

Alibaba Cloud Mobile Suite

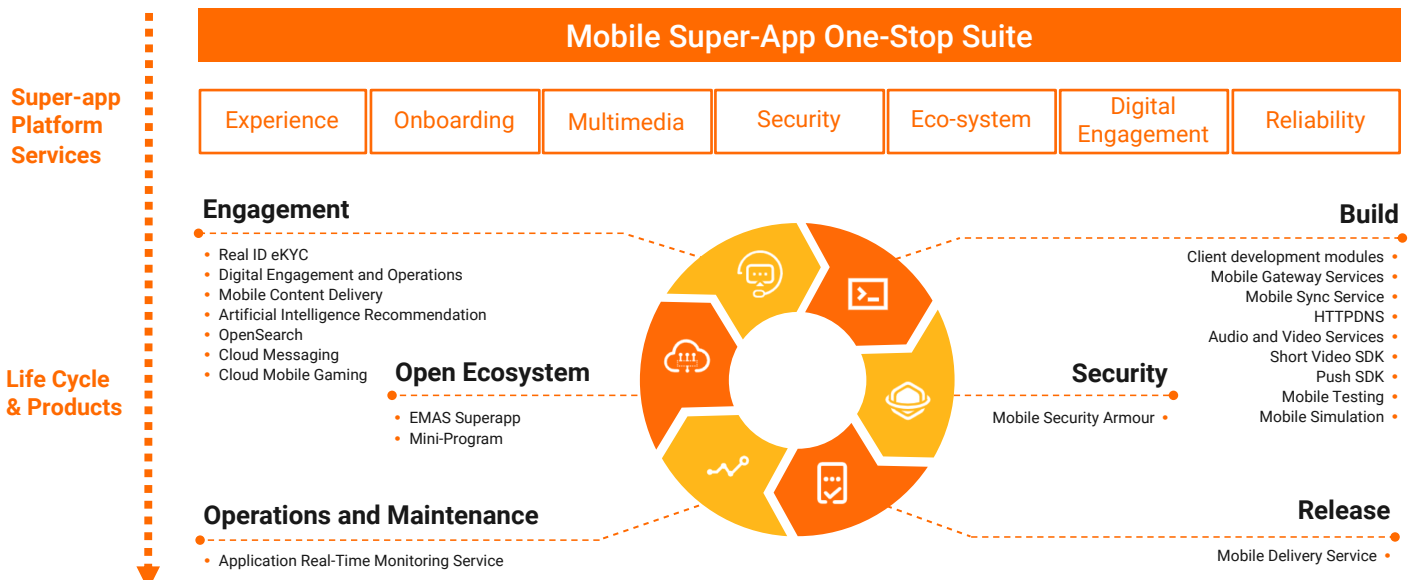
Derived from the Best Practices for App Development and Operations & Maintenance Based on Apps Serving Over 1 Billion Users



FULL LIFECYCLE TOOLS AND SERVICES

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

Accelerate Your Journey Towards Super-App



BUILD WITH TESTED MOBILE FRAMEWORK AND CONNECTION

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



Development Framework

Strong development framework improves stability and R&D efficiency.



