

# PIONEERING SUCCESS

ALIBABA CLOUD CUSTOMER SUCCESS STORIES

 Alibaba Cloud  
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# Alibaba Cloud

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# FOREWORD



In today's ever-changing market landscape, cloud technology has become an essential foundation for businesses striving to achieve their digital transformation and internationalization objectives. From enabling agile application development to providing enhanced scalability and seamless cross-border connectivity, cloud vendors empower enterprises to be more resilient, flexible, and future-ready. However, finding a reliable cloud vendor is challenging for companies worldwide. To fully leverage the potential of cloud technology, businesses must partner with a reputable cloud vendor offering a robust global infrastructure and an innovative portfolio of cloud solutions.

Alibaba Cloud, being the top public service cloud provider in Asia and No. 3 in IaaS market share, is uniquely positioned to support businesses in their digital transformation and global expansion journey. Our strong regional presence with dedicated local support teams and data centers makes us the preferred partner for companies entering the APAC region. Alibaba Cloud possesses an extensive global network of data centers spanning multiple regions. These data centers serve as the core of Alibaba Cloud's global infrastructure. Through strategic placement in various locations, Alibaba Cloud endeavors to deliver high-performance and low-latency services to its worldwide customer base, facilitating efficient access to cloud resources and services. For example, Com7, a leading IT product retailer, achieved a 20% performance boost in digital marketing solutions by migrating to Alibaba Cloud's local data centers in Thailand.

We empower businesses to grow and succeed in international markets thanks to our robust global infrastructure spanning 88 availability zones and 3200+ CDN nodes across six continents. With a continuously expanding network of CDN nodes and deployment regions, we have established the first public cloud data center regions in the Middle East (Dubai) and Indonesia,

along with a series of strategically located data centers in Asia. Furthermore, our strong presence spans North America and Europe, enabling businesses to flourish and achieve success in global markets. For instance, Exness Group, one of Cyprus' leading multi-asset brokers, harnessed Alibaba Cloud's reliable global infrastructure and cross-border networking solutions to deliver low-latency trading services worldwide.

Alibaba Cloud offers an innovative portfolio of over 200 cloud products and services, empowering enterprises to enhance service availability and improve overall business efficiency. Enish Co. Ltd., a Tokyo-based game development company, improved its overall system stability and uptime by leveraging Alibaba Cloud's advanced container and database products. Our competitive pricing strategy and flexible billing models further differentiate us in the highly competitive cloud industry. For example, Garuda Indonesia, the national airline of Indonesia, utilized Alibaba Cloud's cost-effective cloud services to accelerate digital innovation.

In this e-magazine edition, we will showcase some of our prominent customers from the retail, gaming, aviation, technology, and financial services sectors. These businesses have chosen Alibaba Cloud over other cloud vendors to accelerate their digital transformation journey and attain success on a global scale. We will delve into the reasons that helped Alibaba Cloud gain the trust and win service opportunities of these clients from other cloud service providers. We hope you'll enjoy reading this e-magazine and gain valuable insights into selecting the right cloud vendor for your business.

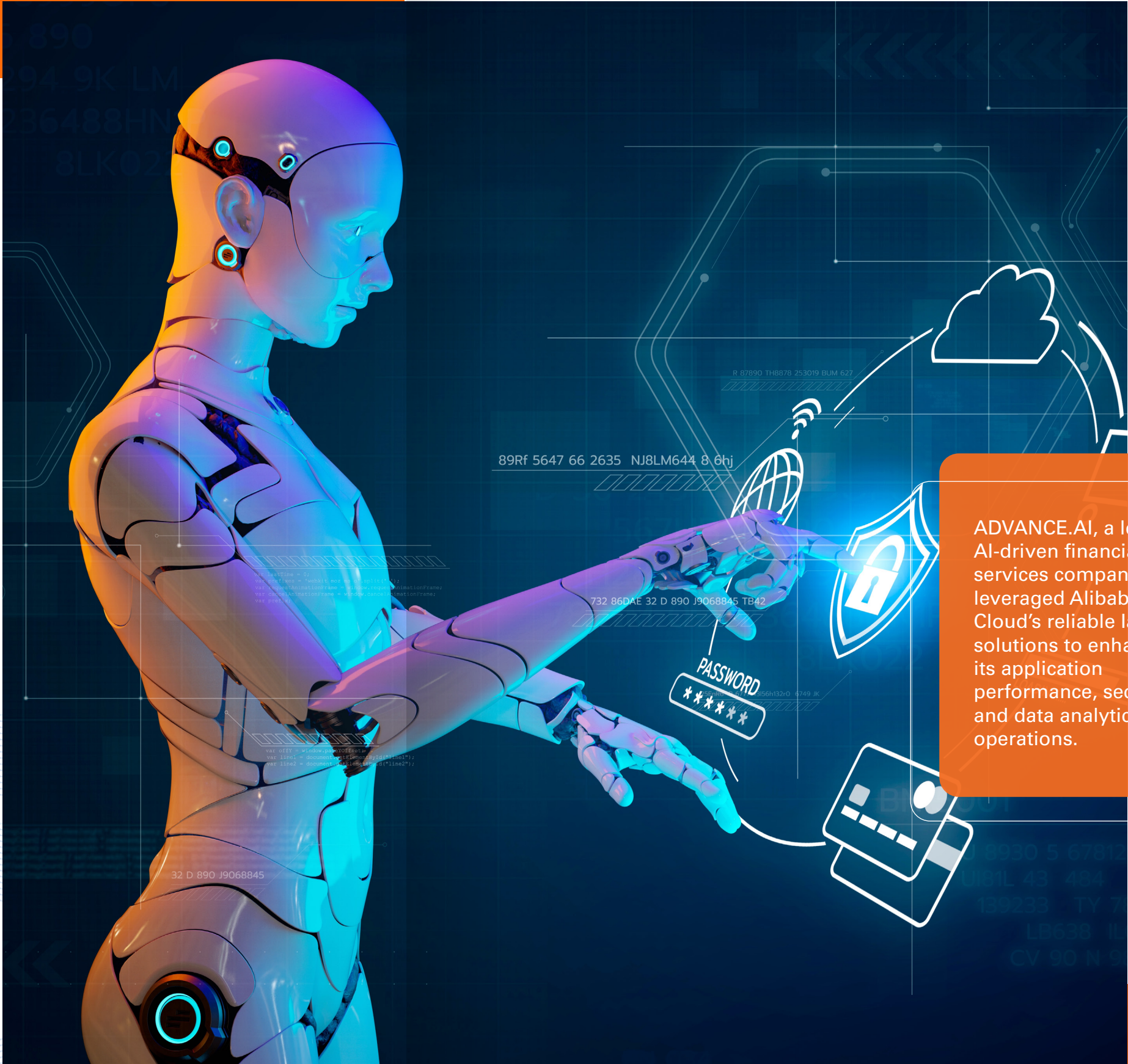
**SELINA YUAN**  
**President of International Business,**  
**Alibaba Cloud Intelligence**



02


ADVANCE.AI

Running High-performance Data Analytics and Warehousing Operations on Alibaba Cloud




ADVANCE.AI, a leading AI-driven financial services company, leveraged Alibaba Cloud's reliable IaaS solutions to enhance its application performance, security, and data analytics operations.





### CUSTOMER VALUE

- Realized 99.4% accuracy and a 70% reduction in fraudulent transactions in the eKYC solution
- Processed over 2 billion API transactions annually
- Achieved a 50% reduction in app registration time
- Realized improved application performance and faster time to market
- Simplified data analytics and warehousing operations



### ALIBABA CLOUD'S COMPETITIVE EDGE

- Reliable cloud infrastructure
- Strong expertise in data storage middleware, big data analytics, and AI
- Advanced cloud-native database solutions
- Large-scale parallel computing support



### PRODUCTS

- Elastic Compute Service (ECS)
- Elastic GPU Service
- Server Load Balancer
- Alibaba Cloud Log Service
- Object Storage Service (OSS)
- Anti-DDoS
- Web Application Firewall
- Realtime Compute for Apache Flink
- ApsaraDB for Redis

A hand holding a smartphone with a 3D bar chart and line graph overlaying the screen, symbolizing data analysis and growth.

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## ABOUT ADVANCE.AI

ADVANCE.AI, a subsidiary of the Advance Intelligence Group, is an emerging leader in artificial intelligence, eKYC, fraud management, and digital lending solutions. Since its establishment in 2016, they have been dedicated to transforming businesses through cutting-edge technologies. With over 700 enterprise clients spanning banking, financial services, retail, and e-commerce sectors, they have made a mark across 11 markets in three continents. ADVANCE.AI's SaaS big data analytics and enterprise solutions empower organizations to make informed decisions and mitigate risks. They are committed to building an inclusive digital future powered by intelligence.



