



HUAWEI CLOUD Ecosystem



Foreword

- This chapter describes the HUAWEI CLOUD ecosystem and its marketing strategies. The HUAWEI CLOUD ecosystem consists of HUAWEI CLOUD Academy, Developers, HUAWEI CLOUD Marketplace, and Partners.



Objectives

- Upon completion of this course, you will be able to:
 - Know the components of the HUAWEI CLOUD ecosystem.
 - Be familiar with the training courses and career certifications offered by HUAWEI CLOUD Academy.
 - Gain an overview of Developers and its services.
 - Understand the HUAWEI CLOUD market and the marketing strategies.
 - Learn partner benefits, success stories, and the approach to be a HUAWEI CLOUD ecosystem partner.



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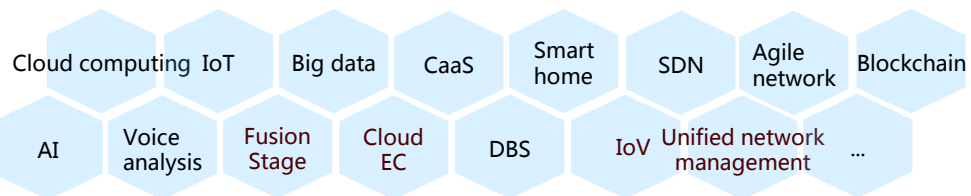
- 1. HUAWEI CLOUD Academy**
2. Developers
3. HUAWEI CLOUD Marketplace
4. Partners



HUAWEI CLOUD Academy: for Innovative Cloud Developers

Studying and testing online, role guides, and a foundation for developer innovation

Over 100 high-quality basic courses covering diverse services and cutting-edge technologies



Various role guides, specialized trainings, and systematic learning



Beginner



Developer



Architect



Special training camp

Online labs, micro certifications, career certifications, developer innovation career ladder



- Based on real environments
- Scenario-specific experiments
- Quick resource scheduling

- Experience at your fingertips
- Smooth user experience
- Hands-on manuals with no training required

Micro certifications

- Big data
- AI
- Software development
- Cutting-edge technologies...

- Convenient online studying and testing
- Official HUAWEI CLOUD certification
- One-stop service for studying, carrying out experiments, and getting certificates

Career certifications



Impartial



Authoritative

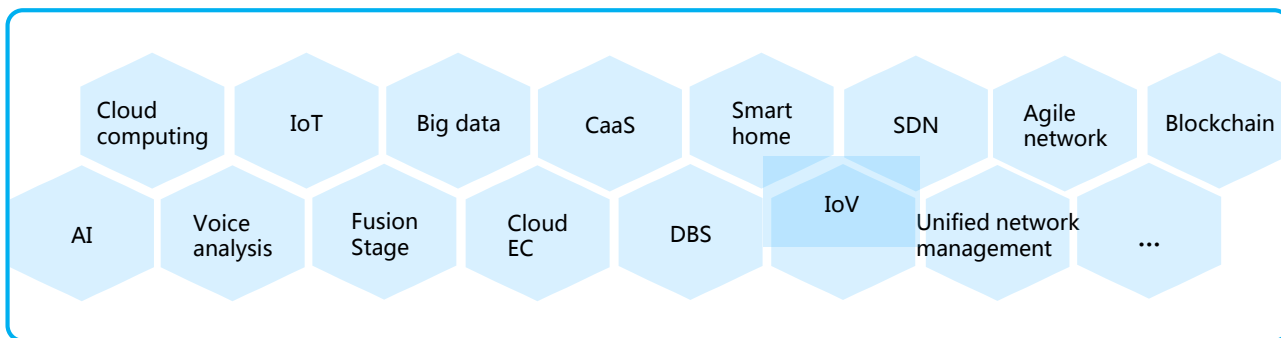


Professional

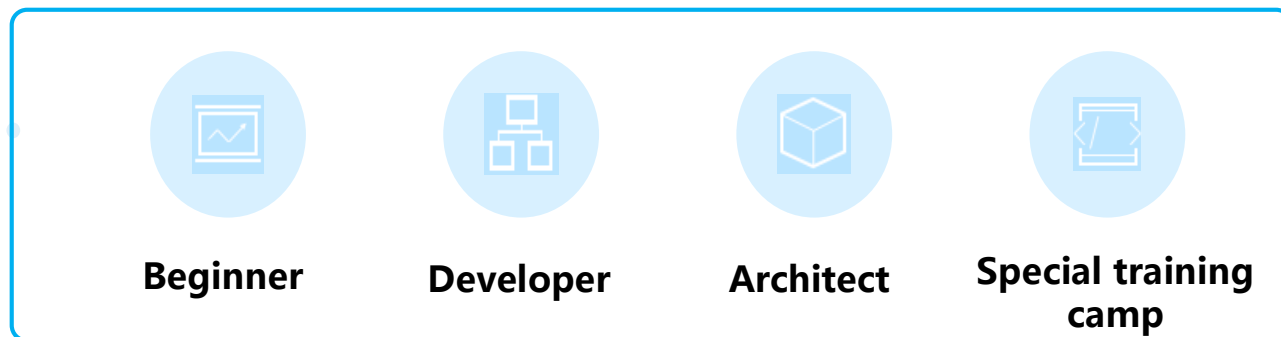
- Cloud experiments targeted at training courses
- Authoritative industry certification system
- Professional skills development covering mainstream cloud products



Online Courses - Covering All Related Knowledge



Over 100 high-quality basic courses covering diverse services and cutting-edge technologies