Unified UI Library

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



Mobile Gateway

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

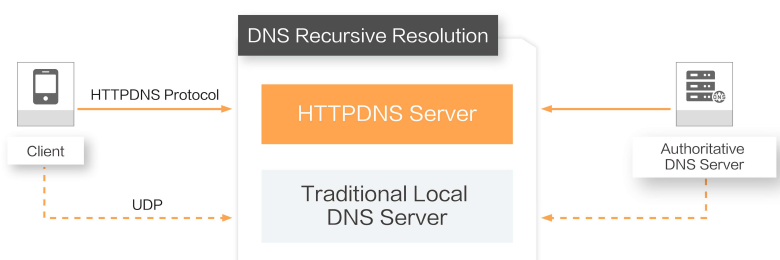


Mobile Sync Service

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

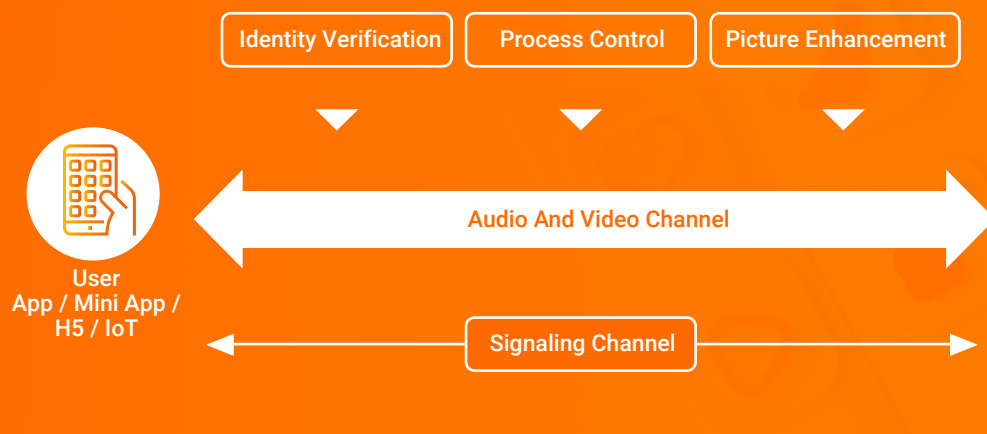
MOBILE APPLICATION DOMAIN ANTI-HIJACKING WITH HTTPDNS

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



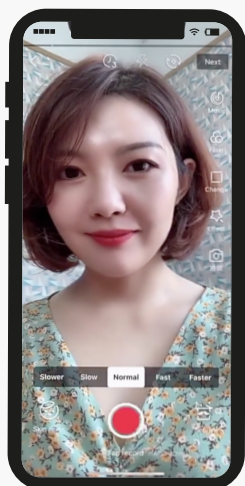
ENRICH MOBILE APP USER EXPERIENCE WITH AUDIO AND VIDEO SERVICE

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



• Build a Short Video Service within Just 2 hour

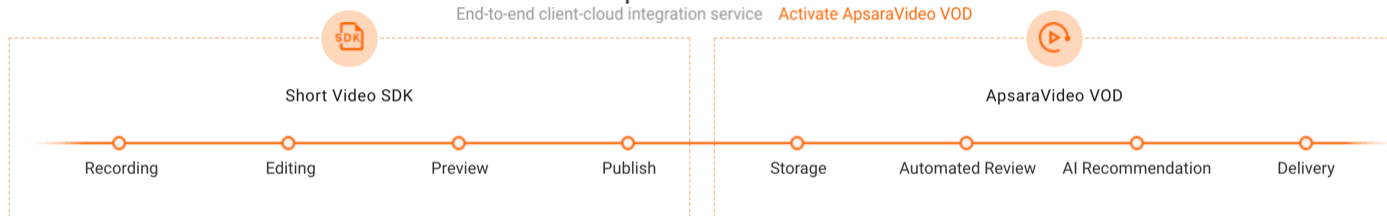
The short video SDK is designed for recording and producing short videos, and various interactive scenarios.



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

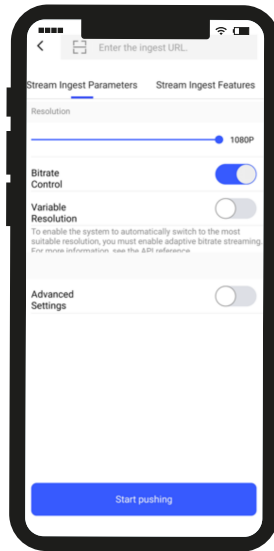
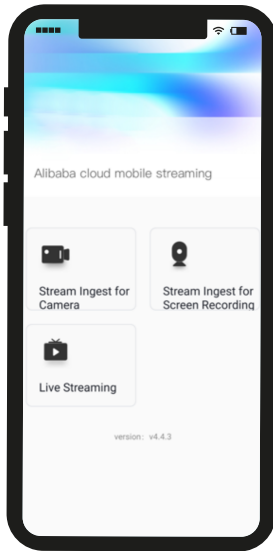
One-Stop Short Video Solution