## UNDERSTANDING THE BUSINESS CHALLENGES

Due to the COVID-19 pandemic, ADVANCE.AI recognized the need for digital transformation in traditional financial institutions and other industries. The company wanted to assist financial institutions in enhancing business efficiency and productivity through AI-driven digital solutions. However, given the complexity of its AI algorithms and solutions, the company needed large computing power and storage capacity for data analytics and machine learning operations. With the growing data volumes and algorithm complexity, building a reliable computing infrastructure was critical to support high throughput and storage elasticity,

The company was also looking for better cost performance, lower trial cost, and faster time to market to support more diverse business scenarios. In other words, the company sought to build a more efficient massive-scale computing cluster and data warehouse platform with high availability, scalability, and cost efficiency.

# STREAMLINING DATA MANAGEMENT OPERATIONS WITH A FUTURE-PROOF SOLUTION

## PROVEN EXPERTISE

Alibaba Cloud’s extensive portfolio of over 200 cloud products and strong capability in data storage middleware, big data processing, and AI encouraged ADVANCE.AI to engage with Alibaba Cloud.

## RELIABLE INFRASTRUCTURE

Alibaba Cloud provides a robust cloud infrastructure with high availability and a 99.95% uptime backed by industry-leading service level agreements. This was a critical requirement for ADVANCE.AI for building scalable, reliable, and cost-effective AI-driven systems.

## INNOVATIVE DATABASE SOLUTIONS

ADVANCE.AI entrusted Alibaba Cloud’s advanced data storage and management solutions to manage the data warehousing and data analytics operations for its AI/ML-driven solutions.

## PARALLEL COMPUTING SUPPORT

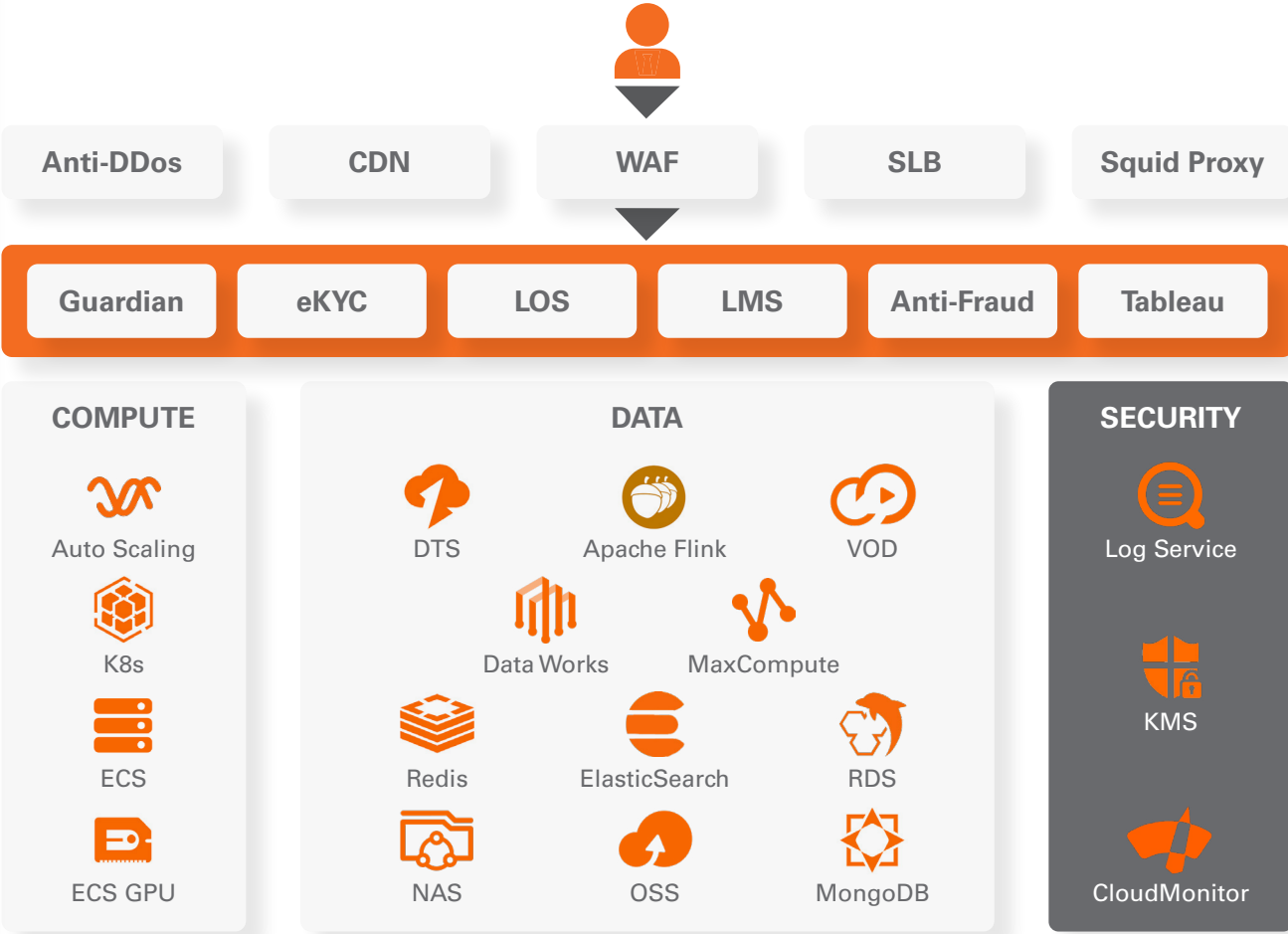
Alibaba Cloud supports GPU-accelerated parallel computing in complex, data-intensive scenarios, such as artificial intelligence, video processing, and gaming, among others. This capability was particularly useful for ADVANCE.AI to support large-scale parallel computing modules of its AI-driven solutions.

# KEY COMPONENTS OF SOLUTION ARCHITECTURE

ADVANCE.AI utilized a mix of computing, database, storage, and security products to build a reliable and scalable infrastructure. The company utilized the Kubernetes containerization framework and Alibaba Cloud’s IaaS solutions (ECS clusters and Server Load Balancer) to build and deploy its core systems with better scalability and cost-effectiveness. The company also utilized Alibaba Cloud Elastic GPU Service to handle large-scale parallel computing scenarios. Further, the company leveraged Alibaba Cloud’s data storage and management products to manage the data warehousing and analytics operations. For example, ApsaraDB for Redis for in-memory caching,

ApsaraDB for MongoDB for flexible data storage, DataWorks for data processing and governance, and Realtime Compute for Apache Flink for big data processing.

ADVANCE.AI relied on Alibaba Cloud Log Service and Object Storage Service (OSS) to store, retrieve, and analyze huge amounts of system logs and operation transactions securely and efficiently. Moreover, the company utilized Alibaba Cloud security products, such as Anti-DDoS and Web Application Firewall (WAF), to safeguard its systems from malicious end-user requests and mitigate possible threats.







## DELIVERING SUPERIOR APPLICATION PERFORMANCE UNDERPINNED BY A RELIABLE INFRASTRUCTURE

### IMPROVED PERFORMANCE AND SCALABILITY

Alibaba Cloud provided ADVANCE.AI with a highly reliable and scalable infrastructure, enabling them to handle complex AI algorithms and process larger data sets for its core financial services applications easily. This improved performance and scalability helped ADVANCE.AI's eKYC solution process over 2 billion API transactions per year seamlessly.

### ENHANCED SECURITY

ADVANCE.AI's eKYC solution, deployed on Alibaba Cloud, achieved up to 99.4% accuracy and response time in seconds. This resulted in up to 70% reduction in fraudulent application transactions and up to 50% reduction in app registration time. By leveraging Alibaba Cloud's infrastructure and services, ADVANCE.AI enhanced system security and users' experience while ensuring the accuracy and efficiency of their eKYC solution.

### ACCELERATED TIME TO MARKET

By utilizing Alibaba Cloud's Infrastructure-as-a-Service and containerization framework, ADVANCE.AI built systems with better scalability and cost-effectiveness. This allowed them to bring their core applications to market faster, reducing the time required for development, testing, and deployment.