Various role guides, specialized trainings, and systematic learning



Cloud Lab: Allowing Developers to Practice Online

Experience at your fingertips with easy operations

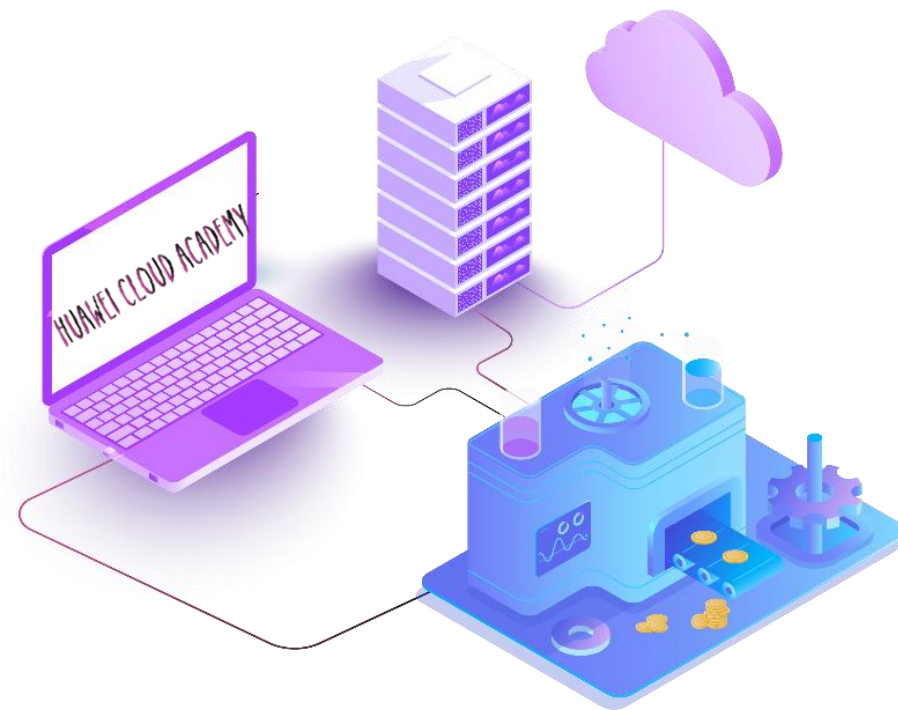
Lab environments are built on physical environments, and users can access anytime and anywhere simply as described in operation manuals.

Quick resource scheduling and smooth user experience

Second-level response of computing, storage, and network resources allows users to enjoy smooth experience.

Practical, applicable, and easy to use

Software functions and modules are designed from the perspective of users, and the software management system is more professional, targeted, and mature.





Micro Certifications - for Scenario-Specific Skills Certification

Convenient online study

Study, carry out experiments, and take tests online anytime, anywhere to grasp the cutting-edge technologies.

Scenario-specific skills improvement

You can quickly improve your technical skills by studying scenario-specific videos and carrying out online experiments without any technical backgrounds.

Authoritative certification

HUAWEI CLOUD micro certifications make your resume more appealing to employers.

<https://ilearningx.huawei.com/portal/#/portal/ebg/51>

<https://ilearningx.huawei.com/portal/#/courses?type=menu>



Career Certifications - Professional and Authoritative

Professional skills development, covering nine mainstream cloud products

Customized professional trainings, providing users with a multi-tier certification and training system

"Face-to-face training + online study + environment practice" teaching mode

One-stop online training courses, with experiments carried out on cloud

Authoritative certification

HUAWEI CLOUD career certifications, making your resume more appealing to employers



https://support.huawei.com/learning/NavigationAction!createNavi?navId=_31&lang=en



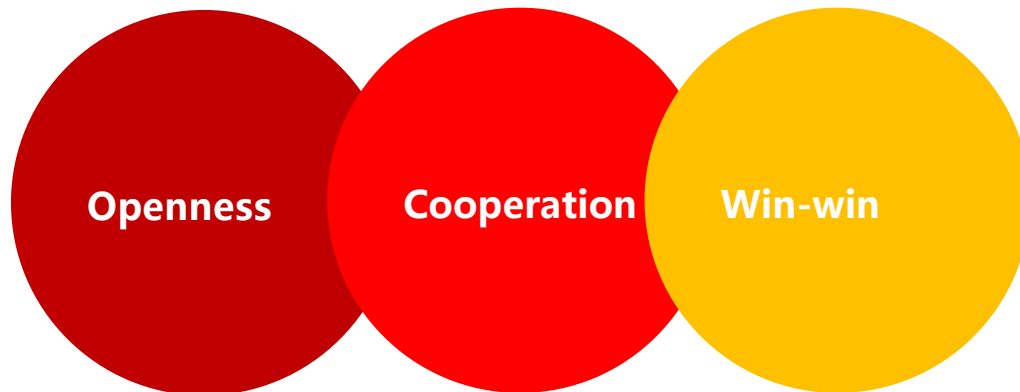
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Building a Developer-Oriented Capability Openness Platform

The capability openness platform of HUAWEI CLOUD allows developers to integrate Huawei products with their upper-layer applications, which helps them develop differentiated and innovative solutions.





HUAWEI CLOUD Developer Platform

Individual, enterprise, and student developers

HUAWEI CLOUD
www.huaweicloud.com

Cloud Academy edu.huaweicloud.com		Cloud Community bbs.huaweicloud.com		Developer Center developer.huaweicloud.com		Cloud Marketplace market.huaweicloud.com		DevCloud devcloud.huaweicloud.com	
Basic course	Specialized course	Blog	Forum	API	SDK	Developer Tool	API marketplace	ProjectMan	CodeHub
Career certification	Micro-certification	Q&A	Live broadcasting	Tool	Sample code	Basic software	Enterprise application	CloudBuild	CodeCheck
Online lab	...	Theme	...	Practice tutorial	...	Basic software	...	CloudIDE	...