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



• Upload and Distribute Live Streams with Ease

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



Scan the QR Code to
Download the Demo

ENSURE APP QUALITY BY TESTING SERVICES

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

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

Featured Testing Models



Remote Device Testing Service

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



Mobile Simulation Testing

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









Expert Testing Service

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

SECURE YOUR APP CLIENT WITH MOBILE SECURITY ARMOR

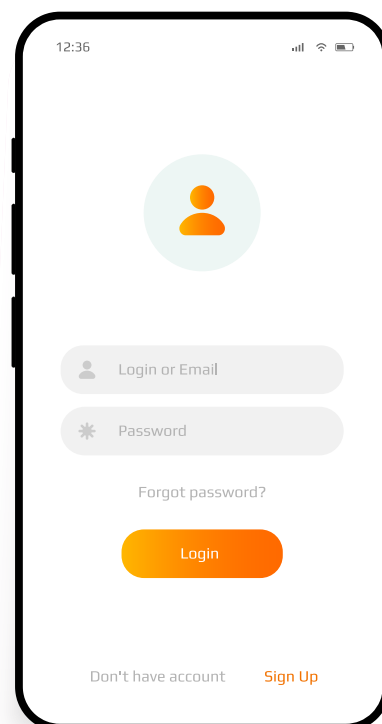
Stable, simple and effective security protection for Android mobile apps, improves the overall security level of applications, and protects applications from being cracked and attacked.

Common Attacks to Android App

-  Anti-debugging
-  Secondary Packaging
-  Memory Data Tampering
-  Dynamic Debugging
-  File Tampering
-  Memory Dump
-

Targeted Protection with MSA

- ☒ Anti-reverse Protection
- ☒ Anti-debugging Protection
- ☒ Tamper Protection
- ☒ Anti-theft Protection



REINFORCEMENT TIME

The average reinforcement time is **1 minute 15 seconds**, leading among similar products.



REINFORCED SIZE

The size of the reinforced app only increased by **0.3MB on average**, which is extremely simplified and optimized.



CPU USAGE

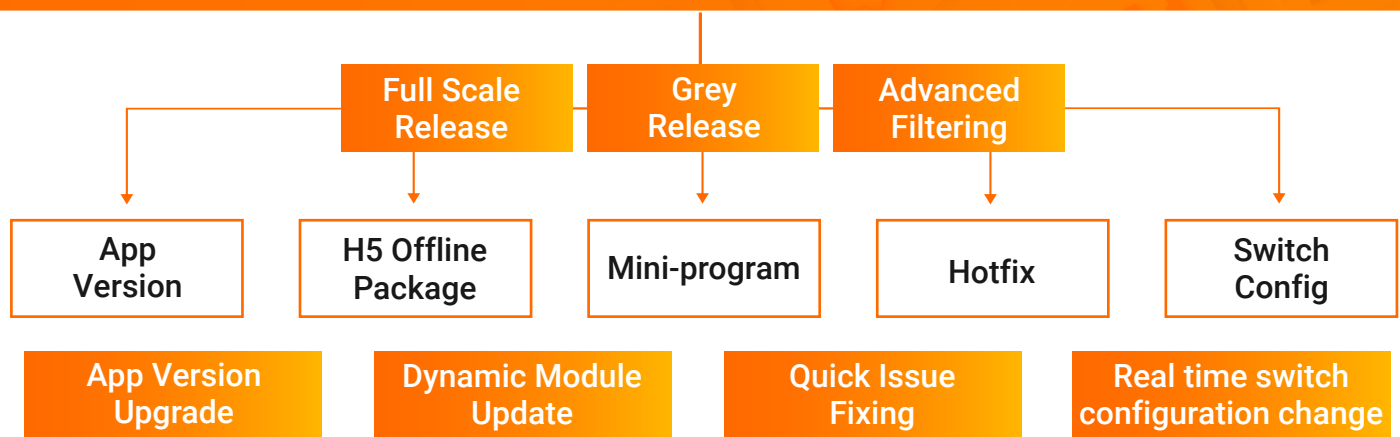
The average CPU usage of security hardening is **6.78%**, the lowest among similar products.



MEMORY USAGE

In App security hardening, the memory usage **increased by only 11%**.