### ENHANCED DATA MANAGEMENT

Alibaba Cloud's cloud-native database solutions provided ADVANCE.AI with efficient and flexible data storage and management capabilities. These solutions supported ADVANCE.AI's complex AI algorithms and solutions, enabling them to manage their data warehouse and data analytics processes effectively.



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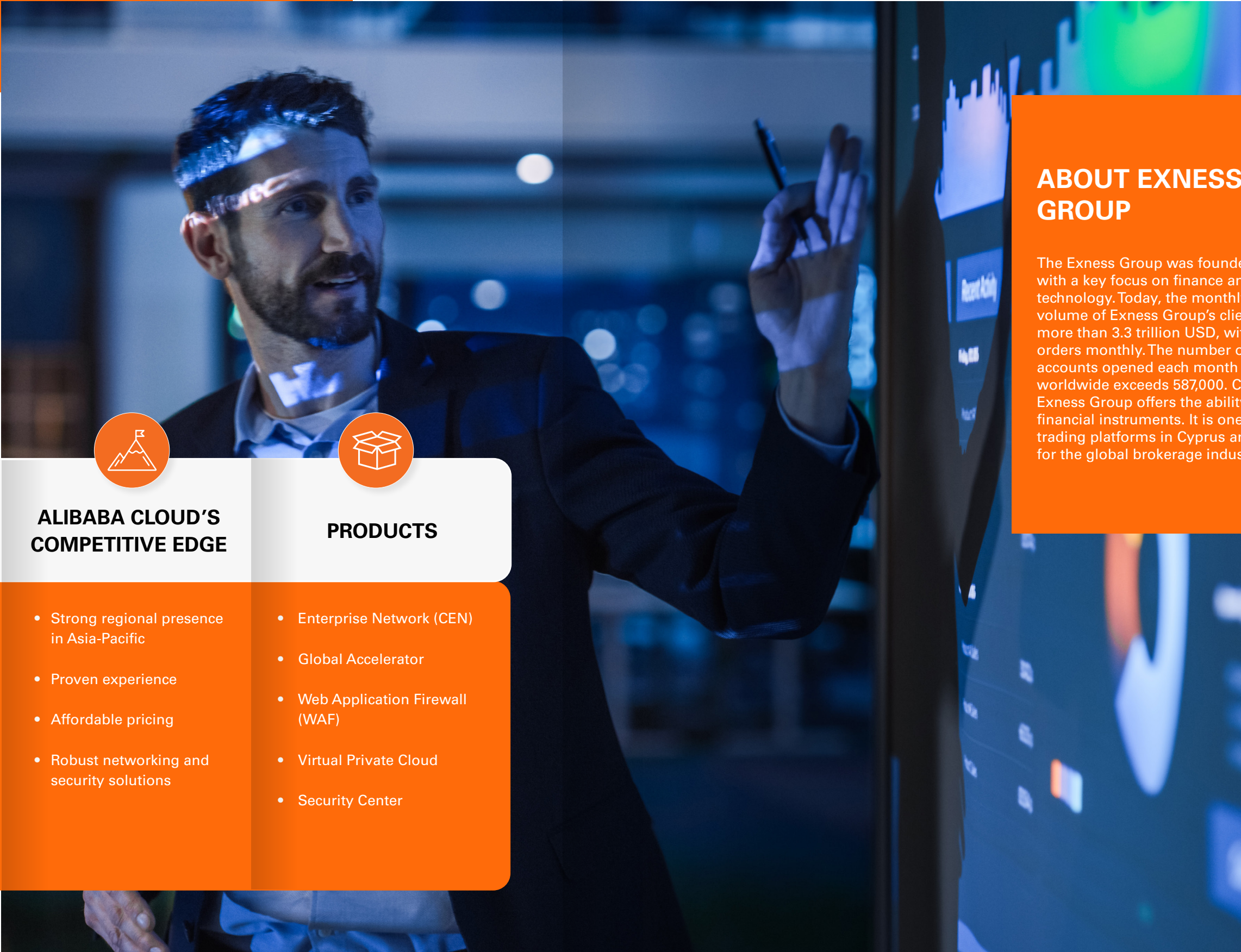


Enhancing Cross-border Network  
Connectivity on Alibaba Cloud



Exness Group, one of Cyprus' largest brokers, leveraged Alibaba Cloud's expertise to build high-availability operations and low-latency communications.





**CUSTOMER  
VALUE**

- Realized 48% reduction in Europe-China network latency with near-zero packet loss
- Enhanced platform security against cyberattacks
- Accelerated business expansion in the APAC region



**ALIBABA CLOUD'S  
COMPETITIVE EDGE**

- Strong regional presence in Asia-Pacific
- Proven experience
- Affordable pricing
- Robust networking and security solutions



**PRODUCTS**

- Enterprise Network (CEN)
- Global Accelerator
- Web Application Firewall (WAF)
- Virtual Private Cloud
- Security Center

**ABOUT EXNESS  
GROUP**

The Exness Group was founded in 2008 with a key focus on finance and information technology. Today, the monthly trading volume of Exness Group's clients amounts to more than 3.3 trillion USD, with 60+ million orders monthly. The number of trading accounts opened each month by traders worldwide exceeds 587,000. Currently, the Exness Group offers the ability to trade 95 financial instruments. It is one of the biggest trading platforms in Cyprus and a benchmark for the global brokerage industry.



# UNDERSTANDING THE BUSINESS CHALLENGES

The growth in its international client base encouraged Exness to expand business operations globally. However, venturing into broader markets necessitated the financial broker giant to set up a cross-border network with seamless connectivity and low latency to improve global user experience and ensure high-speed trading. As a regulated trading entity, the company also sought to implement robust security measures

to safeguard its users' personal and financial information and ensure platform integrity. The expansion in the APAC region introduced unique security and compliance issues for the company, which required localized security solutions. Moreover, with its broader geographical coverage, the company wanted to migrate its workloads from on-premise data centers to the cloud to deliver uninterrupted trading services.



# MAXIMIZING BUSINESS VALUE THROUGH COLLABORATION WITH AN ESTABLISHED CLOUD PROVIDER

## STRONG PRESENCE

Alibaba Cloud's deep understanding of the APAC region's market dynamics made it an ideal cloud partner for Exness. Exness needed a cloud partner like Alibaba Cloud that focuses on and aligns with the APAC region to help fast-track its business expansion.

## PROVEN EXPERTISE

Alibaba Cloud's successful track record in supporting finance enterprises worldwide made it a trusted partner for Exness. Moreover, over 50 Forex brokers in Cyprus were already utilizing Alibaba Cloud services, which increased Exness's trust in Alibaba Cloud.

## COST EFFICIENCY

Alibaba Cloud's competitive pricing model ensures that Exness can optimize its costs while benefiting from reliable and robust cloud services. The cost-effective technology further strengthened the partnership.

## RELIABLE NETWORKING SOLUTIONS

Exness entrusted Alibaba Cloud's networking and security solutions for delivering a better, safer, and uninterrupted trading experience to its customers, particularly those in China and Asia.





## KEY COMPONENTS OF SOLUTION ARCHITECTURE

To overcome network connectivity and latency issues, Exness leveraged a mix of Alibaba Cloud networking and security solutions, such as Cloud Enterprise Network (CEN), Global Accelerator, Web Application Firewall (WAF), and Security Center. CEN helped the company establish private connections between Virtual Private Cloud (VPC) networks in different regions and with on-premises data centers, ensuring high availability and low-latency communication. Automatic route distribution and fine-tuned network traffic speeds improved the quality of cross-network communication.

Further, the company leveraged the Global Accelerator solution to extend its network coverage to new emerging markets in Asia. For example, Global Accelerator helped the company connect with its PoP in Vietnam. The company also utilized Alibaba Cloud's security solutions, such as Web Application Firewall and Security Center, to safeguard its trading platform from cyber attacks and maximize data security.



## PIONEERING GLOBAL EXPANSION WITH SEAMLESS CONNECTIVITY AND BOLSTERED SECURITY

### SEAMLESS CONNECTIVITY

Alibaba Cloud enabled Exness to successfully set up a high-speed, secure, and low-latency global private network for high-speed, low-latency trading scenarios and improved user experience. For instance, Exness reduced its Europe-China connectivity latency from 250 to 120 milliseconds with near-zero packet loss, thanks to Alibaba Cloud's reliable networking products.

### RAPID BUSINESS EXPANSION

Alibaba Cloud's reliable solutions, local expertise, and market knowledge helped Exness expand its footprint in the APAC region. Exness built its SD-WAN in Alibaba Cloud with the Singapore region as a hub to seamlessly connect with its offices in nearby areas.