Developer Ecosystem

Student Innovation and Entrepreneurship Program, Yunzhi Club, MVP, and Cloud Expert



HUAWEI CLOUD API: Once Development and Used on Multiple Platforms

Compute	Network	Storage	Migration	Enterprise Intelligence	Database	DevCloud	Application Services	Management and Deployment	Security
Elastic Cloud Server	Elastic Load Balance	Scalable File Service	Cloud Migration Center	Intelligent Logistics	MySQL	CodeHub	Cloud Service Engine	Identity and Access Management	Web Application Firewall
Cloud Container Engine	NAT Gateway	Storage Disaster Recovery Service	Object Storage Migration Service	Content Moderation	PostgreSQL	CodeCheck	Application Orchestration Service	Cloud Trace Service	Vulnerability Scan Service
Cloud Server Backup Service	Virtual Private Network	Volume Backup Service	Cloud Data Migration	Cloud Search Service	SQL Server	DevCloud Overview	API Gateway	Log Tank Service	Database Security Service
Bare Metal Server	Domain Name Service	Object Storage Service	Server Migration Service	Data Lake Factory	HWSQL	ProjectMan	Distributed Message Service	Tag Management Service	Data Encryption Workshop
Image Management Service	Virtual Private Cloud	Data Express Service	...	Image Recognition	Distributed Cache Service for Redis	...	Simple Message Notification	Resource Template Service	SSL Certificate Manager
Auto Scaling		Machine Learning Service	Distributed Cache Service for Memcached		Host Security Service
FunctionGraph				Data Ingestion Service	Data Replication Service				Security Orchestration
...				Cloud Stream Service
				MapReduce Service					



HUAWEI CLOUD Developer Center Product Catalog

Management and collaboration



ProjectMan



DocMan



Wiki



HiChat (coming soon)

Efficient R&D

Continuous delivery



Cloud IDE



Open Source Images



CodeHub



CloudPipeline



CloudBuild



CloudDeploy



CloudRelease

Smart O&M

Security protection



Application Performance Management



Application Operations Management



Cloud Eye



Vulnerability Scan Service



SSL Certificate Manager



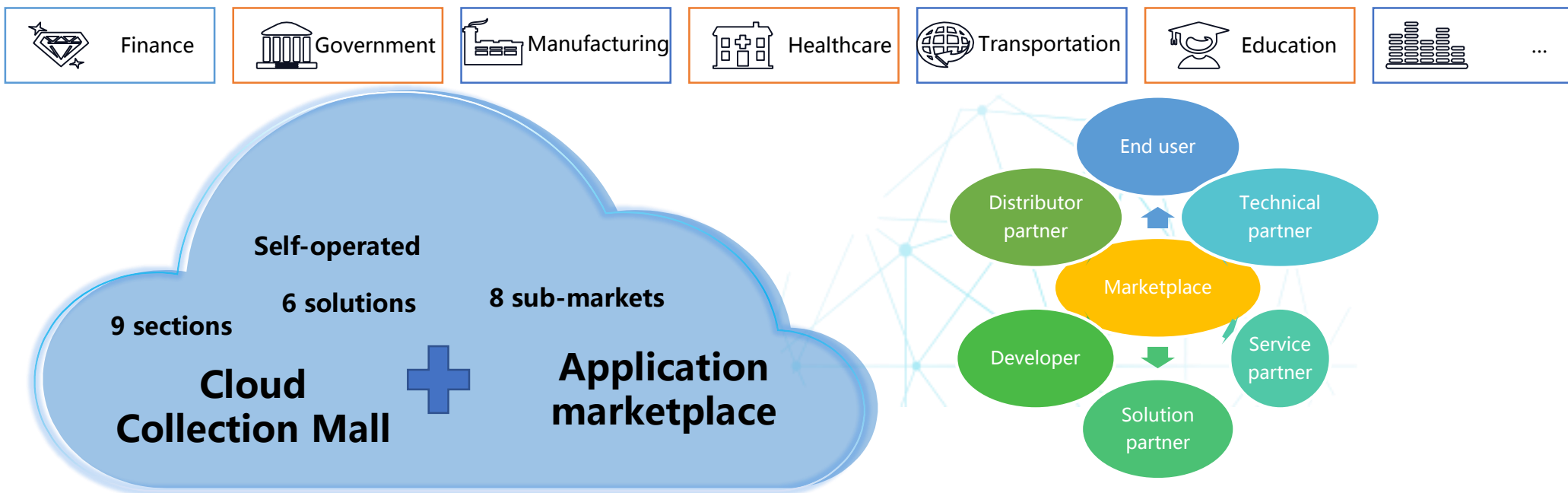
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HUAWEI CLOUD Marketplace: Premium Selection, Convenient Usage

HUAWEI CLOUD Marketplace is the enterprise software and service transaction platform on HUAWEI CLOUD. HUAWEI CLOUD Marketplace works with service providers, aiming to offer diverse, high-quality, and convenient products and services for HUAWEI CLOUD users.



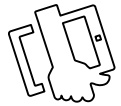


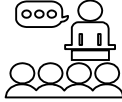




By Nov 2018, HUAWEI CLOUD Marketplace has accommodated 1000+ service providers and offered 1,300+ products, covering basic software, enterprise applications, site construction, services, security, APIs, IoT, and developer tools.