RELEASE WITH MOBILE DEPLOYMENT SERVICE



Features

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

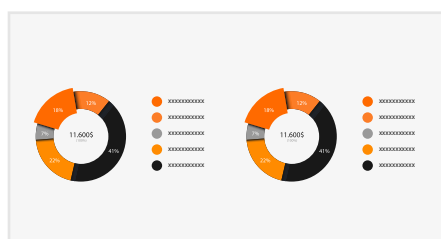
Benefits

- Deployment within Seconds
- Rollback
- Granular Grey Release

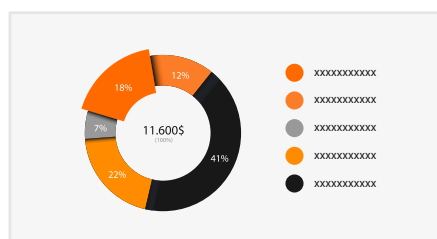
OPERATION & MAINTENANCE

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

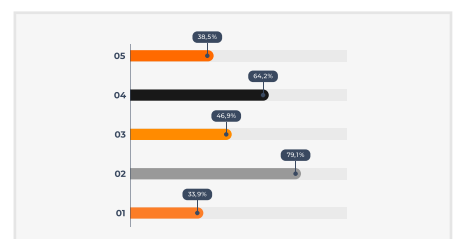
Dashboard of Apps Shows Different Angles of Analysis