### ROBUST SECURITY

Alibaba Cloud's reliable security solutions provide Exness with complete peace of mind. With Alibaba's comprehensive cloud security tools, Exness effectively mitigated cyber threats, safeguarded its trading operations, and protected its valuable data.



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Garuda Indonesia

Achieving a Speedy Data Migration on Alibaba Cloud



Garuda Indonesia, the national airline of Indonesia, partnered with Alibaba Cloud to strengthen its digital capabilities and offer an unmatched customer experience.



 CUSTOMER VALUE	 ALIBABA CLOUD'S COMPETITIVE EDGE	 PRODUCTS
<ul style="list-style-type: none"><li>Securely migrated over 85 virtual machines and 3 databases to the cloud within two weeks</li><li>Realized 20% reduction in network latency</li><li>Simplified application release, deployment, and management</li><li>Improved customer service</li></ul>	<ul style="list-style-type: none"><li>Innovative and reliable portfolio of cloud products and services</li><li>Secure cloud capabilities</li><li>Robust technical support</li></ul>	<ul style="list-style-type: none"><li>Database Transmission Service (DTS)</li><li>Alibaba Cloud's Migration Service (ACM)</li><li>Server Load Balancer (SLB)</li><li>Elastic Compute Service (ECS)</li><li>VPN Gateway</li><li>ApsaraDB for Redis</li><li>ApsaraDB RDS for MySQL</li></ul>

## ABOUT GARUDA INDONESIA

Garuda Indonesia is the national flag carrier of Indonesia that connects over 64 destinations worldwide. The airline takes pride in its “Garuda Indonesia Experience” service, renowned for its warm hospitality and celebration of rich Indonesian culture. The airline is committed to delivering exceptional customer service through its digital transformation program. This commitment has helped the airline achieve global recognition, including a prestigious 5-star rating from Skytrax since 2014. It is

constantly ranked among the top 10 best airlines worldwide.

In 2020, the SafeTravel Barometer acknowledged Garuda Indonesia as one of the best airlines worldwide in implementing health safety protocols. Garuda Indonesia is committed to cementing its position as a leading airline in service quality, customer satisfaction, and safety through digital innovation.

## UNDERSTANDING THE BUSINESS CHALLENGES

The Covid-19 pandemic affected the aviation industry significantly, with a historic decline in global passenger traffic by 65.9 percent in 2019. Affected by the pandemic, Garuda Indonesia aimed to accelerate its digital transformation to match evolving customer expectations, reduce operating costs, and improve application performance. The company aimed to transfer its core business systems to the cloud with minimum disruption as part of its ongoing transformation and cost-optimization efforts. The company sought to partner with a reliable cloud vendor to strengthen its digital capabilities and enhance operational efficiency and customer experience.

## ACHIEVING A SMOOTH MIGRATION PROCESS WITH ALIBABA CLOUD

### TRUSTED CLOUD

Garuda Indonesia entrusted Alibaba Cloud’s innovative portfolio of cloud services to support its ongoing transformation. The cost-effective and reliable cloud solutions from Alibaba Cloud helped the company curtail its operating costs without compromising service quality and availability.

### EXCEPTIONAL SUPPORT

The robust technical support and guidance offered by the Alibaba Cloud team helped the company migrate its core operation applications, including corporate websites, mobile booking and ticketing applications, and more, to the cloud securely and efficiently. Alibaba’s Channel Partner, ViBiCloud, provided end-to-end support to Garuda Indonesia to migrate over 85 VMs and 3 databases to Alibaba Cloud within two weeks.





## KEY COMPONENTS OF SOLUTION ARCHITECTURE

Garuda Indonesia utilized Alibaba Cloud’s migration solutions, such as Database Transmission Service (DTS) and Cloud Migration Service (ACM), to seamlessly transfer its virtual machines and databases to the cloud. DTS ensured real-time data synchronization with high availability during the migration. The company also leveraged Alibaba Cloud’s networking solutions, such

as Server Load Balancer (SLB) and Virtual Private Network (VPN), to host its application with high availability and scalability. SLB migrated the incoming application traffic to multiple backend servers to enhance service availability and uptime. Further, setting up VPN connections helped the company enhance the accessibility and security of its core business applications.

## ESTABLISHING ROBUST NETWORK CONNECTIVITY AND AN ENHANCED CUSTOMER EXPERIENCE

### IMPROVED NETWORK LATENCY

Leveraging Alibaba Cloud’s reliable infrastructure, Garuda Indonesia reduced its network latency by approximately 20 percent. This improved network performance led to faster application release, deployment, and management, resulting in more efficient business operations.

### ACCELERATED TRANSFORMATION

The partnership allowed Garuda Indonesia to securely migrate its core operation applications to Alibaba Cloud. This move enabled the company to accelerate its ongoing digital transformation efforts and maximize cost efficiency.

### SUPERIOR CUSTOMER EXPERIENCE

The migration of core business systems, such as mobile booking & ticketing applications, to Alibaba Cloud helped Garuda Indonesia enhance its service availability and reliability, resulting in a smoother customer experience.



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Optimizing Application Performance  
and Cloud Costs on Alibaba Cloud



Com7, a Bangkok-based leading IT product retailer, partnered with Alibaba Cloud to drive a seamless digital transformation, streamline ops, and build a unique competitive edge.





CUSTOMER  
VALUE

- Achieved a 30% reduction in TCO after migrating to Alibaba Cloud
- Realized 20% improvement in application performance
- Improved overall customer service and engagement
- Enhanced scalability, reliability, and security via Alibaba Cloud's robust IaaS and PaaS offerings



ALIBABA CLOUD'S  
COMPETITIVE EDGE

- Cost-effective solution for efficient cloud services
- Most trusted cloud in Asia and China
- Dedicated and prompt technical support
- Reliable global infrastructure



PRODUCTS

- Cloud Migration Hub (CMH)
- Alibaba Cloud's Migration Service (ACM)

ABOUT COM7

Established in 1996, Com7 Public Company Limited (COM7) is a leading IT product retailer in Bangkok, Thailand. The company sells a wide range of technology products, including desktop computers, laptops, mobile phones, tablets, and other modern lifestyle devices. In 1996, Com7 started as a retail store for IT products in Pantip Plaza, Bangkok. At that time, the founders saw the opportunity for growth in the IT business since less than 10% of the population in Thailand had access to computers.

Eight years later, in 2004, the founders established the company as a nationwide

distributor of wholesale IT products.

However, there were advantages and disadvantages associated with running a wholesale business. Hence, the Com7 founders further adjusted their business policy to focus more on retail operations than wholesale. This meant increasing the number of retail outlets in shopping centers to deliver better customer service. Overall, Com7 is committed to staying ahead of the curve in the evolving IT industry by delivering best-in-class technology products and services.