HUAWEI CLOUD Marketplace - E2E Comprehensive Services

HUAWEI CLOUD Marketplace offers E2E comprehensive services for partners. In 2018, HUAWEI CLOUD Marketplace launched Business School, making it easy to join HUAWEI CLOUD Marketplace and pushing transaction with operation.

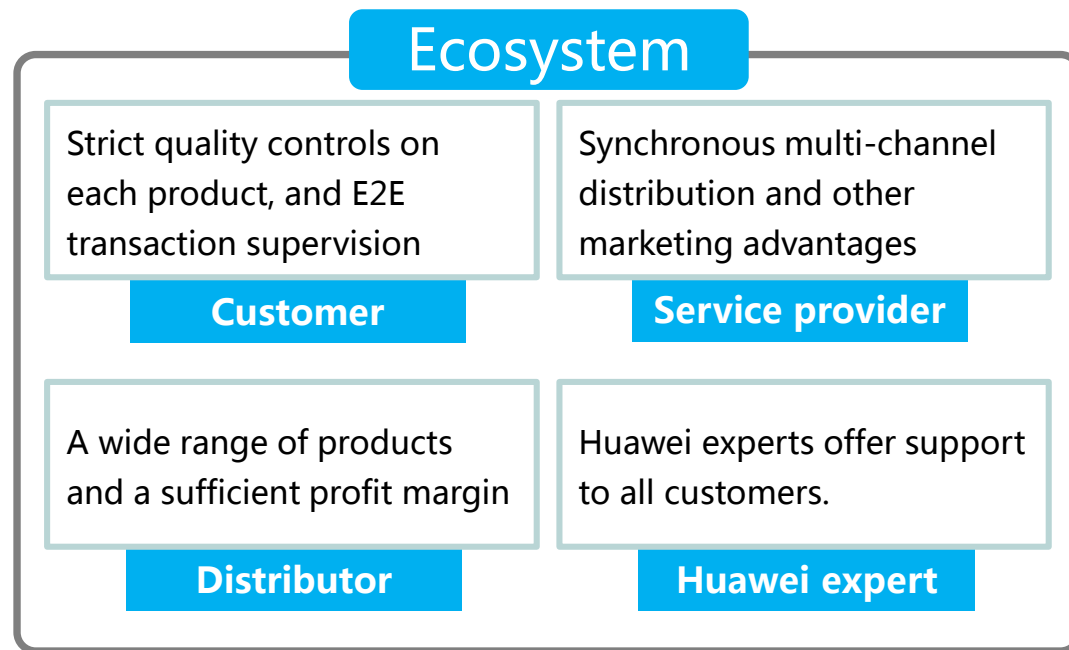
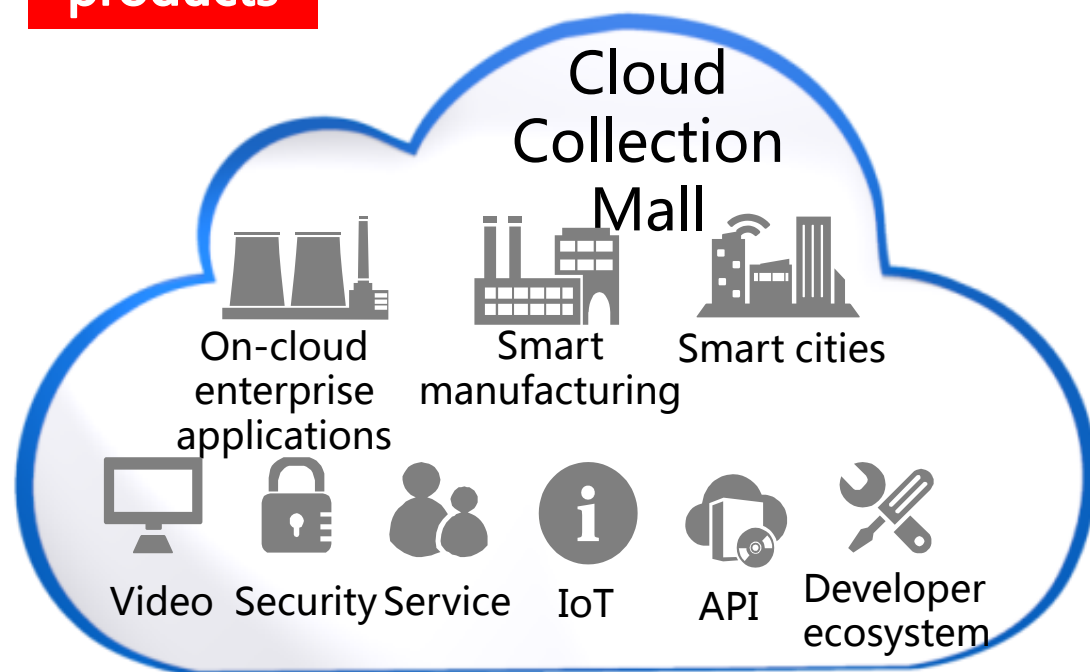
Negotiation	Partner Services	Operations & Marketing	Monetization
 Consulting <ul style="list-style-type: none">Professional consultingService designPackage designOn-premise service model	 Technical support <ul style="list-style-type: none">Test resource applicationSolution testingSecurity testingTroubleshooting	 Operations support <ul style="list-style-type: none">Operations dashboardAdvertisement on home pagePopular product displayBrand hall	 Monetization <ul style="list-style-type: none">Online reconciliationMonthly settlementQuick payment
 Market analysis <ul style="list-style-type: none">Documentation and informationMarketing strategyDevelopment analysis	 Training support <ul style="list-style-type: none">StandardizationNew product promotionKnowledge & skills transferOnsite & online training	 Marketing support <ul style="list-style-type: none">Major Huawei exhibitionsHUAWEI CLOUD brandingForum & salon"HUAWEI CLOUD Marketplace Partner" logo	 Incentives <ul style="list-style-type: none">Generous partner benefitsAnnual MVPs



HUAWEI CLOUD Collection Mall

**Selected
HUAWEI
CLOUD
products**

The Cloud Collection Mall is an on-cloud boutique marketplace launched on HUAWEI CLOUD in 2018, where you can buy and download HUAWEI CLOUD products. Working with certified software and application providers, the Cloud Collection Mall offers a wide range of top-quality products.

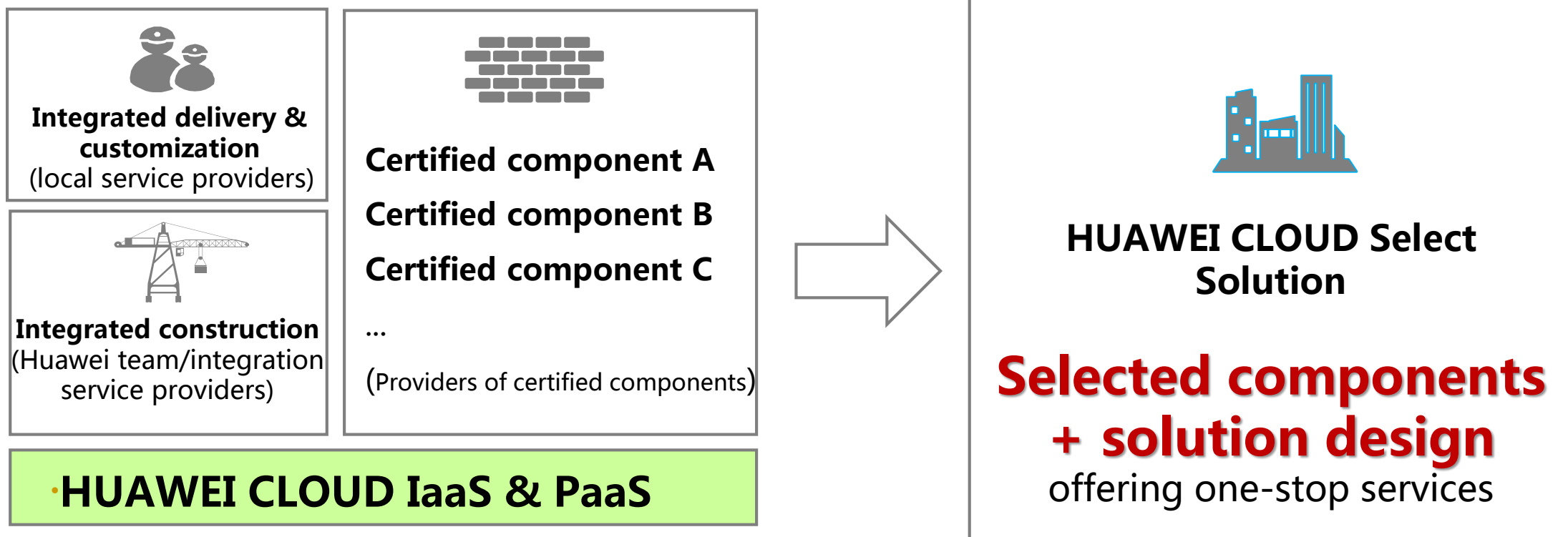


Strict quality controls attract countless users through Huawei's direct sales and distributor networks, benefiting both HUAWEI CLOUD and its partners



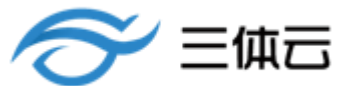
HUAWEI CLOUD Select Solution

Premium product selection from Cloud Collection Mall + Huawei cloud services, providing one-stop shopping experience





Service Providers in HUAWEI CLOUD Marketplace





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Partnering for Greater Success

HUAWEI CLOUD Partner Network



Marketing

You will have opportunities to participate in co-branded marketing campaigns, customer-facing technical communication events, seminars, and exhibitions.



Trainings

You will have access to numerous technical training and certification opportunities, strengthening your HUAWEI CLOUD business and technical support capabilities.



Technical Support

You will become an industry leader with HUAWEI CLOUD architects and experts standing by to provide professional technical support and help you build solutions. °