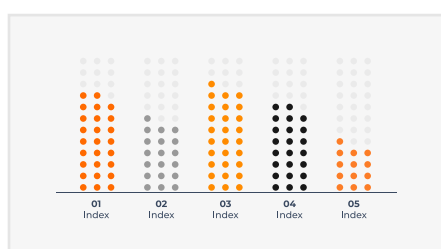
App Start Speed



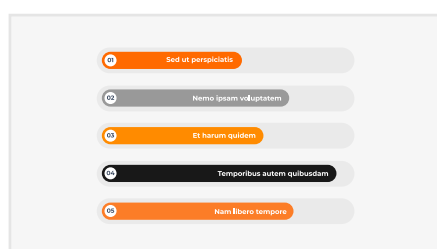
Devices Spreading



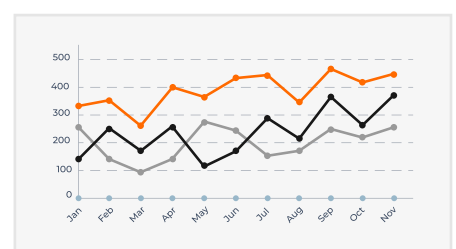
User Activity Time Spreading



Download Channels



Stability Analysis

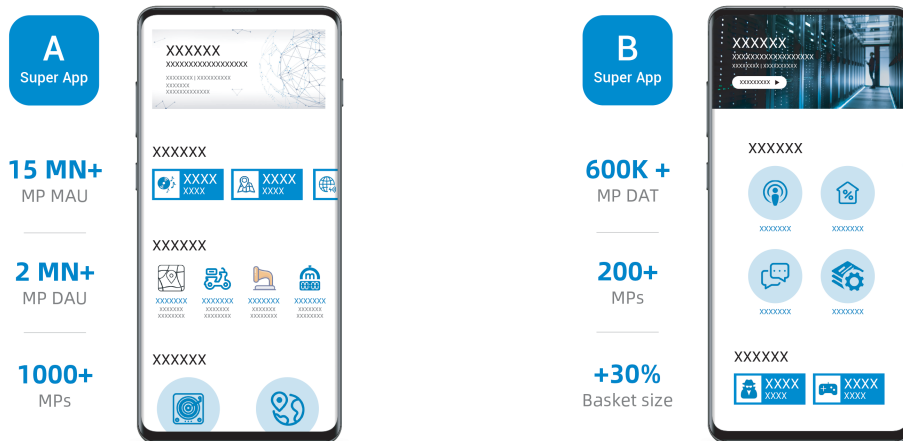


Application Problem Diagnosis

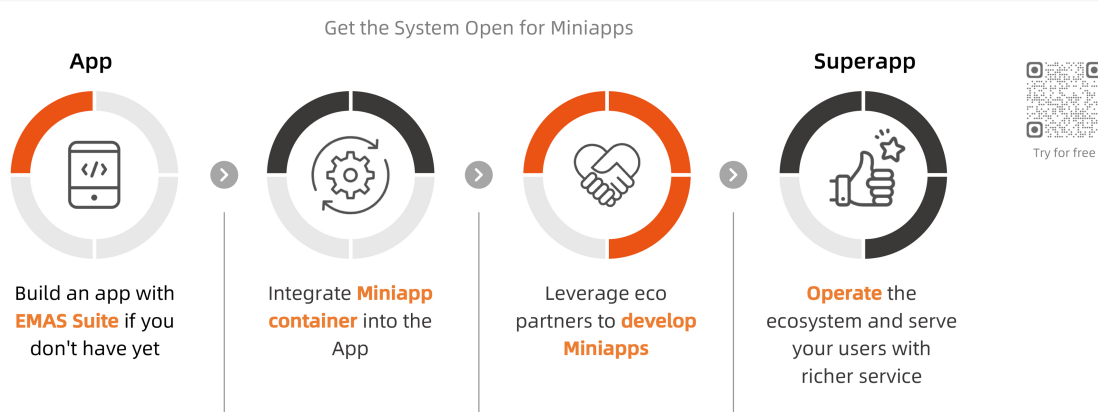
MINI-PROGRAM OPEN ECOSYSTEM, A PATH FOR SUPER APP

A superapp provides a set of fixed core features and access to a range of independently developed miniapps to cater to different customer requirements.

Alibaba Cloud helps you build your superapp with platform capabilities (and based on which) for your partners to develop miniapps for your ecosystem.



HOW CAN AN APP BECOME A SUPERAPP?



Superapp Benefits

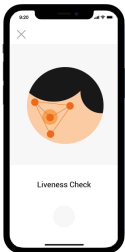
Improvement for User Growth	Mutual-Development Partnership	Unified Technical Specification	Centralized App Management
Increase user activity and improve customer loyalty for you and your partners with easy access to a comprehensive range of services on a unified platform and an engaging experience on a streamlined customer journey	Enrich the business ecosystem and scale up the user base with partners by supporting easy and low-cost miniapp development in your superapp, which enhances partner miniapps with platform capabilities and more market opportunities	Simplify and accelerate DevOps of superapps and miniapps with unified technical specifications (such as the same login process, security and privacy regulations, and quality assurance measures)	Provide enriched and consistent services to your customers with one superapp by integrating and managing your miniapps on the superapp platform at minimal costs

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

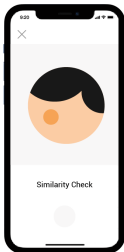
Real ID - A Digital and Remote Online Solution for eKYC
Listed as a Representative Vendor in 2022 Gartner® Market Guide for Identity Proofing and Affirmation.
The liveness technology used by Real ID meets **the ISO 30107-3 Level 2 standard**.



Verify the ID authenticity and extract the information via OCR



Use liveness detection during verification



Compare the ID photo with the submitted photo for the similarities



Provide verification results

ZOLOZ Certifications & Recognitions

ISO Information Security

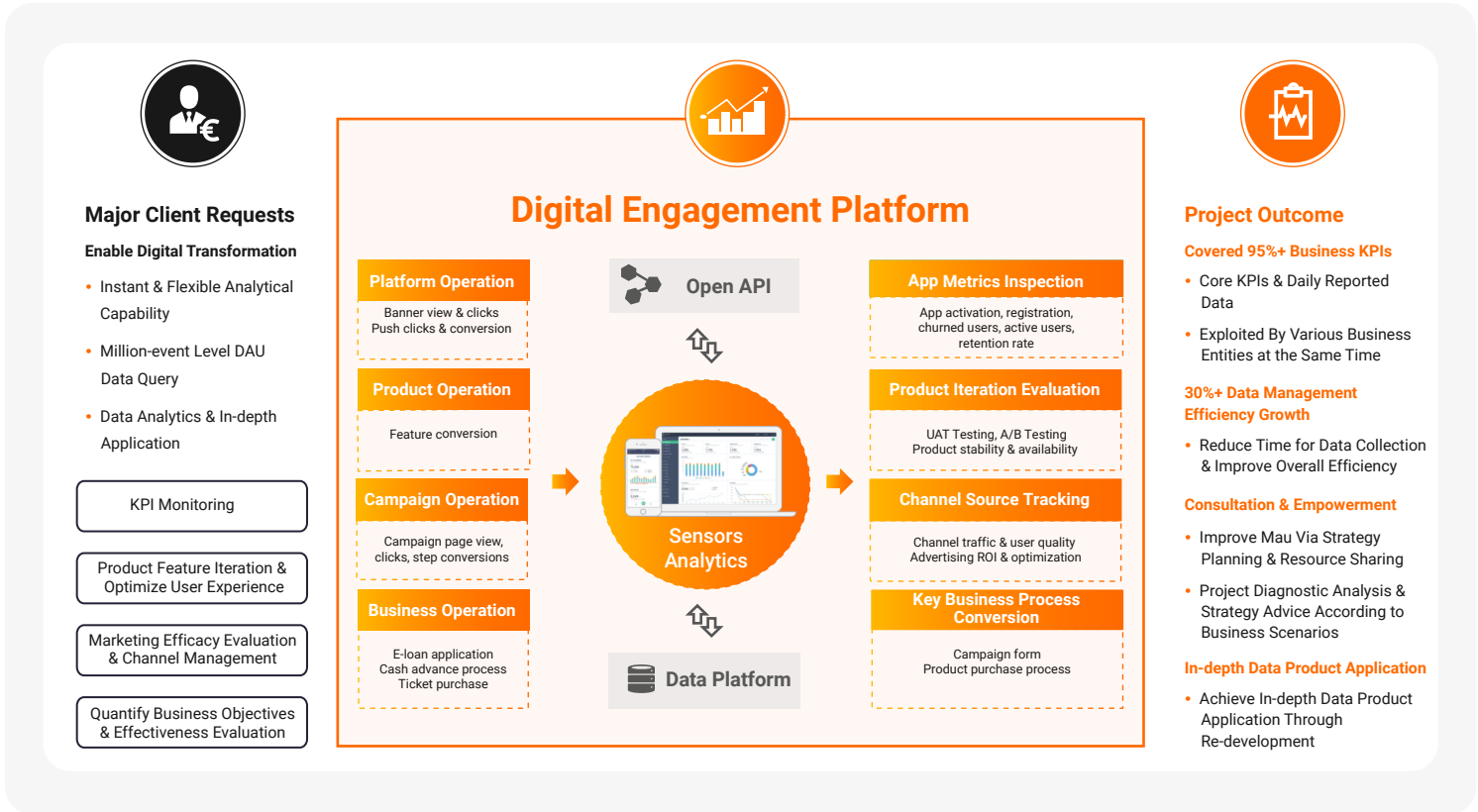
ISO Presentation Attack Detection

Payment Card Industry Information Security Certification

Standard for Mobile Identity Technology (ISO TC68)

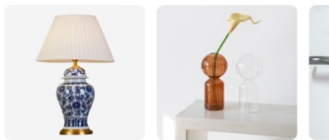
SOC 2 Type II Report (Hong Kong (China) Node)

INSIGHT DRIVEN MARKETING AUTOMATION



ALIBABA CLOUD ARTIFICIAL INTELLIGENCE RECOMMENDATION (AIRec)

A high-quality personalized recommendation service for your applications.




Just for you

Hot trends at incredible prices

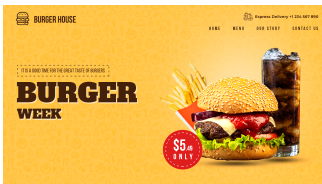
Top-ranking

Weekly deals


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



Video & Content App
Improves the distribution efficiency of recommended content based on user interests and enhances engagement.



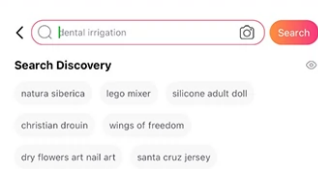
O2O App
Engaging by help users find an assortment of items they like for short and long-term interests and habits.



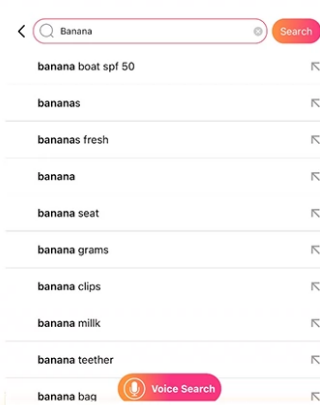
Other Industry
Provide industry-specific algorithm templates launching policies for scene recommendation.

OPENSEARCH

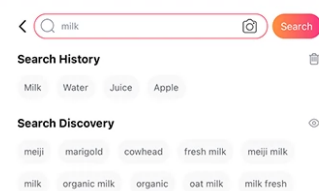
High quality, maintenance-free, and high performance intelligent search services.



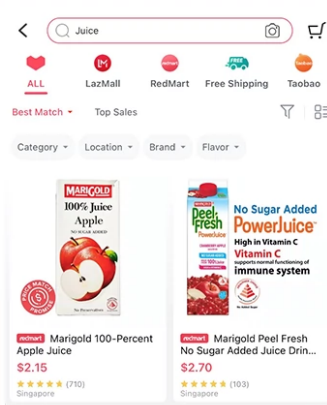
Default search suggestion
Effective to drive purchasing activities



Search Suggestions
Improve the efficiency of search behavior



Search Discovery
Further enhance search scenario conversion



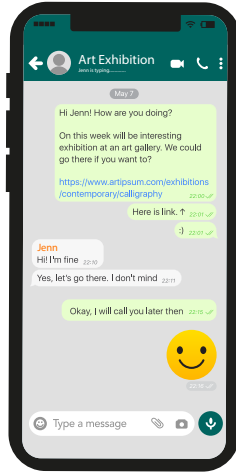
Search Ranking
Accurate ranking helps users find what they are looking for

MARKETING YOUR APPS AND ENGAGE YOUR USERS WITH VARIOUS CHANNELS

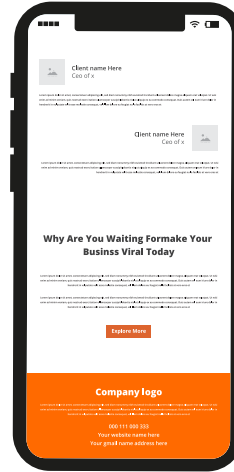
Short Message Service



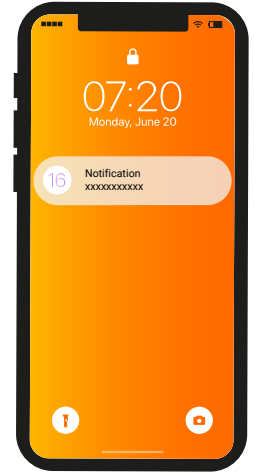
ChatAPP (WhatsApp Service)



Direct Mail Service

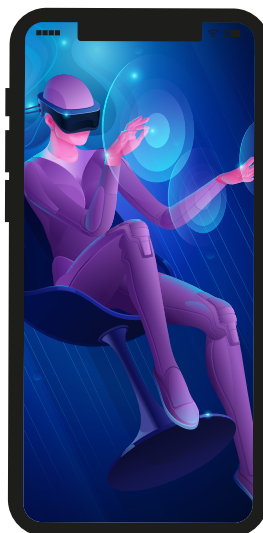
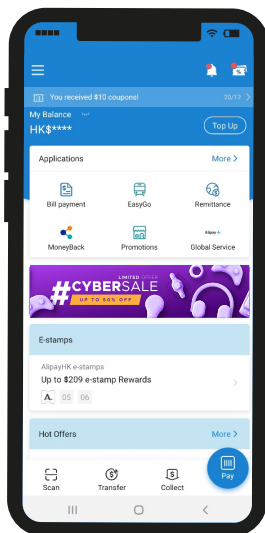


Mobile Push Service



CLOUD MOBILE GAMING

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



WHY ALIBABA CLOUD FOR YOUR MOBILE APP



App Oriented Platform

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



App Security Compliance

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



App Development Acceleration

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



App Industry Adaptation

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

MOBILE SUITE CUSTOMERS



ALIBABA CLOUD MOBILE SUITE

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

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

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