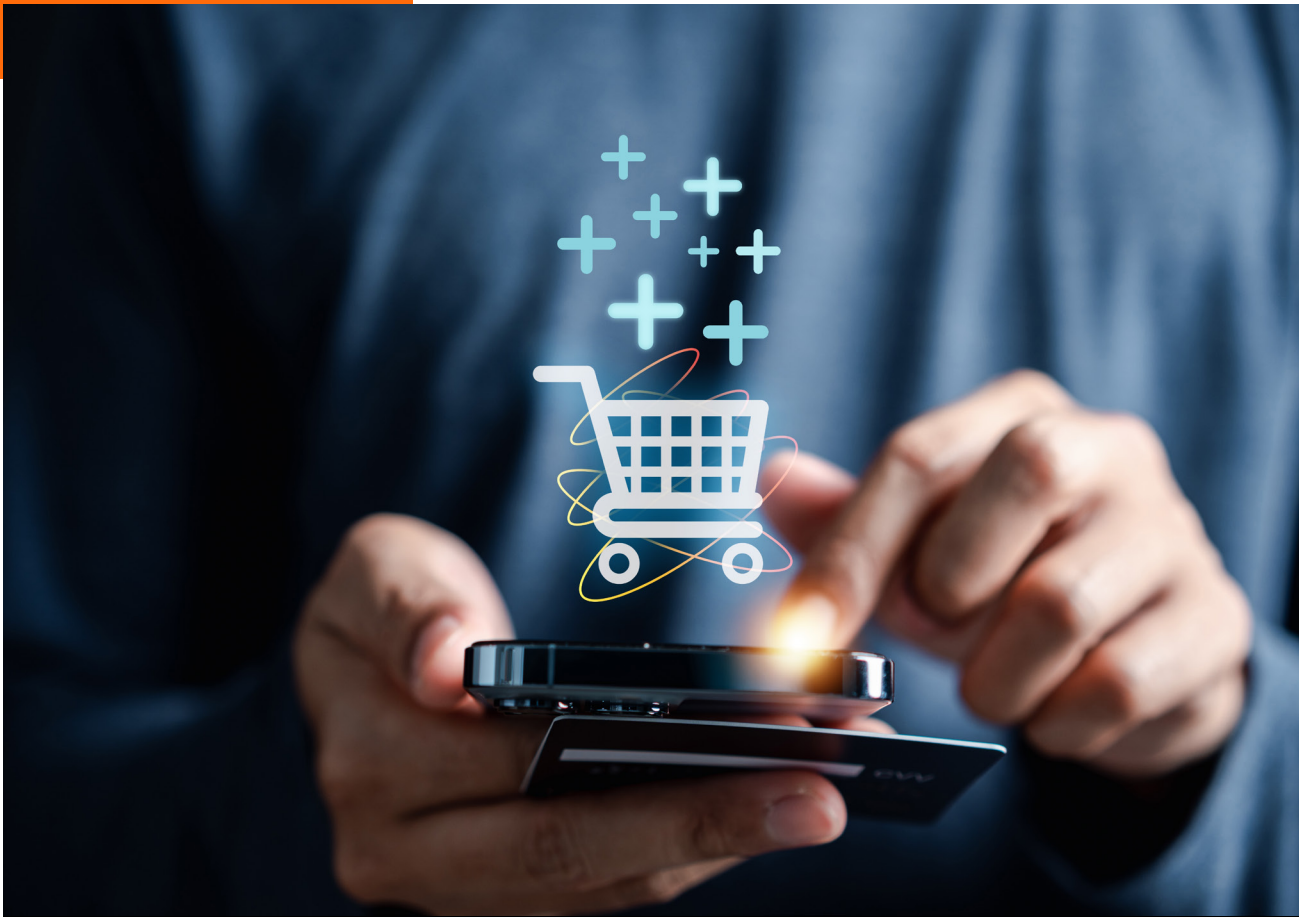


# UNDERSTANDING THE BUSINESS CHALLENGES

Com7’s business encompasses retail, B2B, service, and online sales. The company experienced an exponential rise in product demand and user base due to high-quality products. However, the company’s earlier infrastructure could not support its rapid business growth. Com7 encountered performance and stability issues in its infrastructure, which hampered its online sales and customer experience.

The increase in business volume also

required the company to optimize its costs and enhance overall business efficiency. Balancing performance with cost optimization became crucial for the company to sustain its competitive edge. The company needed a reliable and scalable infrastructure to address its ongoing challenges. However, inexperience and cost-related concerns around cloud migration further escalated the company’s problems. Hence, Com7 was looking for a reliable cloud vendor to accelerate its cloud migration journey.



# CHOOSING AN ADVANCED CLOUD PROVIDER FOR SMOOTH CONSOLIDATION OF PROCESSES

## STRONG REGIONAL PRESENCE

Alibaba Cloud has a strong local influence in Thailand, with dedicated data centers. Alibaba Cloud’s data center in Thailand ensures reduced latency and enhanced network stability, providing superior network performance to local businesses. This solid regional presence over other cloud vendors encouraged Com7 to engage with Alibaba Cloud.

## CLOSE ENGAGEMENT

Alibaba Cloud’s local team in Thailand excels in providing on-time technical support through various channels, such as on-site customer visits, communication platforms like DingTalk, and phone calls. It helps customers receive prompt and efficient assistance, guaranteeing a seamless cloud experience.

## RELIABLE INFRASTRUCTURE

Alibaba Cloud offers robust cloud infrastructure and coverage with a 99.95% uptime guarantee, increasing Com7’s trust in Alibaba Cloud. The robust infrastructure of Alibaba Cloud helps companies deliver uninterrupted services.

## REDUCED COSTS

Alibaba Cloud offers comprehensive product coverage at a significantly lower cost than other cloud vendors in Thailand. This made Alibaba Cloud a perfect partner for Com7, seeking efficient and cost-effective cloud services.



By using Alibaba Cloud Migration Hub’s TCO Analyze feature, we can generate the TCO report in a few minutes to provide our customers with a clear view of the cost savings after migrating to Alibaba Cloud.

SITTIWAT VECHAYAPHAN,  
Head of Cloud Business, Com7



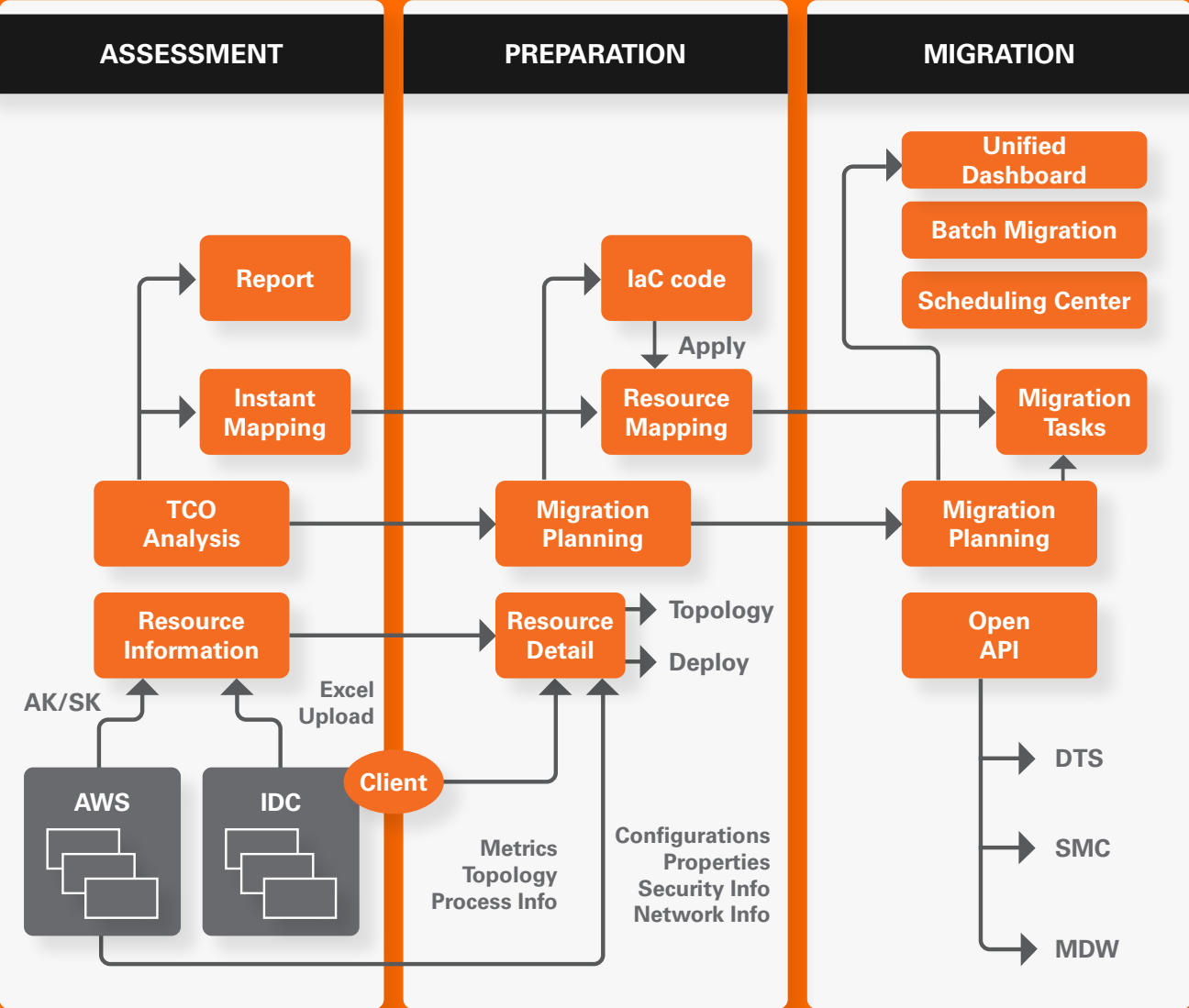


# KEY COMPONENTS OF SOLUTION ARCHITECTURE

Com7 utilized a mix of Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS) products, such as Cloud Migration Hub (CMH), by Alibaba Cloud to optimize its IT infrastructure. CMH offered many valuable features that helped the company seamlessly migrate its data and systems to Alibaba Cloud. The platform provided a cloud migration assessment tool, assisting the company in estimating the costs of migrating to Alibaba Cloud, including computing, storage, and networking resources. This tool enabled the company to obtain a clear view

of the cost savings after migrating to Alibaba Cloud.

CMH also suggested the best-fit instance types and storage solutions for different workloads to optimize resource utilization. The company also leveraged CMH's Migration Assistant and Scheduling Center functionality to improve system stability and efficiency during migration. The built-in migration templates and centralized management functionality helped Com7 ensure a speedy and secure cloud migration.



## DRIVING AN EXCEPTIONAL CUSTOMER EXPERIENCE WITH AN INDUSTRY-LEADING CLOUD SOLUTION

### REDUCED TCO

Alibaba Cloud's reliable and scalable IaaS and PaaS products helped Com7 reduce its total cost of ownership by 30 percent. The company quickly compared the cloud migration costs using the TCO analysis functionality of the Alibaba Cloud CMH tool.

### IMPROVED SCALABILITY AND SECURITY

Alibaba Cloud played a pivotal role in bolstering Com7 operations. Through

comprehensive IaaS and PaaS solutions from Alibaba Cloud, Com7 achieved heightened scalability, enhanced reliability, and fortified security, driving their growth trajectory.

### IMPROVED PERFORMANCE

Com7 experienced a 20% improvement in the performance and stability of its digital marketing solutions after migrating its workloads to Alibaba Cloud's local data centers in Thailand. The reduced latency and enhanced stability provided by Alibaba Cloud's robust infrastructure contributed to superior network performance.

### HIGHER CUSTOMER SATISFACTION

Com7 delivered reliable and efficient customer service by working closely with Alibaba Cloud's local teams in Thailand. The company ensured prompt and efficient customer assistance for a seamless cloud experience.



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Empowering Uninterrupted Gaming  
Operations on Alibaba Cloud



enish, Inc., a Tokyo-based game development firm, enhanced the performance and stability of its gaming systems by leveraging Alibaba Cloud's computing and data warehousing solutions.



 CUSTOMER VALUE	 ALIBABA CLOUD'S COMPETITIVE EDGE	 PRODUCTS
<ul style="list-style-type: none"><li>• Improved network connectivity during large-scale gaming scenarios</li><li>• Simplified data backup and database management operations</li><li>• Realized secure and seamless cloud migration</li><li>• Improved system scalability and availability</li></ul>	<ul style="list-style-type: none"><li>• Reliable global infrastructure</li><li>• Economical pricing</li><li>• Extensive portfolio of innovative cloud products</li><li>• Customized and on-time customer support</li><li>• Smooth migration capabilities</li></ul>	<ul style="list-style-type: none"><li>• Alibaba Cloud Container Service for Kubernetes (ACK)</li><li>• Elastic Compute Service (ECS)</li><li>• ApsaraDB RDS</li><li>• AnalyticDB for MySQL</li><li>• Data Transmission Service</li><li>• Server Migration Center</li><li>• Alibaba Cloud DNS</li><li>• Alibaba Cloud CDN</li><li>• Object Storage Service (OSS)</li><li>• Simple Log Service</li><li>• PolarDB for MySQL</li><li>• ApsaraDB for Memcache</li></ul>



## ABOUT ENISH, INC.

enish, Inc. (enish) is a leading game development company based in Tokyo. Specializing in planning, developing, and operating mobile games, enish has created a diverse portfolio of popular titles, including The Quintessential Quintuplets and De: Lithe - The King of Oblivion and the Angel of Covenant. These games have garnered impressive download numbers, with The Quintessential Quintuplets reaching 7 million

downloads and De: Lithe achieving 10 million downloads. Notably, enish's game Attack on Titan: Brave Order achieved a remarkable milestone, surpassing 1 million downloads on its launch day, and has continued to break records by exceeding 3 million downloads within just one month. The company is committed to delivering an uninterrupted gaming experience to its users worldwide.



## UNDERSTANDING THE BUSINESS CHALLENGES

While enish’s business was growing steadily, it faced frequent network failures with domestic and public clouds. The company had been relying on Japanese cloud vendors to support its gaming applications but faced ongoing maintenance and operational issues, particularly around application-based network expansion and the physical limitations that necessitated unexpected server migrations. Additionally, the high costs and unreliable infrastructure of Japanese cloud vendors made it difficult for the company to roll out new applications quickly and provide a seamless gaming experience.

To address scalability concerns, enish turned to the public cloud. While this move eliminated the need to worry about resource limitations, the company encountered frustrations with the ticket-based support system, resulting in delays in issue resolution. Hence, the company started looking for a reliable cloud partner to address its infrastructure scalability, reliability, and maintenance issues to ensure uninterrupted gaming operations.

## IMPROVING SYSTEM STABILITY WITH A RANGE OF COMPREHENSIVE FEATURES FROM ALIBABA CLOUD

“With Alibaba Cloud, we are able to fully utilize the advanced cloud technology of a global public cloud, which we had longed for, and achieve stable operation of a large-scale system with a large number of users. We are very happy with the results.”

**MR. TAN**  
Leader of the Technology Department,  
enish, Inc.

enish initiated collaboration with Alibaba Cloud in 2019, deploying four of its popular gaming applications on the platform. The migration to Alibaba Cloud significantly improved the stability and uptime of enish’s gaming applications. In 2020, enish migrated all its core gaming systems to Alibaba Cloud. This move made enish the first Japanese gaming company to operate entirely on Alibaba Cloud. Alibaba Cloud successfully won back enish’s entire business from Japanese cloud vendors due to several reasons, including:

### RELIABLE INFRASTRUCTURE

Alibaba Cloud provides a robust global infrastructure with multiple data centers worldwide. This meant that users from all over the world could access enish’s gaming applications with low latency and seamless connectivity.

### REASONABLE COST

Alibaba Cloud offers reliable and secure cloud services at competitive prices with flexible billing options. Migrating to Alibaba Cloud allowed enish to optimize its application deployment and maintenance costs and enhance overall business efficiency.

### COMPREHENSIVE SERVICES

Alibaba Cloud offers the most advanced cloud technologies, including containers, databases, and frequently updated virtual machines with the latest CPUs. The innovative cloud products, such as Alibaba Cloud Container Service for Kubernetes and PolarDB for MySQL, helped enish optimize its application performance and reliability.

### ROBUST SUPPORT

Alibaba Cloud’s technical teams offer on-time support via multiple channels, such as DingTalk and phone calls, during application development, release, and maintenance. The customized and flexible support received from Alibaba Cloud helped enish quickly resolve application issues and deliver a superior gaming experience.

### EASY MIGRATION

Alibaba Cloud offers a rich set of migration services, such as Server Migration Center (SMC) and Database Transmission Service (DTS), to automate virtually any migration task between Alibaba Cloud products and on-premise or external clouds. The simplicity and reliability of these tools encouraged enish to engage with Alibaba Cloud for cloud migration.

### INNOVATIVE TECHNOLOGY

Alibaba Cloud data warehousing solutions, such as AnalyticDB for MySQL, deliver better performance, stability, and data analysis capabilities than other cloud vendor solutions for intensive gaming scenarios. The reliability of Alibaba Cloud’s data warehousing solutions increased enish’s trust in Alibaba Cloud.



# KEY COMPONENTS OF SOLUTION ARCHITECTURE

enish utilized a variety of Alibaba Cloud computing, storage, and data warehousing solutions, such as Container Service for Kubernetes (ACK), Elastic Compute Service (ECS), ApsaraDB RDS, and AnalyticDB for MySQL to ensure stable operations for its large-scale gaming applications. ACK and ECS helped enish host its gaming applications on the cloud with high availability and scalability. PolarDB for MySQL allowed the company to store the gaming application data with top-notch security. enish also utilized Alibaba Cloud’s data warehousing service, AnalyticDB for

MySQL, and Log Service to meet its gaming applications’ large-scale data analysis and processing requirements.

Besides computing and data warehousing solutions, enish utilized Alibaba Cloud’s migration tools, such as Database Transmission Service and Server Migration Center, to securely migrate its gaming systems to Alibaba Cloud. With such tools, the company transferred its databases and workloads to the cloud in a few easy clicks with minimal downtime.

# DELIVERING UNMATCHED UPTIME AND COST SAVINGS SUPPORTED BY A STRONG NETWORK INFRASTRUCTURE

## IMPROVED NETWORK STABILITY

enish overcame the challenge of frequent network failures by migrating to Alibaba Cloud. The robust network infrastructure provided by Alibaba Cloud ensured stable and reliable connectivity during large-scale gaming operations.

## SIMPLIFIED RESOURCE MANAGEMENT

By leveraging Alibaba Cloud’s advanced cloud technologies, such as Container Service for Kubernetes, enish achieved greater scalability and flexibility. In addition, container deployment and resource management also became easier with ACK.

## STREAMLINED DATABASE MANAGEMENT

Alibaba Cloud’s database solutions helped enish realize stable application performance during peak traffic hours. These managed solutions eliminated the need for system redesign and data migration during instances when capacity limits are reached. The data backup process also became significantly faster.

## REDUCED TCO

Migrating the core gaming systems to Alibaba Cloud resulted in a 30 percent reduction in the total cost of ownership for enish. Alibaba Cloud’s container and database solutions ensured automatic O&M, resulting in decreased O&M expenses and time for enish.





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StarTimes

Improving Resource Utilization and  
Service Availability on Alibaba Cloud



StarTimes, Africa's leading digital TV operator, leveraged Alibaba Cloud solutions to streamline its big data processes and offer an unparalleled viewing experience.



 CUSTOMER VALUE	 ALIBABA CLOUD'S COMPETITIVE EDGE	 PRODUCTS
<ul style="list-style-type: none"><li>• Provided end-customers with more efficient, flexible, and reliable digital TV services</li><li>• Ensured scalable and modular application development and deployment</li><li>• Realized secure and speedy cloud migration</li></ul>	<ul style="list-style-type: none"><li>• Cloud migration strategy design and execution support</li><li>• On-time technical support</li><li>• Cost-efficiency</li><li>• Innovative technology</li></ul>	<ul style="list-style-type: none"><li>• Alibaba Cloud Container Service for Kubernetes (ACK)</li><li>• ApsaraDB RDS for MySQL</li><li>• PolarDB for MySQL</li><li>• Alibaba Cloud ElasticSearch</li></ul>

## ABOUT STARTIMES

Founded in 1988 with a global vision, StarTimes began to expand its oversea business to Africa in 2007. To date, StarTimes has established subsidiaries in more than 30 African countries, including Rwanda, Nigeria, Kenya, Tanzania, Uganda, Mozambique, Guinea, D.R. Congo, South Africa, etc., and has begun digital TV and online streaming operation in most of them. With more than 16 million digital TV subscribers and 28 million mobile subscribers, StarTimes has now become the fastest-growing and the most influential digital TV operator in Africa.

OTT business is the core business of StarTimes internet STRATEGY. Its “StarTimes ON” APP provides content subscription service, providing users with multi-network, multi-terminal, and multi-service internet video services (live broadcast, on-demand, short video, etc.). In the recent Qatar World Cup, OTT services effectively supported the needs of the audiences in the pan-African region.





# UNDERSTANDING THE BUSINESS CHALLENGES

In the early stages of business development, StarTimes faced significant challenges related to IT infrastructure management. Due to the lack of unified IT architecture planning, managing existing cloud resources was challenging for the company. This also affected the IT infrastructure elasticity and reliability, hindering overall business operations. Additionally, StarTimes encountered difficulties with their self-built, open-source big data environment, which incurred high maintenance costs and posed usability issues. The company sought a reliable cloud vendor to optimize its IT infrastructure and streamline big data processes to address ongoing business issues.

# PLANNING A CUSTOM MIGRATION PROCESS FOR SMOOTH, UNINTERRUPTED OPERATIONS

The technical team at StarTimes, accustomed to existing cloud vendor services, was reluctant to explore alternative cloud providers, including Alibaba Cloud. This was mainly because their entire business was tightly integrated with the existing cloud vendor, one of the top 3 global public cloud service providers. However, the company eventually decided to opt for Alibaba Cloud services due to various reasons, including:



## COMPREHENSIVE PLANNING

Alibaba Cloud’s business and technical teams helped StarTimes formulate a detailed roadmap and strategies to smoothly migrate their existing workloads and data from the existing cloud vendor to Alibaba Cloud.

## ROBUST TECHNICAL SUPPORT

Alibaba Cloud provided extensive support throughout the migration process, including technical guidance, solution design, and migration planning. We introduced various production and research departments to dispel StarTimes’ doubts regarding Alibaba Cloud technology. This commitment to customer success and responsiveness played a key role in StarTimes’ decision to choose Alibaba Cloud.

## COST OPTIMIZATION

Alibaba Cloud’s cost-efficient solutions, such as tailored Saving Plans and Reserved Instances, were easily comparable with StarTimes’ existing cloud vendor offerings and usage habits. This strategic fit, combined with competitive pricing, influenced StarTimes to engage with Alibaba Cloud over cloud vendors.

## INNOVATIVE TECHNOLOGY

Alibaba Cloud’s advanced cloud technologies, such as Container Service for Kubernetes and ApsaraDB PolarDB, provided an opportunity for StarTimes to restructure its cloud infrastructure and sort out existing cloud resources to improve service elasticity and availability.



## KEY COMPONENTS OF SOLUTION ARCHITECTURE

StarTimes leveraged Alibaba Cloud’s computing, database, and big data solutions to optimize its IT infrastructure and realize business elasticity. The company utilized Alibaba Cloud’s computing platform and data governance services to set up a one-stop global media processing platform, enabling high availability and scalability for its business operations. The company also leveraged Alibaba Cloud Container Service for Kubernetes (ACK) to manage containerized applications while improving resource utilization. Additionally, the company utilized Alibaba Cloud ApsaraDB RDS, PolarDB, and ElasticSearch to securely migrate data from existing cloud vendor resources to Alibaba Cloud.



## REDEFINING DIGITAL ENTERTAINMENT AND MAXIMIZING PROCESS OPTIMIZATION ON CLOUD

### ENHANCED DIGITAL TV SERVICES

Committed to ensuring that each African household can easily access, afford, and enjoy the captivating world of digital television, StarTimes Group partnered with Alibaba Cloud to further enhance its core technological advantages. This collaboration bolsters their efforts to consistently deliver top-notch and cost-effective entertainment to residences throughout the African continent.

### OPTIMIZED IT INFRASTRUCTURE

Migrating to Alibaba Cloud allowed StarTimes to systematically manage and optimize its cloud resources. This resulted in a more efficient cloud architecture, enabling the business to achieve better elasticity and performance.

### IMPROVED RESOURCE UTILIZATION

Alibaba Cloud helped StarTimes successfully carry out containerization and microservices transformation. This allowed them to adopt a modular and scalable application development and deployment approach. Additionally, StarTimes built an integrated microservices governance platform using Alibaba Cloud container solutions. This enhanced resource utilization and improved the governance of microservices.

### SEAMLESS MIGRATION

Alibaba Cloud enabled StarTimes to enhance its data integration capabilities and achieve real-time data processing. Leveraging Alibaba Cloud container solutions, StarTimes successfully transferred data from self-built ElasticSearch to Alibaba Cloud ElasticSearch PaaS, resulting in better data accessibility, collaboration, and decision-making.



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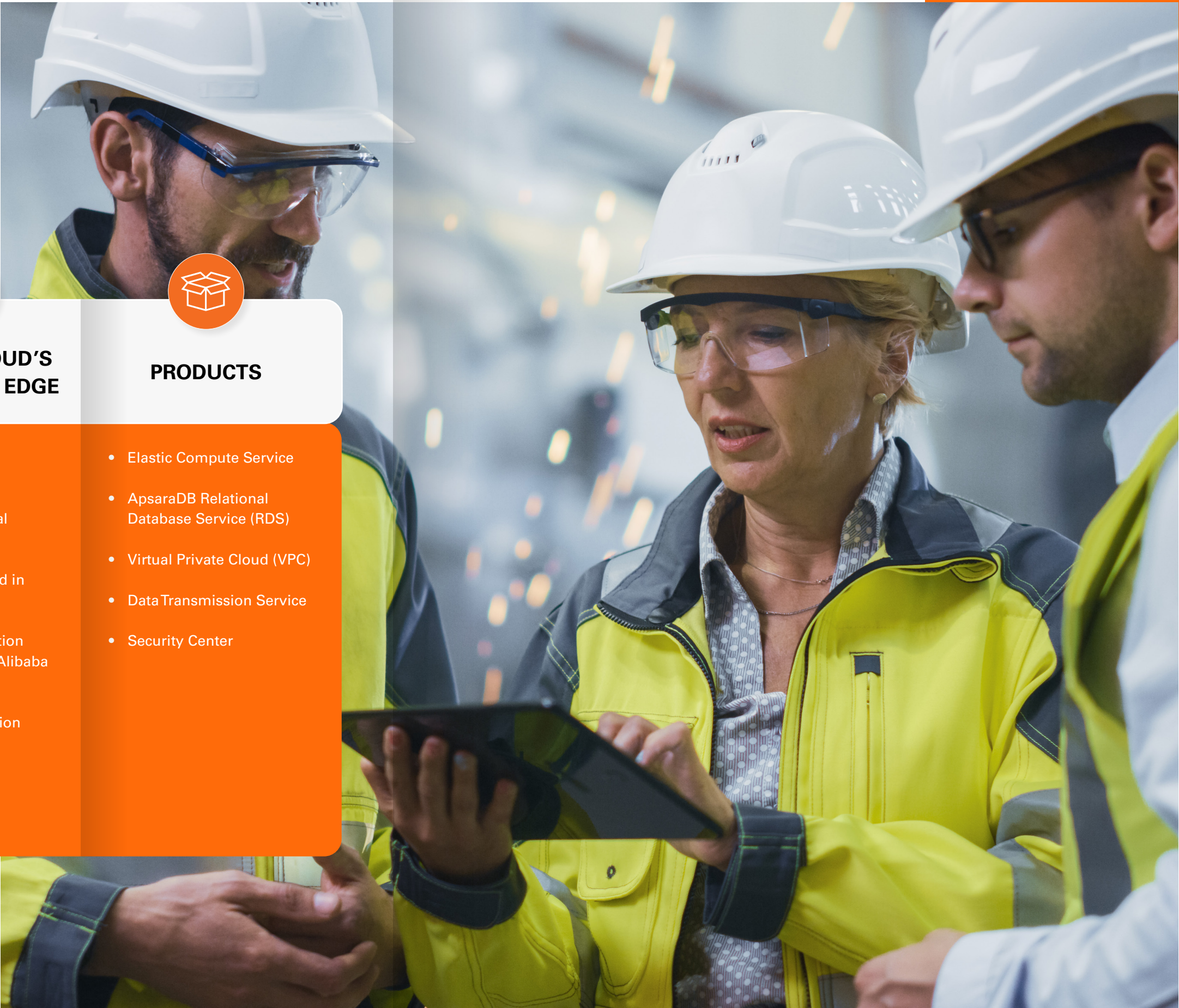
Built Environment Solutions

Accelerating Global Expansion  
Efforts on Alibaba Cloud



BES Global, a leading construction-based digital solution provider, leveraged Alibaba Cloud’s comprehensive suite of cloud computing services to optimize its IT infrastructure, enhance data security, improve cross-border connectivity, and expand its global footprint.





**CUSTOMER  
VALUE**

- Enhanced network connectivity between offices in Mainland China and overseas locations
- Ensured dynamic scaling of resources based on real-time demands
- Fortified data and application security
- Optimized infrastructure costs
- Supported business expansion to overseas locations



**ALIBABA CLOUD'S  
COMPETITIVE EDGE**

- Reliable global infrastructure
- Dedicated regional support
- Most trusted cloud in China & Asia
- Seamless integration with the broader Alibaba Ecosystem
- Flexible subscription payment model



**PRODUCTS**

- Elastic Compute Service
- ApsaraDB Relational Database Service (RDS)
- Virtual Private Cloud (VPC)
- Data Transmission Service
- Security Center



## ABOUT BES GLOBAL

Established in 2015, BES Global Pte. Ltd. (BES Global) is a leading digital application and platform development company focusing on the construction industry's digital empowerment. With subsidiaries in Singapore and Hong Kong, BES Global is the go-to partner for construction companies looking to accelerate their digital transformation journeys. As an integrated digital platform, the company enables seamless communication and collaboration between all the stakeholders during construction projects. BES Global's solutions cover all aspects of construction projects, from construction operations and fabrications to asset delivery and management. BES Global is committed to providing its customers with a comprehensive set of data and advanced analytics capabilities to empower informed decision-making.



## UNDERSTANDING THE BUSINESS CHALLENGES

As a fully digitalized platform for construction project management, BES Global relies on cloud-based data sources. The company needed an IT architecture that aligns with its business model for rapid growth. However, during the early stages of its entrepreneurship journey, the company encountered a series of challenges while availing cloud infrastructure services from various local cloud vendors. The company faced poor network connectivity between its offices in Mainland China and overseas locations, which hindered its daily operations and data transfer capabilities.

Additionally, the lack of flexible payment and billing options increased the cloud costs and complexity for the company. Given these ongoing challenges, BES Global needed a trusted cloud vendor with a robust global infrastructure and dedicated regional support capabilities to overcome its infrastructure and operational challenges.



THE WINNING EDGE:  
How Alibaba Cloud  
Outshined Other Cloud  
Vendors

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“The collaboration with Alibaba Cloud facilitated the growth and global expansion of BES Global, extending its operations beyond Singapore. This partnership empowered BES to harness cutting-edge technologies, effectively reducing IT infrastructure expenses.

ROBIN MA  
Managing Director, BES Global

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FLEXIBLE BILLING MODELS

During the inception of BES’s operations, they lacked the know-how to independently calculate their total required traffic. Therefore, sought an annual subscription payment method and Alibaba Cloud’s flexible billing model proved very suitable for different periods of BES’s business.

ROBUST INFRASTRUCTURE

Alibaba Cloud’s **reliable global infrastructure**, with 88 availability zones and 3200+ nodes across six continents, was among the key reasons that encouraged BES Global to engage with Alibaba Cloud over other local cloud vendors. By leveraging this global infrastructure, BES Global can set up a reliable cross-border network with

low latency and seamless data transfer capabilities.

LOCALIZED SUPPORT

For businesses operating primarily in China and the broader Asia-Pacific region, Alibaba Cloud provides **localized support and services via its dedicated regional teams**, ensuring better performance, security, and compliance. This regional support was taken into consideration by BES Global while opting for Alibaba Cloud over other cloud vendors.

EASE OF DOING BUSINESS

As a homegrown business in China with the maximum number of data centers and in-depth local market knowledge, Alibaba

Cloud is the **go-to partner for international companies looking to grow, innovate, and expand their presence in China**. This strong local presence led to the development of the Alibaba Cloud-BES Global partnership.

INTEROPERABILITY WITH ALIBABA ECOSYSTEM

Alibaba Cloud can offer **seamless integration with Alibaba’s payment platforms like Alipay**. BES can effortlessly include Alipay as a payment option for their clients. This incorporation allows customers to use a familiar and reliable payment method, thereby improving trust and convenience during the checkout process.



# KEY COMPONENTS OF SOLUTION ARCHITECTURE

BES Global utilized Alibaba Cloud’s reliable infrastructure, designed to be fault-tolerant and scalable. It offers multiple availability zones, ensuring the system remains accessible even if one zone experiences issues. Alibaba Cloud’s IaaS solutions, such as Elastic Compute Service (ECS) and ApsaraDB Relational Database Service (RDS), helped the company improve its overall system stability.

By leveraging Alibaba Cloud ECS and ApsaraDB RDS, the company built an elastic infrastructure, allowing it to dynamically scale the resources based on real-time demands and ensure optimal resource utilization. Alibaba Cloud ECS and ApsaraDB RDS also offered in-built security features like Virtual Public Cloud, Security Group, and encrypted data transmission, which helped the company safeguard its data and applications from malicious attacks.



# ESTABLISHING AN EXPANDED GLOBAL FOOTPRINT AND ADVANCED NETWORK CONNECTIVITY

## IMPROVED NETWORK CONNECTIVITY

BES Global experienced enhanced network connectivity between its offices in Mainland China and overseas locations after adopting Alibaba Cloud solutions. This improvement in connectivity helped the company facilitate smoother data transfer and streamline daily operations.

## COST OPTIMIZATION

BES Global reduced its cloud infrastructure costs after migrating to Alibaba Cloud IaaS solutions. The company benefited from a flexible billing model that aligns with its different business periods, ensuring optimal resource utilization and cost efficiency.

## EXPANDED BUSINESS REACH

The partnership with Alibaba Cloud helped BES Global flourish and expand its business from Singapore to overseas locations. The company ensured seamless data transfer and connectivity between its global offices using Alibaba Cloud networking solutions. Now, with the entire core application of BES hosted on Alibaba Cloud, BES looks forward to getting continuous support and guidance from Alibaba Cloud while expanding its overseas business.