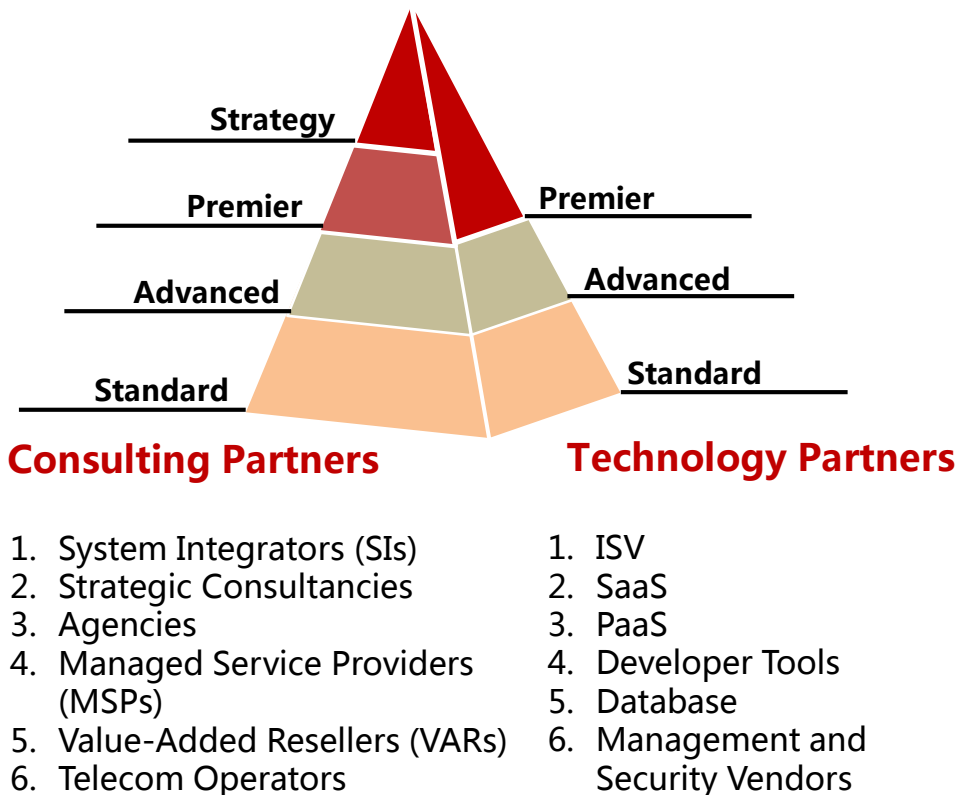


Global Ecosystem

Standing on the shoulders of Huawei's global, open ecosystem, you can quickly develop your own local ecosystem partners.



HUAWEI CLOUD Partner Network



The HUAWEI CLOUD Partner Network (HCPN) is a global partner program for HUAWEI CLOUD. We're focused on helping HCPN partners build success on HUAWEI CLOUD by providing valuable business, technical, and marketing support.

HCPN is a categorical partnership program. Based on their functions, partners can be divided into consulting partners and technology partners. When applying to join HCPN, partners can choose an appropriate type.

HCPN Consulting Partners

HCPN consulting partners are professional service firms that help customers of all sizes to design, architect, migrate, or build new applications or perform daily customer service operations on HUAWEI CLOUD. Consulting partners include system integrators (SIs), strategic consultancies, agencies, managed service providers (MSPs), value-added resellers (VARs) and telecom operators.

HCPN Technology Partners

HCPN technology partners are commercial software and/or Internet service companies that provide software solutions that are either hosted on or integrated with HUAWEI CLOUD. Technology partners include independent software vendors (ISVs), SaaS, PaaS, developer tools, database, management and security vendors.



HCPN Partners Requirements

Consulting Partners

Requirements	Standard	Advanced	Premier	Strategic
Huawei Cloud Partner Revenue (USD, Annually)	USD 12,000	USD 120,000	USD 360,000	USD 1,200,000
Customer References on Huawei Cloud	2	5	10	20
Huawei Cloud Business Professional	1	2	5	10
Huawei Cloud Technical Professional	1	2	5	10
Huawei Cloud TCO and Cloud Economics		1	2	5
Huawei Cloud Certified Associate	1	2	5	10
Huawei Cloud Certified Solutions Architect - Professional		1	2	5

Technology Partners

Requirements	Standard	Advanced	Premier
Direct or Indirect Huawei Cloud Partner Revenue (USD, Annually)	USD 12,000	USD 120,000	USD 360,000
Products in General Availability on Huawei Cloud	✓	✓	✓
Customer References on Huawei Cloud	1	3	5
Huawei Cloud OpenLab Technical Validation			✓
Huawei Cloud Certified Associate		1	2
Validated Support Statement for Huawei Cloud on Partner's Website		✓	✓



HCPN Partners Benefits

Benefits	Standard	Advanced	Premier	Strategic
Training Support				
Access HCPN Website, use partners dedicated documents and supports	√	√	√	√
Access Huawei Cloud College for online technical and business training	√	√	√	√
Eligible to access Huawei Cloud College for Sandbox experiments	√	√	√	√
Access Huawei Cloud College for free partner professional training and online accreditation	√	√	√	√
* Partner professional training including: Business Professional, Technical Professional, Professional Service, TCO and Cloud Economics				
Provide Huawei Cloud Career Accreditation exam voucher (Huawei Cloud Certified Associate), partner can conduct an accreditation exam at a local training institution designated by Huawei Cloud	1	2	5	10
Provide Huawei Cloud Career Accreditation exam voucher (Huawei Cloud Certified Solutions Architect-Professional), partner can conduct an accreditation exam at a local training institution designated by Huawei Cloud		1	2	5
Huawei Cloud Solution Training for Partners	√	√	√	√
Technical Support				
Access HCPN Website, get product and solution materials	√	√	√	√
Huawei Cloud Online Help Center https://support-intl.huaweicloud.com/index.html	√	√	√	√
Huawei Cloud Service Hotline Support	√	√	√	√
Huawei Cloud Service Ticket Support	√	√	√	√
Huawei Cloud SA Ad-Hoc Support		√	√	√
Huawei Cloud dedicated SA support				√

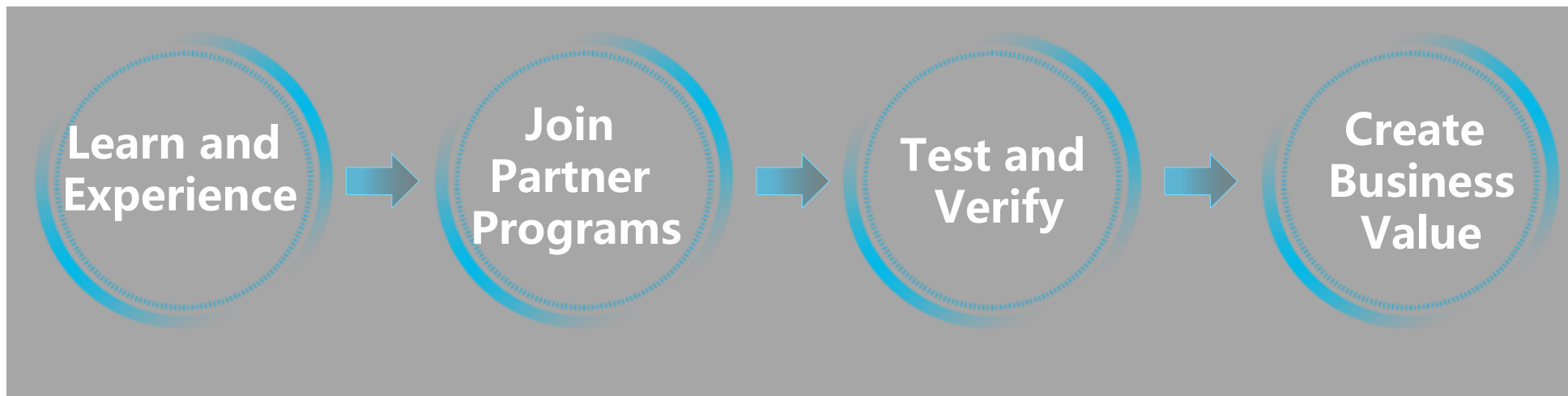


HCPN Partner Programs

SN.	Program	Description	Partners Can Apply to Become	
			Consulting Partners	Technology Partners
1	HCPN Solution Partner Program	Designed for system integrators (SIs), strategic consulting firms, resellers, agents, managed service providers (MSPs), value-added resellers (VARs), and carrier partners, the HCPN Solution Partner Program can use HUAWEI CLOUD products as a portion of its differentiated solution and resell these products to end customers.	√	
2	HCPN Service Partner Program	Designed for HCPN Consulting Partners who are experienced in cloud infrastructure and application migration, the HCPN Service Partner Program provides customers with services such as cloud consulting, cloud migration, operation and maintenance management, and security management.	√	
3	HCPN Software Partner Program	Partners who develop software solutions are encouraged to apply to participate in the program for building, launching and developing software on HUAWEI CLOUD.		√
4	HCPN Marketplace Program	HUAWEI CLOUD partners can promote and sell their software and services to HUAWEI CLOUD customers. HUAWEI CLOUD Marketplace is an online software and service store that helps customers find and quickly enable software and services running on HUAWEI CLOUD.	√	√
5	HCPN AI Club Partner Program	The HCPN AI Club Partner Program is designed for HCPN partners with experienced technical capabilities and proven customer success in the AI area. Club members can demonstrate their expertise in specific AI areas to showcase their differentiated competencies and create value for their customers.	√	√
6	HCPN Carrier Partner Program	These partners can leverage their network resources to build cloud + network solutions with HUAWEI CLOUD to meet users' needs for cloud services while driving the consumption of network resources.	This program is open only to telecom operator partners.	



Joining HCPN and Partner Programs to Get Dedicated Services



Developer Community

One-stop services help you quickly develop into an expert.

6 Partner Programs

Join HCPN partner programs to get benefits.

OpenLab Certification

Assign experts to verify and optimize solutions at Huawei OpenLabs.

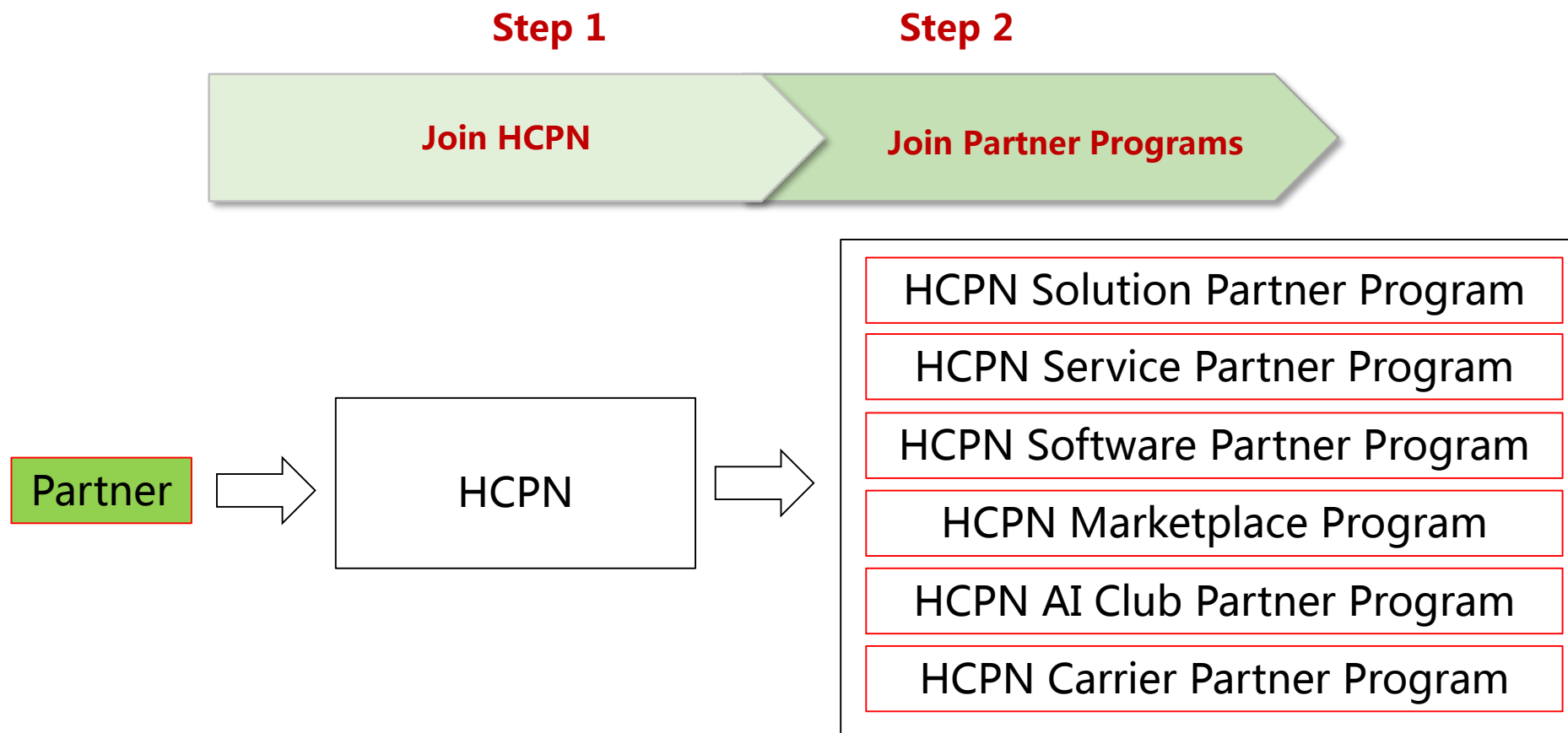
Ecosystem

Promote HUAWEI CLOUD in specific vertical industries.

<https://e.huawei.com/en/partner/openlab>



HCPN Partner Journey

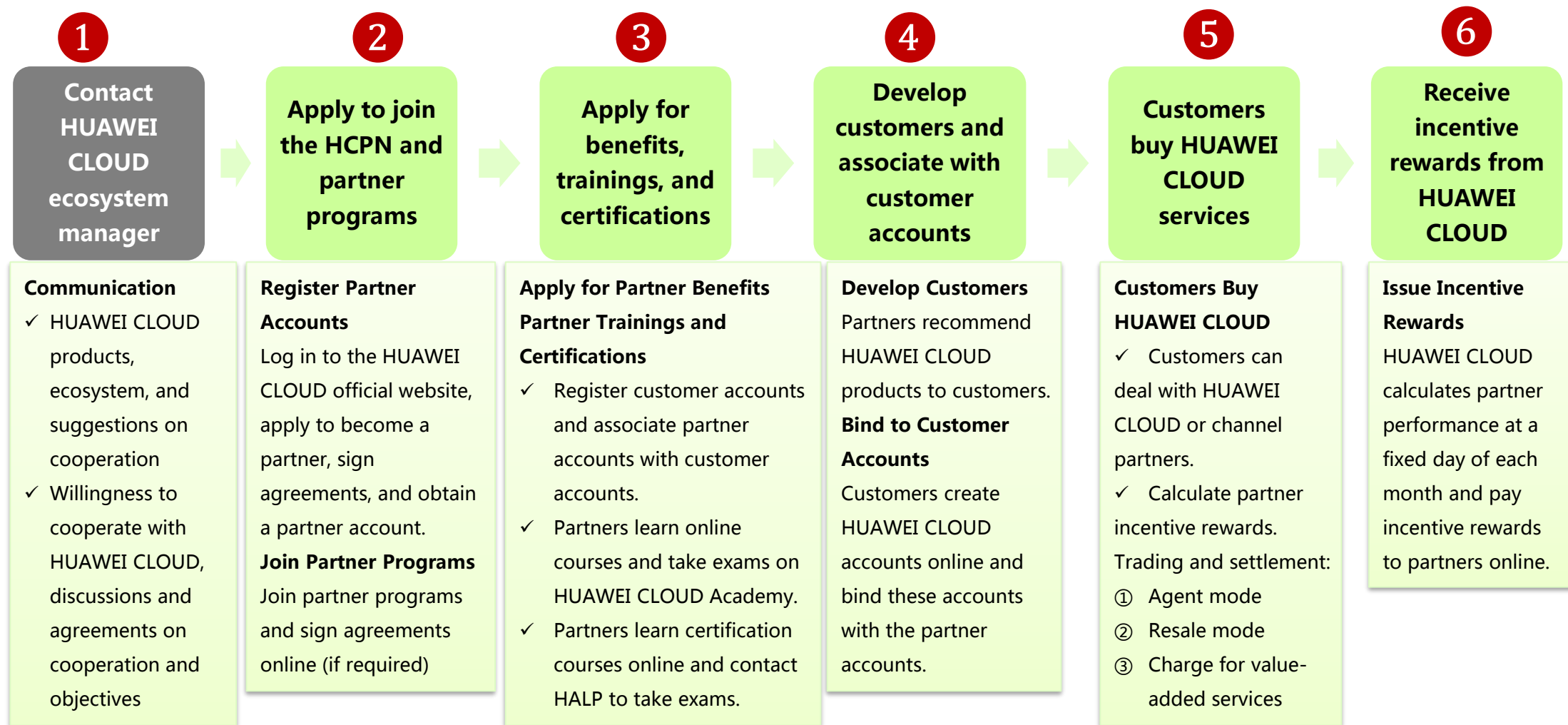


Step 1: Join the HCPN to gain basic benefits.

Step 2: Join HCPN partner programs to gain additional benefits and develop business.



Partner Journey





Summary

- Compositions of HUAWEI CLOUD ecosystem
- Trainings and certifications provided by HUAWEI CLOUD Academy
- Tools and supports provided by Developer Center
- