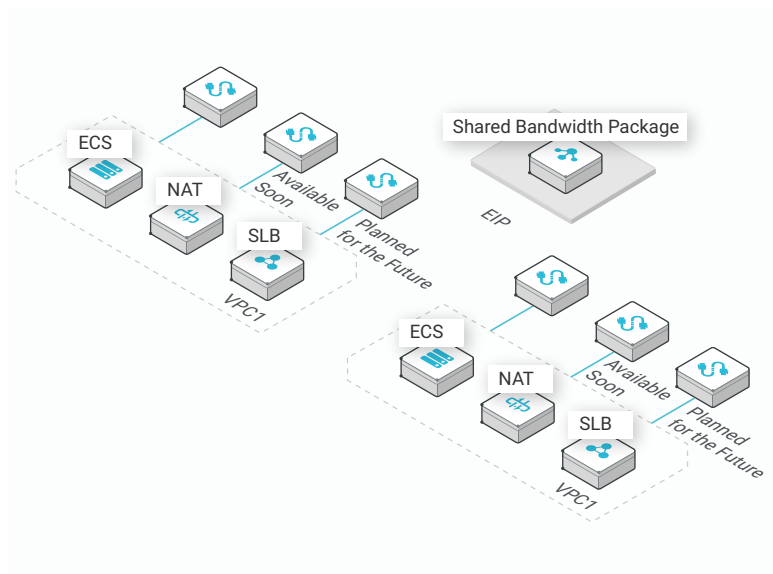
Shared Bandwidth

Shared bandwidth supports same-region bandwidth sharing. It allows you to share bandwidth between all the EIPs in a certain region, so the ECS instances and NAT Gateways (Available Soon) bound to these EIPs can use the bandwidth simultaneously. Alibaba Cloud offers multiple billing methods for shared bandwidth, so you can effectively cut your bandwidth costs while retaining powerful service provision capabilities.



Scan to
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- Regional bandwidth sharing and multiplexing
- Enhanced 95th percentile billing, helping remove a large number of abrupt bandwidth peaks
- Flexibly pay only for what you need with Pay-As-You-Go billing



Global Acceleration

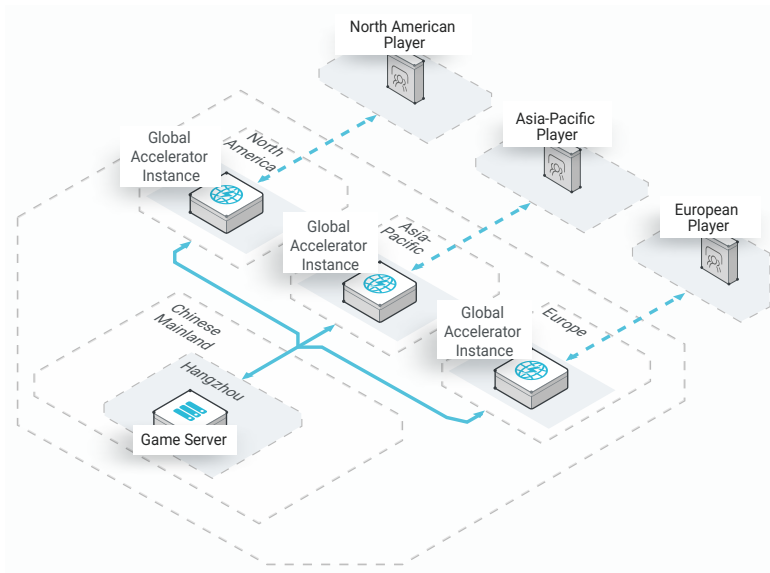
As a network acceleration product, Global Acceleration provides nearest access around the world. By preventing latency, packet loss, and other network problems from affecting your service quality, the product enhances user access experience globally.

The Global Acceleration service is primarily applicable to single-server global video games, online education, and remote O&M.



Scan to
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- Perfect combination of BGP bandwidth and cross-region leased lines, providing optimized user experience
- You can build a Global Accelerator portal in 5 minutes and configure it in 2 steps.
- The acceleration portal does not require server deployment, saving server or maintenance costs.
- Powered by Alibaba's high-quality global BGP bandwidth and global backbone network, this service is fast and stable.



VPN Gateway

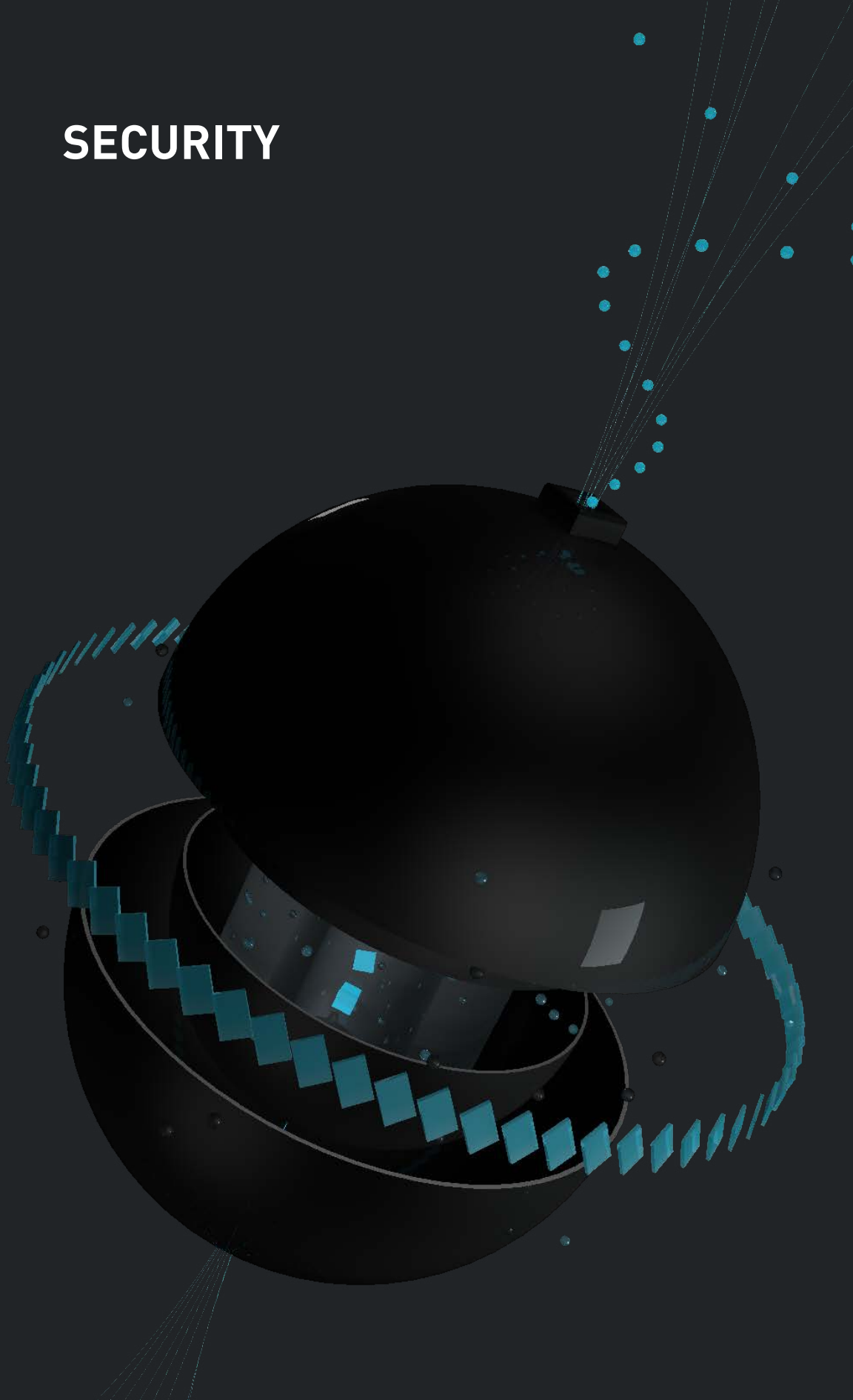
VPN Gateway is an Internet-based service that provides a secure and reliable connection from enterprise data centers and office networks to Alibaba Cloud VPCs.



Scan to
Learn More

- Provides an encrypted public network connection between enterprise data centers and VPCs, ensuring a secure and reliable hybrid cloud architecture
- Purchase only what you need, flexible management, easy to use
- Connect mobile networks to the cloud (coming soon)

SECURITY



Web Application Firewall

This service recognizes and prevents malicious requests directed at your websites and applications, filtering out malicious attacks and bot crawlers.

This safeguards your data security, business security, and availability.



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- Web application defense: Defends against common web attacks (OWASP top vulnerabilities and CC attacks)
- Business security safeguards: Provides risk control plans, defends against crawling against your interfaces, and mitigates other security risks for your business
- HTTPS optimization: Allows you to enable caching and origin retrieval for HTTPS and HTTP requests with one click, reducing load on your origin servers
- HTTP/HTTPS access control: Provides targeted access control based on multiple HTTP header fields, filtering out malicious requests
- Log management: Supports full access to log retrieval and one-click query of current business security status if you use the Enterprise Edition

Application scenarios

- "Virtual patch protection" for high-risk 0-day web vulnerabilities
- Prevents data leaks caused by SQL injection
- Alleviates the service abnormalities (100% CPU or memory usage) caused by CC attacks
- Defends against bot crawlers, SMS bots, and other bot behavior
- Protects you against scalpers and freeloaders

Server Guard

Server Guard is a host-security service that provides vulnerability detection (vulnerability scans, baseline inspections) and intrusion alert (for abnormal processes, Webshells, abnormal logins, etc.) functions by reading the software and configuration on the server while monitoring abnormal processes, logins, and other events in real time.



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Vulnerability detection



Intrusion alerts



Asset management



Low resource
requirements

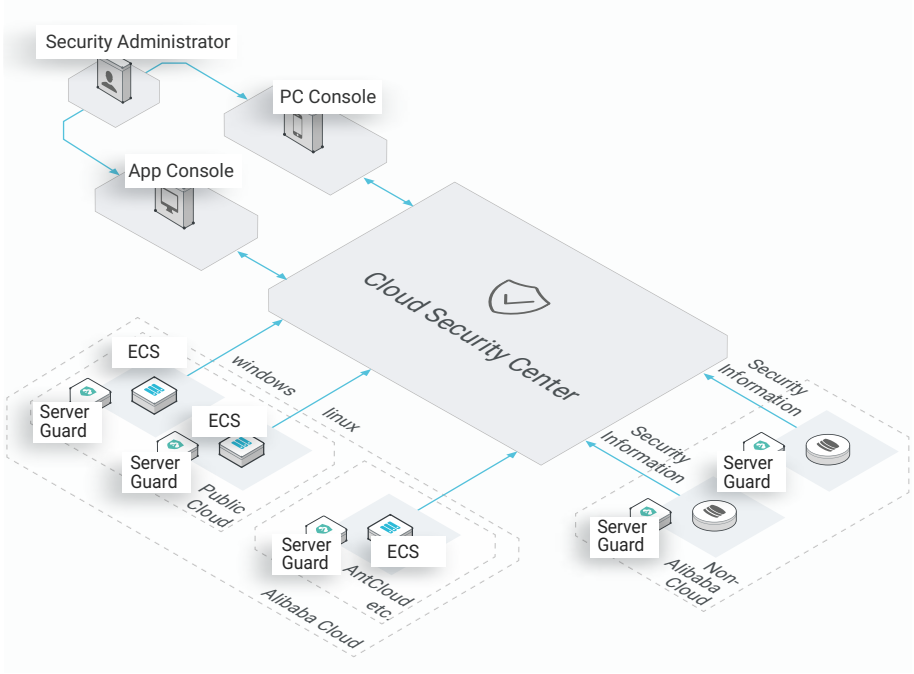


Real-time alarms



Intelligence sharing

- Cross-platform deployment, central console operations: This service enables you to manage your resources securely and collaboratively, enhances the security in controlling and managing ECS instances through a GUI, and reduces security risks and costs of managing your ECS instances.
- Multi-system support: This service can be deployed on Windows, Linux, Ubuntu, Debian, and other operating systems.
- Cross-platform: You can deploy this service on any Alibaba public cloud servers, Financial Cloud servers, and third-party servers.
- Centralized administration: The centralized Web-based console allows you to manage security effectively across different deployment environments and from anywhere.



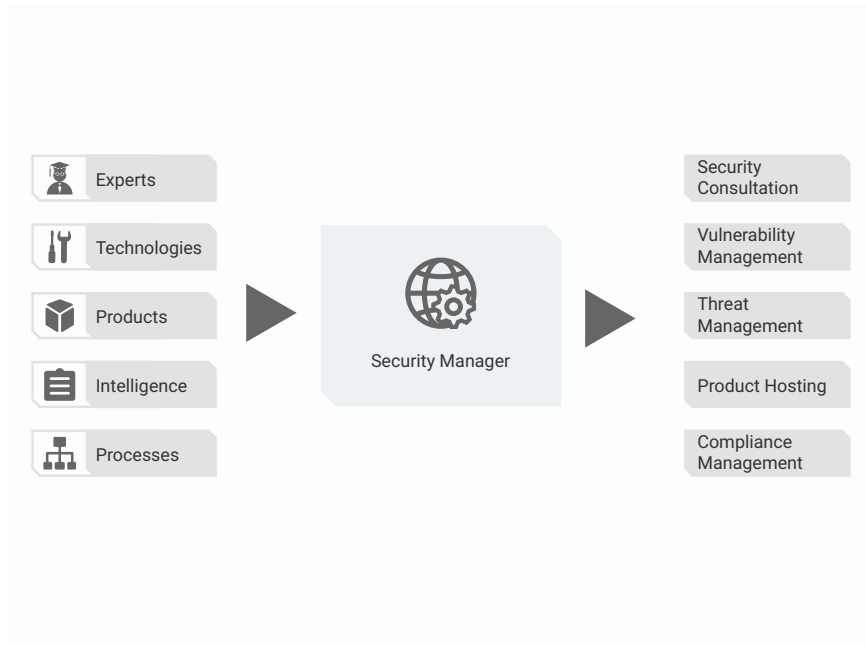
Security Manager

Security Manager is a service that covers security consultation and solution design, security product deployment support, security inspections, security reinforcement, security monitoring, security event emergency responses, and much more. Security Manager is a managed service for customers without a professional security team. With this service, Alibaba Cloud security experts will help you in building security defense systems and security operations management, to ensure the security of your business on the cloud.



Scan to
Learn More

- Security solution customization and implementation
- Security risk monitoring and management
- Security emergency response
- Professional security experts team with rapid response at low costs



Bastion Host

Bastion Host is a web service for managing and controlling accounts and audit operation logs. It primarily manages and controls ECS login accounts and audits ECS CLI operations. With this service, you can establish your account management system and security compliance audit system on the cloud.



Scan to learn more



Auditing



Access control

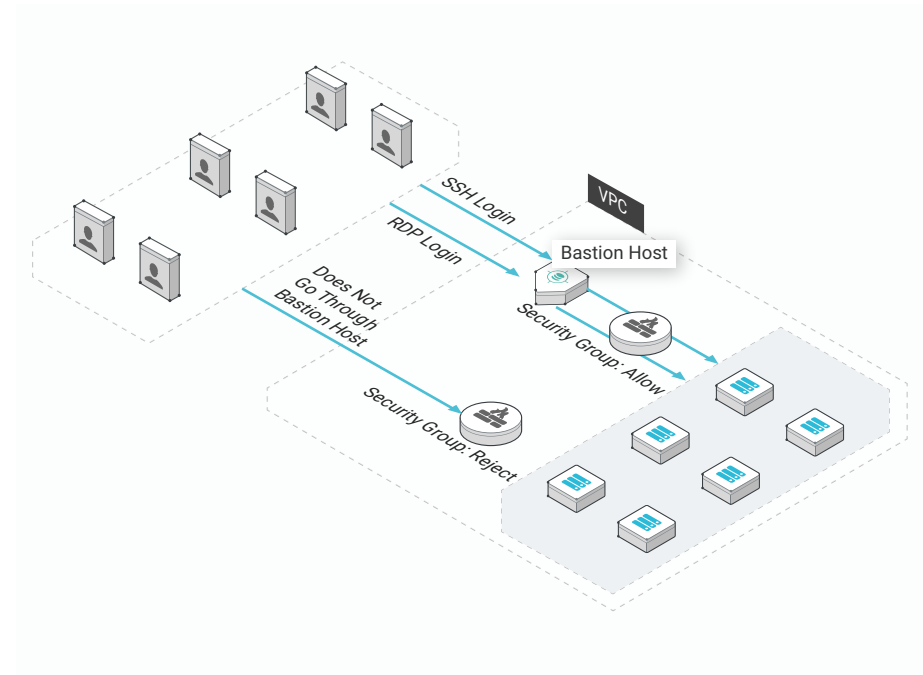


Authentication



Efficient maintenance

Scenarios: Central management of production system login accounts, and management of system network borders, meeting the classified criteria for security protection of China, the requirements of financial supervision, and the Sarbanes–Oxley Act



Anti-DDoS Pro

Anti-DDoS Pro is a paid value-added service intended to address the problem of service interruptions caused by high-traffic DDoS attacks against servers (including non-Alibaba Cloud hosts) on the Internet. You can configure the Anti-DDoS Pro service to redirect malicious traffic,



Scan to
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- Massive volume DDoS cleaning
- Industry-leading defense algorithms
- Full business support
- Application layer protection
- HTTPS encryption
- Daily pay pricing

For Web applications

Websites are the application most vulnerable to cyberattacks. Hackers can use DNS resolution to find the origin server of your website and then initiate DDoS or CC attacks against that server, which makes your website unavailable to your users.

1. A service under a DDoS attack may be rendered unavailable, ping requests are not responded after being sent to the server that provides the service, and the server receives superfluous requests.

2. CC attacks increase the website connections and malicious traffic volume, rendering the website slower or unreachable.

This service is suitable for e-commerce, finance, portal, and enterprise websites. It supports HTTPS encryption.

For online gaming

This service defends against multiple types of DDoS attacks against online games, such as empty game connections, slow connections, CC attacks, forced offline plug-ins, and attacks on gateways and combat servers.

For non-Alibaba Cloud environments

Anti-DDoS Pro can also be used in non-Alibaba Cloud environments. If your data centers or IDCs running on a cloud rather than Alibaba Cloud are under DDoS attacks, you can use this service to redirect the traffic to Alibaba Cloud for flow cleaning.

Content Security

Based on artificial intelligence (AI) and massive data sample sets, this service uses trained deep learning models to precisely detect explicit content with sex, violence, and, political aggression, sensitive faces, undesirable scenes, spam ads, and other content in images and videos. It has an accuracy rate of over 99% and can take over more than 90% of manual review workload. It can handle hundreds of millions of calls per day and provides comprehensive and effective solutions for content security risk issues.

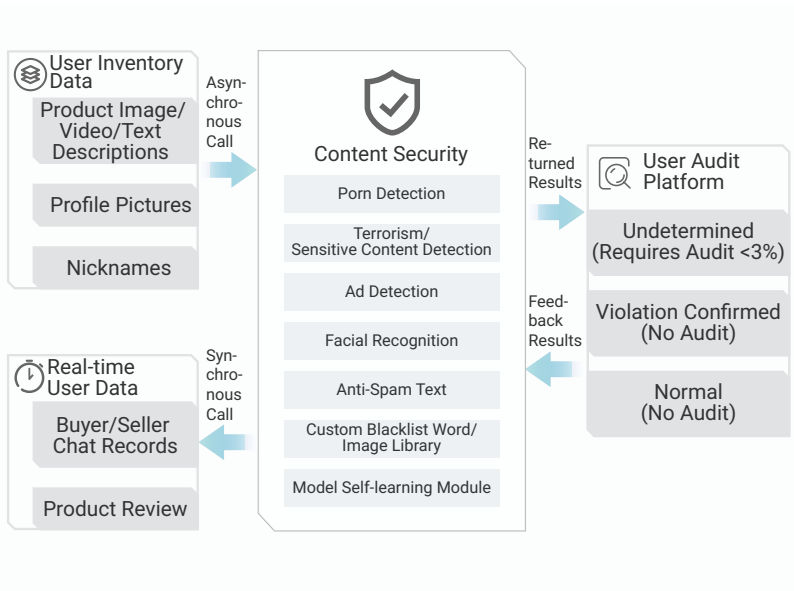


Live Broadcast/Video Content Security Solutions

On live broadcast and video platforms, there are risks that inappropriate content or undesirable scenes (smoking, suicide, etc.) may appear in profile pictures, cover pictures, live video content, or interactions. Content Security provides a complete set of smart recognition services for you to effectively avoid legal risks.

Content Security Solutions

This service can be used in e-commerce, social networking, and live video scenarios to detect inappropriate content, spam ads, and other undesired information in pictures, videos, text, profile pictures, comments, and barrages.



Product Features

Smart pornography detection service: Intelligently detects pornography in pictures and videos, automatically classifies pornographic content by degree, and intelligently defines porn standards. This quickly reduces manual review costs.

Sensitive political and terroristic image recognition: The service intelligently identifies images with content advocating terrorism or extremism, violence, political chaos, and other inappropriate content.

Live broadcast scene recognition: Using trained deep learning algorithm models, this service can monitor the behavior of live broadcast hosts in real time, to intelligently detect smoking, driving, gambling, unlicensed rebroadcasting, and other behavior. This reduces the management costs for live broadcast platforms.

Ad recognition: This service recognizes advertising content in images, to assist human reviewers filter out scam content, micro sellers, other small advertising images, and spam QR codes. This will help clean up the content of Internet UGC products.

Database Audit

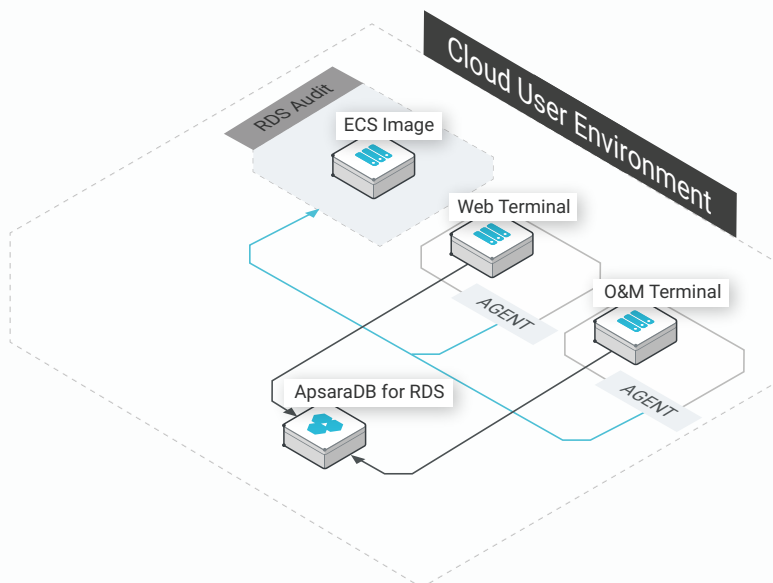
Database Audit is a professional auditing service that proactively monitors your database security in real time. It records SQL injection and other risky operations for your databases and triggers alarms when appropriate. Database Audit is based on the Alibaba Cloud platform and protects the core data in the databases on Alibaba Cloud, including the Apsara for RDS databases and the ECS-based user-custom databases, through security diagnostics, maintenance, and management.



Scan to
learn more

- User behaviors detection and auditing
- Real-time alarms for abnormal operations, SQL injection, and backlisted users
- Multidimensional analysis
- Fine reports for various abnormal operations

When you use Apsara for RDS as your object data storage, you must deploy a Database Audit agent on the application system servers that access your databases to collect access log for log auditing.



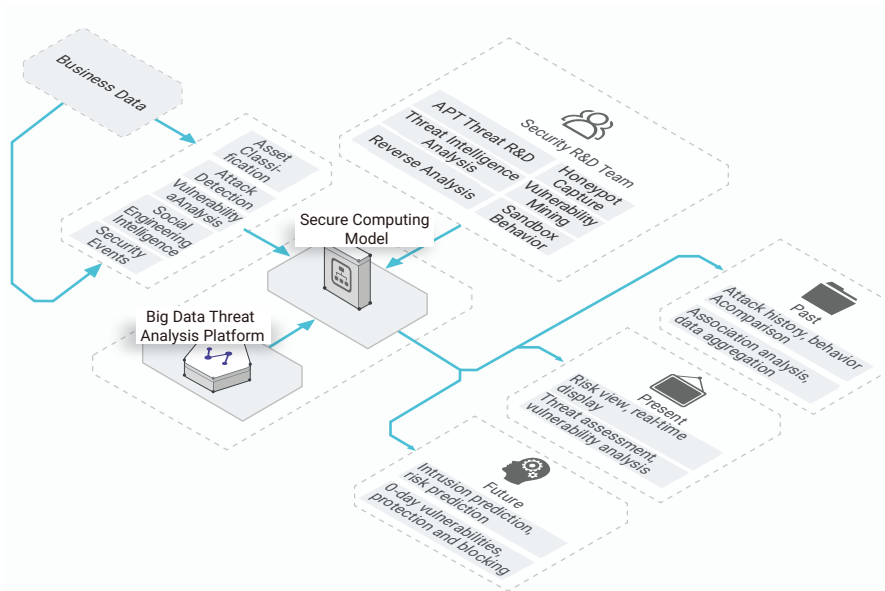
Situation Awareness

This service collects over 20 types of raw logs and cybersecurity threat intelligence from enterprises and uses machine learning to present attacks in retrospect, so as to prevent such attacks in the future. In addition, it provides you with unified security event alarms and a central management platform for all cloud assets.



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learn more

- Central security alerts
- Full log scanning
- Intrusion detection, automated security analysis
- APT attack identification
- 9 visualization dashboards
- SMS alerts, daily summary emails
- Security situation monitoring and escalation
- Log compliance and logical retrieval
- Security event management, daily O&M



Security Intelligence - Crowdsourced Security Testing

Security Intelligence provides the most effective and private crowdsourced security testing service to help enterprises discover business vulnerabilities and risks. You pay for this service based on the actual results. Compared with traditional penetration tests, Security Intelligence Crowdsourced Security Testing features a higher testing efficiency, a greater number of testers, better testing results, and higher cost effectiveness.



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Penetration testing



Vulnerability lifecycle management



Crowdsourced security
testing



Professional services

Security Intelligence - Classified Evaluation

This service helps enterprises on and off Alibaba Cloud quickly pass the Classified Security Protection of Information Systems evaluations required by the Ministry of Public Security of China. With this service, you will enjoy professional services provided by Alibaba Cloud partners and various provincial and municipal classified protection evaluation centers.



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learn more

○ Alibaba Cloud's evaluation institutions and security consulting partners in various regions will provide you with an all-in-one classified protection evaluation service

○ The comprehensive attack protection, data auditing, encryption, and security management services help enterprises easily and quickly pass classified protection compliance evaluations

Security Intelligence - Emergency Response

When an enterprise experiences a security event, the Security Intelligence Emergency Response Service will help the enterprise handle the event and analyze its causes within the shortest time. This helps the enterprise quickly stop suffering from losses.



Scan to
learn more

- Security event cause analysis
- Security reinforcement
- Rapid response to a ticket within 20 minutes
- Professional security engineer services
- Full event processing, including Trojan and backdoor removal and patching
- Guaranteed security event handling results

Mobile Security

Mobile Security provides full lifecycle security services for mobile applications (apps). It can accurately discover app security vulnerabilities, malicious code, counterfeit applications, and other security risks. Through its app reinforcement, security components, and other features, this service significantly improves apps' resistance to reverse engineering and cracking. With its channel fraud protection feature, Mobile Security precisely identifies fraud behavior during app promotion, optimizing enterprise advertisement costs and effectiveness. This service is suitable for self-developed apps, app delivery, acceptance of apps developed by third parties, paid app promotion, and other scenarios.



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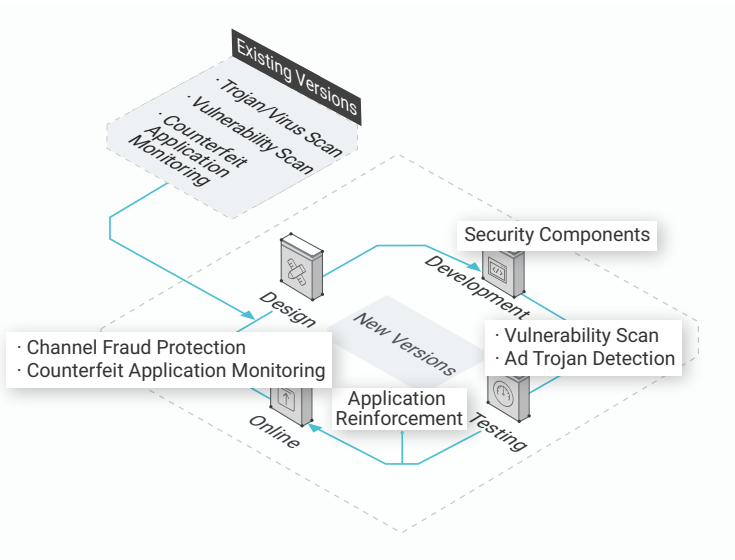
If your enterprise develops your own apps, you can integrate the security components into your new versions, scan for vulnerabilities during testing, and reinforce the apps before launching them. This increases the security level of your apps from the inside out.

Acceptance of Apps Developed by a Third Party

When enterprises outsource app development to third parties, they must perform vulnerability scans, counterfeit detection, and malicious code scans during acceptance, and then promptly troubleshoot any problems discovered. When performing acceptance testing on new app versions, they can perform vulnerability scans and malicious code scans to promptly discover security risks.

Paid App Promotion

When enterprises promote their apps through various channels, they may benefit from the channel fraud protection feature. Based on the powerful defenses of security components, precise device fingerprint technology, human/machine detection models, and Alibaba Cloud's big data computing advantages, this feature provides a fraud detection rate of >97% and a false positive rate of <1%, significantly reducing advertising costs while increasing effectiveness.



Product Features

Vulnerability scan: This function scans Android apps, quickly identifies vulnerabilities, and provides complete resolutions. Static and dynamic scanning methods are used together to discover as many security vulnerabilities as possible. This scan can detect over 95% of known vulnerabilities and it boasts capabilities that completely outclass the competition.

App reinforcement: This function protects applications from reverse engineering by applying a variety of methods to Android apps, such as recompiling, wrapping, reordering instructions, and full obfuscation. Common reinforcement functions tend to emphasize reinforcement intensity, making apps unavailable after reinforcement. In contrast, our app reinforcement function focuses equally on reinforcement intensity and compatibility.

Security components: Security components are provided along with client SDKs to ensure application integrity, data security, and a trusted runtime environment. This feature is specifically designed to solve common problems that face mobile apps, such as plug-ins, repackaging, counterfeit network requests, leaks of secret data, core logic cracking, and uncontrollable runtime environments.

Channel fraud protection: When enterprises promote their apps through various channels, they may benefit from the channel fraud protection feature. Based on the powerful defenses of the security components, precise device fingerprint technology, human/machine detection models, and Alibaba Cloud's big data computing advantages, this feature provides a fraud detection rate of over 97% and a false positive rate of under 1%, significantly decreasing your advertising costs while increasing effectiveness.

SSL Digital Certificate Service (CA Certificates)

SSL Digital Certificate Service enables you to issue Symantec, GlobalSign, GeoTrust, and CFCA certificates on the cloud to implement HTTPS so that your websites are considered credible and protected against hijacking, tampering and monitoring. The service also allows you to manage the lifecycle for all your cloud certificates and to distribute the certificates to your Server Load Balancer, CDN, Anti-DDoS Pro, and WAF instances with a single click.



Scan to
learn more

- Website conversion to HTTPS
- SSL certificate issuance, simplified deployment
- Lifecycle management
- Website trust and encrypted access service

Data Encryption Service

Alibaba Cloud Data Encryption Service is a cloud-based data security encryption solution. It provides you with secure and reliable key management and data encryption services. In Alibaba Cloud VPCs, the Data Encryption Service uses a Hardware Host Security Module tested and authorized by the Office of Security Commercial Code Administration (OSCCA), to help you meet data security regulatory and compliance requirements and protect the confidentiality of business data on the cloud.



Scan to
learn more

- Key management function: administrator USB key for two-factor identity authentication; production, use, backup, restore, and destruction of dedicated client remote management keys
- Cryptographic algorithm support: Full support for all Chinese and some universally accepted international cryptographic algorithms, satisfying users' different cryptographic algorithm requirements
- Financial payment function: Meets the customized encryption requirements of the financial industry in line with the People's Bank of China's standards and specifications, full support for financial payment encryption/decryption requirements

Application scenarios

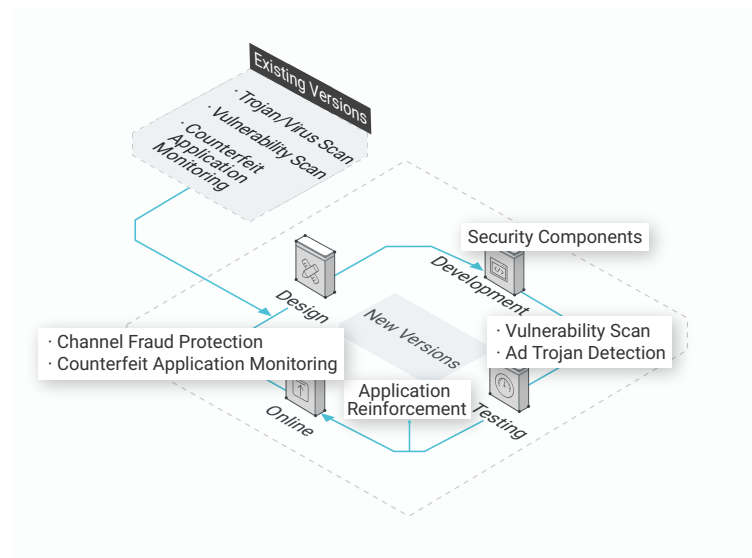
Financial payments: This service provides a financial payment function, which is widely applicable to POS receipts, Internet payments, prepaid card payments, P2P, and other types of third-party payment applications.

e-Government: This service provides data encryption/decryption and digital signature verification functions, suitable for electronic signatures, e-documents, e-government, CA systems, and other government system applications.

Sensitive data encryption: This service encrypts sensitive data before storage, so hackers cannot steal plaintext data from the database and unauthorized staff cannot obtain the data. This is suitable for system applications that contain large amounts of sensitive data, especially in the financial, government, e-commerce and logistics industries.



Scan to
learn more



Data Risk Control

Data Risk Control is a bot access mitigation service provided by Alibaba Cloud to external customers. It primarily uses the slide verification method. This service can be used to block attempts to crack an application using large numbers of machines, simultaneously protecting the user experience and application security. You can pay for this service by monthly or yearly subscription.



Scan to
learn more

- Based on historical big data analysis, this service has a risk identification accuracy rate greater than 95%
- Uses innovative verification technology to greatly increase interception of malicious users
- Simultaneously supports risk control for web and mobile platforms
- Over 99.99% availability, millisecond response time, per-second concurrency in the tens of thousands, ensures smooth business processing

Registration, login, and marketing activities

For registration, login, and marketing scenarios, this service can require that users perform slide verification before proceeding to the next step. In some scenarios, you can enable the slide verification only for abnormal users, to block robot operations.

Alibaba Cloud Security - Hybrid Cloud

Alibaba Cloud Security – Hybrid Cloud provides an Internet-based protection system suitable for core business applications. Using Alibaba Cloud's Internet protection technologies, it can provide you with real-time protection functions, including DDoS detection, web-layer attack detection, web vulnerability discovery and repair, host vulnerability discovery and repair, and host asset management/anti-intrusion.



Scan to
learn more

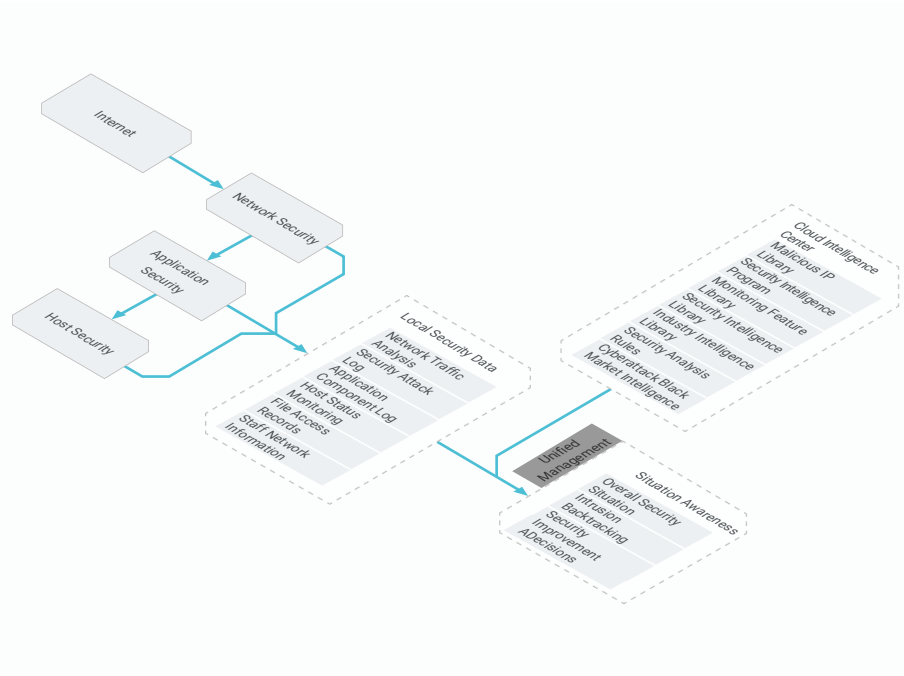
Different from the previous border protection method based on feature detection technology, Alibaba Cloud Security – Hybrid Cloud is driven by association analysis covering all security data and intelligence. It provides you with panoramic security situational awareness, attack backtracking, basic security protection, and other functions. Using a wide range of local security data and cloud intelligence obtained from the current network, Hybrid Cloud performs security big data analysis in the security data analysis engine cluster. It then presents you with the overall security situation and allows you to follow intrusion events back to their sources. For example, it provides targeted attack discovery, personnel intelligence leak warnings, and intrusion cause analysis. Using this analysis and presentation of core security information, security administrators not only can understand the security situation, but can also use the custom analysis interface provided by the security data analysis engine to perform tailored analyses on existing security data. This allows you to flexibly customize your security analysis capabilities.

Through a purely software-based deployment, Hybrid Cloud gives you the same Internet protection capabilities enjoyed by Alibaba Cloud in multiple business environments, including self-built IDCs, private clouds, public clouds, and hybrid clouds.

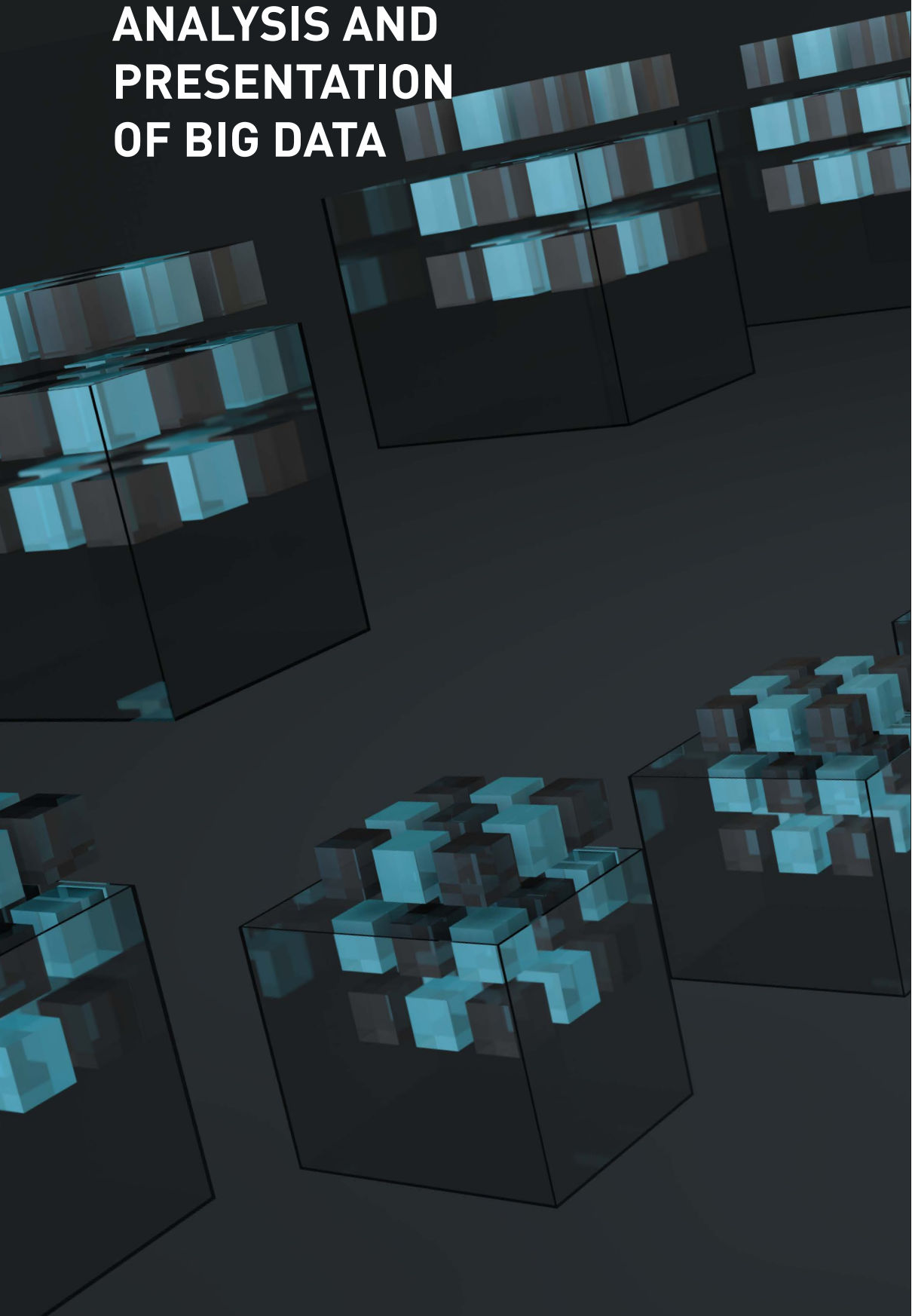
- Comprehensive Internet protection capabilities
- Big data-driven security
- Fully adaptable to local IDC physical host, private cloud, and hybrid cloud environments
- Powerful support for cloud rules and intelligence

Product features

DDoS detection, web-layer attack detection, web vulnerability discovery/repair, host vulnerability discovery/repair, and host asset management/anti-intrusion real-time defenses and full-network security situational awareness functions.



ANALYSIS AND PRESENTATION OF BIG DATA



DataV

DTplus – DataV is committed to the dynamic visualization of business insights drawn from massive volumes of complex data. DataV helps engineers and business staff easily set up professional big data visualization applications through its graphic interfaces. It can meet your needs in multiple business scenarios, such as conferences and exhibitions, business monitoring, risk warnings, and geographic information analysis.



Scan to
learn more

- Provides templates for multiple business scenarios, specializes in the integration of geographic information and business data
- Integrates with multiple data sources, comprehensive support for RDS, Analytic DB, Oracle, Table Store, CSV, HybridDB, and APIs
- Supports private cloud or on-premises deployment. After editing it in the online environment, you can export your data to a local environment
- With the component secondary development interface, you can customize the service
- Provides an integrated software and hardware splicing tool for one-stop visualization dashboard production

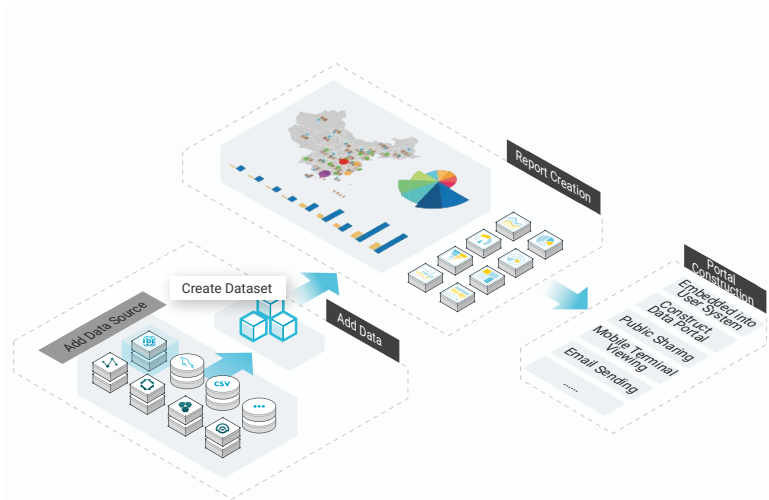
QuickBI

DTplus – Quick BI is a next-generation BI service platform specifically designed for cloud users. This is an official smart BI product provided by Alibaba Cloud. Based on Alibaba Cloud's technology ecosystem, this service deeply integrates various cloud-based data capabilities to provide a distributed computing, mining, data analysis, and visualization platform.



Scan to
learn more

- Supports integration with multiple data sources, massive data instant computing, and OLAP models
- Wide variety of data visualization effects
- Supports generating Excel-style reports, not limited to daily, weekly, and monthly reports
- Allows you to easily embed reports in third-party products, providing perfect compatibility with your own platforms
- Data permission and security management, allows different people to view different data in the same report



Portrait Analysis

Portrait Analysis brings together all of your data distributed across multiple storage resources to construct interactive applications to analyze user profiles based on tag models. This allows your business staff to flexibly analyze the correlations between the attributes and behavior of these objects. This service is widely applicable to many types of profile analysis scenarios, such as user behavior, device management, enterprise archives, and geographic distribution.



Scan to
learn more



Integrated data modeling
across devices



Rapid generation of
interactive analysis services
and products



Intelligent interest tags
abstraction



Personas

Integrates user favorites, transactions, clicks, registration information, locations, derivative tags, and other data to perform comprehensive analyses of the associations between various user behavior. This allows you to more effectively design cross-selling, marketing content, target groups, and other operations strategies.



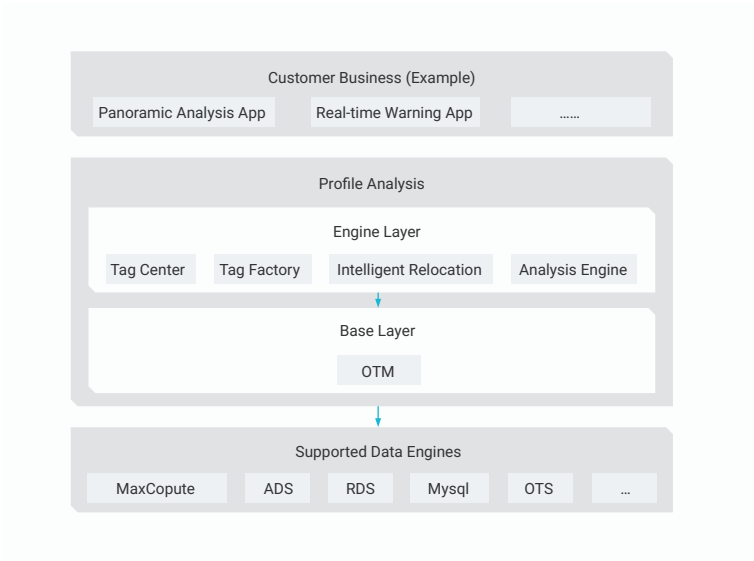
Device life cycle

Incorporating data throughout a life cycle, including procurement, maintenance, repair, retirement, and technical upgrades, this service provides comprehensive device asset analysis and organization capabilities, as well as analyzes the effects of various types of external data on device conditions. This significantly improves device asset management.



Geographical analysis

Because this service integrates geographical information, you do not have to calculate the distributions for each geographic grid in advance. You can simply apply a variety of filters and perform summary analysis with the detailed POI data. This greatly increases the flexibility of spatiotemporal data analysis.



Graph Analytics

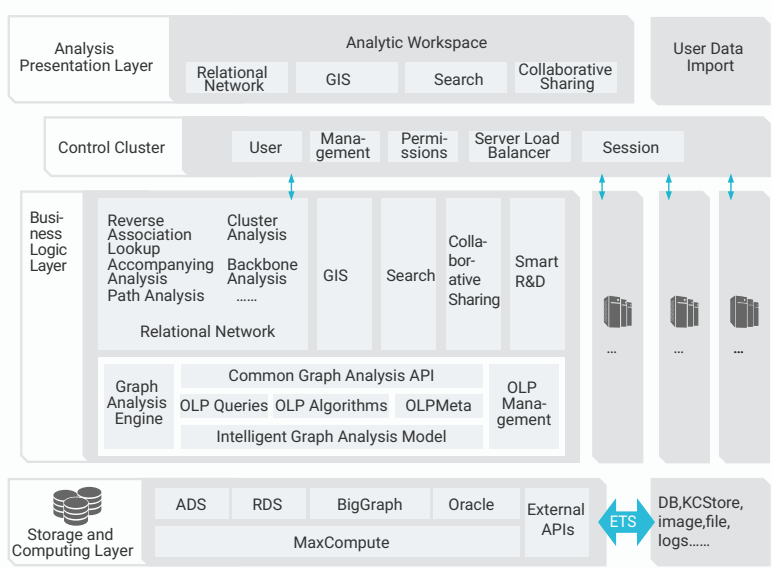
Graph Analytics is a big data visual analysis platform based on relational networks. It is widely used for risk control and security business scenarios, such as protection against scams, fraud, and money laundering, within the Alibaba and Ant Financial Groups. This service is designed to allow enterprises in the Internet industry to discover valuable clues in their data. Its applications include marketing fraud protection, false transaction detection, insurance fraud protection, internal enterprise control audits, and enterprise relationship analysis.



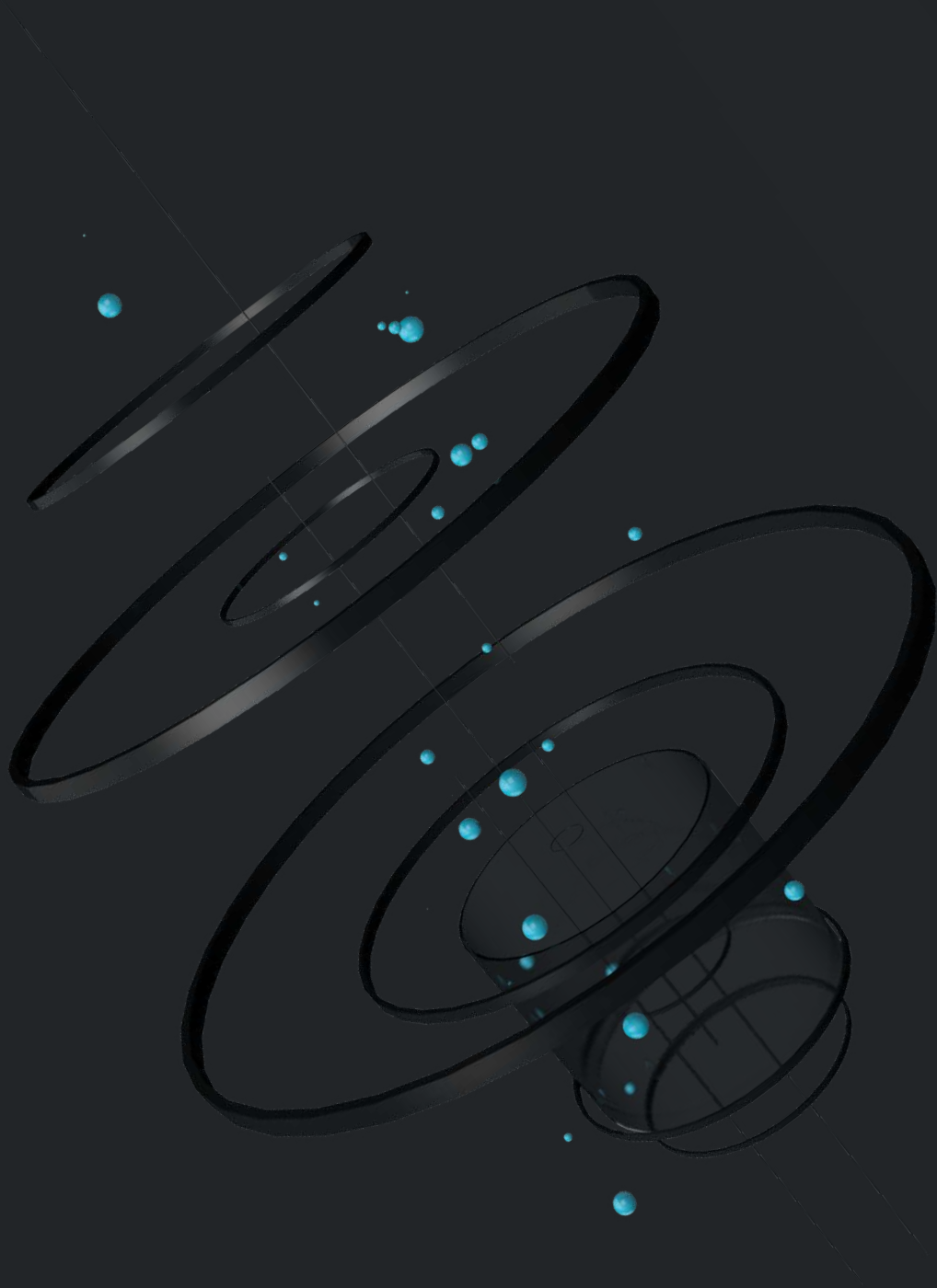
Scan to learn more

- Reverse association lookup
 - Group analysis and statistics
 - Common neighbors
 - Lineage analysis
 - Path analysis (includes shortest path)
 - Backbone analysis
 - 6 visual layout policies
 - Detailed attribute display and multidimensional statistics
- Timeseries behavior analysis
 - Tag definitions and management
 - Custom relational model configurations
 - Directed network
 - Collaborative sharing and analysis, merged online/offline business lead discovery
 - Spatial networks and searching
 - Open APIs

OLP relational models greatly reduce data maintenance costs and allow extremely fast graph creation and extremely flexible business modeling.



BASIC SERVICES OF BIG DATA



MaxCompute

DTplus – MaxCompute (formerly ODPS) provides flexibly scalable data processing services for data volumes from GBs to EBs through an open big data platform. MaxCompute supports a variety of classical distributed computing models and provides improved import and export solutions. It leverages DataIDE to provide you with an all-in-one big data development and management experience.



Scan to
learn more

Typical scenarios

This service is suitable for log analysis, data warehousing, personalized recommendations, data integration, data sharing platforms, data marketplaces, and other scenarios.

Zero O&M

MaxCompute frees the technical staff from having to spend time and effort in building and maintaining their own data platforms. This allows your enterprise to reduce the time to market and claim a competitive advantage.

Cost-effectiveness

With scalable computing and storage provided by a PaaS service, you will only have to pay for the computing and storage capacity you consume, rather than paying for the clusters. Our continuing optimization of the MaxCompute platform will provide you with ever higher performance, ensuring that MaxCompute retains its cost advantage.

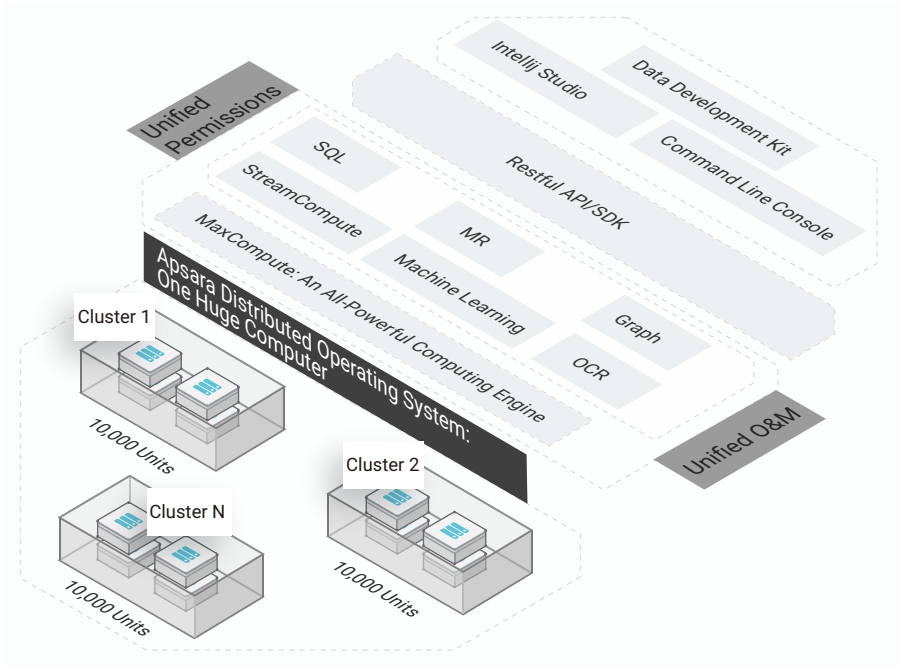
Flexible combination of Alibaba Cloud DTplus products

MaxCompute can work with other DTplus products to build diverse solutions. For example, it works with QuickBI to build a BI/DW development solution, with PAI to build a machine learning solution, with Recommendation Engine to build a personalized recommendations solution, with Analytic DB and StreamCompute to build a hybrid computing engine solution, and with OSS and Table Store to build a central solution suitable for both structured and unstructured data.

Wide range of data integration tools

These tools include Tunnel commands, Java SDK, DataX, Data Synchronization of Data IDE, and Fluentd and OGG tools of Alibaba Cloud Data Transmission.

MaxCompute has been successfully used in many industries, including government, manufacturing, energy, finance, real estate, high-tech campuses, mobile apps, mobile payments, O2O, games, and e-commerce.



Data IDE

DTplus – Data IDE provides you with a platform for big data integration, processing, and analysis. You can use its services for cloud data warehousing, offline data scheduling, massive data volume permission management, and many other scenarios.



Scan to
learn more

- Visualized online data development tools
- Massive-volume offline scheduling system
- Massive-volume data management
- Enterprise-level permission models

Data Integration

DTplus – Data Integration is a stable, efficient, and highly scalable data synchronization platform provided by Alibaba Group to external customers. It is committed to provisioning fast and stable data migration, synchronization, and convergence between a wide range of heterogeneous data sources in complex network environments. This service supports a wide array of data sources, including file storage (FTP/SFTP/OSS/multimedia files), databases (RDS/DRDS/MySQL/PostgreSQL), NoSQL (Memcache/Redis/MongoDB/HBase), big data (MaxCompute/Analytic DB/HDFS), and MPP database (HybridDB for MySQL).



Scan to
learn more

- Support for over 20 heterogeneous data sources
- Multiple data collection and synchronization methods
- Support for complex network environments
- Synchronized task scheduling, monitoring, and alarms
- Distributed parallel data synchronization
- Traffic control for tasks and data sources

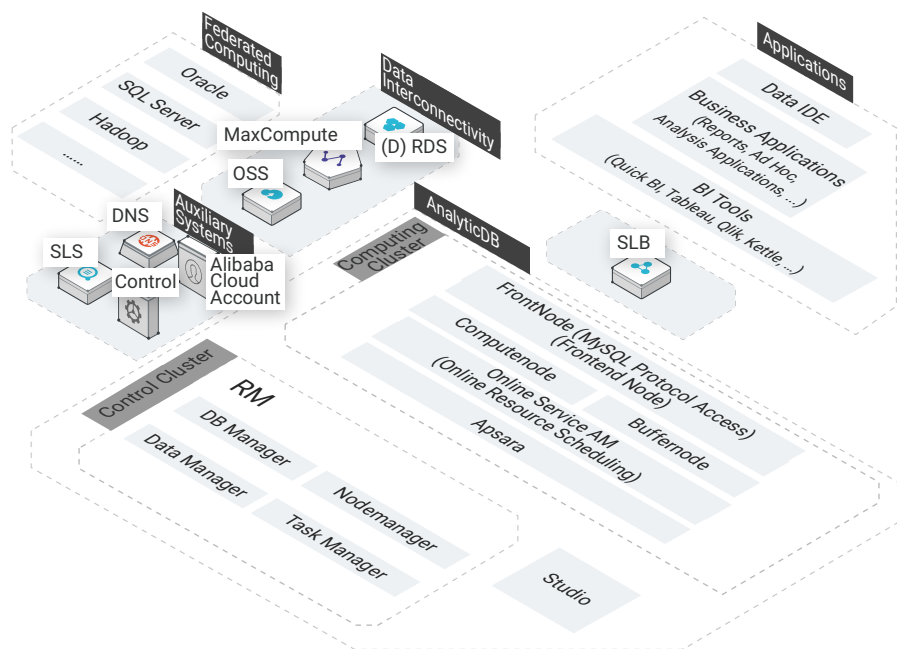
Analytic DB

Analytic DB is a high-concurrency, low-latency, real-time data warehouse that can handle data volumes measured in petabytes. It allows you to use standard SQL statements, existing business intelligence (BI) tools, and ETL tools to cost-effectively and easily analyze and integrate all your data. With its flexible computing for massive data volumes, rapid response, and low-costs, Analytic DB is driving a big data revolution in business.



Scan to
learn more

- Comprehensive value indexing and block indexing techniques, supporting flexible queries without prior modeling
- Fully compatible with the MySQL protocol and SQL 2003, seamlessly integrating BI and ETL tools
- Ultra-large scale MPP + DAG integrated engine, supporting high-concurrency computing in milliseconds in a cluster of thousands of hosts
- Intelligent CBO/HBO optimizer technique, achieving intelligent scheduling and computing within a distributed cluster
- Multi-version hybrid row-column stores technique, supporting millions of real-time write and query records
- Internet-grade distributed high-availability and low-latency mechanisms, supporting tens of thousands of QPS with a stable latency



- Serves as the underlying engine for BI tools, providing them with data computing capabilities that can be scaled without limit
- Serves as the data analysis engine for industry products, giving business the ability to explore their data in seconds, for example, in such fields as security, finance, e-commerce, marketing, manufacturing, and O2O, and helping millions of enterprise users quickly locate problems and discover valuable business insights

StreamCompute

DTplus – StreamCompute is a big data analysis tool for stream data on the Alibaba Cloud platform. It allows you to analyze stream data in real time on the cloud. By using StreamSQL, you can easily build your own stream data analysis and computing services, without the heavy lifting of developing stream processing logic.



Scan to
learn more

- Powerful real-time processing capabilities
- Hosted real-time computing services
- Excellent stream development experience
- Low cost of use

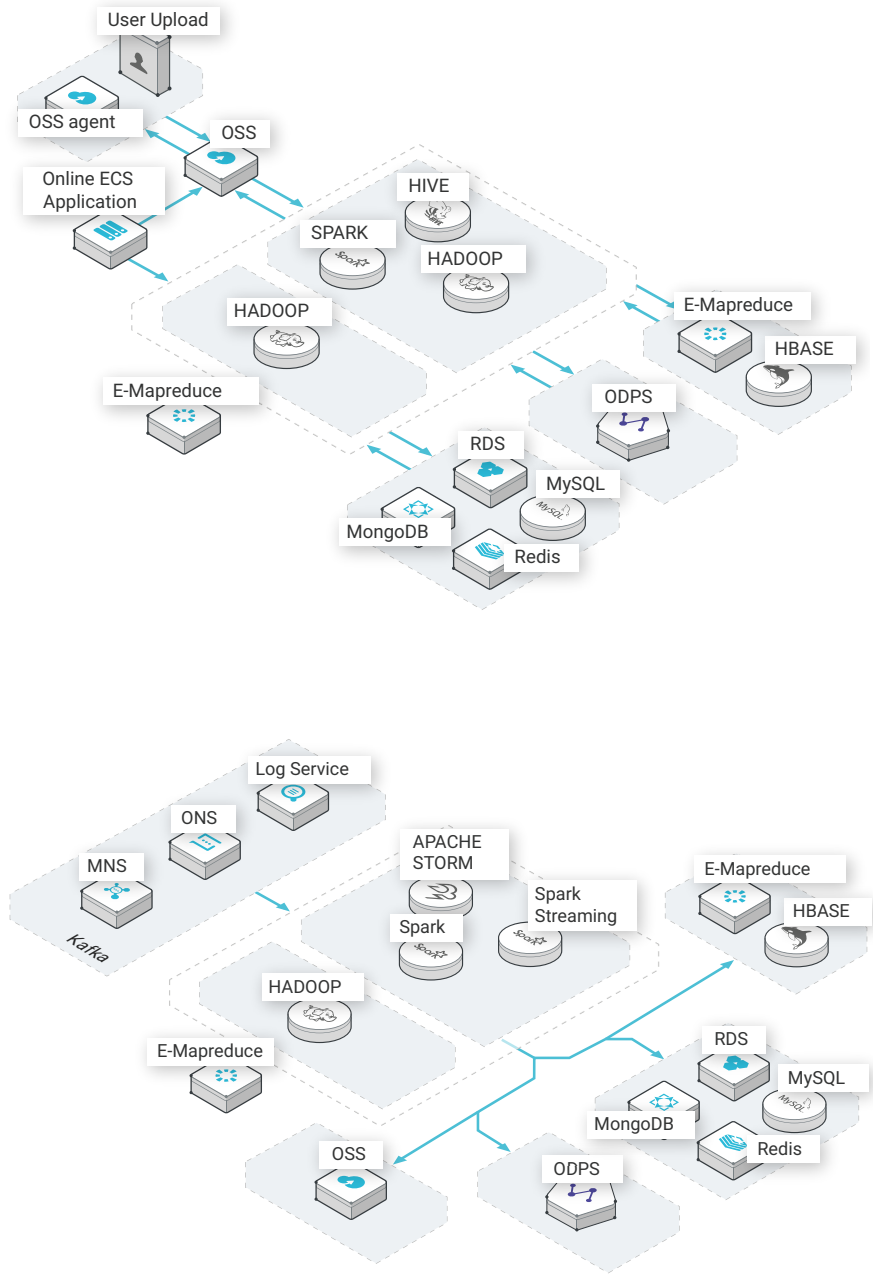
E-MapReduce

E-MapReduce is a service constructed over Alibaba Cloud ECS Virtual Machine (VM). It uses resources from the open-source big data ecosystem, including Hadoop, Spark, Kafka, and Storm, to provide you with an all-in-one big data processing and analysis service. You can use it to manage your clusters, jobs, data, and other resources.

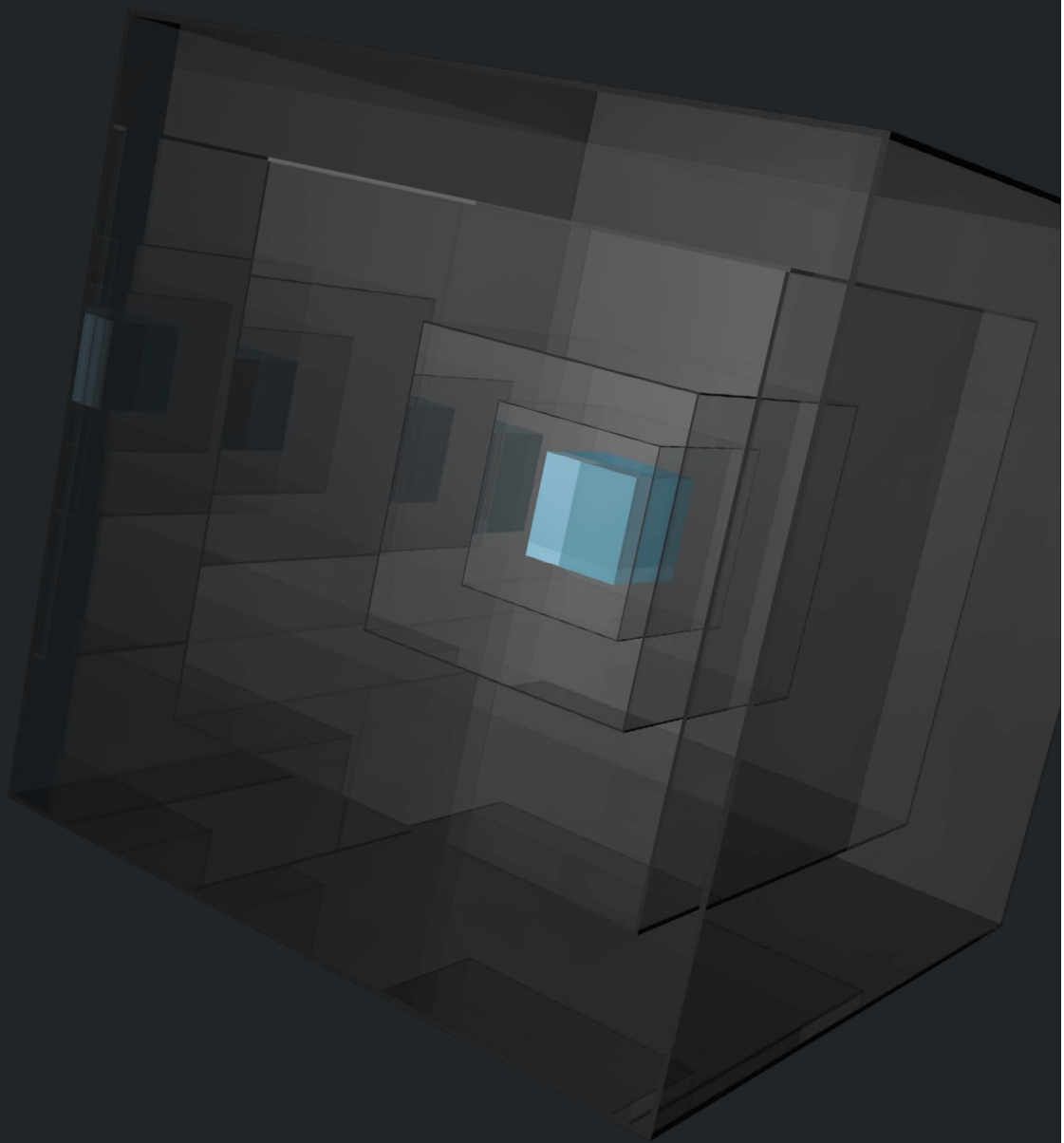


Scan to
learn more

- Easy to use
- Elastic
- Thoroughly integrated
- Secure and reliable
- Automated on-demand creation of clusters
- Support for a wide variety of jobs
- Flexible job execution plans



ARTIFICIAL INTELLIGENCE



Machine Learning PAI

DTplus – Machine Learning (PAI) is an easy-to-use service based on the Alibaba Cloud Apsara computing engine. It is designed with high quality machine learning algorithms. This service powers your business with artificial intelligence. Stock prediction, weather forecasting, ad serving, and recommendation engines

News classification and text keyword extraction

Text headline extraction, financial risk control, and SNS connections mining

Image recognition, speech recognition, and natural language processing



Scan to learn more



Deep learning (GPU)



Visual user interface



All-in-one service



A wide array of algorithms

Application scenarios

Stock prediction, weather forecasting, ad serving, and recommendation engines

News classification and text keyword extraction

Text headline extraction, financial risk control, and SNS connections mining

Image recognition, speech recognition, and natural language processing

Intelligent Speech Interaction

DTplus – Intelligent Speech Interaction is an online service constructed based on speech recognition, speech synthesis, and natural language understanding technology. It gives listening, speaking, and understanding abilities to products used in a wide variety of scenarios, allowing them to provide users with intelligent human-machine interactivity. This service is suitable for many use cases, including intelligent Q&A, intelligent quality control, real-time stenography for legal proceedings, real-time captioning, and interview recording transcription. It has already achieved substantial success in finance, insurance, legal, e-commerce, and other fields.



Scan to
learn more



Speech recognition



Speech synthesis



Human-machine
interaction

Application scenarios

- Court proceeding stenography
- Real-time live video captioning and monitoring for sensitive spoken content
- Telephone line testing and intelligent customer service quality control
- Smart customer service robots, smart IVR, app speech interaction, and intelligent hardware

Image Recognition

DTplus – Image Recognition is a service based on big data and deep learning. It precisely recognizes visual content in images, including thousands of objects and dozens of common scenes. This service contains online API modules, including image tagging module, scene classification module, and porn detection module. Image Recognition can be used in smart photo album management, image classification and retrieval, image security monitoring, and other scenarios.



Scan to learn more



High-precision identification



High-efficiency identification



Customized services



All-in-one solution

Face Recognition

DTplus – Face Recognition detects, analyzes, and compares faces in images and video. This service contains various independent service modules, including face detection and locating, facial attribute recognition, and facial comparison. It can provide developers and enterprises with high-performance online API services for use in facial AR, facial recognition and verification, large-scale face searches, photo management, and other scenarios.



Scan to learn more



High-precision identification



High-efficiency identification



Customized services



All-in-one solution

Application scenarios

- Facial AR
- Identity verification
- Security monitoring
- Smart photo album management

Optical Character Recognition

Optical Character Recognition (OCR) identifies text in images. The service we provide can be used to recognize the text and numbers on ID cards, store signs, vehicle licenses, driver's licenses, business cards, train tickets, passports, bank cards, and other documents.



Scan to
learn more

- High accuracy: Possesses the highest recognition accuracy in the industry, with an ID card recognition accuracy of over 99%
- Fast recognition: Returns the text in an image within milliseconds
- Advanced technology: Uses deep learning and models trained with hundreds of millions of samples

ET Medical Brain

Alibaba Cloud is committed to working with the medical industry to use data intelligence in focused, careful, and smart ways. We aim to help doctors and nurses provide better healthcare to their patients and save more lives.



Scan to
learn more



All-weather service
stability



Improved efficiency



Decision-making
assistance



Data mining

Application scenarios

Disease feature image recognition

Voice assistants for doctors

In-hospital alert to emergent and critical diseases

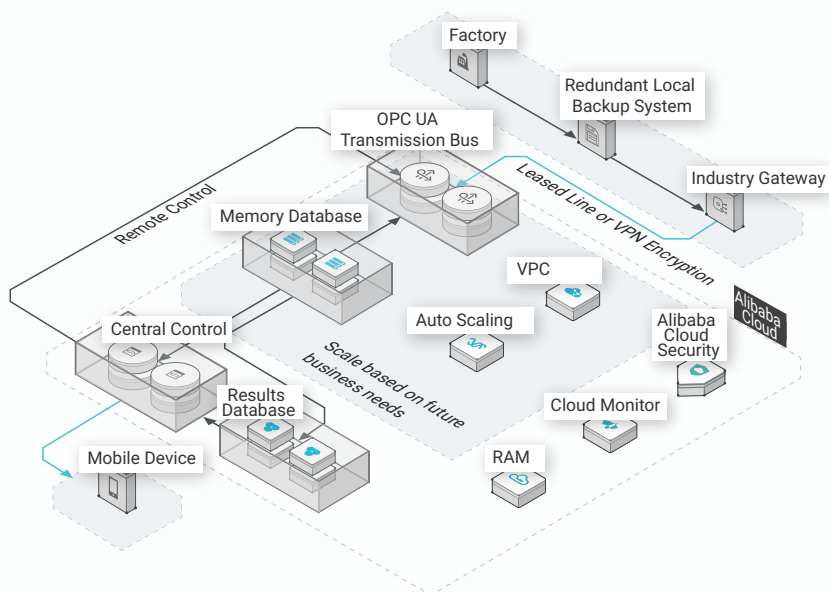
ET Industrial Brain

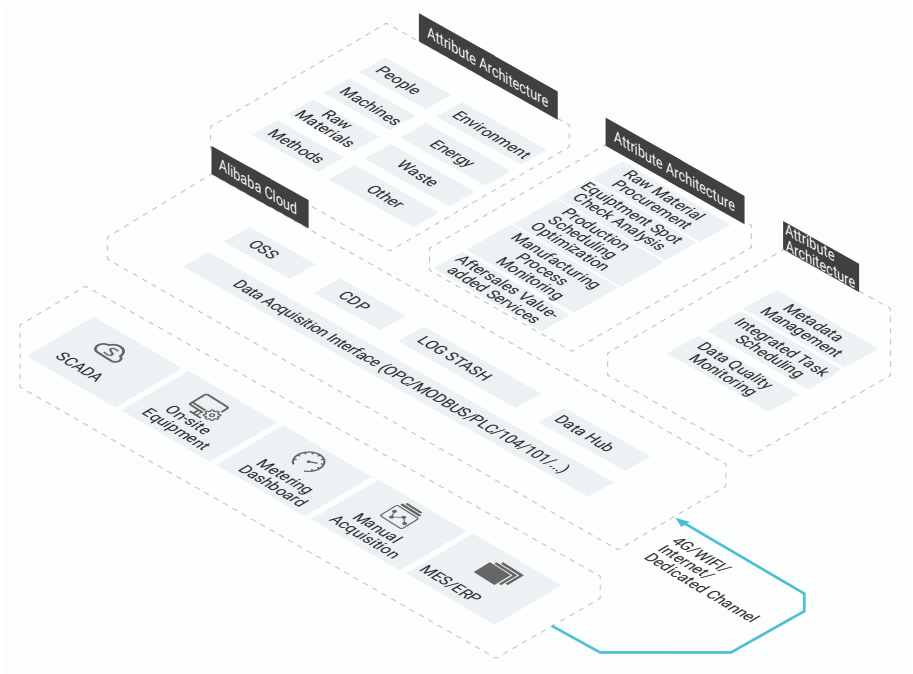
Modern industries have accumulated massive volumes of data, but this wealth of data is seldom put to good use. Alibaba Cloud ET Industrial Brain uses AI algorithms to thoroughly explore industrial data. It provides AI algorithms covering the entire industry chain, from supply, R&D, and production to sales. This service helps you harness the value hidden in the data to share in the benefits of technology and build unique competitive advantages.



Scan to
learn more

- Data-driven smart manufacturing
- Intelligent device O&M
- Intelligent production processes
- Intelligent energy management
- Intelligent device interconnection





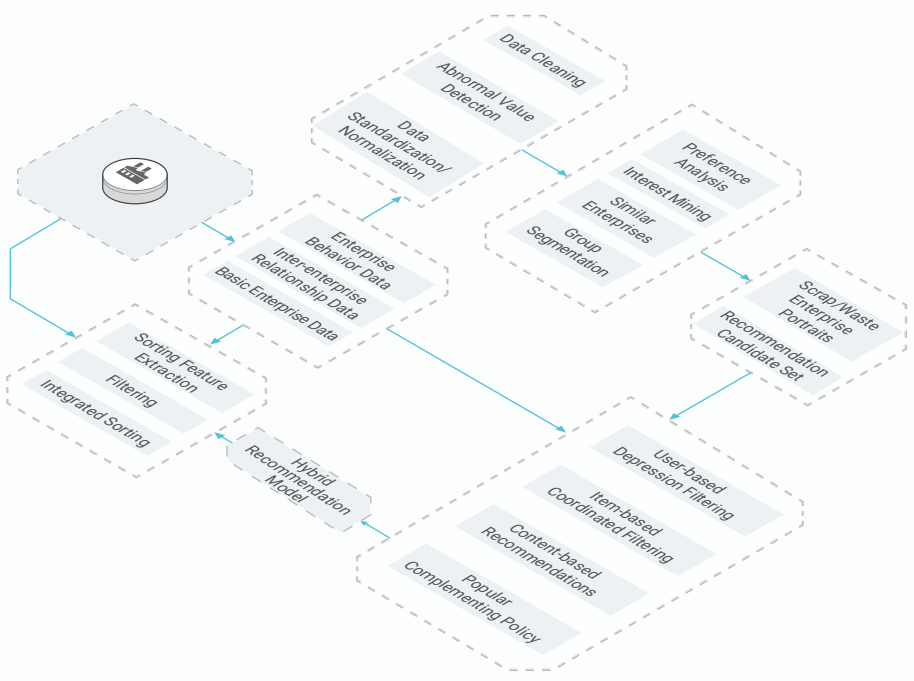
ET Environmental Brain

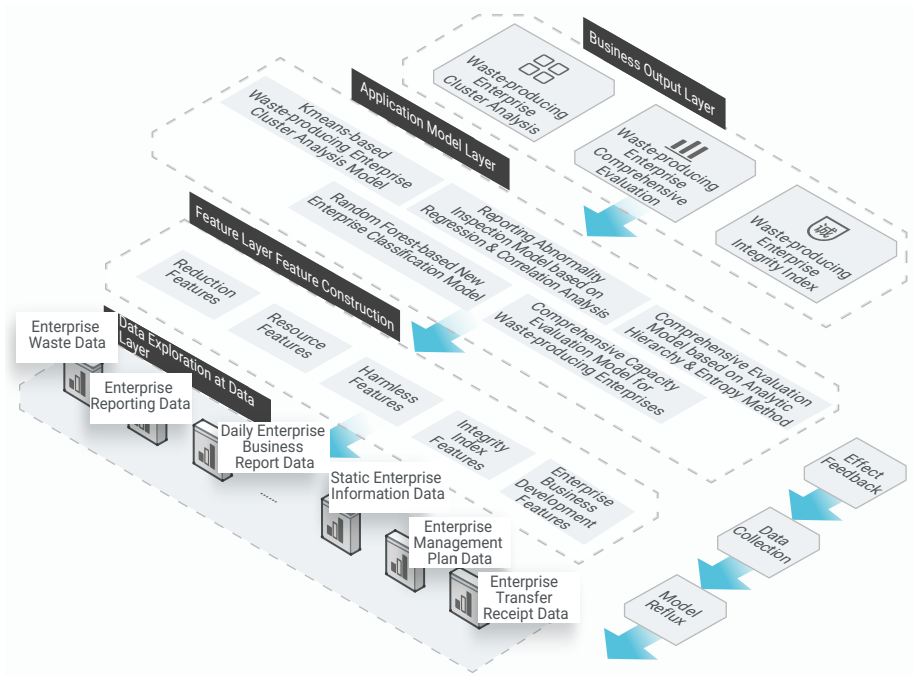
Leveraging Alibaba Cloud ECS, IoT, big data, and AI technologies, ET Environmental Brain has created a comprehensive environmental monitoring network. It provides comprehensive awareness, real-time collection, and automatic transmission for many metrics, covering water pollution sources, air pollution sources, radiation sources, aquatic environments, atmospheric environments, noise pollution, and ecosystems. You can use this service for the central storage, efficient integration, thorough exploration, and intelligent analysis of environmental information resources. Ultimately, ET Environmental Brain achieves automated monitoring, fine management, and smart decision making for environmental protection scenarios. It pushes the environmental protection industry forward in a healthy way.



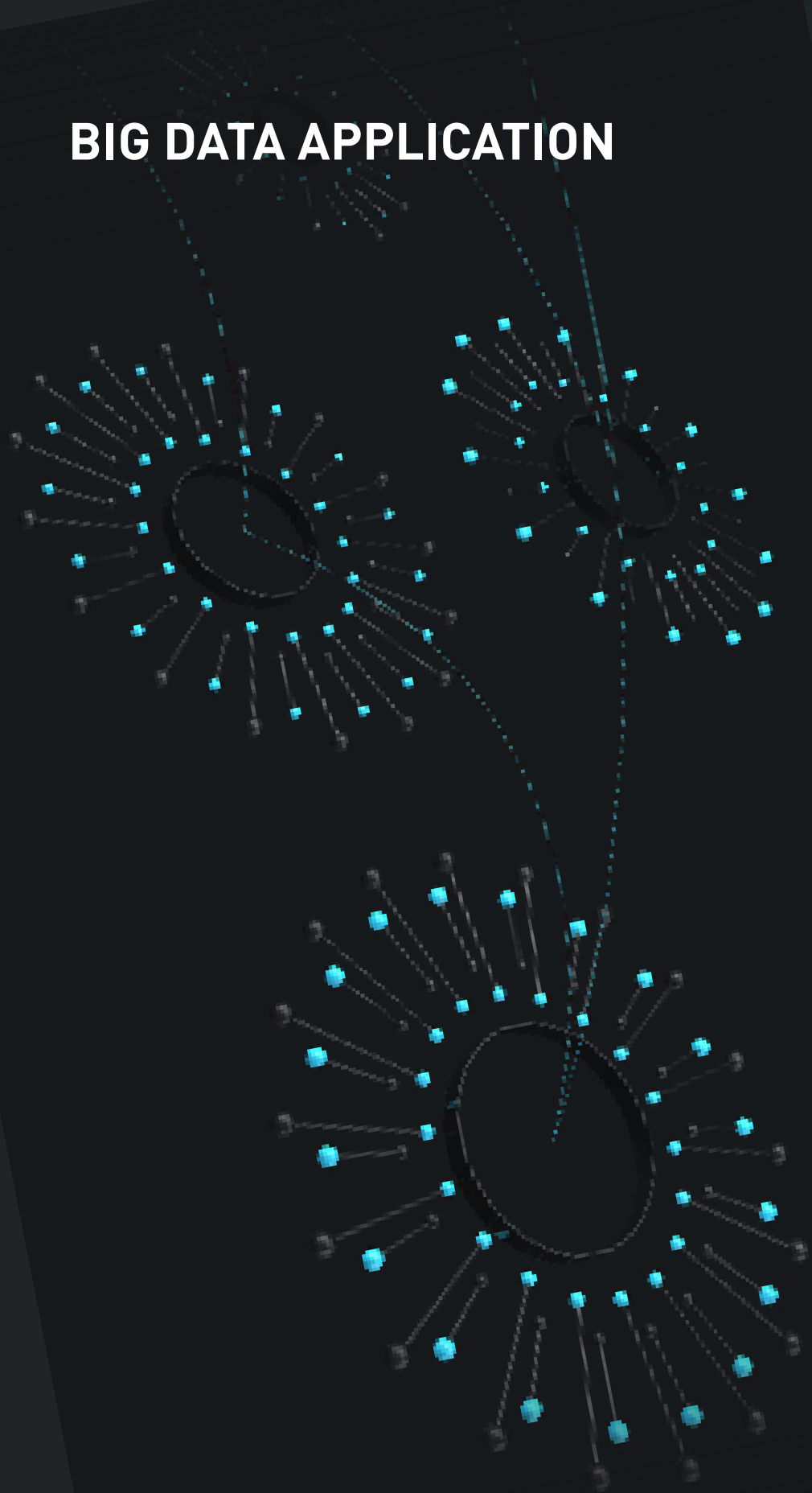
Scan to learn more

- Panoramic ecosystem analysis
- Intelligent and integrated decision making
- Intelligent environmental regulation
- Cloud-based public services





BIG DATA APPLICATION



Business Map

DTplus – Enterprise Profile integrates multidimensional enterprise information to elucidate enterprise networking, evaluate enterprise-networking risks, and find potential enterprise customers. Its functions include enterprise profiles, networking, risk monitoring, customer recommendations, and intelligent evaluation. This service is delivered as a set of RESTful APIs.



Scan to
learn more



Enterprise profiles



Relationship networks



Risk monitoring



Customer
recommendations



Intelligent evaluations

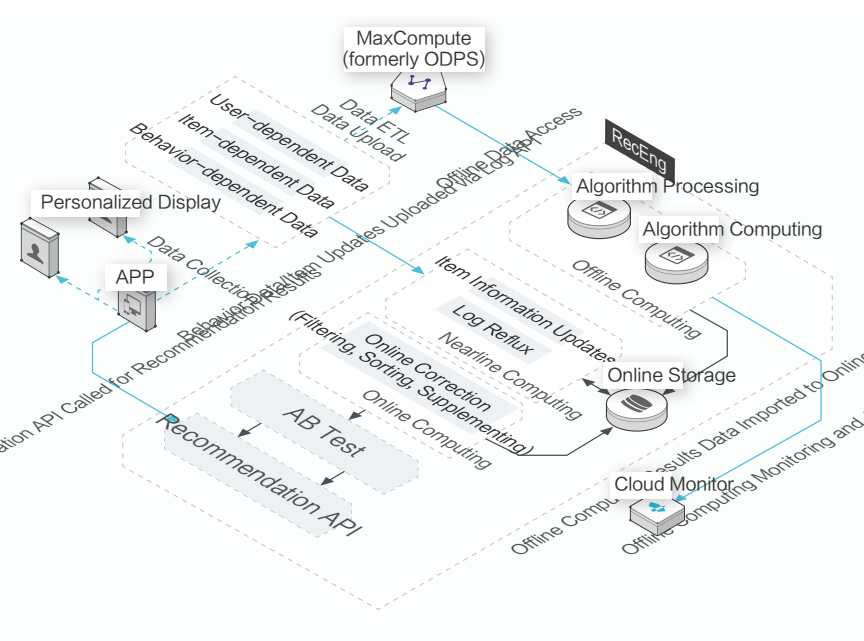
Recommendation Engine

DTplus – Recommendation Engine (RecEng) is a recommendation service framework established in the Alibaba Cloud computing environment. It aims to provide a framework on which a broad range of small and medium-sized Internet enterprises can quickly build recommendation services that suit their individual business needs.



Scan to learn more

- Standardized data specifications
- Rich selection of algorithms
- Performance optimization
- Real-time recommendations
- Interest profiles



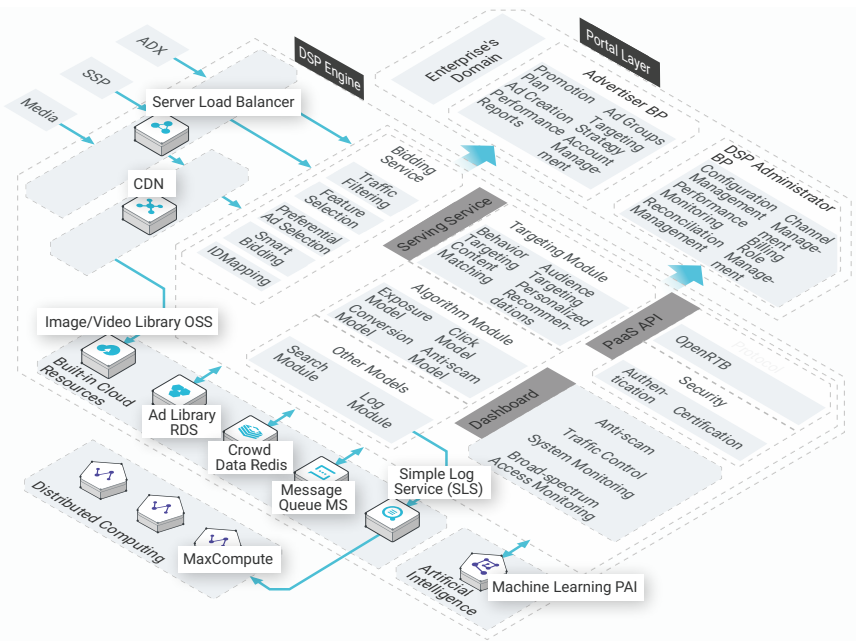
Marketing Engine

DTplus – Marketing Engine helps enterprises quickly construct new advertising systems or upgrade their existing ones. It provides high-quality core capabilities, such as bidding, serving, audience targeting, pCTR and pCVR estimation, and relevance assessment.



Scan to learn more

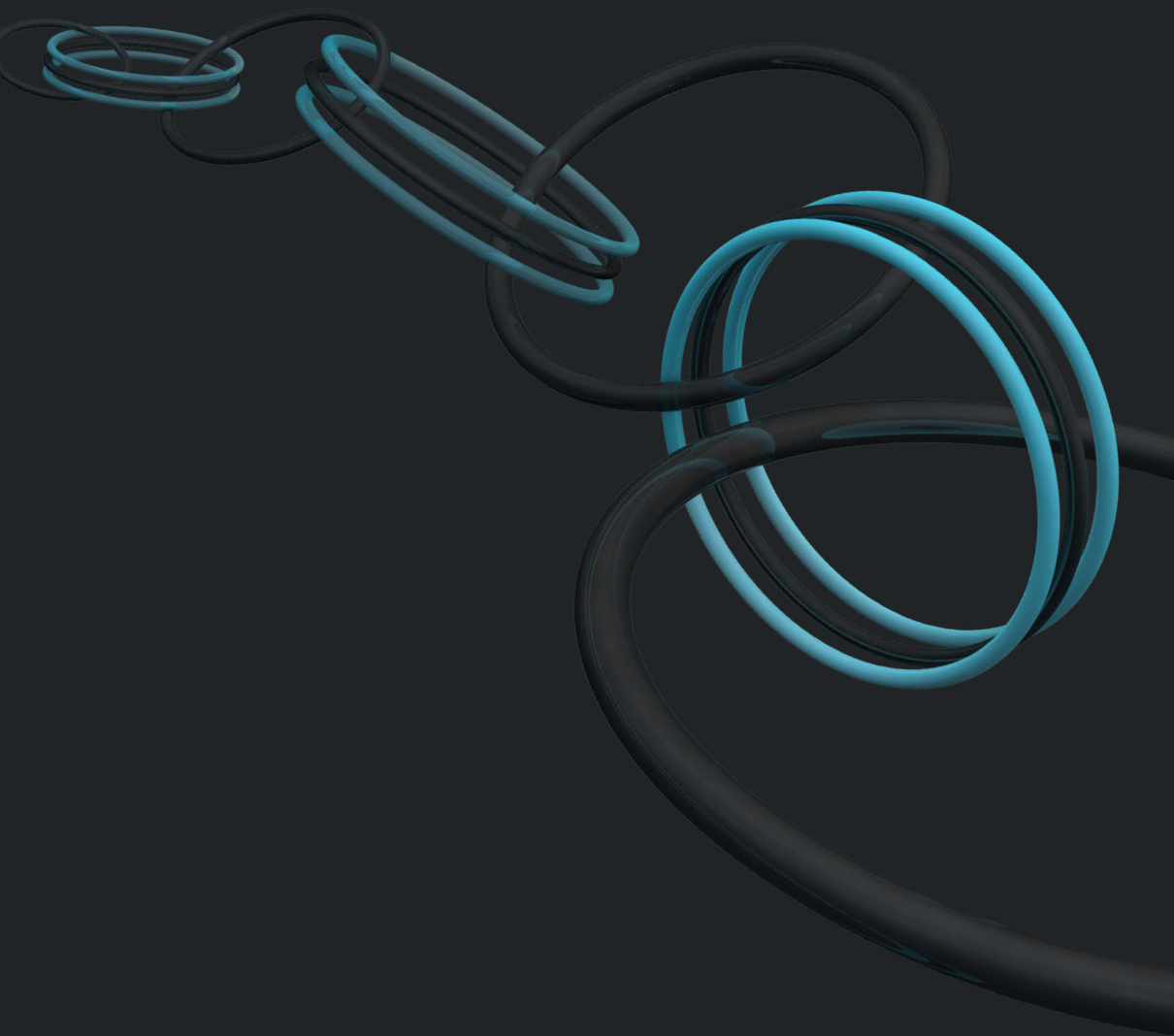
- Rapid marketing system construction
- Powerful engine capabilities
- Superpowered ID mapping
- Integration with Alibaba big data
- CTR/CVR estimation





- Generally provides updates within 10 minutes for webpages that are not highly time-sensitive
- Provides updates within 2 minutes for webpages are highly time-sensitive
- Supports keyword matching, sentiment analysis, cluster analysis, and other functions for 19 languages
- Can be integrated with audience group profile analysis
- Studies the movements of audience attention
- Provides intelligent emotional analysis
- Provides intelligent classification and early warning services, along with open APIs

ALIWARE



Enterprise Distributed Application Service (EDAS)

EDAS is a PaaS platform involving applications and microservices. It provides a variety of application release capabilities and lightweight microservice solutions that can help you solve monitoring, diagnostics, and high-availability O&M issues in your application and service management processes. EDAS provides a commercial version of the open-source Dubbo software.



Scan to
learn more

- Application release and lifecycle management
- Full compatibility with Apache Tomcat containers
- Microservice framework
- Dubbo commercial version
- Service governance
- Three-dimensional monitoring
- High-availability O&M

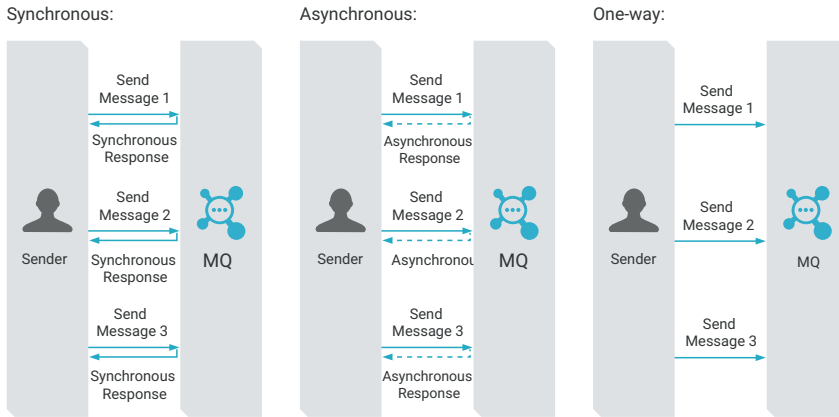
Message Queue (MQ)

Message Queue (MQ) is a core product for enterprise-level Internet architecture. This service has been used throughout Alibaba Group for over eight years. During that time, it has passed the tests represented by the repeated improvements made to Alibaba core transaction links and the high traffic volumes during the 11/11 shopping spree. MQ is a distributed message-oriented middleware product that truly features low latency, high concurrency, high availability, and high reliability. It can effectively withstand the pressure from massive volumes of traffic.



Scan to
learn more

- Open-source ecosystem
- Alibaba 11/11 core product
- Wide variety of message types
- High performance and low latency
- High reliability and high availability
- Secure access control
- Perfected O&M system
- Support for multiple protocols



Distributed Relational Database Service DRDS

Distributed Relational Database Service (DRDS) is a service that focuses on solving the problem of scaling a stand-alone relational database. This is a lightweight (stateless) Alibaba self-developed middleware product featuring flexibility, stability, and efficiency. Alibaba has been using this product for 10 years. It has already been tested by use in Tmall's 11/11 core transaction business and other business scenarios in various industries. This is a service worthy of your consideration.



Scan to
learn more

- Database and table-based splitting
- Smooth resizing
- Database account systems
- Read/Write splitting
- Service configuration upgrade/downgrade
- Globally unique numerical IDs

Application Realtime Monitoring Service (ARMS)

Application Real-Time Monitoring Service (ARMS) is a PaaS Alibaba Cloud product that provides end-to-end, integrated real-time monitoring solutions. With this product, you can quickly and conveniently deploy extremely fast business monitoring and response capabilities based on massive data volumes and tailored to the needs of your enterprise. ARMS is already widely used for business monitoring in e-commerce, finance, IoT, and other fields.



Scan to
learn more

- Time-tested
- Massive throughput
- Seconds-level latency
- Sustained computing power
- Gentle learning curve
- One-stop integration

Global Transaction Service (GTS)

Global Transaction Service (GTS) is used to handle high-performance transaction consistency problems in distributed environments. GTS can be used in combination with data sources, such as DRDS, RDS, Oracle, MySQL, PostgreSQL, and H2; EDAS, Dubbo, and other proprietary RPC frameworks; and middleware products, such as MQ. This service allows you to conveniently integrate distributed database transactions, multi-database transactions, message transactions, service link-level transactions, and various other transactions. It provides a wide range of policies, marrying ease of use with performance.



Scan to
learn more

- Distributed tasks produced by database resizing
- Cross-resource operations
- Cross-service distributed transactions
- Complete distributed transaction solutions

Cloud Service Bus (CSB)

Cloud Service Bus (CSB) is an open platform for service APIs, built on high-availability distributed cluster technology. This platform helps enterprises connect internal and external, new and old systems, in order to enable service intercommunication across technology platforms, application systems, and organizational units. By using the service APIs for consistent organization and management of interconnected services, you can build an integrated, revolutionary, and innovative cooperative platform connecting your enterprise's internal systems with those of upstream, downstream, and third-party enterprises.



Scan to
learn more

API service bus

- ☐ Protocol conversion
- ☐ Authentication
- ☐ Service control

API management and organization

- ☐ Service publishing
- ☐ Service authorization
- ☐ Service consumption

API O&M monitoring

- ☐ Log monitoring
- ☐ Platform configuration

Advanced Database & Application Migration (ADAM)

Advanced Database & Application Migration (ADAM) is a product that allows you to migrate databases and applications to Alibaba Cloud (public clouds or Apsara Stack). It significantly decreases the technical difficulty and costs of migration to the cloud, especially for Oracle database applications. ADAM comprehensively evaluates the feasibility, costs, and cloud storage options for cloud migration. Its built-in implementation assistance and data and application tools ensure a reliable and rapid cloud migration experience.



Scan to
learn more

- Authorized data collection
- Alibaba Cloud solutions
- Compatibility analysis
- Application migration system
- Data and application cutover

High-performance Time Series Database (HiTSDB)

HiTSDB is a stable, reliable, high-performance, and cost-effective online time series database service that provides a range of functions such as efficient read and write, storage with a high compression ratio, time series data interpolation, and aggregation. HiTSDB has wide industrial applications including Internet of Things (IoT) monitoring systems, enterprise-level energy management systems (EMSs), production safety monitoring, and electric power detection systems.



Scan to
learn more

- Efficient read and write of time series data
- Time series data management
- Low-cost storage
- Time series data computing
- Visualized query of time series data
- Instance monitoring and O&M
- Instance security management

SchedulerX

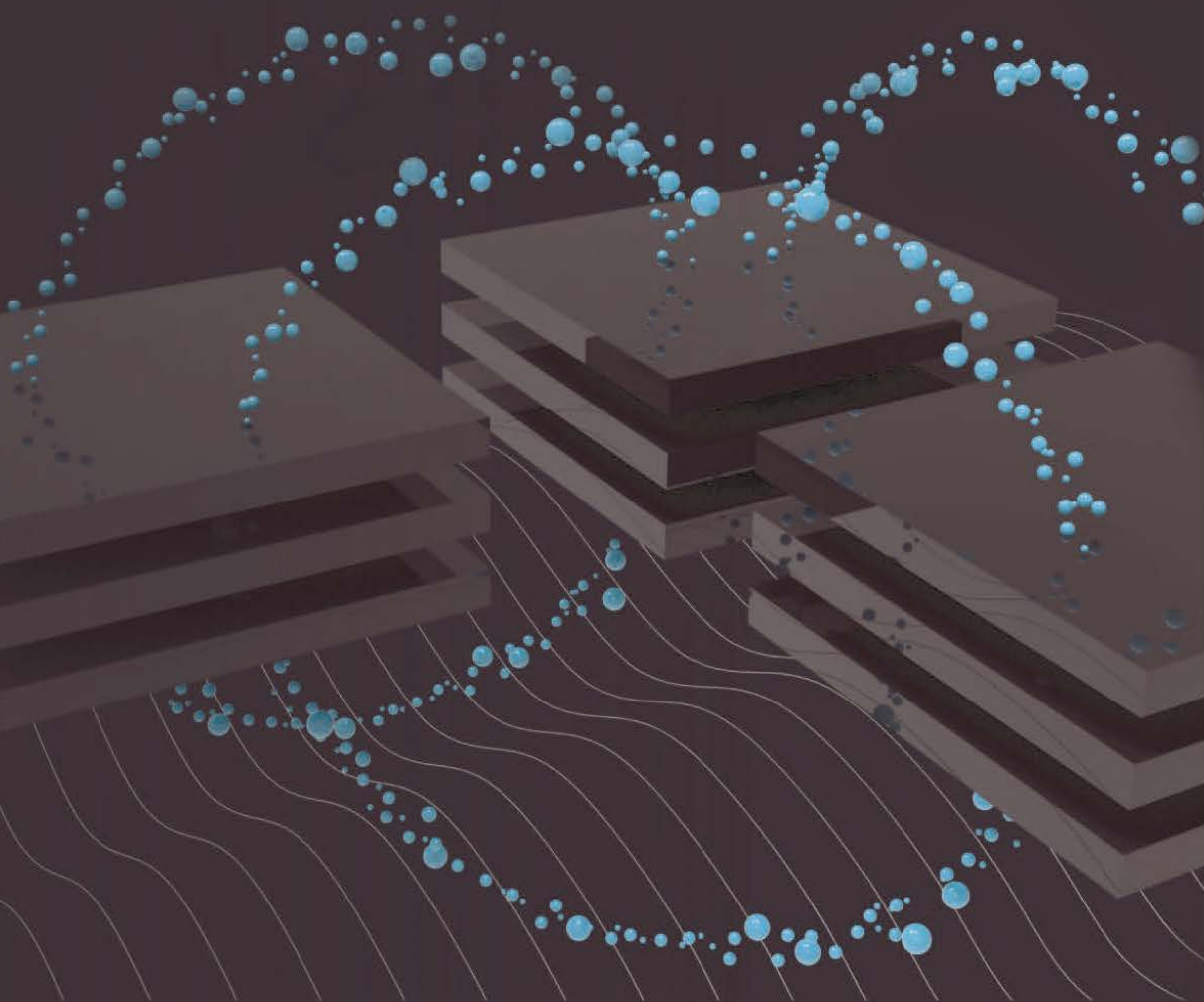
SchedulerX is the job scheduling middleware that supports distributed scheduled jobs, job lifecycle management, and job history query. Jobs can be defined universal time expressions (precise to seconds). SchedulerX prevents single point of failure (SPOF) of traditional scheduled jobs.



Scan to
learn more

- [Support for time expressions](#)
- [User-friendly interface](#)
- [Support for scheduled jobs](#)

APPLICATION SERVICES



Domains

Alibaba Cloud is a top domain name registrar (largest in Asia and the third largest worldwide) who has been offering quality services to over 20 million registered domain names for two decades. Alibaba Cloud provides a variety of domain name suffix registration services for entrepreneurs, small and medium-sized enterprises, and renowned enterprises, ensuring user experience by means of an easy-to-use management platform and protecting users' domain name assets based on secure product policies.



Scan to
learn more



Ease of use



High cost effectiveness



Market leadership

.xin Top-level Domains

.xin is Alibaba Cloud's first top-level domain suffix. The domain suffix ".xin" stands for "credibility," implying that a website with a .xin domain name suffix is creditable. .xin is built on Alibaba Credit System and Ant Financial's Zhima Credit. A website registered with the .xin domain can get the "xin" mark free of charge. Visitors can click the "xin" mark at a .xin website to view the credit profile of the website owner. This presents the creditability of the website and helps win more opportunities.



Scan to
learn more



Credit validation



Security scanning



".xin" mark

Domain Name Market

By leveraging the platform with the busiest domain name query traffic in China and massive end user resources, Alibaba Cloud connects sellers and buyers of domain names, constructs a trading platform with support for fixed pricing, domain push, price negotiation, and bidding and consolidates the advantages in the domain name ecosystem to provide users with considerate services such as domain name brokerage, financing, market information, and data services, thus making domain name transaction as easy as shopping at Taobao.



Scan to
learn more

- Transactional guarantee
- High-frequency presentation
- Resource auctioning
- Timely payment transfer

Alibaba Cloud DNS

Alibaba Cloud DNS (short for Domain Name System) is an authoritative highly available and highly scalable domain name resolution and management service. It aims to provide enterprises and developers with a stable, secure, and intelligent service that translates website domain names and application resources into IP addresses for computer interconnection. It routes the access requests of end users to the destination websites or application resources and provides the DNS management service.



Scan to
learn more

- No.1 in Asia: 10 million resolved domain names
- Peak defense value: 1 billion queries per second (QPS)
- Intelligent resolution: Available in 34 countries and regions in 5 continents, with support for 5 mainstream search engines
- Global deployment: BGP-enabled data centers deployed globally for DNS implementation, low-latency network transmission, real-time replication of resolution data among multiple nodes, and multi-site disaster tolerance
- OpenAPI supports online management and multi-scenario O&M and allows users to smoothly interwork with and customize Alibaba Cloud DNS as needed.

Scenario 1

DNS hosting: Log on to the DNS console or access OpenAPI to obtain the DNS hosting service. Users are offered the capability of massive access traffic handling, global deployment of BGP-enabled data centers, robust protection, and on-demand customization. Configuration takes effect globally in one click, freeing enterprises from the troubles of deployment, O&M, and staff investment. The select-and-play feature gives users access to high-quality customizable technology services at low costs.

Scenario 2

HTTPDNS: A domain name resolution product provided for mobile developers to complete domain name resolution over the HTTP interface. HTTPDNS sends domain name resolution requests directly to Alibaba Cloud's mobile resolution server by bypassing a carrier's local DNS, which prevents domain hijacking and inaccurate resolutions. Mobile DNS achieves high resolution speeds with low latency.

Scenario 3

HTTPDNS: A domain name resolution product provided for mobile developers to complete domain name resolution over the HTTP interface. HTTPDNS sends domain name resolution requests directly to Alibaba Cloud's mobile resolution server by bypassing a carrier's local DNS, which prevents domain hijacking and inaccurate scheduling. Mobile DNS achieves high resolution speeds with low latency.

Scenario 4

GEO DNS: GEO DNS of Alibaba Cloud DNS is designed for multi-regional service deployment. It is used to configure regional providers, with support for intelligent providers across 34 countries and regions in five continents, which provide end users with proximate routing and thus improve access efficiency.

Scenario 5

Alibaba Cloud DNS with Cloud Anti-DDoS Service enabled: Alibaba Cloud DNS supports basic network access. When users suffer from virus attacks and network access becomes unstable or fails due to bandwidth depletion or reduced service availability resulting from massive access traffic, Cloud Anti-DDoS Service ensures stable, secure, and fast access and thus protects website service continuity.

Web Hosting

Web Hosting is a virtual server. Technologies are used to divide a server into multiple spaces with certain sizes. Each space has independent FTP permission and web access permission. A space corresponds to an account, and all spaces share hardware resources of the server. A space serves as a virtual machine (VM). A VM can store and host website content, delivering content on the Internet.



Scan to
learn more

- Website log analysis
- Scanning and removal of website Trojan horse
- Web Application Firewall (WAF)
- Website transfer
- Backup recovery

Use cases

Portal sites: Allows small- and medium-sized enterprises to host websites for an online presence.

Blog sites: Allows bloggers to upload open-source blog site programs, such as WordPress, to an instance to set up personal blogs.

Personal e-commerce sites: Allows small business owners to set up personal e-commerce websites with low visits.

Information pages: Allows users to install content management system (CMS) software in an instance to publish information pages for digests of news and information.

Elastic Web Hosting

Alibaba Cloud Elastic Web Hosting is a next-generation product for website application hosting. Based on the advanced container resource isolation technology, Elastic Web Hosting provides a secure runtime environment with multilayer sandbox protection, a variety of runtime environment scaling services, and a visualized control panel. Elastic Web Hosting integrates the user-friendly feature of traditional VMs with the features of cloud products such as Attack Isolation and Auto Scaling to ensure the stable and secure operation of small- and medium-sized websites.



Scan to
learn more

- Provision of the web access layer with inherent defense against DDoS, CC, and web-based injection attacks
- Real-time monitoring of the CPU, memory, and network of each application
- Multi-node scale-out based on Server Load Balancer
- HTTPS-encrypted access

Building web applications with concurrent access traffic

Leveraging Server Load Balancer and multi-node scale-out, Elastic Web Hosting can be used to build web applications with concurrent access. It supports one-click scale-up based on website load to improve the website's load capacity.

Building a WeChat applet

Elastic Web Hosting can be used to host WeChat applets, provisioned with HTTPS encryption.

Alibaba Mail

Alibaba Mail is a standard and basic Software as a Service (SaaS) service based on Alibaba Cloud's computing capability. It provides the most secure, convenient, and fastest email service for more than 1 million enterprises.

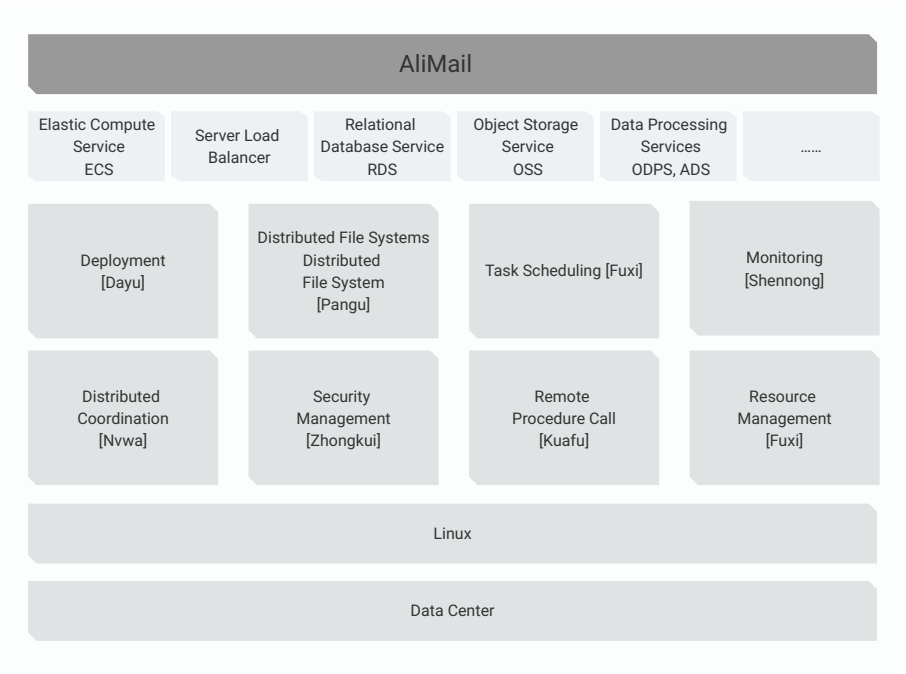


Scan to learn more

- [Unlimited capacity](#)
- [Enterprise-level online storage](#)
- [Support for ultra-large attachments](#)
- [Storage of 2 million emails under an account](#)
- [Alibaba's Taobao family anti-phishing library](#)
- [Smart recommendations during searching](#)
- [Multitasking and parallel email processing](#)
- [Deep integration with DingTalk](#)

Use cases

This service is billed based on the number of users. It is the SaaS with the highest popularity and acceptability among enterprises and is widely applied in various sectors.



Resource Access Management (RAM)

RAM is an Alibaba Cloud service designed for centralized resource access control in a stable and reliable manner. You can use RAM to centrally manage your users and their operation permissions on cloud resources.



Scan to
learn more

- Centralized management of cloud resource permissions
- Fine-grained access control
- Authorization conditions defined by IP address or by time

Use Cases

- Granting minimal permissions to employees in different roles.
- Managing the AccessKeys for applications running on untrusted mobile devices.
- Authorizing cloud services to operate your cloud resources.

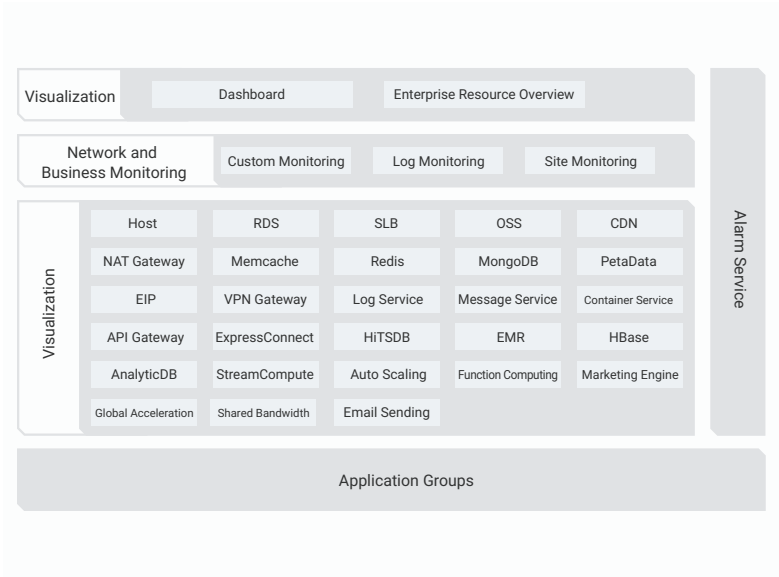
CloudMonitor

CloudMonitor is an overall monitoring and alerting service that monitors Alibaba Cloud resources, Internet applications, and user defined metrics. CloudMonitor collects Alibaba Cloud resource metrics or user defined metrics, detect Internet service availability, and set alerts for metrics. CloudMonitor gives users a comprehensive understanding of the usage, health status, and running status of Alibaba Cloud resources. The alerting service enables users to quickly respond to exceptions and thus ensures smooth running of applications.



Scan to learn more

- Out-of-box adoption without code development
- All-in-one monitoring platform covering basic monitoring, network monitoring, and service monitoring
- Monitoring of the R&D efficiency of application group O&M models across products and regions
- Flexible alert setting and multidimensional metric data query



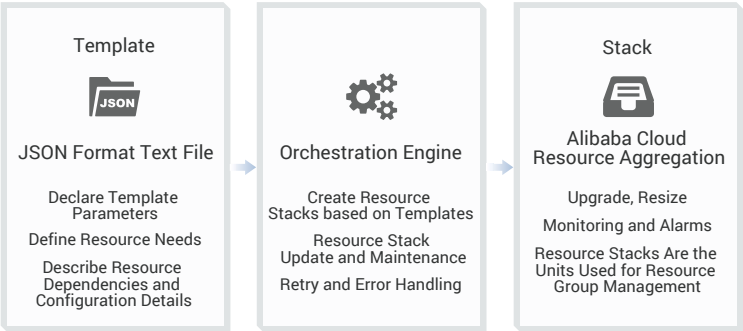
Resource Orchestration Service (ROS)

ROS is a free service that Alibaba Cloud provides for users to simplify cloud computing resource management and automate O&M. Users can define a set of necessary computing resources as well as resource dependency and resource configuration details in an orchestration template in text format. ROS automates deployment and maintenance by automatically creating and configuring all resources based on the orchestration template. The infrastructure version can be controlled by controlling the orchestration template version using tools such as SVN and Git. Users can enable infrastructure as code (IaC) by integrating the orchestration capability of ROS into their own applications by means of API, SDK, and CLI.



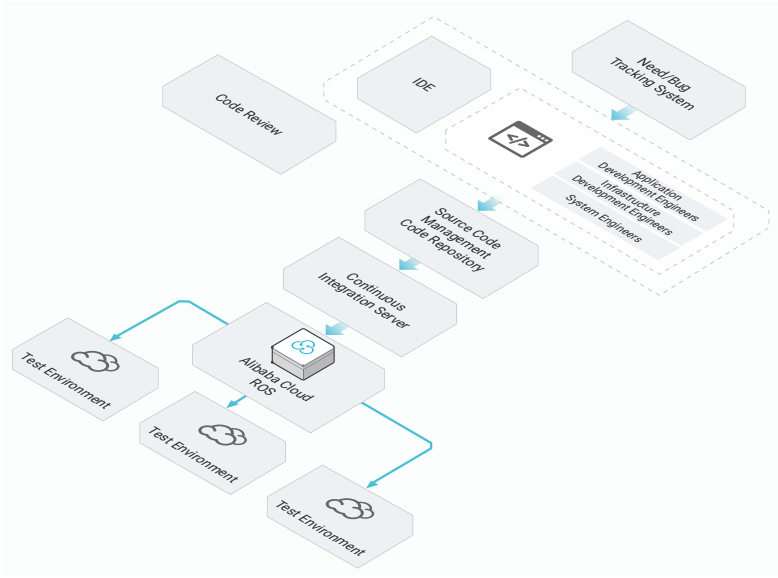
Scan to learn more

- Diverse sample templates that can be edited and verified online
- Creation, purchase, and configuration of many Alibaba Cloud products, such as ECS, VPC, ApsaraDB for RDS, Server Load Balancer, OSS, ApsaraDB for Redis, and RAM
- Resource update rule based resource release
- Convenient integration based on a set of SDKs and CLIs
- Convenient delivery of resources and structures based on orchestration templates
- Inherent support for DevOps by the IaC capability



Use cases

ROS enables fast deployment and management of infrastructure and ensures infrastructure consistency throughout the testing, staging, and production environments.



Action Trail

Action Trail tracks the operations performed on resources under users' cloud accounts, supports audit log query, and stores record files in the specified OSS buckets. The audit log stored by Action Trail can be used for security analysis, resource change tracking, and compliance audit.



Scan to
learn more

- [Event log generating](#)
- [Persistence of events](#)
- [Event log query](#)

Action Trail tracks all login operations and resource change operations under your primary account and subaccounts. The logged information helps you identify risks exist and perform security analysis, resource change tracking, and compliance audit.

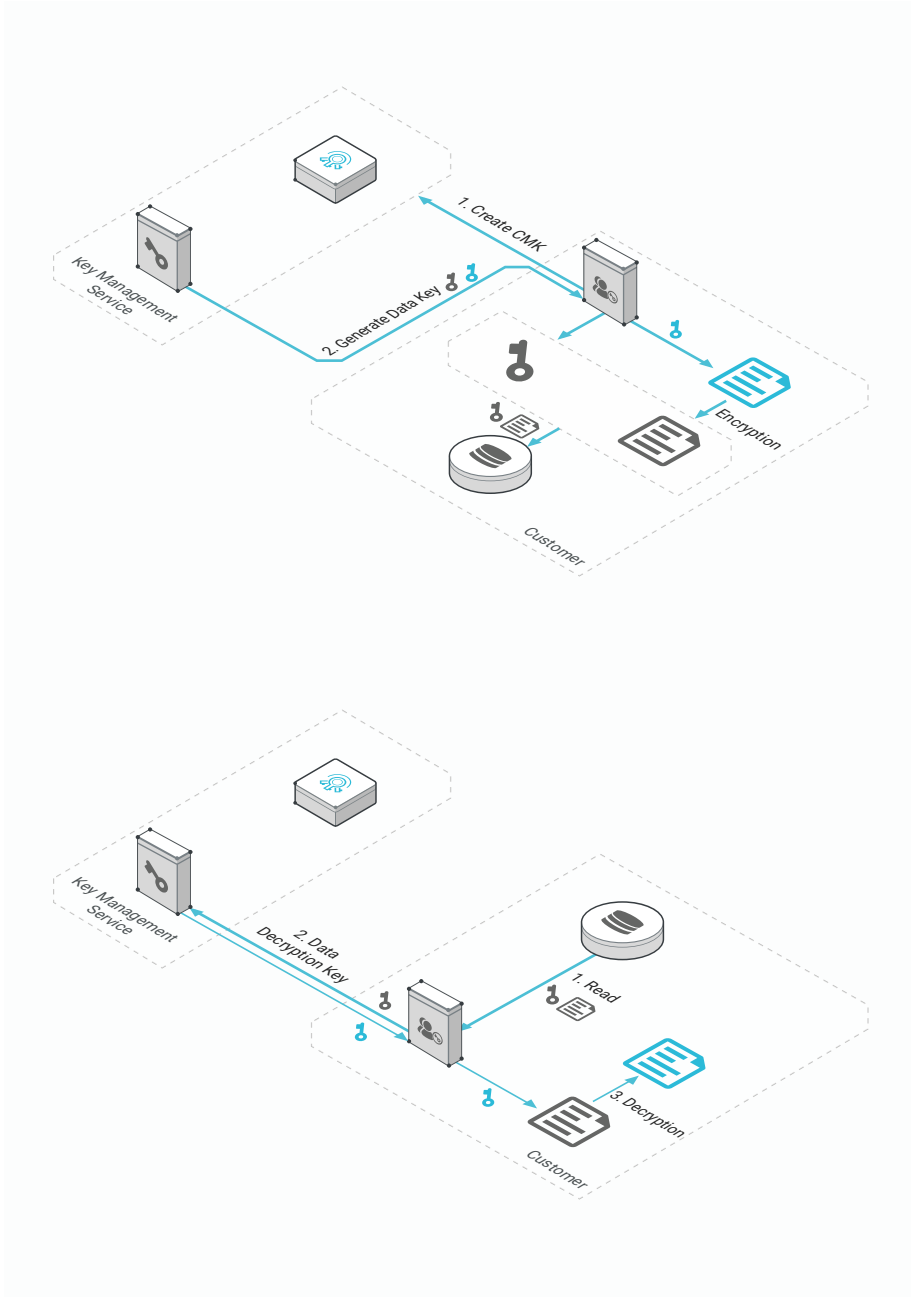
Key Management Service (KMS)

KMS is a secure and easy-to-use management service. KMS allows users to protect the confidentiality, integrity, and availability of keys in a cost-effective manner and to use keys securely and conveniently while focusing on developing encryption/decryption functions.



Scan to
learn more

- [Generation of the Customer Master Key \(CMK\)](#)
- [CMK list query](#)
- [CMK detail query](#)
- [Generation of data keys](#)
- [Encryption](#)
- [Decryption](#)



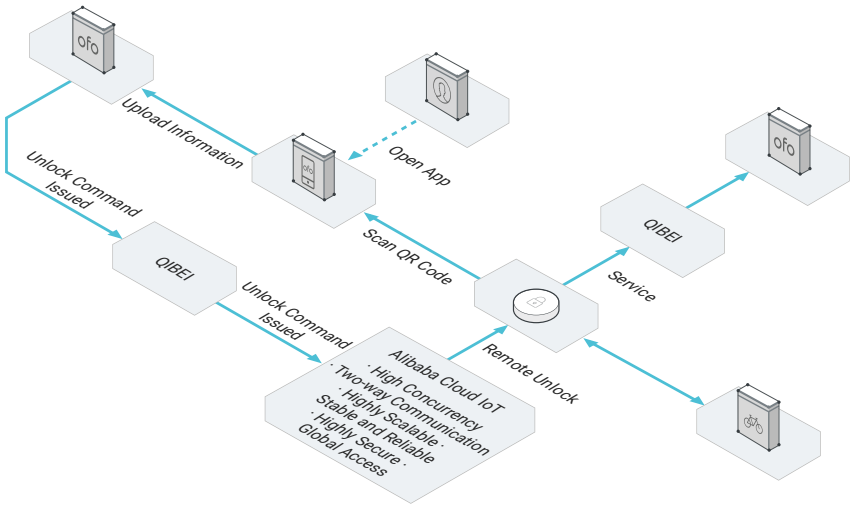
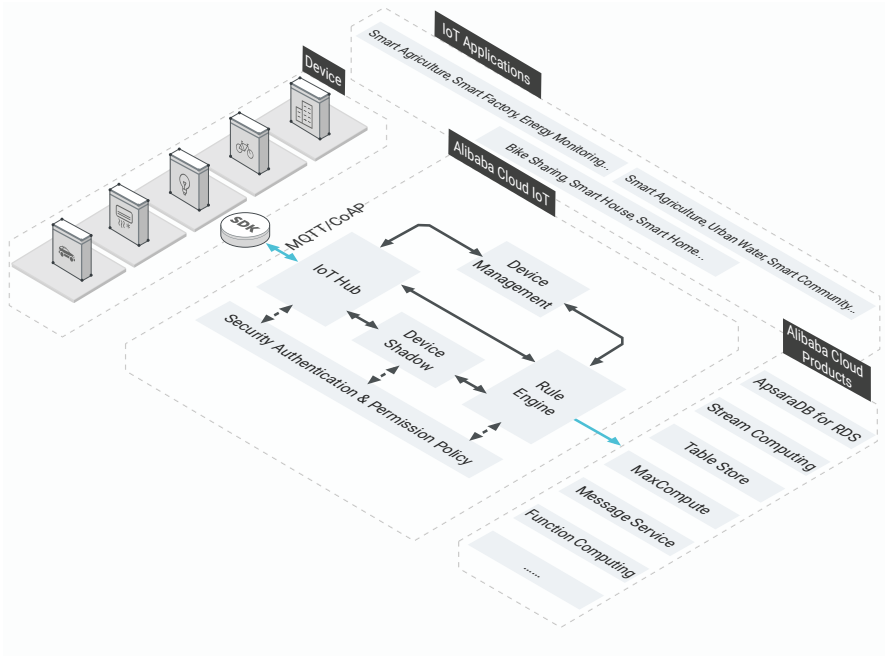
Alibaba Cloud IoT

Alibaba Cloud IoT is a service that helps IoT developers build data tunnels with robust security and facilitate communication between endpoints (such as sensors, actuators, embedded devices, and intelligent home appliances) and the cloud. Globally deployed nodes allow massive numbers of devices in the world to access Alibaba Cloud IoT Hub with reliable security and low latency, and the multiple tiers of defense protect these devices in the cloud. The robust performance of Alibaba Cloud IoT supports the persistent connections of hundreds of millions of devices and the concurrency of millions of messages.



Scan to
learn more

- Supports many devices, including devices in different networks, across different regions, and using different protocols
- Facilitates stable communications with hundreds of millions of devices, with high concurrency and over high-latency networks
- Ensures security for device connection and communication
- Provides centralized management of massive numbers of devices, including lifecycle management, device online/offline notifications, and firmware upgrades
- Provides a highly scalable architecture with a rule engine that can process and forward data to other cloud products

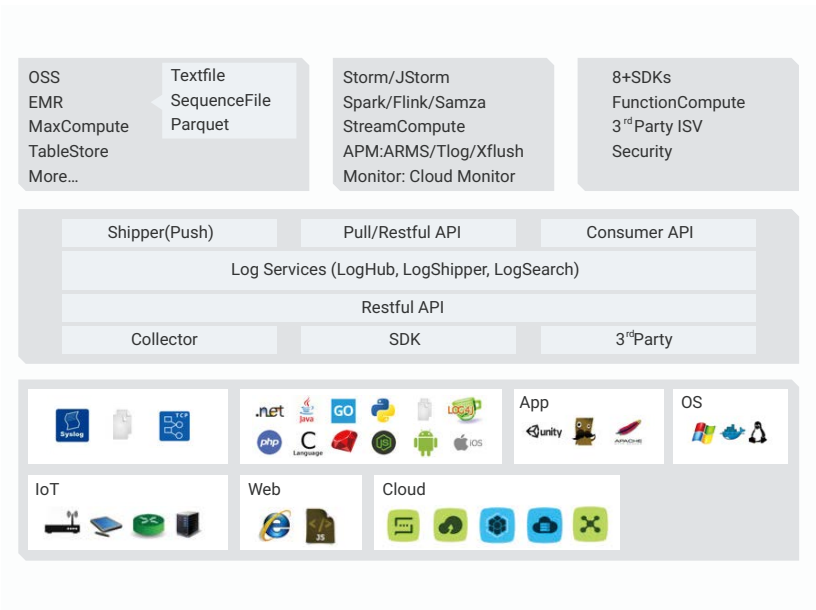


Log Service

Log Service is an all-in-one service specially designed for log data (such as events, logs, metrics, transactions, and clicks). It is developed based on the big data scenarios and volume operation demands of Alibaba Group. With Log Service, you can quickly collect and consume data in real time, ship data to the data warehouse, and index, query, and analyze logs in real time. Log Service helps increase the efficiency of development, O&M, and operation, and processes massive logs in the DT era.



Scan to learn more



Use Cases

Youku uses Alibaba Cloud Log Service to manage and process massive log data on a daily basis.

Real-Time Log Collection and Consumption

The LogHub function of Log Service enables access to massive realtime log data (events, logs, metrics, transactions, and clicking data) at low costs. LogHub can work with all types of real-time computing and services, provides complete progress monitoring and alerting, and supports SDK/API-based consumption. It is easy to use and scalable.

Log Shipping and Warehouse Integration

Data in LogHub can be shipped to storage services and stored in a range of formats. Data shipping supports compression, custom partitions, and row/column. Massive data of all types can be configured with flexibility.

Log Indexing and Search

LogSearch, a real-time log analysis tool, supports real-time indexing of data in LogHub and provides a variety of query methods such as keyword, fuzzy search, context, range, and SQL aggregate functions. Massive volumes of data can be effectively analyzed in real time.

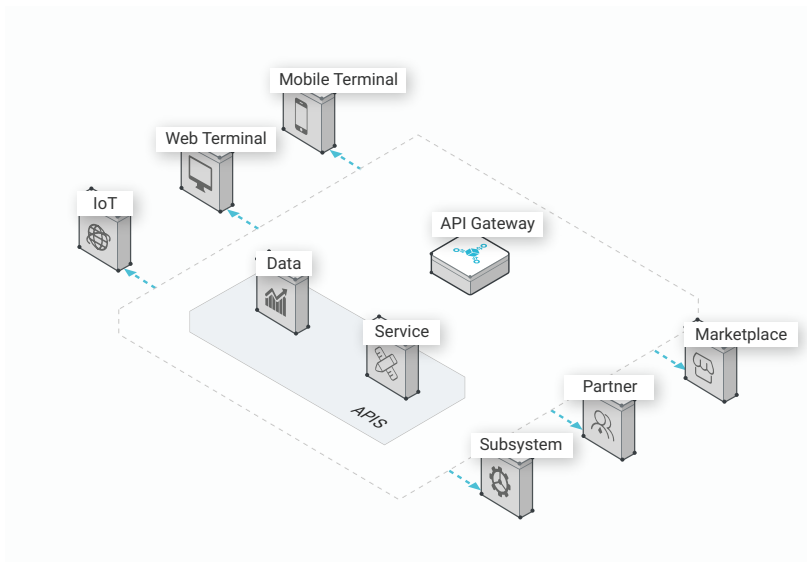
API Gateway

API Gateway is an API hosting service that provides full lifecycle management covering API release, management, O&M, and sales. It helps users achieve frontend-backend isolation and system integration in a simple, fast, low-cost, and low-risk manner, and provides functions and data to partners and developers.



Scan to
learn more

- Full lifecycle management: Cover the complete process of API release and management.
- Security protection: Provides API security with multiple tiers of defense.
- Throttling: Limits requests with flexible rules.
- Data conversion: Customizes data conversion rules to quickly meet differentiated user requirements.
- Request validation: Pre-validates requests to lower the costs of processing invalid requests at the backend.
- Monitoring and alerting: Visualize real-time monitoring and support flexible alert configuration.
- SDK/API document generation: Automatically generate API documents and SDKs in seven languages.



Use cases

An API market is available that helps enterprises build an API-based economy and business model.

This service is optimized for multiple scenarios, responsive to access from mobile devices, PCs, and developers.

Provide the internal call method to easily implement system integration and standardize inter-system communication.

Performance Testing Service

Alibaba Cloud Performance Testing Service is a world-leading SaaS performance testing platform with a powerful capability of distributed pressure testing. It can simulate real-life business scenarios with large amounts of users to locate all types of application performance problems.



Scan to
learn more

○ Test scripts

○ Test reports

○ Test cases

○ Performance testing for Internet-based systems consisting of non-Alibaba Cloud hosts

○ Performance testing for systems consisting of Alibaba Cloud hosts

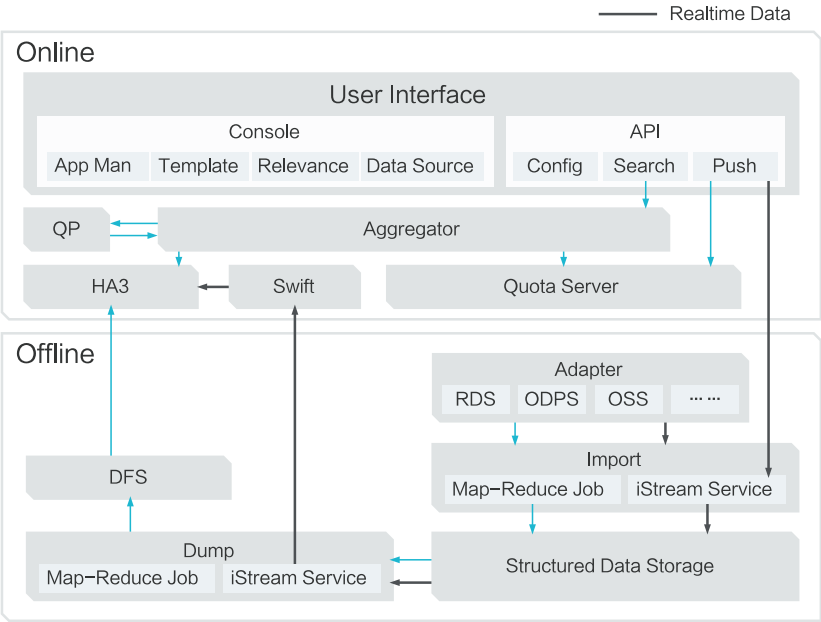
OpenSearch

Alibaba Cloud OpenSearch is a large-scale distributed search engine that is independently developed by Alibaba Cloud and supports a range of search scenarios including Taobao, Tmall, 1688.com, SM Search, Koubei, and Cainiao. OpenSearch provides developers with Alibaba's sophisticated search technology.



Scan to learn more

- E-commerce search scenarios
- Multimedia search scenarios
- Information retrieval scenarios



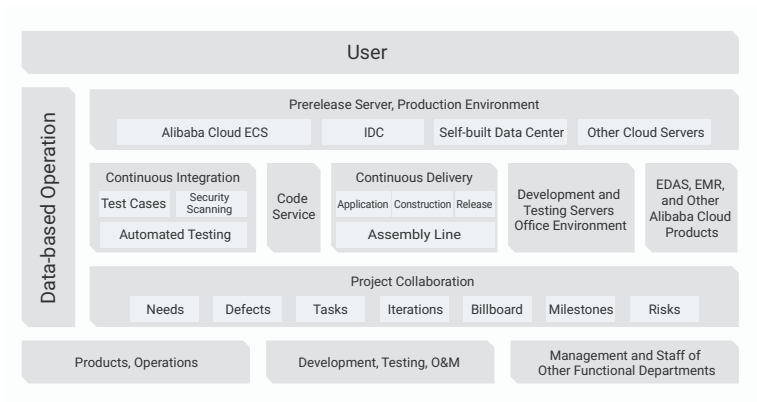
R&D Collaboration (RDC)

RDC is a cloud-based, all-in-one intelligent R&D collaboration platform designed for enterprises. It provides enterprise users with the end-to-end continuous delivery service covering the process from requirement proposing, development, testing, and release to feedback, solves collaboration problems across roles, organizations, and regions during the R&D process. It provides data support and quantitative analysis for enterprises to make informed decisions about productivity improvement.



Scan to learn more

- All-in-one project management
- End-to-end throughout the application life cycle
- Distributed code hosting
- Automatic and intelligent testing
- Efficient and high-quality delivery
- Intelligent data operation



Use Cases

Large- and medium-sized enterprises: The project collaboration service is provided for strategic and hierarchical management and massive collaborations. It leverages Alibaba's own managerial expertise. It is also based on Alibaba's own engineering management practices. It provides an all-in-one delivery service for software engineering collaborations.

Small-sized enterprises and business start-ups: A broad range of services are provided, including ready-to-use project management, code hosting, defect tracking, test integration, and deployment and release, which eliminate the costs of locally building and maintaining R&D tools. Lifecycle management of applications and access to Alibaba Cloud's advanced technologies and infrastructure services allow you to focus on business innovation and development and to release creative code to the cloud in one click. The agile project management service enables you to focus on high-value delivery and ensures the quality and security of software. User feedback is collected within seconds, which improves product optimization and operation.

Collaboration with angel investors: A unified set of R&D support tools is provided to business start-up projects and teams by collaboration with angel investors. Alibaba's advanced Internet technology and operation concept are leveraged to accelerate creative delivery and market feedback and help angel investors obtain a full picture of the project progress and profitability.

DirectMail

DirectMail is a simple and efficient email service built on the reliable and stable Alibaba Cloud to help users send transaction emails, notification emails, and batch emails quickly and accurately. DirectMail has been tested over the past two Double 11 shopping spree, and performs well in terms of delivery time, system stability, and delivery rate. It provides many interfaces and flexible modes to address the mail delivery needs of enterprises and developers. A user can enjoy high-quality mail services from Alibaba Cloud and obtain the best practice of mail delivery just by activating the service, without building a mail server.



Scan to
learn more

Stable and scalable

Cloud-based email technology and distributed architecture

Redundant storage of sent emails on multiple servers and databases.

Stable and scalable email delivery platform

Fast and accurate

High concurrency of email handling

Rule-based email delivery features to effectively limit outgoing emails

High-quality arrival ensured at the highest possible delivery speed

Delivery types

Triggered emails: This type of email is used for confirmation of registration and orders, password reset, notification of transactions, and so on.

Batch emails: This type of email is used for product promotions and

Real-time statistics on multidimensional data

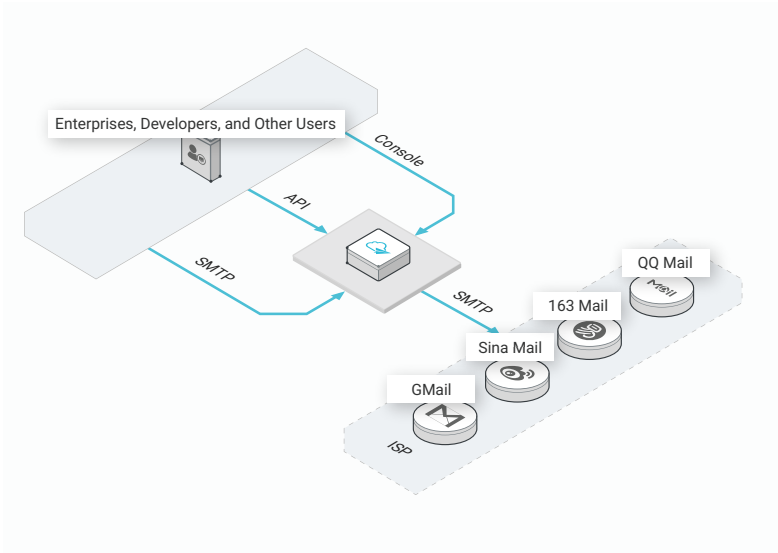
Real-time statistics on sent data
Tracking and analyzing opens and clicks
Query of statistics by mail tag, sender address, recipient address, and delivery result

High cost-effectiveness

This service is billed based on the amount of sent emails, with no minimum consumption required.
Low-cost and high-value mail service

Application scenarios

Intended users: Enterprises and developers that need to send transaction emails, notification emails, and batch emails



Message Service

Alibaba Cloud Message Service is a commercially available message-oriented middleware of Alibaba Cloud. It helps application developers easily build loosely-coupled systems and transmit messages freely between different systems (components).



Scan to
learn more

- Based on the Alibaba Cloud Apsara distributed cloud platform
- Large-scale, highly reliable (99.99999999%), and highly concurrent
- HTTP RESTful API, platform-independent and accessible from the Internet and intranet
- Full integration with to Alibaba Cloud's service components (such as Alibaba Cloud Security, RAM, CloudMonitor, and VPC)
- A variety of official SDKs, with 24/7 technical support

Queue model function

High concurrency of queues, dynamic adjustment of concurrent queues from producers and consumers

Message consumed at least once

Delayed message and priority-oriented message

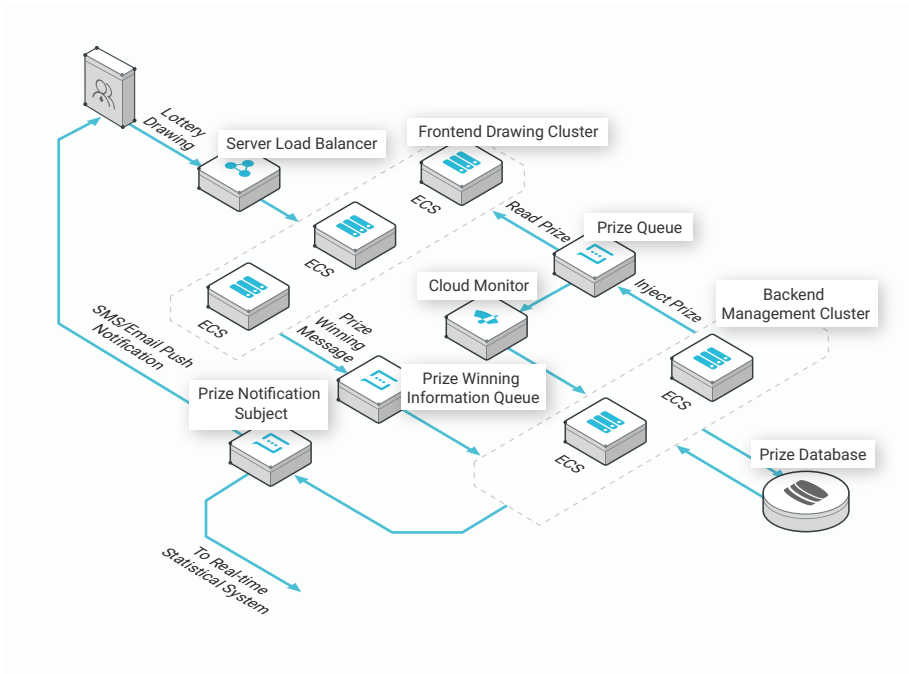
Long polling request

Batch operation

Support for RAM (compatible with multiple access control policies, such as main account and subaccount, and Security Token Service [STS])

Push function

Multiple notification methods such as event notification, SMS, mail, mobile push, and HTTP endpoint



Smart Conversation Analysis

Smart Conversation Analysis applies smart rules to a conversation recording or text to analyze its content and explore potential problems or opportunities. This helps enterprises improve service quality, monitor public opinion risks, and optimize service policies. Typical application scenarios include smart customer service quality control and sales opportunity analysis.



Scan to
learn more

- Analysis of conversation recording and text, and an industry-wide universal solution
- Powerful algorithm and rule configuration, with support for emotion detection and speaking speed recognition
- Multidimensional report presentation and comprehensive problem

Service quality control

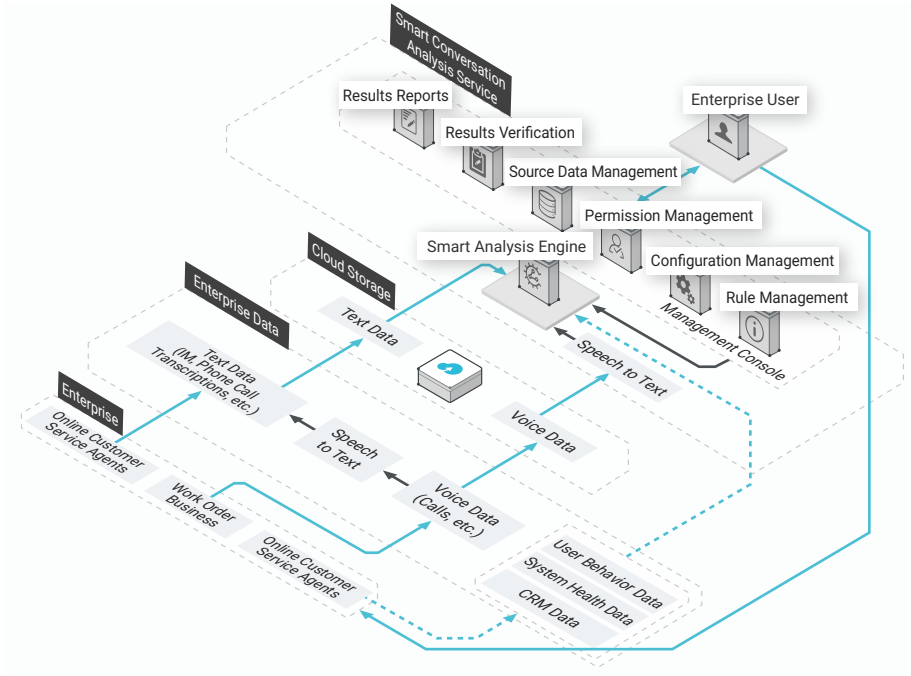
Comprehensive and reliable quality control solution: Service quality is the public image of an enterprise. Based on the conversation analysis results provided by Smart Conversation Analysis, enterprises can optimize their training programs of business conduct and service awareness to improve the service ability of customer service personnel.

Service quality control

Rapid insight into potential risks: As the Internet makes enterprises' reputation travel faster by word of mouth, enterprises have to address new problems and challenges. The service quality detection function helps enterprises monitor and identify potential risks, effectively cope with future uncertainties, convert risks into opportunities, and thus maximize business values.

Assistance in business decision making

User data typically contains important information such as first-hand user feedback and user satisfaction. You can clean up such information and use some quantitative measurement to gain data insights that can support your decision making about transforming and upgrading your service.



CodePipeline

Fast and stable product release is a major concern for business start-ups. Alibaba Cloud CodePipeline provides fast and reliable continuous integration and delivery services in accordance with the Jenkins standard. Based on the container technology and Alibaba Cloud's basic service architecture, CodePipeline provides a series of stable and secure tools and services, including code/Docker compilation and building, testing, scanning, and deployment to achieve fast and reliable delivery and upgrade of applications and infrastructure, enable cloud-based application delivery, and address the problem of "last mile" to the cloud.



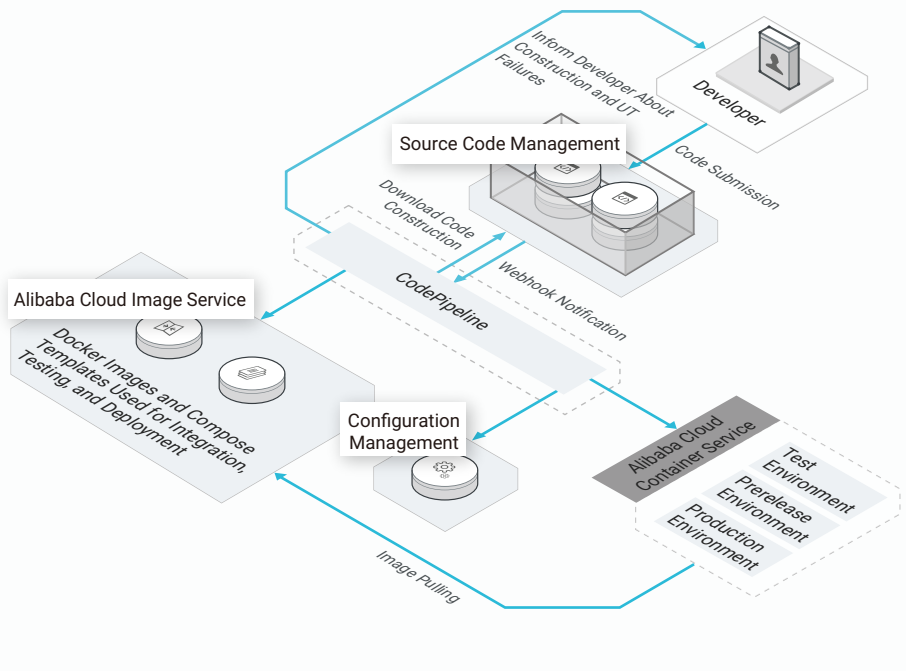
Scan to
learn more

Products that can be associated with CodePipeline: ECS, lightweight application server, Container Service, OSS, RAM, and ROS.

- Fast end-to-end delivery, enabling fast release of new features to users
- Easy integration, development based on open-source technology, and full compatibility with the DevOps technology ecosystem
- Improved quality, with each change executed during the standard building, testing, and release processes
- Full support for technology stacks, multiple development languages, and multiple runtime environments

Continuous delivery of containerized applications

Through deep integration with Alibaba Cloud Container Service, CodePipeline not only provides the Docker image building function, but also interworks with Alibaba Cloud Image Service for security scanning and with Alibaba Cloud Container Service for automatic and continuous delivery of Docker-containerized applications.



Network Access Control (NAC)

NAC is a cloud-based network access control system with support for flexible network access authentication and policy management. With trusted device management, NAC effectively improves enterprises' device management efficiency and network security. Based on trusted device management, NAC authenticates employees in multiple modes and performs security detection on terminal devices to ensure full-process access security for office networks.

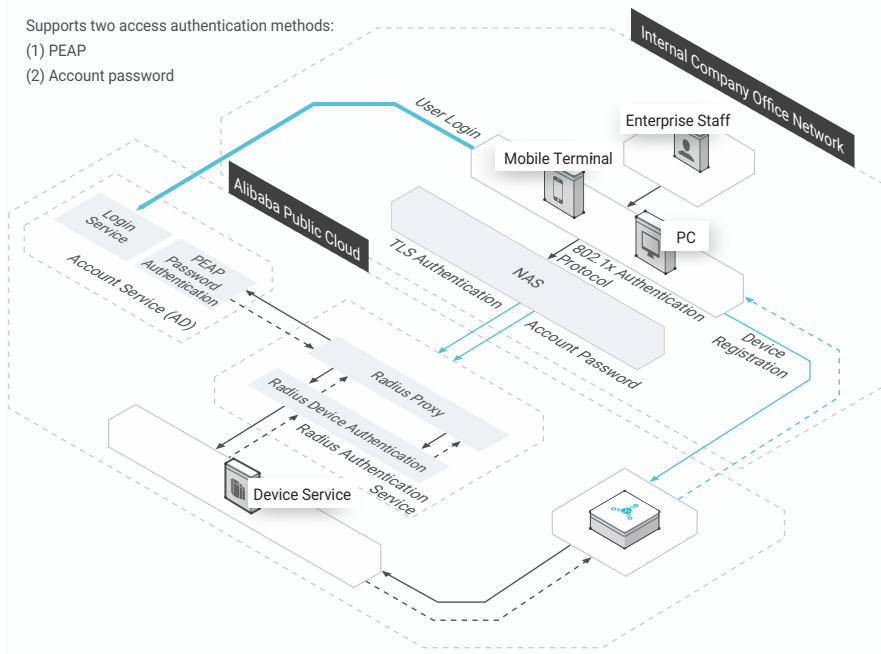


Scan to
learn more

- Support for two-factor authentication of network access: account/password authentication and device fingerprint authentication
- Trusted control of network accessing devices
- Visualized management of network accessing devices
- High availability and reliability surpassing those of traditional campus NAC clusters

Enterprise office network security

Based on user identity and trusted device management, NAC authenticates employees' accounts and passwords and performs security detection on terminal devices to ensure access security for office networks and online systems.



Cloud AP

Cloud AP is a new cloud-based wireless access service that provides a highly reliable, stable, and easy-to-maintain wireless network access solution. This service is ready to use and incorporates both wireless access and cloud-based management. The target users include enterprises, colleges, and new retailers.

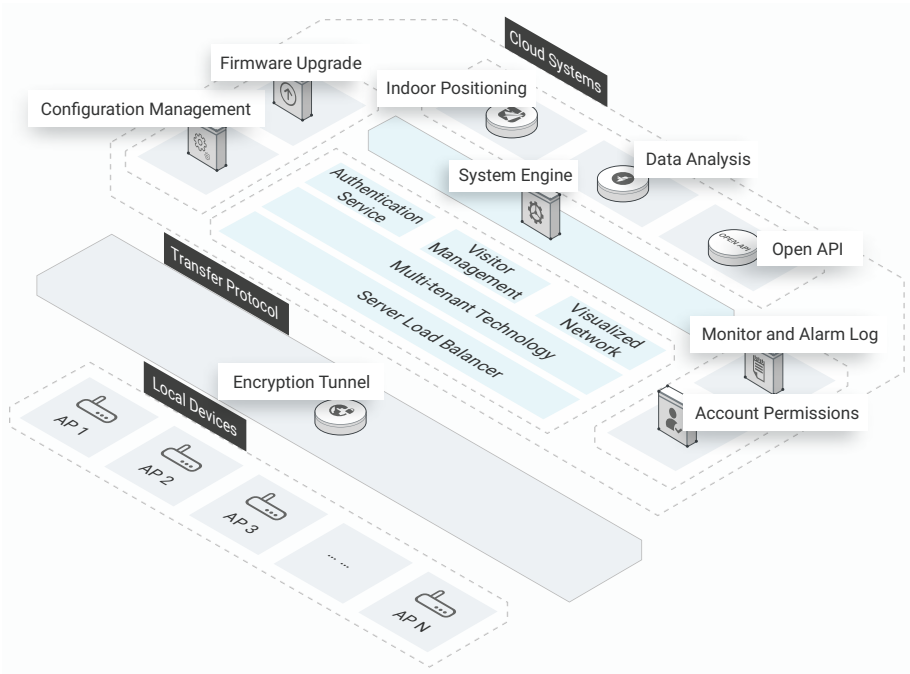


Scan to
learn more

- Ready to use and easy to implement
- High-availability cloud architecture that eliminates reliability risks of traditional Wi-Fi access controllers (ACs)
- Cloud-based globalized and centralized management and maintenance functions, which are convenient, fast, and easy to use, greatly lowering O&M costs
- Display of the new values of Wi-Fi data in combination with the Wi-Fi-based data collection function and Alibaba's big data processing service
- Well-developed cloud-based commissioned O&M and service assurance system, ensuring superior user experience

Use Cases

Office campuses of enterprises and incubator parks: Cloud-based central management, plug-and-play feature, linear scalability, and simple management, enabling enterprises to wirelessly access various management and control systems



New retail businesses, college campuses, and tourist destinations: high availability of devices and management platforms, support for the location based service (LBS), analysis of heat maps on people flows, and realization of new values of the wireless AP data service in combination with the big data service

Cloud Desktop

Cloud Desktop is a secure and convenient cloud-based Desktop as a Service (DaaS) solution provided by Alibaba Cloud. It enables quick and convenient creation, deployment, central administration, and O&M of desktop environments. Cloud Desktop allows users to quickly create a secure, high-performance, and low-cost desktop office system, without making large initial hardware investments. Cloud Desktop is widely applied in fields with requirements of robust data security control and high-performance computing, such as finance, design, video, and education.



Scan to
learn more

- Cloud-based centralized control and efficient desktop management, without upfront investment in servers and data centers and heavy lifting of maintaining them
- Reliability assurance (99.9999999%) for cloud-based data storage
- Support for Graphics Processing Units (GPU), satisfying video editing with high-performance display
- On-demand provisioning and pay-as-you-go pricing, lowering investments

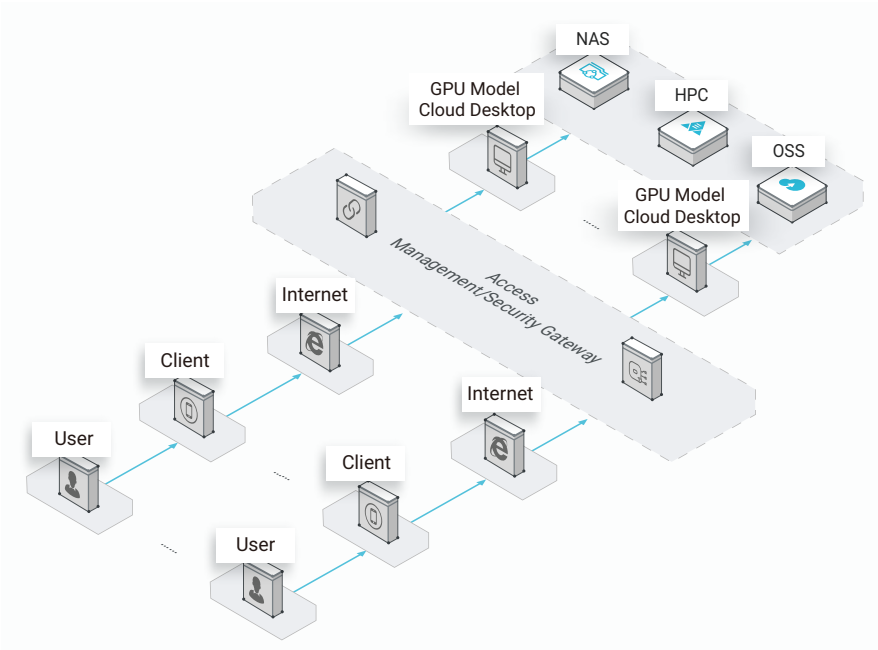
Use cases

Cloud-based office: Applicable to knowledge-intensive enterprises with high requirements of data security as well as extensive and flexible deployment in the finance, energy, and Internet fields

Desktop applications for short-term outsourcing, internship, and examination and certification agencies, ensuring quick deployment and unified control of operation security

Flexible processing of images and videos: Applicable to users with high requirements of image and video processing, such as 3D design research institutes, animation and film production companies, and creative workshops

Colleges and training agencies that need on-demand calling of computing resources



Cloud Customer Service

By taking advantage of Alibaba Cloud Big Data Platform, Cloud Customer Service builds a comprehensive intelligent service system based on a range of advanced technologies such as data mining, searching, voice-to-text conversion, natural language processing, and machine learning. The Ant smart customer service team provides technical support and integrated solutions that have been proven by past Double 11 shopping carnivals.

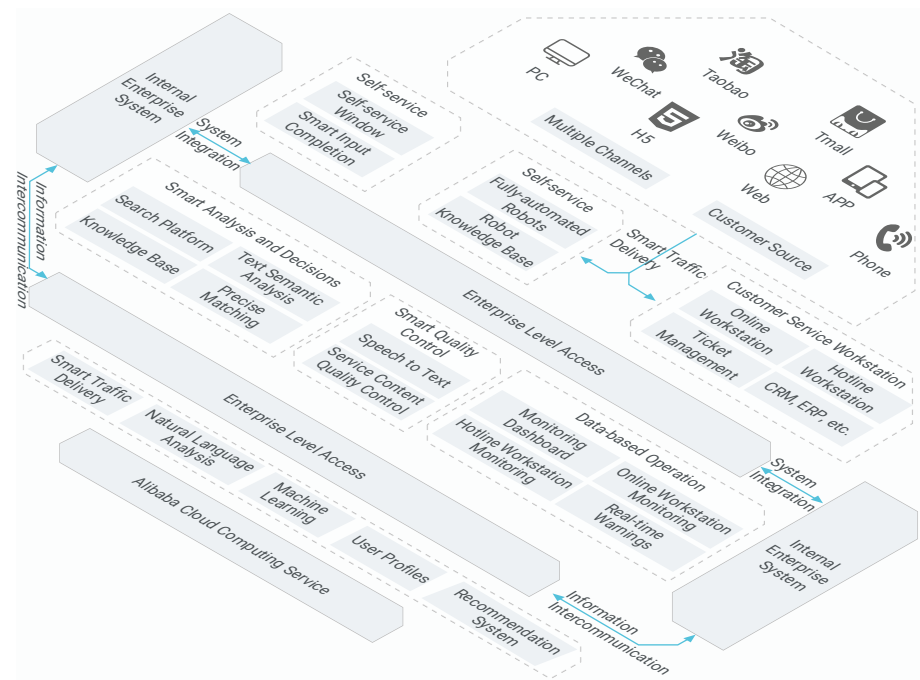


Scan to learn more

- Flexible integration with services
- Intelligent robot capable of self-learning
- Unified workbench
- Unified knowledge base
- Real-time dashboards
- Visualized data analysis
- Real-time quality control

Use Cases

High intelligence and asset-light strategy
Applicable in scenarios involving customer service, such as marketing, consulting, after-sales service, and customer revisit



Code Store

Code Store is an intelligent working software robot that is designed to improve productivity and provides an open platform to help users connect to different systems and services and automate workflows. Code Store is applied in many scenarios.



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learn more

- Only minor prior development knowledge required, supports both code mode and visual mode
- Complete SDK interfaces, interfaces for image text recognition and image processing, and rich interfaces of Alibaba's new retail platform
- Multi-application concurrency, with support for efficient and fast batch processing
- Automatic and scheduled execution of applications

Core values

Enablement: The Code Store open platform enables enterprise users to develop their own automated business processes with very little requirement of prior knowledge.

Integration: Code Store provides powerful integration capabilities for enterprises to connect their information systems cost-effectively, addressing the problem of isolated information systems operating like “information silos.”

Platform: Code Store launches the application market that provides users with value-added business applications and services.

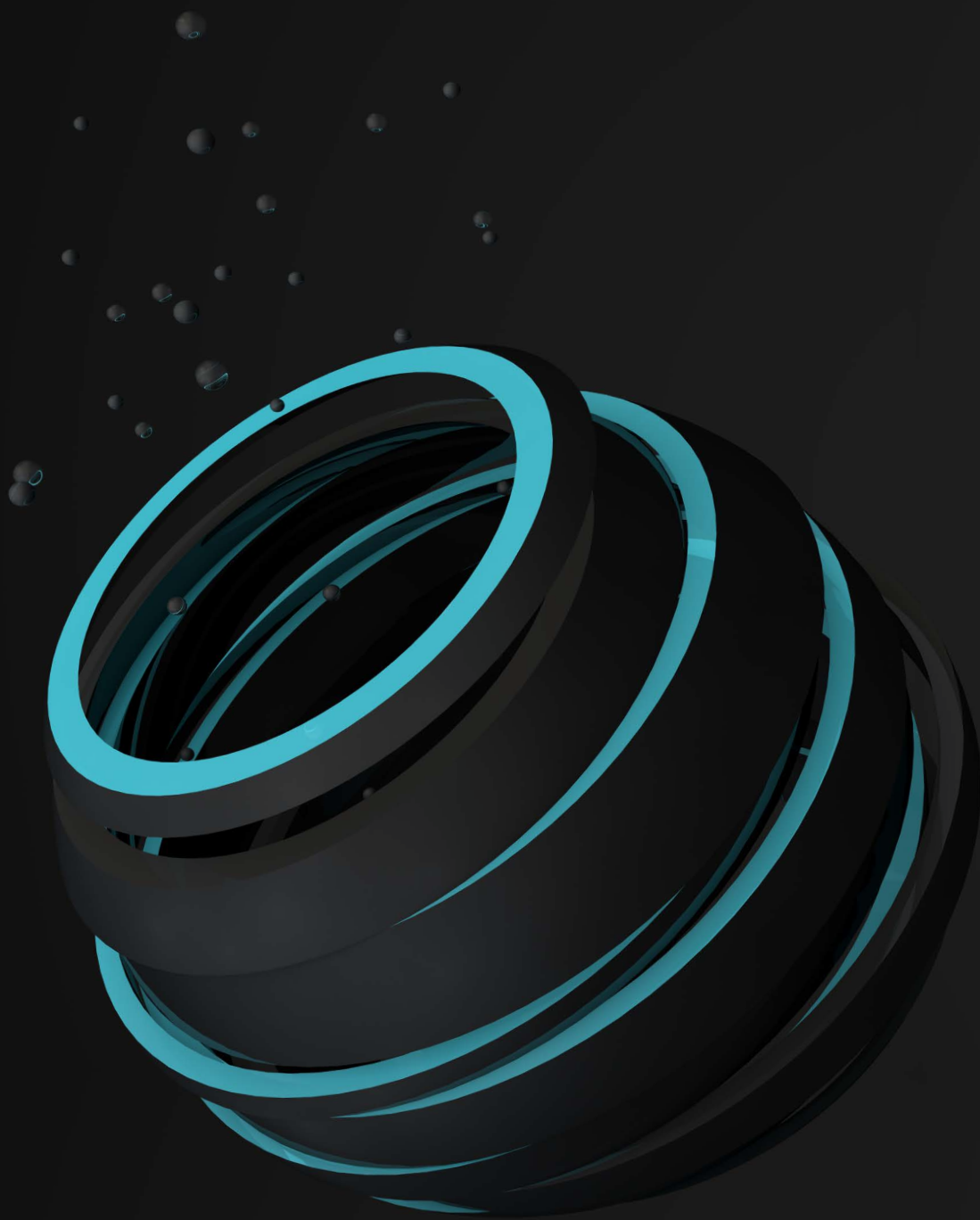
Use cases

Data processing: Provisioning of data visualization, applicable to smart data collection, input, analysis, and output

Batch processing: Provisioning of web-based automation, applicable to workflow automation

System collaboration and encapsulation of the collaboration capability, applicable to low-cost and efficient inter-system collaboration

MOBILE SERVICES



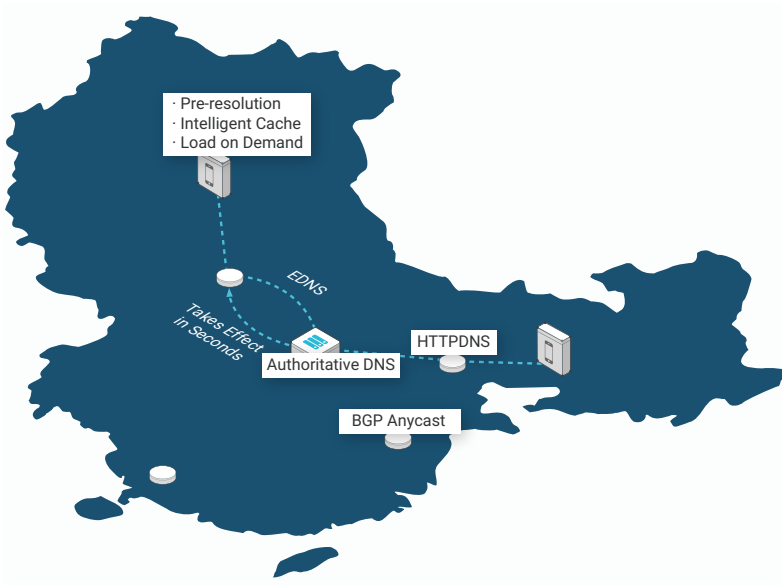
HTTPDNS

HTTPDNS is a domain name resolution product intended for mobile developers. It features domain hijacking prevention, accurate routing, and resolution latency reduction.



Scan to
learn more

- Domain hijacking prevention
- Accurate routing: Anycast access, proximate access, EDNS direct connection authority for multi-data-center disaster tolerance, and accurate resolution based on clients' IP addresses
- Zero resolution delay
- Resolution changes taking effect within seconds
- Software definition resolution: Custom scheduling of service traffic, A/B testing, dark launch, and security



Use Cases

Customers who have experienced repeated domain hijacking or hope to improve their brand images and user experience. HTTPDNS is applicable for applications providing diverse services, including finance, gaming, healthcare, and instant messaging.

- Repeated domain hijacking
- Failed or slow access by end users due to incorrect routing
- Changes in domain name resolution taking a long time to take effect

Mobile Push

Mobile Push is a mobile cloud service based on the big data technology. The service enables applications to quickly, efficiently, and accurately integrate and implement mobile push functions in real time at low development costs. This allows developers to connect with users in the most effective way, increasing user activity and application retention rates.

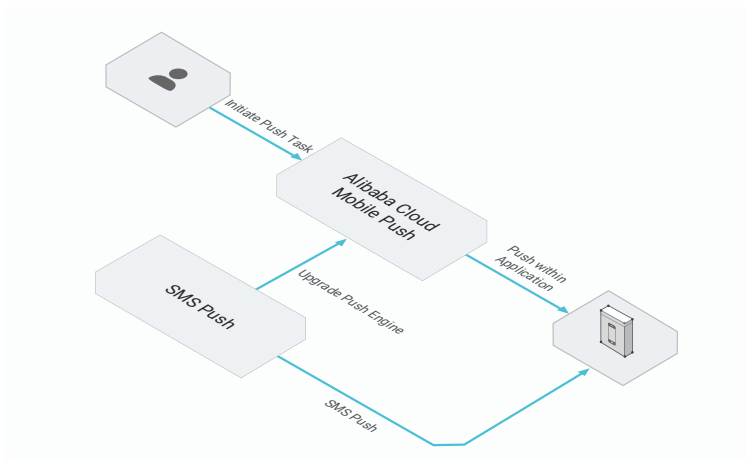


Scan to
learn more

- Composite push: Pushing messages over text messaging only if the messages fail in reaching users' applications, ensuring delivery rates; reducing marketing costs for reaching users by Mobile Push; applicable for the Internet, finance, and e-commerce fields
- Smart push: User profile-based personalized push; conversion from PaaS to SaaS; complete change in the way of marketing for traditional industries

Use cases

Customers with strict requirements of delivery results in the Internet, finance, and e-commerce fields



Mobile Testing

Mobile Testing is a cloud platform that provides enterprises and mobile developers with the real-device testing service to discover potential risks of applications (application crash, compatibility problems, functional problems, and performance problems), reduce the loss of customers, and improve the quality and competitiveness of applications. Mobile Testing provides a great number of mainstream device models along with 24/7 service. The Ripper tool independently developed by Alibaba Cloud greatly improves the bug detection rate, helping customers locate product problems.



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Adaptation with real devices

- Mobile Testing supports applications based on Android, YunOS, iOS, and H5; login and installation of multiple application versions in overwriting mode; Crash/ANR monitoring and locating, topology view traversal, and performance analysis.

Automatic functions

- Mobile Testing supports multiple frameworks (Roboium, Appium, and Athrun); use of online script recording tools and PC script recording tools to improve script stability; combination of video testing, function case analysis, step-by-step screenshot capture, and performance analysis.

Cloud debugging

- Mobile Testing supports human interaction with a great number of real devices to choose from; easy-to-use remote breakpoint debugging; multi-device debugging and full testing, allowing users to analyze abnormal models and identify problems.

Online recording

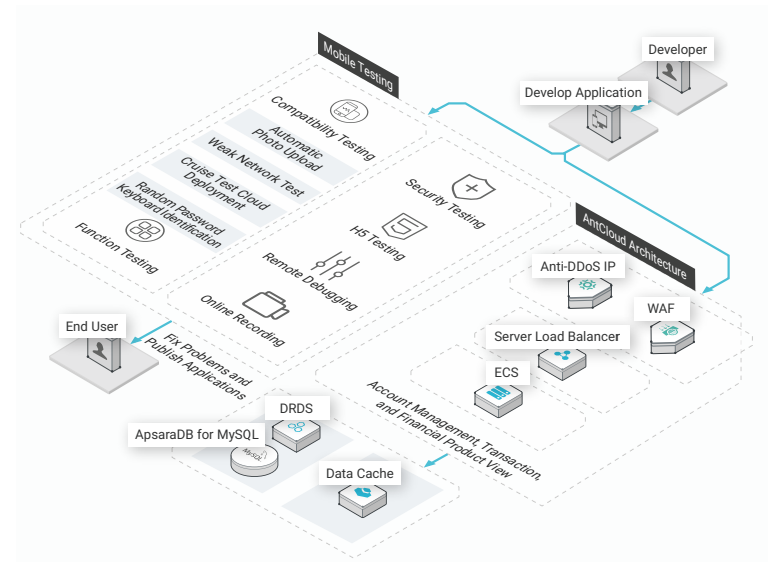
- Automation scripts can be recorded online in the cloud without the need to connect a local device. The scripts are highly stable, simple, and reliable. A series of functions such as assertion, image verification code, and random keyboard are supported.

Performance testing

○ Mobile Testing supports performance curves and six performance metrics to identify performance problems between peaks and troughs; analysis and consolidation of performance data to give a full picture of the performance status; deep performance detection, memory leak/overflow detection, and drawing of freeze and filter events.

H5 testing

○ Mobile Testing supports comprehensive performance evaluation with 14 performance metrics and 3 optimization suggestions, one-click checking of compatibility with mainstream browsers, and deep testing of H5 applications by loading waterfall to resources and identifying faults in process videos.



Mobile Hotfix

Mobile Hotfix is an application hotfix service intended for mobile developers. Based on the innovative hotpatch technology developed by Alibaba, Mobile Hotfix provides the fine-grained hotfix capability to fix the online problems of applications in real time without waiting.



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learn more

Support for Android

- Mobile Hotfix supports Android. When a patch is installed for the first time on an app for Android, the app can directly load the patch without restarting (support for hot start).

Patch version management

- Developers can create multiple versions, manage multiple patches simultaneously, and view the patch status on the console.

Local testing

- Mobile Hotfix provides a debugging tool for developers to perform testing locally on their mobile phones before formal release.

Multiple release methods

- Mobile Hotfix provides multiple release methods for developers to choose as needed.

Data statistics

- Number count of devices with a successful push and devices with accumulative loading. If a device initiates an update request and successfully downloads the patch, the number of devices with a successful push is increased by 1. If the device successfully loads the patch, the number of devices with accumulative loading is increased by 1.

One-click Patch Removal

○ Developers can remove all patches loaded on the specified app version within a single click. When the app is started next time, all local patches are automatically removed and the app is rolled back to the state before the patches are loaded.

Use Cases

Real-time flaw fixing for online apps: Mobile Hotfix provides the fast, stable, reliable, and secure hotfix capability. The emergent fixing of a major bug found in an online app requires costly installation package replacement and release. Mobile Hotfix supports convenient patch release to fix flaws in online apps in real time. The whole process is transparent to users.

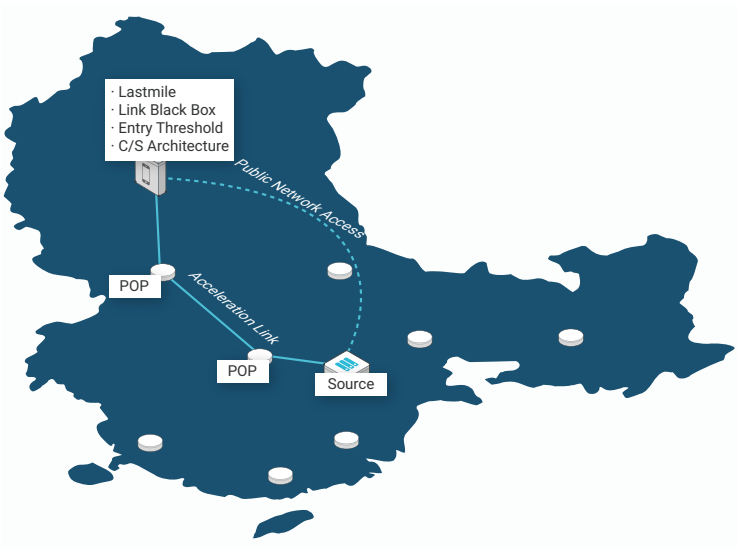
Fast and lightweight version upgrade: Version upgrade is replaced by patching with a small amount of modifications. As the market changes constantly, opportunities may slip away during the process from new version release to user upgrade. Mobile Hotfix enables developers to execute a small amount of modifications by means of patch release rather than version upgrade, which helps quickly seize business opportunities.

Mobile Accelerator

Mobile Accelerator is a wireless acceleration product for mobile applications released by Alibaba Cloud. It aims to leverage Alibaba Cloud's globally deployed acceleration nodes and profoundly optimized network transfer protocol to provide developers with faster and more stable network access capabilities, effectively enhancing the availability and user experience of their mobile applications.



Scan to learn more



	Mobile Accelerator	Traditional CDN
Acceleration type	Network-wide acceleration	Static file acceleration
Acceleration capability	Double-ended acceleration	Single-ended acceleration
Protocol optimization	Protocol optimization based on mobile scenarios	None

Mobile Accelerator performs well for the HTTP/HTTPS-based static and dynamic contents of mobile customers' websites.

Mobile Feedback

Mobile Feedback is an internal user feedback system for applications. Users can send feedback and report bugs in text, image, and voice formats without exiting the application. Developers can communicate with users timely to improve user satisfaction. Users' reviews can be automatically captured from application markets.



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Feedback management



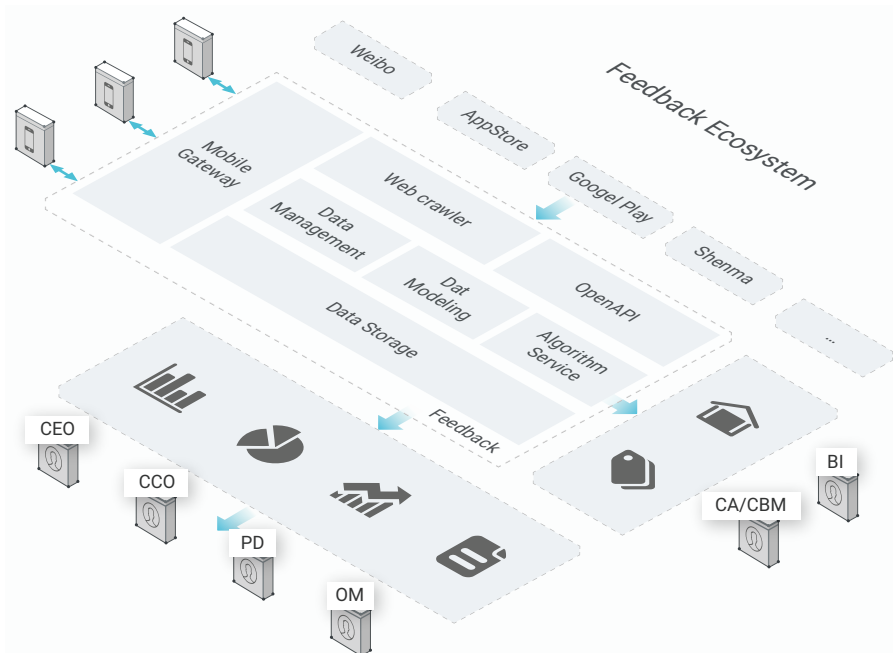
Client UI customization



Tag management



Market comment



Mobile Analytics

Mobile Analytics is designed for mobile application data analysis. It provides developers with an all-in-one data-oriented operational service that incorporates universal multidimensional user behavior analysis, data openness, custom analysis, and seamless interconnection with other data application products. Mobile Analytics helps mobile developers carry out lean operations based on the big data technology, improve product quality and experience, and increase user loyalty.



Scan to
learn more

Data Collection

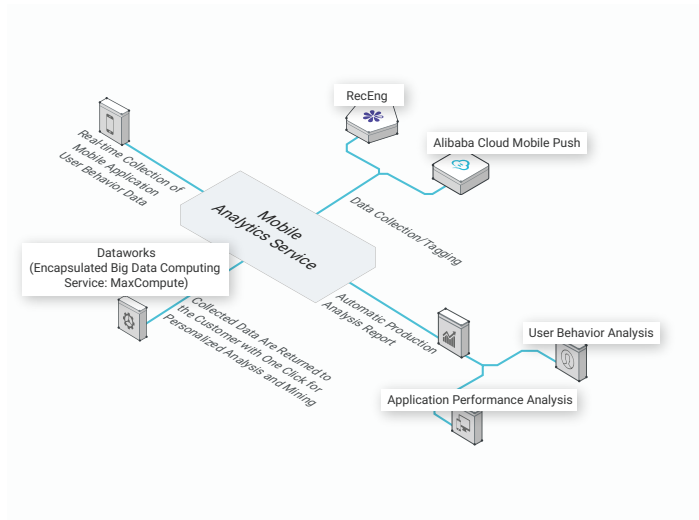
Mobile Analytics supports Native and H5 page automatic collection. In addition, Mobile Analytics provides comprehensive support for custom events and property parameter tracing points, custom application performance data collection, and real-time reporting of collected log data.

Analysis Reporting

Mobile Analytics provides a complete set of operation metrics, covering the basic business analysis reports required for application operation, such as user behavior, active and retained users, and terminals and regions. Mobile Analytics also supports multidimensional performance analysis, including request performance, network exceptions, and custom performance events.

Data Applications

Mobile Analytics supports custom data analysis, personalized push, and smart push. The log data that Mobile Analytics collects on application user behavior is fully available to developers. With custom data analysis, developers can synchronize the collected data to MaxCompute with a single click to perform personalized data analysis and mining. Based on user behavior, commodity data, and user data, the service can predict users' preferences for goods and present items in different ways to different consumers, thus quickly optimizing product experience and improving user activity and conversion rates. Developers can use predefined device tags and user tags to accurately segment the target consumers. The verified items are pushed these consumers at the specified time, and user activity is improved.



Use Cases

Custom data analysis: When basic analysis reports cannot meet personalized requirements, application developers can synchronize data in one click to MaxCompute and further process and analyze data according to business requirements.

Personalized recommendation: The data collected on application users behavior can be directly applied to Alibaba Cloud Recommendation Engine (RecEng), and developers can meet the business requirements of personalized recommendation based on commodity data and user data.

Application performance analysis: Developers can view multidimensional combinatorial analysis performance reports that show request connection times, network exceptions, and whether certain operations and interactions are too slow.

Smart push: The most frequently used method to connect with application users is message push. In the personalized marketing era, developers can use the user tags predefined by Mobile Analytics to accurately select target users that will receive pushed messages.

VIDEO SERVICES



ApsaraVideo Media Transcoding

ApsaraVideo Media Transcoding is a transcoding computing service for multimedia data. It provides an economic, elastic, and highly scalable method to convert audio and video into formats suitable for playing on PCs, TVs, and mobile terminals. It applies to audio/video streaming sites, online education services, finance-related videos, videos for e-commerce purposes, and so on.

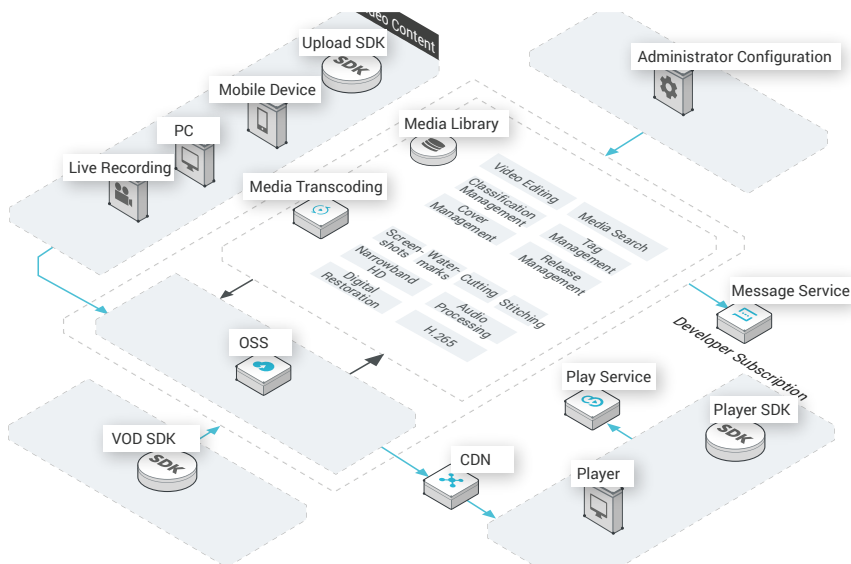


Scan to
learn more

- Rich media transcoding techniques
- Highly scalable media transcoding templates
- High-speed and stable concurrent transcoding system
- Unique video restoration technology

Use Cases

ApsaraVideo Media Transcoding applies to audio/video streaming sites, gaming videos, media services, online education services, finance-related videos, videos for e-commerce purposes, and so on. You can use the GUI to configure media workflows, map one input file to multiple output files (different resolutions and formats), and rapidly construct secure, elastic, and highly-customizable video platforms. The professional video encoding capabilities and rich video processing experience help to provide more stable and smoother videos to you.



ApsaraVideo for VoD

ApsaraVideo for VoD is an all-in-one on-demand audio/video streaming solution that supports accelerated delivery and allows you to collect, edit, and upload audios and videos, set up automatic transcoding, and manage media resources.

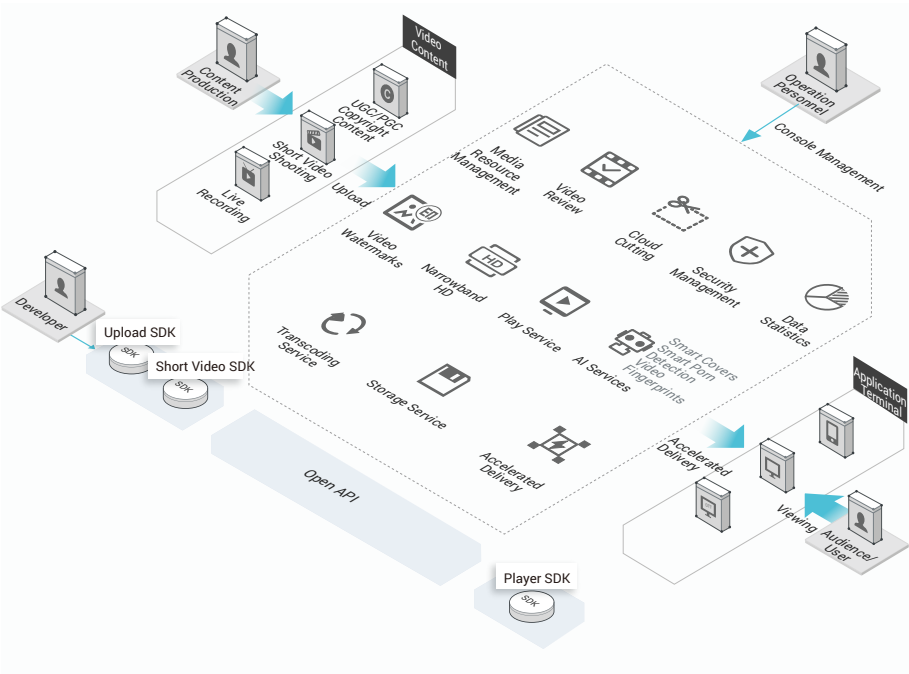


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learn more

- Rich and flexible video uploading methods and functions
- Professional and customizable video transcoding service
- Easy-to-use short videos SDK for recording and editing short videos and beautifying faces
- Comprehensive video management functions and efficient cloud editing tools
- Strong AI for pornography identification, cover design, and video fingerprint
- Playback SDK supporting multiple platforms to enable all-network accelerated playback
- Multi-level security mechanism, ensuring video security
- Detailed and professional statistics

Use Cases

ApsaraVideo for VoD applies to such scenarios as online videos, short videos, education services, and media services. You can use all-in-one on-demand audio/video streaming solution that supports accelerated delivery to collect, edit, and upload audios and videos, set up automatic transcoding, and manage media resources. VOD also provides industry-specific professional services, such as content security, video AI, online editing, video restoration, and short video SDK. The customizable VoD service helps startup enterprises who are new to the video services and or enterprises who own massive video resources to quickly construct on-demand video streaming applications of high smooth, security, and reliability for diverse industries.



ApsaraVideo Live

ApsaraVideo Live is a live audio and video broadcast platform based on Alibaba Cloud's leading content access and delivery network. It incorporates the large-scale distributed real-time transcoding technology, providing a live broadcast service of quick access, HD and smooth streaming, low latency, and high concurrency.



Scan to learn more

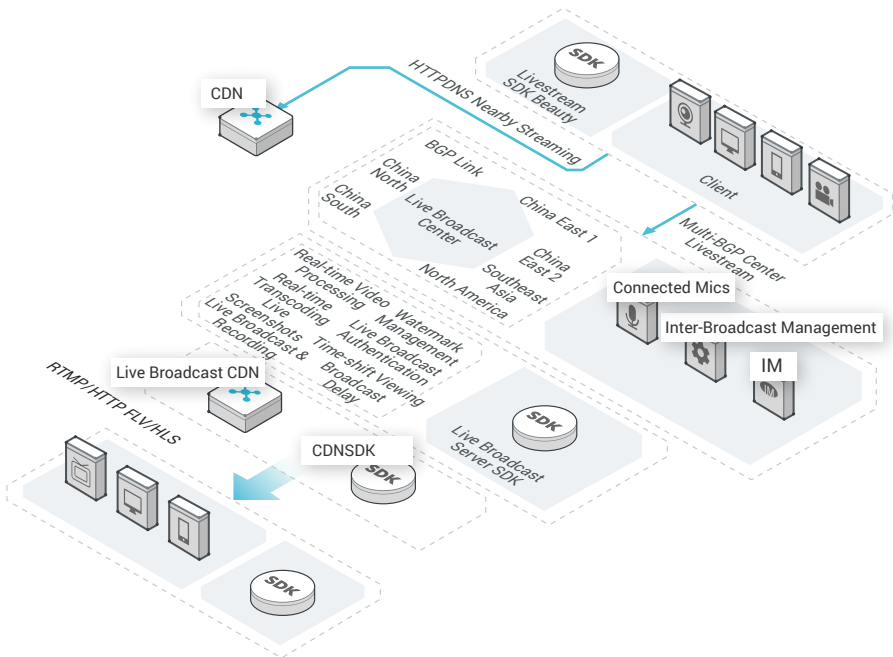
- Rich client functions
- Strong server functions
- Comprehensive security protection
- Comprehensive statistics analysis

Use Cases

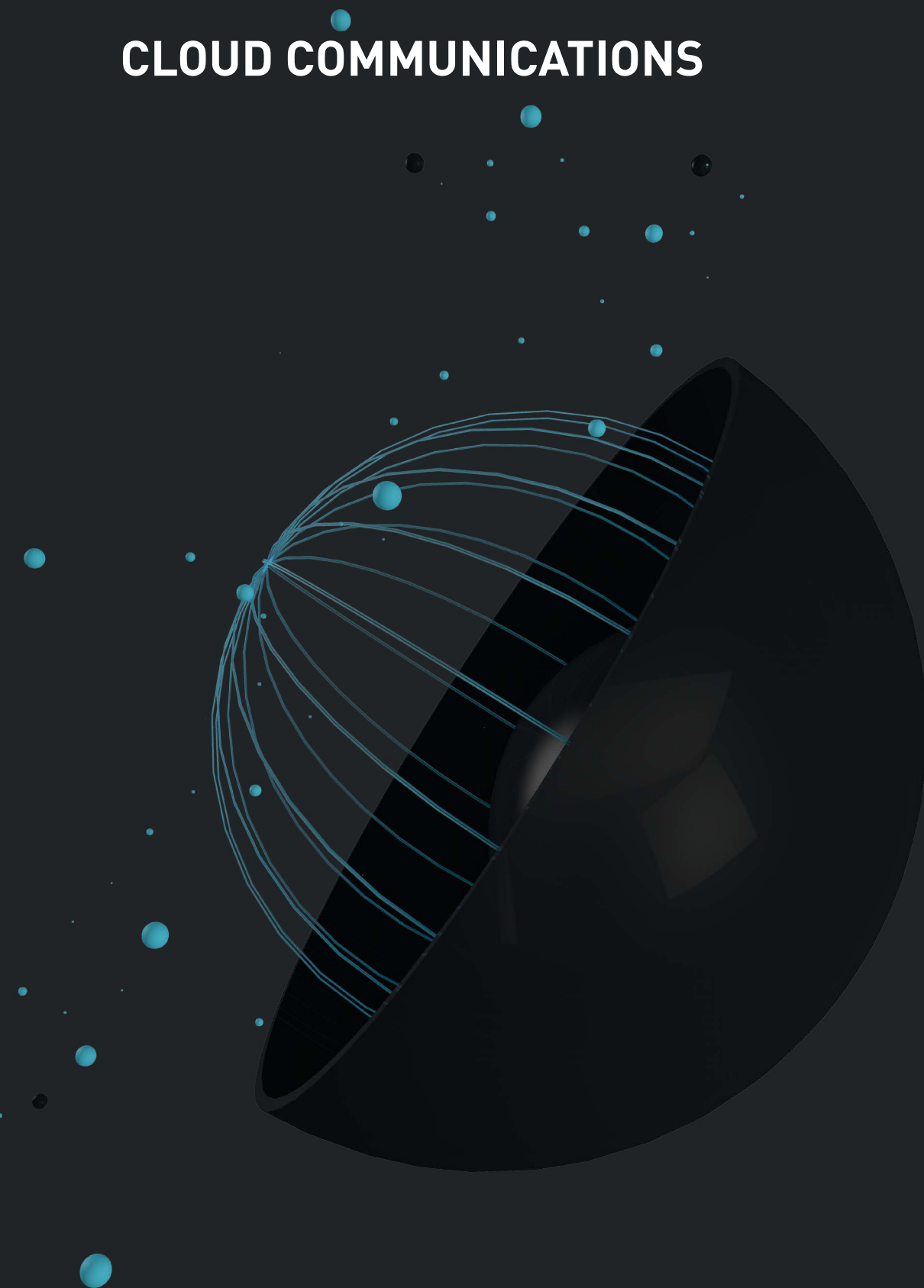
Live interaction

Show broadcast, game live broadcast, UGC live broadcast, and vertical field live broadcast (e-commerce and sports activities)

Live audio and video broadcast solutions of quick access, HD and smooth



CLOUD COMMUNICATIONS



Short Message Service

Short Message Service (SMS) is a communication service for rapidly sending SMS verification codes and notifications. It has sent 600 million text messages to 200 million users during an 11/11 shopping spree. The dedicated channel for networks of China's three major carriers interconnects with the Number Portability (NP) platform of the Ministry of Industry and Information Technology (MIIT) of China. SMS features telecom-level O&M, real-time monitoring, automatic switch, and an arrival rate of 99%.



Scan to
learn more

SMS notification

○ SMS features telecom-level O&M, real-time monitoring, automatic switch, and an arrival rate of 99%. It supports large capacity and high concurrency. 600 million text messages has been sent to 200 million users during an 11/11 shopping spree.

SMS verification

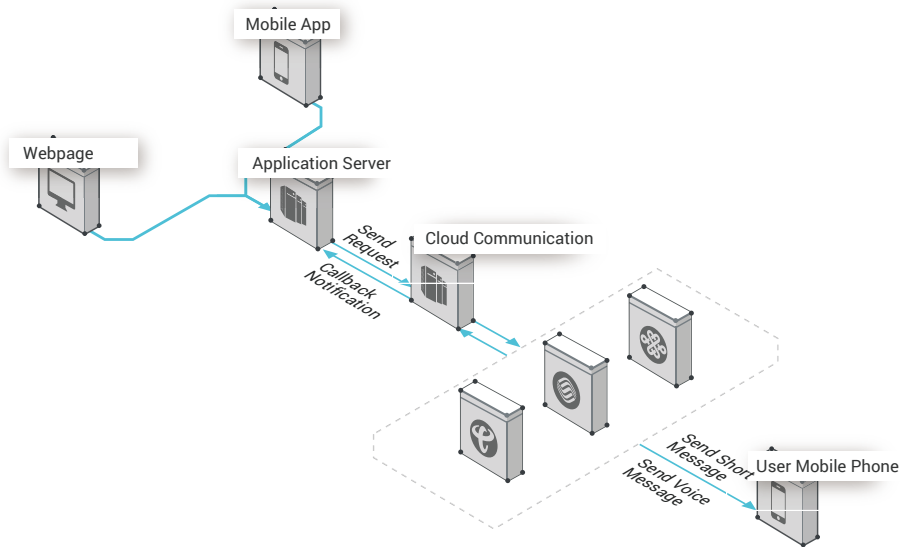
○ An SMS verification code can delivered within 3s. The dedicated channel for networks of China's three major carriers interconnects with the NP platform of China MIIT. You can set diverse variables, including substitution variables, and send different types of content for any cases.

Push SMS

○ You can send push SMSs with various types of content to present your products to more customers. Push SMSs can be sent for service promotion, new product presentation, and member care.

Data statistics

○ You can view statistics such as the requested volume, successfully sent volume, and failure volume by date of sending, mobile phone number, and other sending details.



Application scenario

Information change: including but not limited to modification of the password and account information. Identify verification by phone is required to ensure the account information security.

Payment confirmation: Identify verification by phone is required in important links related to capital, such as payment confirmation, refund canceled by the seller, and refund agreed by the seller.

Logistics & notification: After a user triggers an action, the seller or platform automatically triggers a service notification, such as the logistics and express information, registration result feedback, and sign-up information.

Activity promotion & confirmation: When an online activity is launched, the activity registration information is sent to users using text messages. When large discount activities for members are launched, text messages are sent to members.

Voice Messaging Service

Voice Messaging Service is a communication service capability that Alibaba Cloud provides to users to send voice notifications quickly. Voice notifications have higher security level and are difficult to be stolen. In addition, voice notifications features large capacity, high concurrency, stable, and reliable.

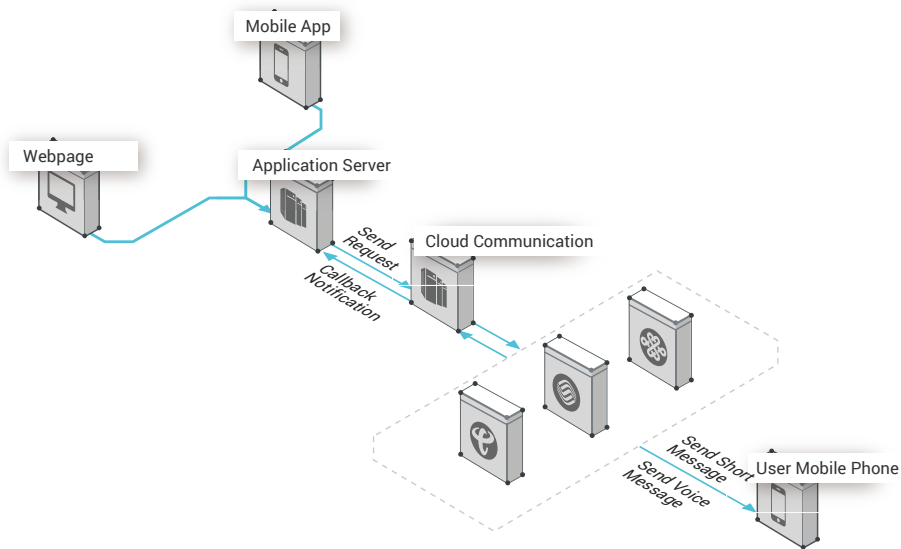


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Product features

A voice notification indicates that Alibaba Cloud calls the voice call API and initiates a call to a specific number in an operator's network using Voice Messaging Service. After the called party answers the call, a specified audio clip is played to the called party. Based on the audio form, voice notification APIs are classified into the following:

- If the played audio clip is a fixed audio file (MP3/WAV), the singleCallByVoice API is called.
- If the played audio clip is a text template carrying variables and the text template is converted to an audio file based on the variable replacement value during each call, the singleCallByTts API is called.



Application scenario

O2O platform

Automatic order notification: The O2O platform automatically sends voice notifications to sellers and buyers.

Registration and investigation

When similar notifications need to be sent to a large number of users, notifications can be sent to multiple users in batches by one-click to improve the efficiency.

Cellular Data Package

Cellular Data Package is a communication service capability that Alibaba Cloud provides to users, which includes traffic recharging and directional traffic. Traffic recharging enables users to launch marketing activities based on mobile phone traffic, and directional traffic provides basic operator backward capabilities for applications having high traffic consumption.



Scan to learn more

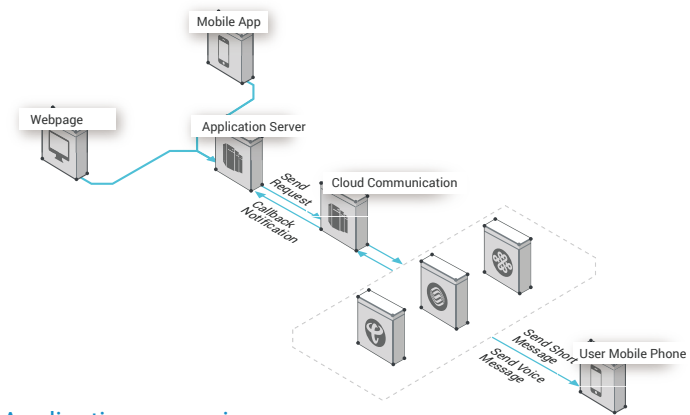
Product features

Traffic recharging

Traffic recharging products support numbers of China's three major operators in 2G/3G/4G networks, one-click access, and users to launch marketing activities based on mobile phone traffic.

Directional traffic

Directional traffic provides basic operator backward capabilities for applications having high traffic consumption and improves user activity.



Application scenarios

Offline activities

Offline activities are used to activate user behavior and increase user loyalty. Offline activities include user care and free traffic for shopping.

Product promotion

Product promotion is used to obtain potential customers and improve the product activity. Product promotion events include free traffic for app sign-up, community posting, and free traffic for thumb ups.

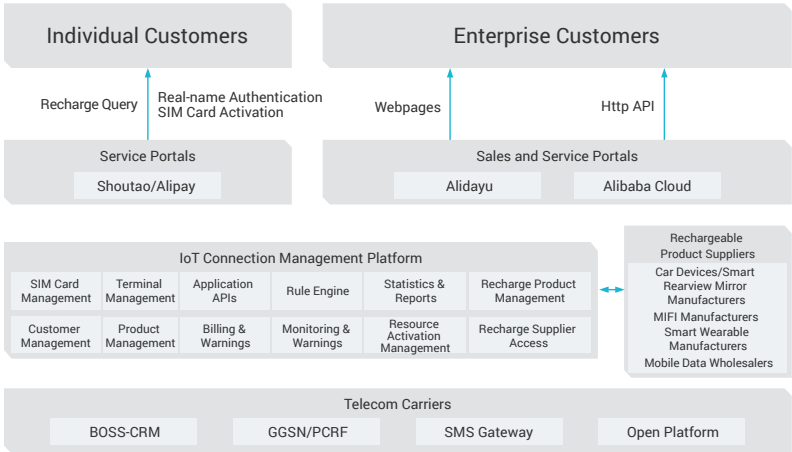
IoT Wireless Connection Service

The IoT Wireless Connection service provides 2G/3G/4G cards issued by China Mobile, China Telecom, and China Unicom. Consuming-level cards have similar exterior with common SIM cards and use dedicated number segments to meet network connection requirements of devices in intelligent hardware and IoT industries. Industrial-level cards are classified into common cards and surface-mounted cards. The cards are compatible with networks of China's three major operators, provide rich traffic packages and flexible top-up modes, and support customization development by customers.



Scan to learn more

- Real SIM cards: Provide industrial-level surface-mounted cards and common cards.
- Fee packages: Cover large, medium, and small traffic volumes and support the traffic pool/single card mode.
- Individual real-name authentication: Provides complete individual real-name/identity authentication services to meet the real-name authentication requirements of MIIT.
- Management and control interfaces: Provide query, handling, and notification interface capabilities and support second development.



Application scenarios

Vehicle-mounted terminal, MiFi, POS, positioning, wearable intelligent devices, utilities, industry control, and streaming media

Number privacy protection

The number privacy protection service enables free calls to be established between two users through the service system. The call initiation mode is flexible, and service attributes are used to associated with real user numbers.

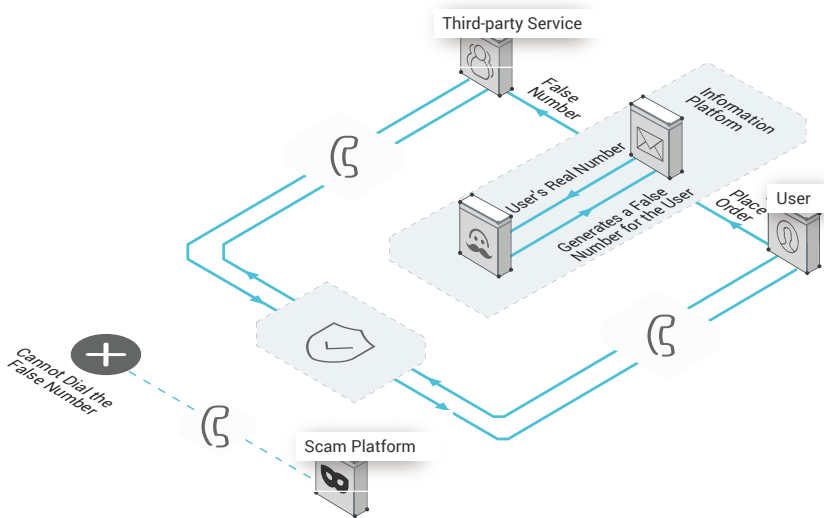
When a call is initiated, the service system queries the real user number and then calls an interface to initiate the call.

In the whole call process, users' real numbers are not disclosed.



Scan to learn more

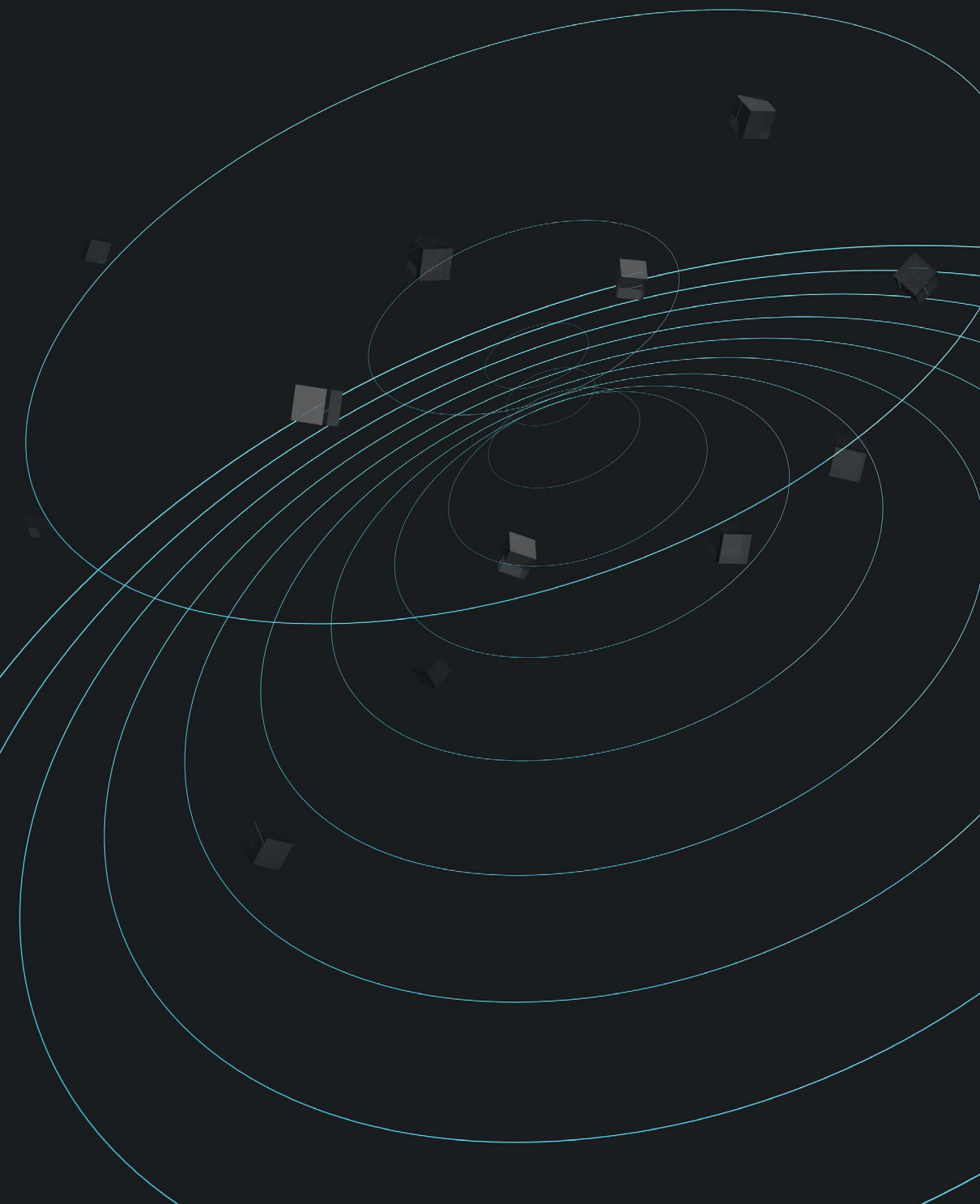
- Number privacy protection: Prevents fraud, repeated promotion, and disturbs due to user real number disclosure.
- Highly customizable: Customizes dedicated 170 numbers or 95 numbers and defines the number validity period based on the service type.
- Flexible charging: Customizes charging modes flexibly based on the number quantity, call duration, and recording type.



Application scenario

This service applies to O2O, dating, and intermediary. By using this service, real numbers of users on both sides of the platform are not disclosed.

CLOUD MARKETPLACE



Alibaba Cloud Marketplace

The Alibaba Cloud marketplace is the app store in the cloud computing field and is classified into seven large markets, including basic software, enterprise application, website construction and promotion, service & training, cloud security, data and API, and IoT. It supports multiple types of access and delivery methods, including image, container, orchestration, API, SaaS, service, and download. Users can find all kinds of on-cloud applications and services in the marketplace and implement transaction and delivery quickly. More than 1,400 well-known software providers in China and abroad and more than 5,000 types of software are hosted in the Alibaba Cloud marketplace. The Alibaba Cloud marketplace has become the on-cloud transaction and delivery platform with the largest product scale and most comprehensive delivery types in the world.



Scan to
learn more

Basic Software	Basic software, such as running environments and middleware	PHP/MySQL/MQ
Enterprise Applications	Enterprise management software	OA/CRM/ERP
Websites	Official website and e-commerce website development	Official website/e-commerce
Service	O&M, consulting, development, and training	Cloudification consulting/fault rectification
Security	Cloud-based security products	Gateway/firewall/penetration
Data and API	Source data, processing, presentation, and calling	Face identification/text messages
IoT	IoT products, services, and solutions	Appliance/household/industrial city

1. Basic software market

The basic software market provides more functions for Alibaba Cloud products, such as ECS, OSS, and ApsaraDB for RDS. All software is strictly approved by the Alibaba Cloud technical team for security, and well-known software, such as SAP, SUSE, and Gitlab are hosted.



Scan to
learn more

- Running environment, development tools, and O&M tools
- Enterprise-level database, enterprise application system, data protection & migration solution

Cloud database SAP HANA One

SAP HANA One combines transaction processing (OLTP) and data analysis (OLAP), ensuring simultaneous OLTP and OLAP operations. It adopts the data high-availability architecture, and has professional maintenance teams. Its bottom layer is constructed on Alibaba Cloud ECS. The ECS instance availability reaches 99.95%, and the data

- [SAP HANA One official image](#)
- [One-click purchase and automated deployment](#)
- [Professional database management platform](#)
- [First SAP provider in public cloud](#)

2. Enterprise application market

The enterprise application market provides products of well-known vendors, such as Yongyou, Weaver, and Grasp and office solutions in multiple fields, such as technology innovation, new retail, education, finance, game, and e-commerce, helping enterprises reduce operation costs and ensure rapid growing. In addition, it helps enterprises solve service problems, such as registration and qualification, to eliminate their concerns.

- OA, CRM, ERP, personnel management, and finance management
- Company registration, intellectual property, qualification handling, and legal affairs

Alibaba Cloud office

Alibaba Cloud office is a DingTalk-based mobile office platform for enterprise users. Enterprise users can combine multiple application components, such as Enterprise Email, OA, CRM, ERP, finance, and HR to meet personalized office requirements in different service scenarios.



Scan to
learn more

- DingTalk-based
- Multi-device synchronization
- All-in-one enterprise application suite

3. Website construction market

The website construction market provides various website building services and related services. It serves personal websites, enterprise official websites, PC-based websites or mobile app websites, marketing websites, and e-commerce websites and ensures delivery with high quality and efficiency.

- Website construction system, official website customization, website template, e-commerce system, and mobile website & application
- Website promotion, marketing tool, and material design

Cloud enterprise official website 5.0

CloudDream provides custom website construction solutions for enterprises based on Alibaba Cloud computing. It solves problems, such as long website construction period, poor service experience, and communication and trust problems during the website construction process.

By using Alibaba Cloud computing, websites are secure and stable and can be accessed quickly, facilitating Internet promotion.



Scan to
learn more

- Integrated PC + mobile phone + WeChat management
- Fastest delivery in one day
- One-to-one service provided by dedicated customer manager and designer
- PTT-similar operation, ensuring easy maintenance
- Multiple core components to meet enterprise requirements
- SaaS-based products and services, scheduled updating, and free of charge

4. Service market

The service market provides full lifecycle services, training, and authentication before, during, and after cloud migration. Trusted partners, such as www.yjcom.com, Zhuyun, and TEDU are hosted in the service market. In addition, the regional service center officially recognized by Alibaba Cloud uses localization service advantages to provide localization services to users.

- Migration to the cloud, data backup & restoration, fault rectification, commissioned server maintenance, and database optimization
- Officially recognized regional service center

Cloud migration consulting/Architecture solution/Data migration/ Commissioned O&M

The professional R&D team, cloud architect team, and O&M team provide one-stop cloud market access services for users.

- Cloudification consulting
- Cloud migration architecture solution
- Migration to the cloud
- Security and optimization



Scan to
learn more

5. Security market

The security market focuses on user security protection on the cloud and solves basic security, application security, network security, and data security requirements of users with enterprises, such as SANGFOR, DBAPPSecurity, Array, and Veritas. In addition, it provides various industry solutions for basic security, large website security, and enterprise application security to protect user security in one-stop.

- Basic security, application security, network security, and data security
- Basic security, large website security, and enterprise application security solutions

DBAPPSecurity cloud bastion host

The cloud bastion host is a tool used to manage and audit O&M permissions and behavior of cloud hosts, cloud databases, and network devices. It is mainly used to solve problems, such as identical operating system accounts, data disclosure, O&M permission disordering, and not transparent of the O&M process during IT O&M on the cloud.



Scan to
learn more

- Unified entry and integrated management and control
- Command blocking and file control
- Auditing recording and easy regulation compliance
- Automatic password change and O&M

6. Data and API market

The data and API market provides comprehensive and reliable all-in-one data and API purchasing services for enterprises and individuals, breaks the data silo of enterprises, and establishes efficient data connections between enterprises, helping enterprises take the first step in API economy easily.

○ Financial service, AI, life service, transportation and geography, meteorological and hydraulic service, enterprise management, and public affairs

○ E-commerce, finance, and IoT solutions

Alibaba Cloud SMS Service

Alibaba Cloud SMS Service supports optimal functions, such as text messages and intelligent channels of China's three major operators. Open APIs and SDKs and self-help access and usage meet service requirements and ensure seamless connection between Internet and communication networks. It supported 600 million text messages to 200 million users with concurrent transmission of 80,000 text messages during the 11/11 shopping spree.

- Reachable in 3s
- 99% arrival rate
- Extreme low fees



Scan to
learn more

7. IoT market

The Internet of Things (IoT) market is based on the Alibaba Cloud IoT platform, which integrates Alibaba Cloud's robust ecosystem and outstanding third-party platforms in the industry as part of its commitment to become a leading IoT service platform and infrastructure.

- Communication modules
- Appliance, household, and industrial city solutions

Smart appliance IoT solution

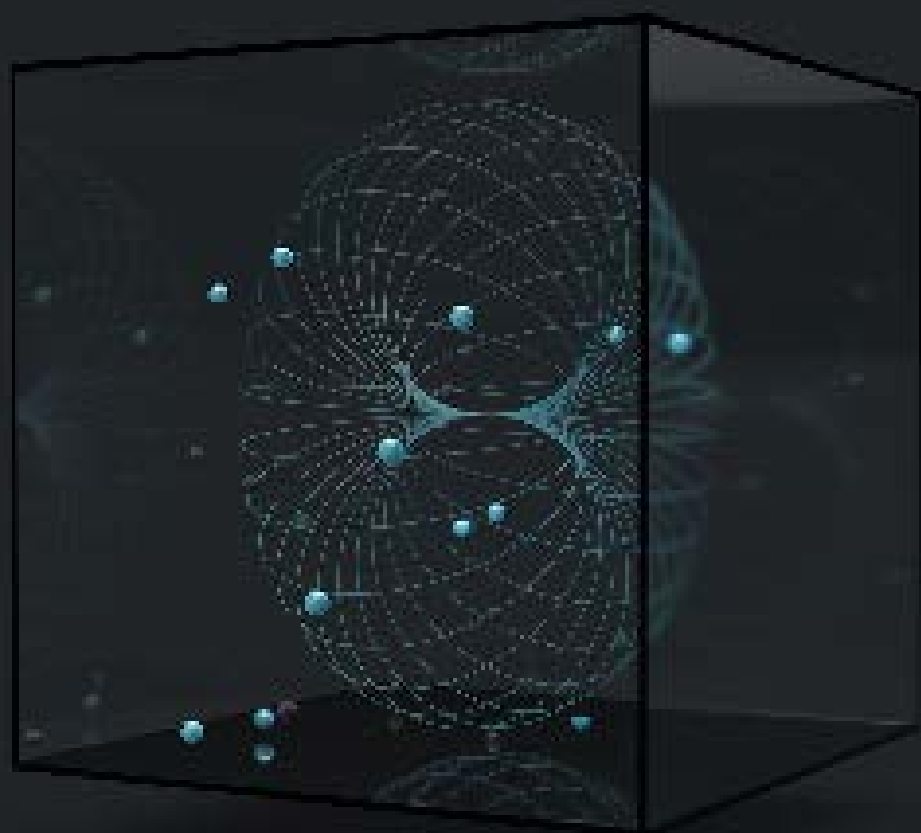
The smart appliance IoT solution, provided by Hangzhou Delan Technologies Co., Ltd., is an IoT Software-as-a-Service (SaaS) solution constructed by using Alibaba Cloud IoT SDK based on Alibaba Cloud Infrastructure-as-a-Service (IaaS).



Scan to
learn more

- Management of users, devices, relationship between users and devices, and data at the cloud side
- Distribution network development, device binding, query and control, and data interfaces at the app side
- Fast distribution network, network access, network security, transparent data transmission, and OTA at the device side

APSARA STACK ENTERPRISE



Apsara Stack

Apsara Stack is a full-stack cloud platform for medium- and large-size enterprises. Based on the distributed architecture of Alibaba Cloud Apsara, this platform builds an open, trustable and central enterprise-level cloud environment, especially for enterprise customers.



Scan to
learn more

- [Apsara Stack Enterprise](#)
- [ZStack for Alibaba Cloud](#)
- [Apsara Stack Insight](#)
- [Apsara Stack Agility](#)

Apsara Stack Enterprise

- A full-stack cloud platform based on Alibaba Cloud Apsara

Zstack for Alibaba Cloud

- A ZStack-based lightweight hybrid cloud platform

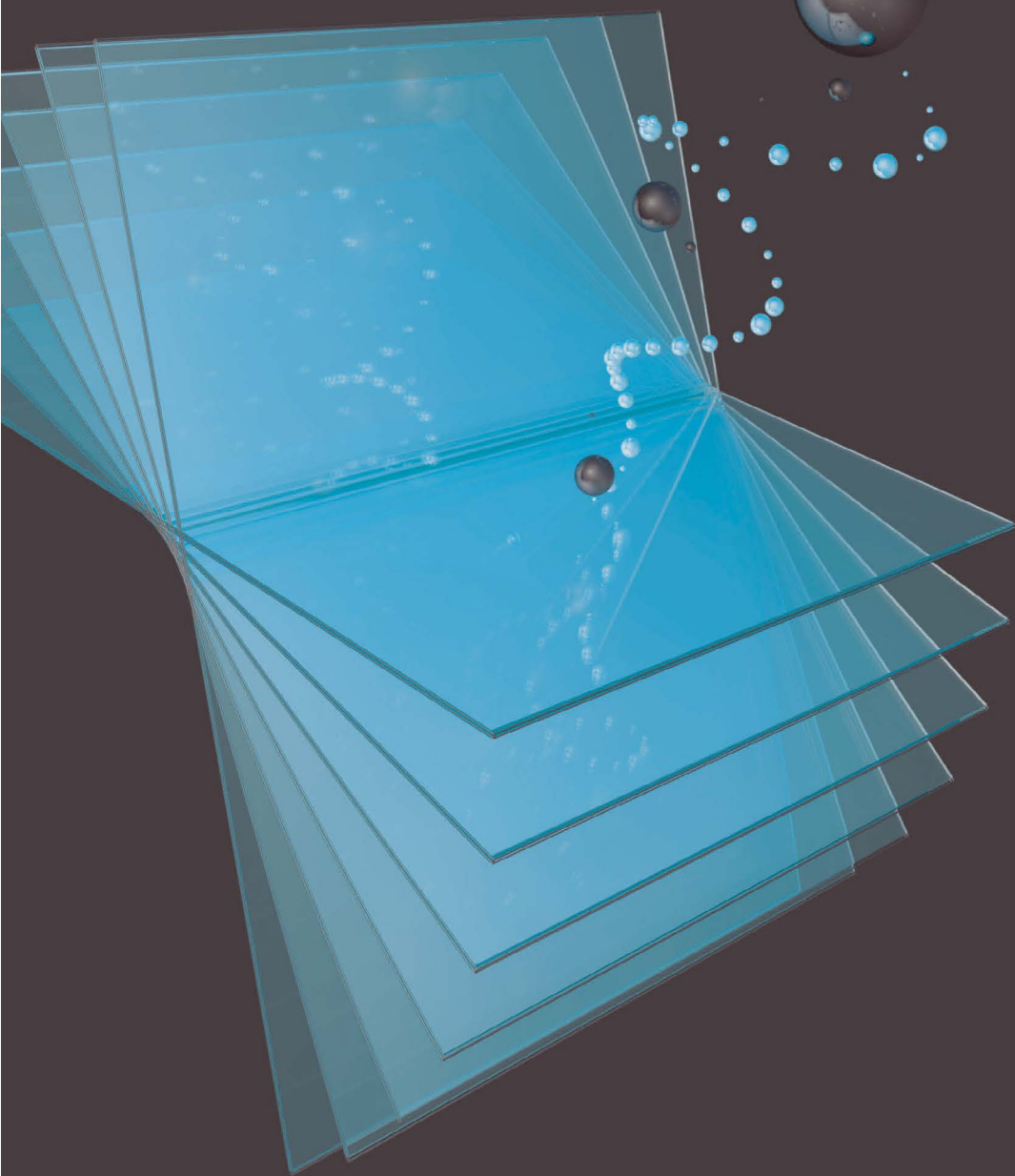
Apsara Stack Insight

- A lightweight big data platform based on Alibaba Cloud Apsara

Apsara Stack Agility

- A Docker EE-supported agile cloud app platform

SOLUTIONS



Cloud Customer Service Solution

The cloud customer service solution is oriented towards customers who own software solutions and need to rapidly deploy call centers for customer service on the cloud. Based on cost-effectiveness and fast auto scaling Light assets and low costs



Light assets and low costs
Fast deployment and convenient O&M



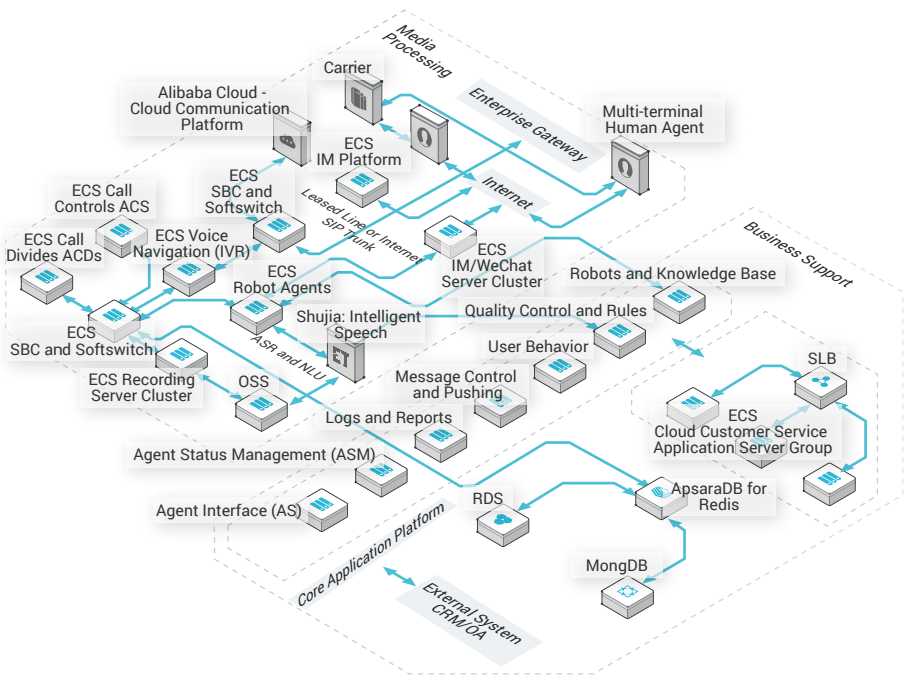
Intelligent interest tags abstraction



Large-scale system deployment and support capabilities



Intelligent and big data-based operation



Cloud Telephone

The cloud telephone conference solution provides efficient, reliable, and convenient business collaboration cloud services. Users can access the office conference system using mobile phones, telephones, or software clients at anytime and anywhere. This solution is oriented towards customers who own software solutions and require fast deployment. Based on elastic computing infrastructure of Alibaba Cloud, basic resources and voice intelligent of cloud communication, and big data, this solution ensures fast service deployment and industry innovation.



Light assets and low costs
Fast deployment and convenient O&M



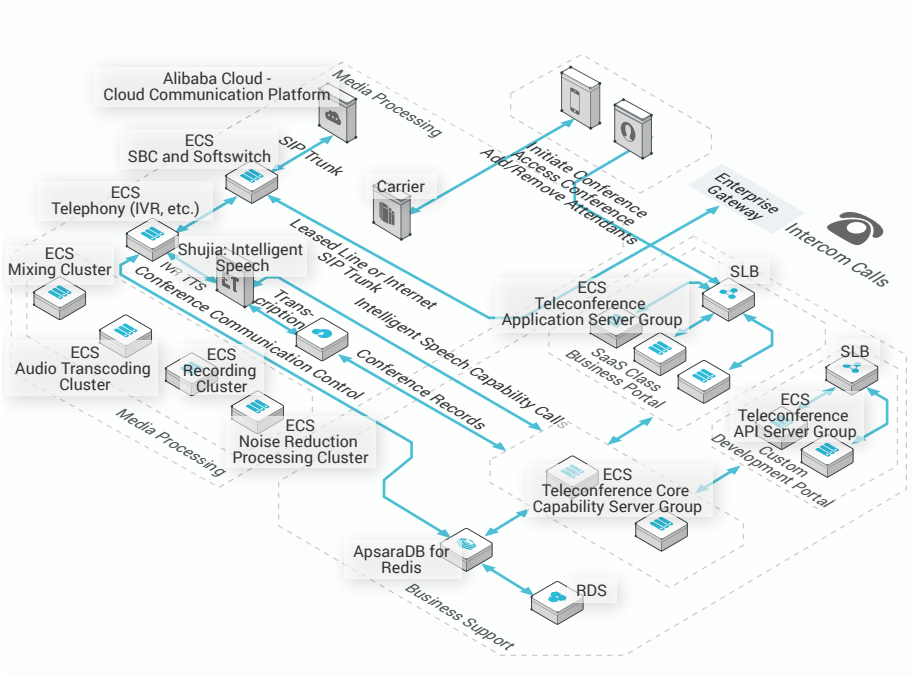
Intelligent interest tags abstraction



Large-scale system deployment and support capabilities





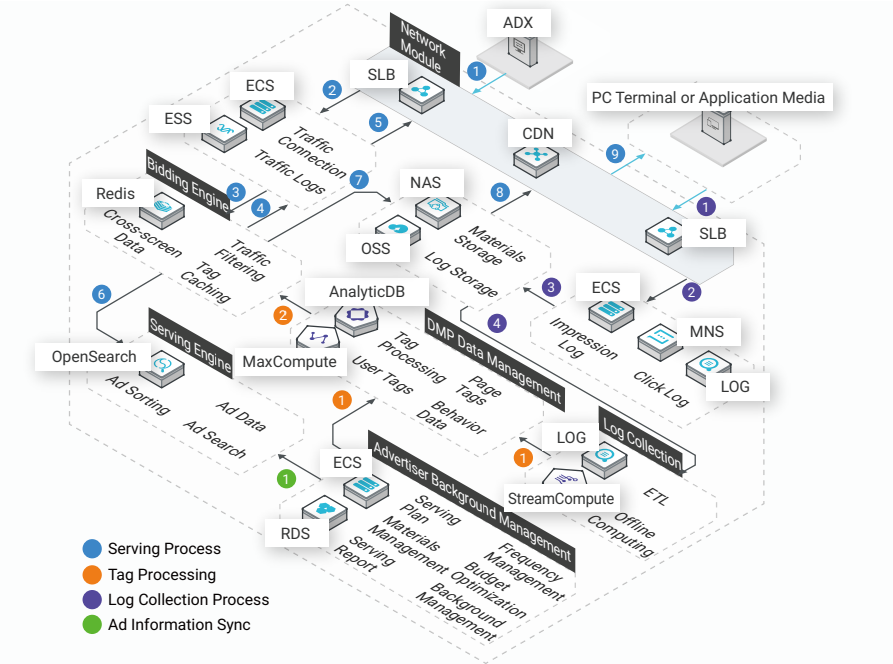
Intelligent and big data-based operation



DSP Solution

Based on massive network traffic, high-performance computing, and big data accurate and real-time positioning of the DSP system, the DSP solution provides reliable, auto scaling, and massive data processing, helping marketing companies perform marketing promotion with low costs.

-  BGP and static bandwidth intranet interworking
-  Alibaba media ecosystem
-  Data and algorithm capability endowment
-  Focusing on cloud products in the marketing industry



Game Data Operating Solution

Big data collection/processing

Data must be extracted from many sources, available in different formats, and consolidated and processed.

Low data value utilization

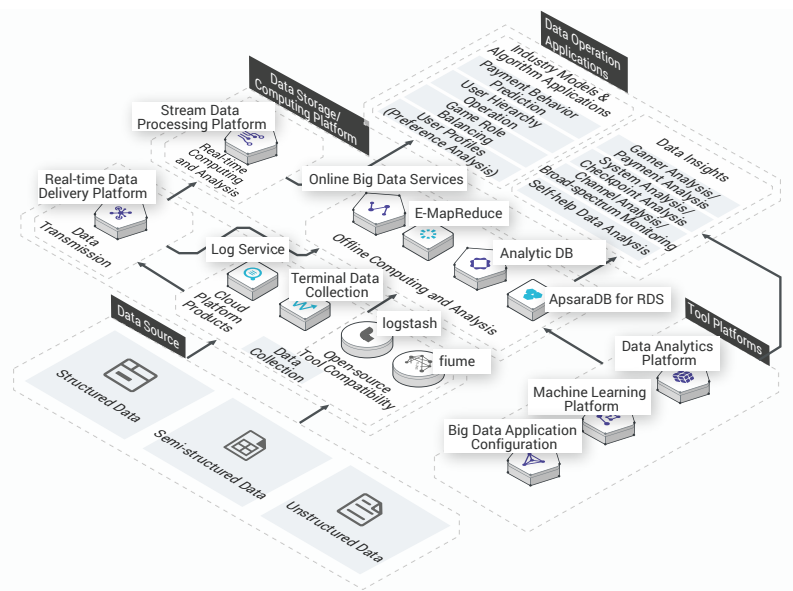
Massive external and internal game data has been generated. However, scenario modeling is not ready. As a result, business values in data cannot be fully harvested.

High costs for obtaining customers

The bonus from traffic volumes is diminishing and homogenous product competition is intensifying. Costs used to obtain a single customer increase gradually, and the operation ROI is not correctly evaluated.

Lack of support from professional teams

Scenarios such as data analysis, algorithm modeling, and deep learning require long-term, focused investments. The labor costs for developing proprietary technologies are high.



Processing of massive data

The full-stack data collection tool together with the big data capability platform collects, processes, and calculates complex data with multiple devices, sources, and styles.

Omnidirectional data exploration

All links in the game lifecycle can be monitored accurately in real time, and player, channel, payment, and system information can be explored, ensuring service increase driven by data.

Special algorithm modeling support

Based on model abstract and deep learning in the game industry, multiple algorithm application scenarios, such as layered user operation, broad-spectrum monitoring, and public opinion analysis are provided.

Strong self-help analysis

The agile BI data analysis platform enables service personnel to view data at anytime and anywhere and improves the service decision-marking efficiency by data.

Serverless Architecture for Games Solution

Resource management

How can the game server cover global players and ensure convenient resource subscription, service deployment, and O&M control?

Network delay and jitter

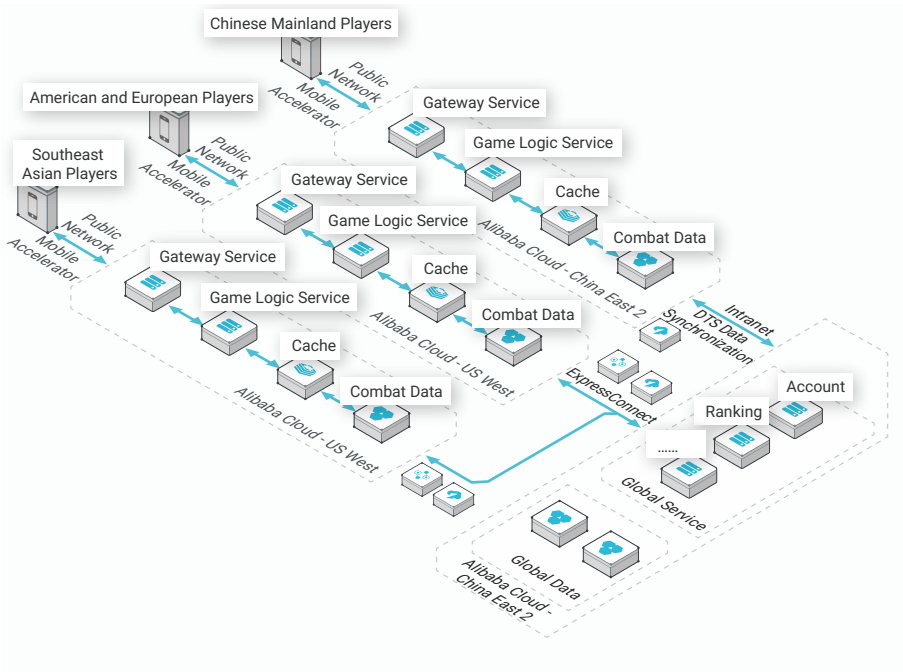
How to provide stable and fast network connections to players in different countries/regions and ensure that the network delay does not affect the game experience and fairness?

Data synchronization

How to ensure efficient data read and written to the combat data server so as to ensure data consistency on the platform or global server?

Flexible access

How to access global acceleration service rapidly based on service requirements without changing the game logic and fast adapt to various common service scenarios?



World-leading resource distribution

Alibaba Cloud data centers are distributed in the world in a large scale, and a central account is used for game resource management, O&M, and aftersales services.

Stable international network connection

High-speed channels link Alibaba Cloud data centers in the world to form one network and ensure high SLA assurance and ultra-low latency.

Comprehensive products for support

High-speed channels, data synchronization, mobile acceleration, shared bandwidth, and traffic fully support global game deployment on the same server.

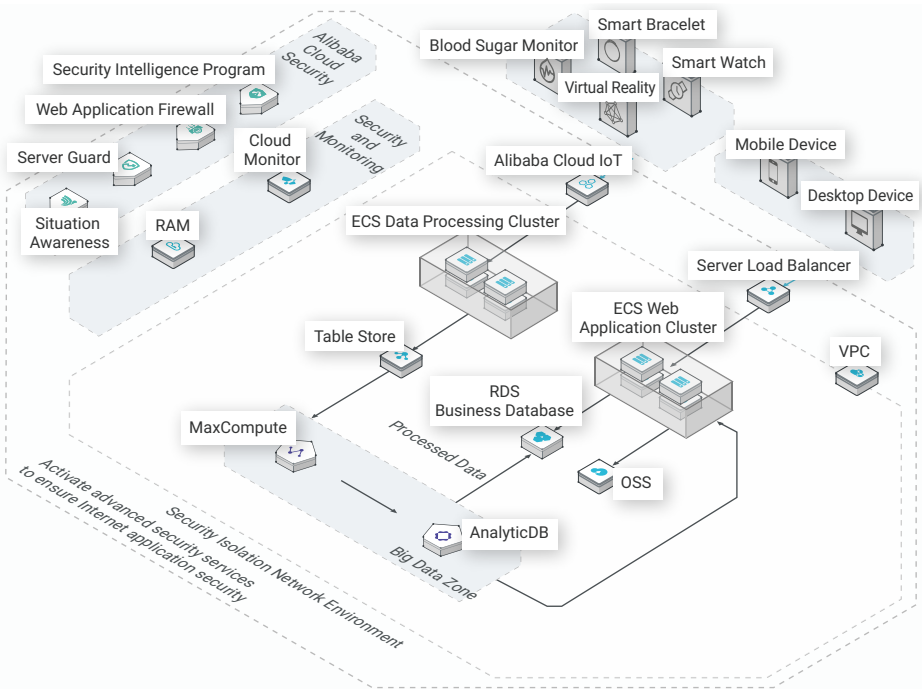
Dedicated industry solutions

In scenarios, such as app store approval, architecture of the same server in different locations, and cross-country game live broadcast services, dedicated deployment solutions are provided to ensure convenient access.

Smart Healthcare Hardware Solution

Healthcare smart hardware outbound volume increases year by year, and the market develops rapidly. Smart hardware is used to collect patients' health data for storage, analysis, and warning. In addition, it provides input for other value-added applications. Based on cloud computing, IoT, and big data of Alibaba Cloud, enterprises can construct their own healthcare smart hardware platform to access users, medical devices, and medical institutions, ensuring healthcare hardware intelligence.

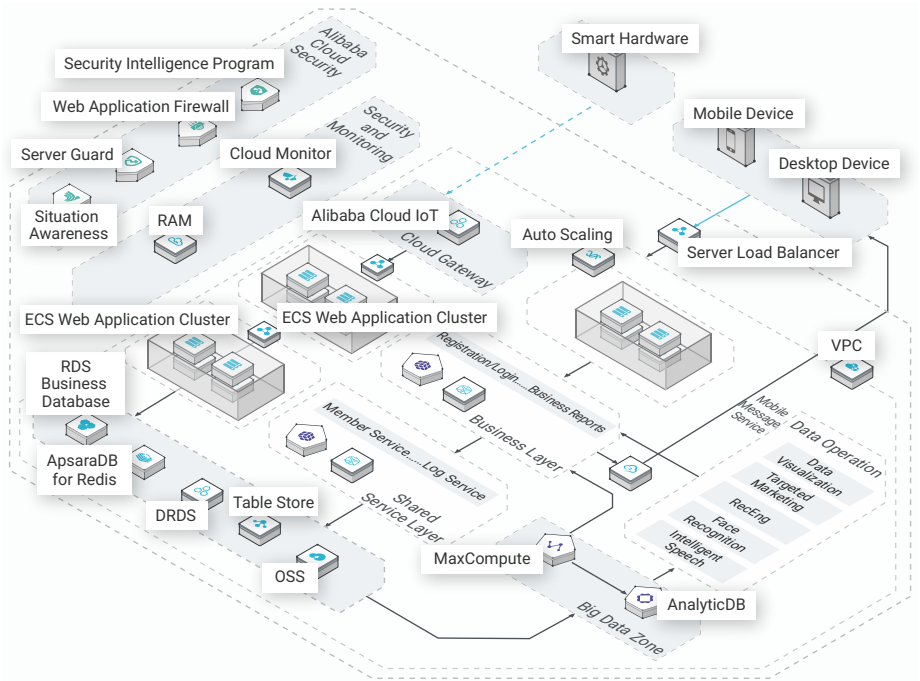
- Access of 100 millions of devices
- Secure and stable
- Massive data storage
- Data-driven



Internet Healthcare Solution

As Internet healthcare develops rapidly, enterprises require secure, stable, and elastic IT infrastructure to support their service innovation. The Internet healthcare solution helps enterprises construct their own Internet healthcare platform based on the Alibaba Cloud and big data platform, ensuring Internet+ healthcare.

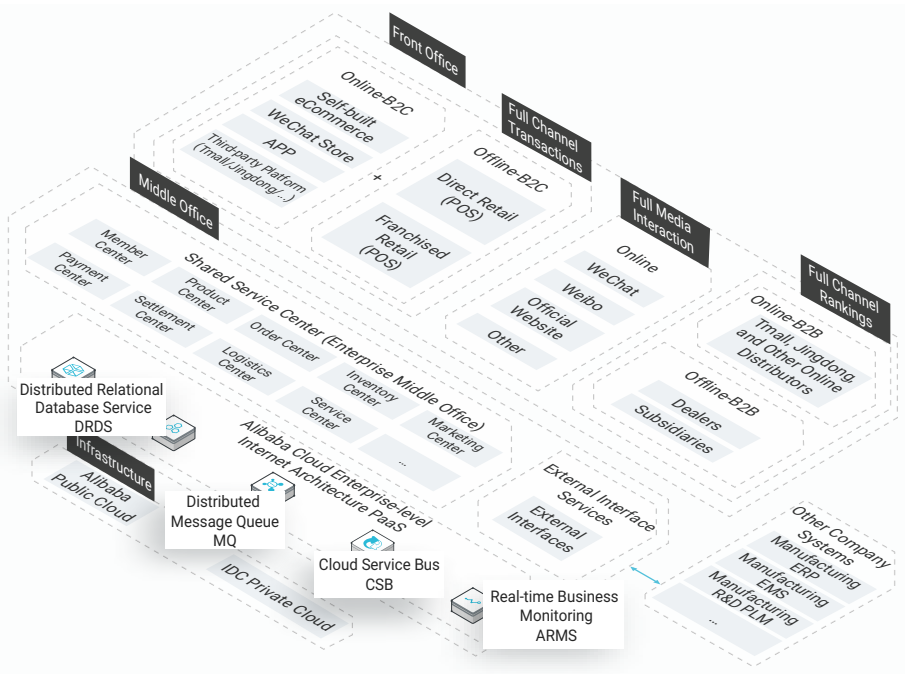
- World-level security protection
- Fast innovation
- Digitalized operation
- Rich ecosystem



Full Channel Solution

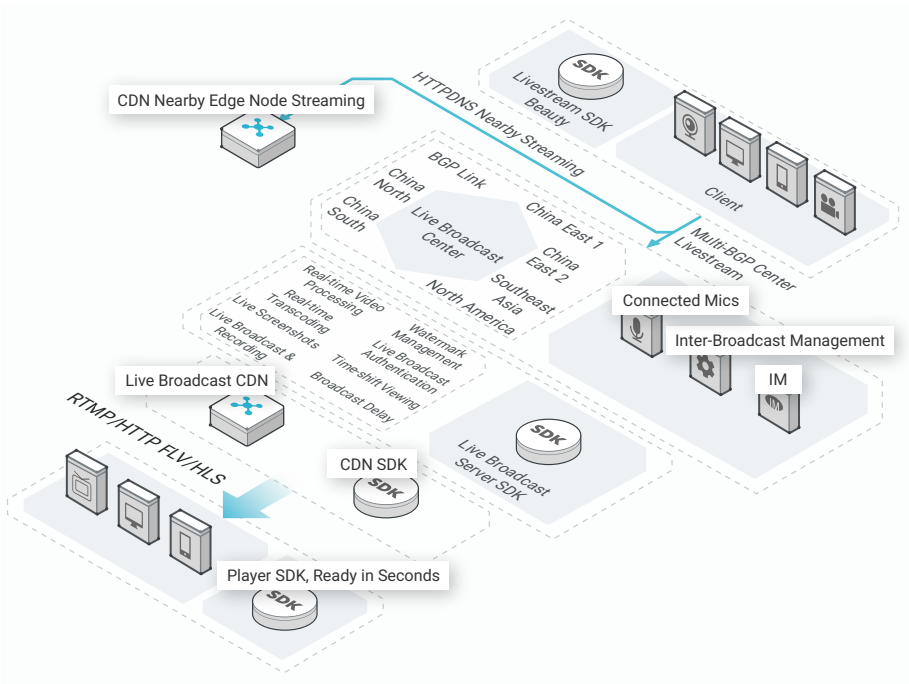
The full channel solution is a convergent solution for consumer goods and constructed based on Alibaba enterprise-level Internet middleware. Using its advanced architecture design, digitalized operation capability, and low costs, the solution helps consumer goods enterprises ensure full channel convergence.

- High performance
- Digitalized operation
- Low costs
- Fast innovation



Audio/Video Live Broadcast Solution

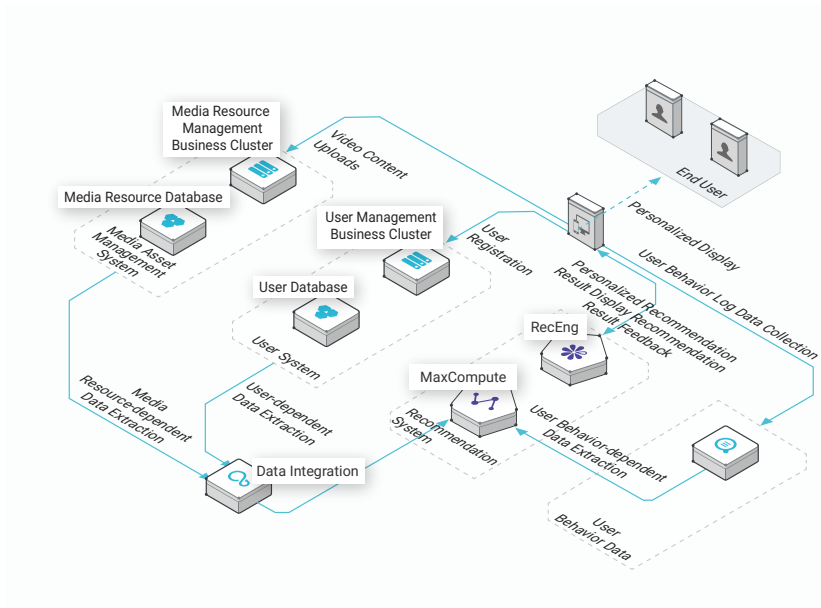
Backed up by its powerful infrastructure and strong technological support, Alibaba Cloud provides the live broadcast service suite that features low latency, high definition, and high concurrency to customers. This could help customers deal with peak traffic caused by burst services with ease.



Audio/Video Content Recommendation Solution

The people-centered audio/video content recommendation solution analyzes preferences of audio/video users, pushes suitable audio/video content to users, and improves content exposure, helping customers:

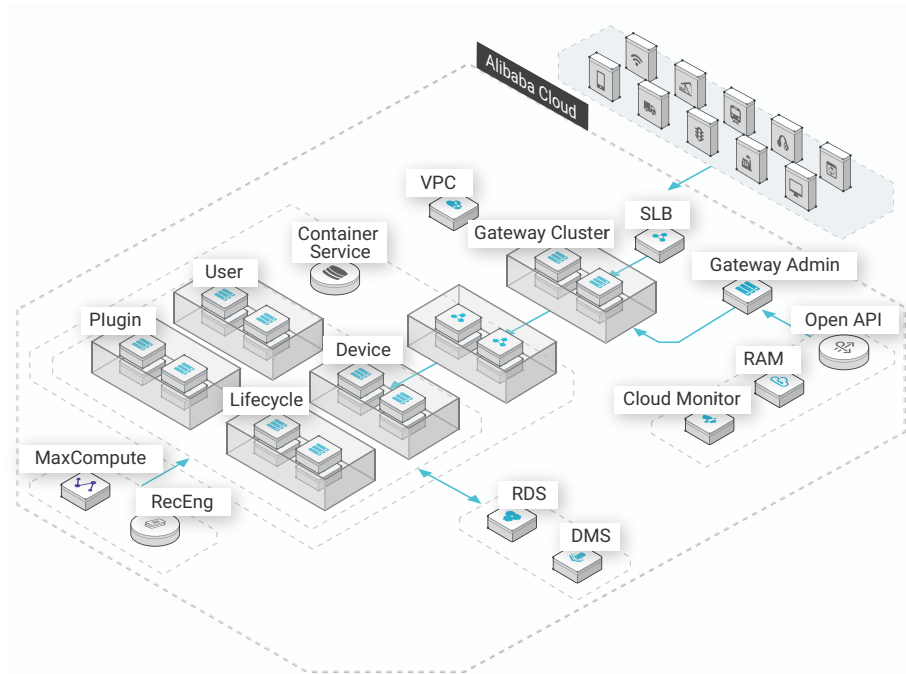
- Analyze user profiles, complete user static information, and collect user behavior by monitoring points.
- Leverage AI technology to automatically tag and categorize the video content.
- Recommend personalized audio/video content, vitalize content, improve user experience, and enhance user loyalty.
- Ensure automatic operation of audio/video content, deliver advertisements accurately, and realize content.



Smart Device Interconnection Solution

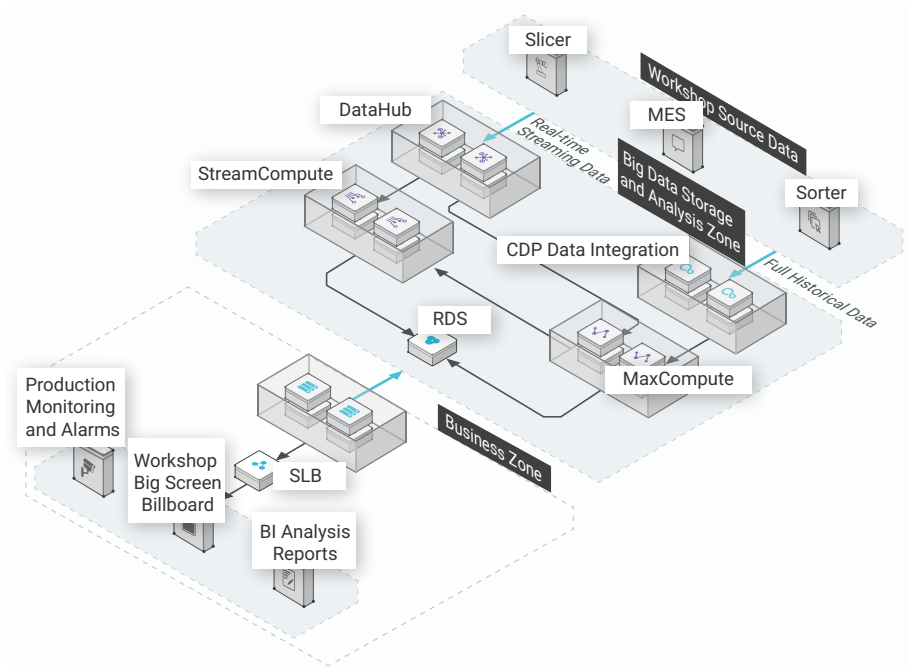
The intelligent device interconnection solution helps industrial and manufacturing customers solve protocol resolution and communication problems among multiple M2M devices and provides enterprises with capabilities to manage multiple industrial network protocols and ensure fast interconnection among massive intelligent devices.

- Massive device access
- Full protocol support
- Processing of massive data
- Secure and reliable



Based on the Alibaba Cloud's big data platform and historical and production data, the PV module slicing smart factory solution provides transparent production, digitalized management, defect-free rate improvement for customers in the PV industry chain.

- Multi-dimensional data
- Professional algorithm
- One-stop big data
- Data-driven



E-government Cloud Solution

The Alibaba government cloud solution is a security compliance cloud resource service platform dedicated for government affairs. It provides dedicated physical clusters with high specifications that are totally isolated from the public cloud and high-level security protection, meets enhanced security requirements stipulated in GB/T 31168-2014 Information security technology – Security capability requirements of cloud computing services, and can bear non-confidential sensitive information and important government services. Government departments of different levels and institutions can purchase as needed and Pay-As-You-Go, which meets national intensive construction requirements for government affair informatization, ensuring government affair big data handling and online, intelligent, and intensive public services.

Meeting service requirements agilely and rapidly

Based on the mature platform provided by China government cloud, the e-government system oriented to Internet users can be constructed and deployed rapidly and agilely.

Regulatory compliance

The Alibaba government cloud solution is involved in the first batch that passes enhanced cloud platform authentication of the Cyberspace Administration of China (CAC) and meets regulatory requirements of regulatory agencies.

Strong big data and middleware

Accelerates Internet+ transformation of government departments.

Ready-to-use technical platform

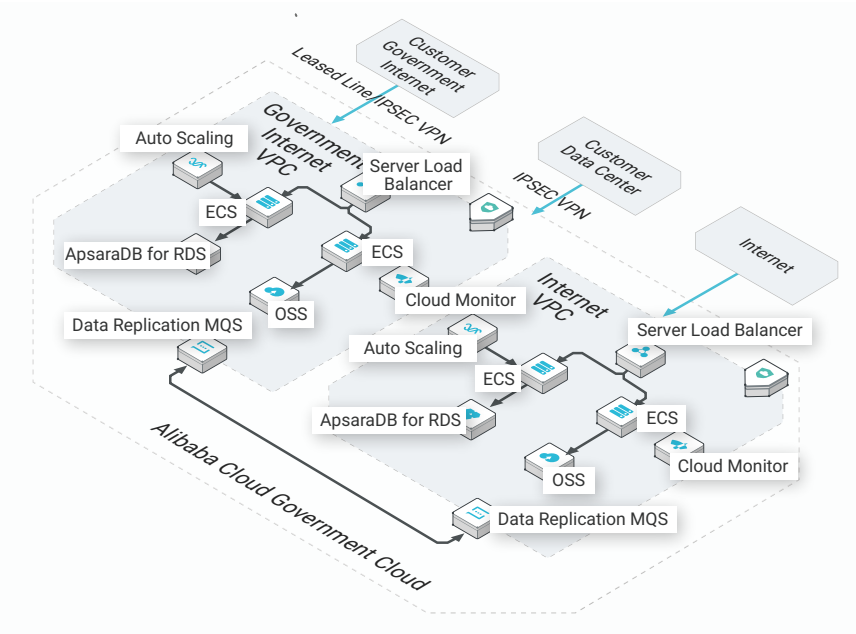
Large-capacity storage, text messages, emails, and encrypted devices are ready to use on the cloud.

Comprehensive security protection

The security protection system is designed to protect the privacy and security of data and files from the Internet.

Low costs and reliable

Ultra-high storage capacity of low costs meets long-term storage requirements of massive e-government data and provides 99.99999999% reliability.



SERVICE



Alibaba Cloud Services

Alibaba Cloud provides 24/7 technical support for customers located in more than 200 countries and regions in different modes: self-service, smart service, aftersales engineers, and ecosystem partners. Alibaba Cloud services ensure your systems on the cloud operating securely and stably and impress your users with good experience. Enterprise customers who have complex systems can select suitable service support solutions to obtain dedicated services from the IM (DingTalk group), technical account managers (TAMs), and service managers. In addition, full service solutions, such as cloudification consulting, migration implementation, and cloud system guarantee and optimization provide expert services required by customers. The Alibaba Cloud service team opens the listener platform and MVP plan to establish deep connections with customers and invite customers to participate in construction of Alibaba Cloud products and services.

Basic Services

○ In addition to product introduction documents, videos, and implementation guides, Alibaba Cloud provides users with 24/7 ticket support and hotline services. Technical support engineers ensure prompt solutions to users' problems. The English service serves customers in more than 200 countries and regions.

Smart Services

○ Based on big data and long-term accumulated professional knowledge, Cloud Doctor brings customers multi-device smart service experience that responds within seconds. Meanwhile, another smart service, Intelligent Conversion Analysis, can analyze the communications and texts to discover risks, in a bid to assure service quality and user interests to the greatest extent possible.

Enterprise Services

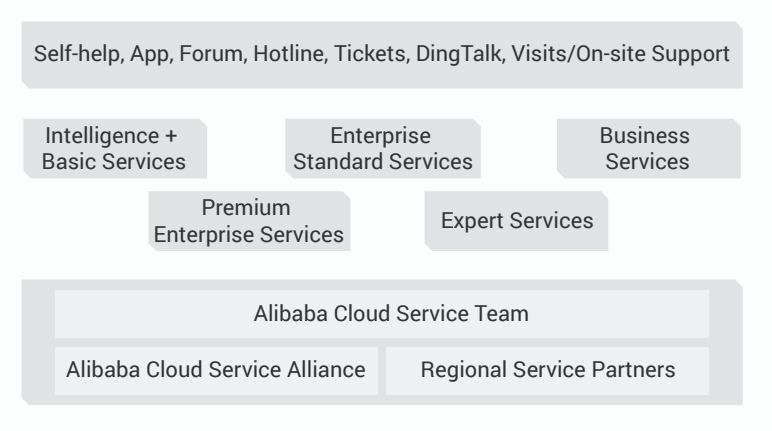
○ The Alibaba Cloud provides dedicated hotlines, 24/7 DingTalk group service, and dedicated technical service managers (TAMs) for large enterprise customers. The TAMs need to understand and promote implementation of customer requirements, coordinate resources to solve customer problems, and ensure user experience on the cloud.

Expert Services

○ The Alibaba Cloud expert team provides expert services, such as application consulting, migration to the cloud, remote or onsite technical support, and technology management, helping enterprise users to guarantee service stability and continuous optimization on the cloud.

Regional Service

○ Regional service partners recognized by Alibaba Cloud use their localization service advantages to provide services to users before, during, and after cloudification. Currently, partners from the globe provide localization services for customers in more than 10 regions.



Smart services

○ Cloud Doctor allows users to access the smart Q&A service using computers, apps, DingTalk groups, and other means. Intelligent Conversation Analysis provides full quality control in real time to guarantee the service quality. The English service serves customers in more than 200 countries and regions.

Help and documentation

○ Users can search the documentation and FAQs for all Alibaba Cloud products, so they can use Alibaba Cloud products and services more productively.

Ticket support

○ Alibaba Cloud aftersales support allocates experienced technical experts to provide users with 24/7 ticket support services and ensures prompt solutions to users' problems.

Listener

○ This platform allows customers to supervise and drive Alibaba Cloud's continuous improvement. Here, users can submit suggestions and follow every step of the suggestion handling process, from professional review, follow-up, and implementation to product optimization.

Community Q&A

○ This is an open technical Q&A platform designed for developers. The resources from Alibaba Cloud serve the whole cloud computing technology ecosystem and help technologists grow and develop at a fast pace.

Cloud sharing

○ This is a cloud service technology sharing platform Alibaba Cloud built upon its many years of service experience along with the knowledge of partners and industry experts.

Hotline support

○ Whether day or night, Alibaba Cloud Customer Service Center is always ready to provide friendly and professional services to you at 95187 hotline.

Alibaba Cloud Support



Alibaba Cloud Customer Service



Coding Life at Yunqi Community

Yunqi Community is an open community for developers, delivering premium-quality content to the technology ecosystem. We have already constructed a system of high-quality, rich, and precise content, including blogs, live broadcasts, Q&As, classrooms, forums, activities, circles, and other products. We are actively encouraging our cloud computing, big data, AI, IoT, and other ecosystem partners, along with many developers to share their technical knowledge on this platform.

Since its launch in December 2015, Yunqi Community has benefited millions of users with over 100,000 posts, more than 100 live broadcasts about technologies, and over 300 training courses.

Yunqi Community is helping more traditional industries, SMEs, and developers study and use the latest technologies, pushing the technology ecosystem to develop along a healthy way.



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Weibo: @ 阿里云云栖社区

Email: yqeditor@list.alibaba-inc.com

Alibaba Cloud pre-sales hotline: 95187, ext. 1

Alibaba Cloud ecosystem partners program

We are endeavoring to help our partners build Alibaba Cloud-based business and solutions.

If you intend to become our partner, please scan the QR code to the left or send us an email at channel@list.alibaba-inc.com. We look forward to working with you to build an ecosystem.



Alibaba Cloud app

The Alibaba Cloud app lets you reach Alibaba Cloud anytime, anywhere. Managing your cloud resources, promptly responding to emergencies, and updating yourself with the latest news from the cloud can all be done easily through the cloud in your hand.

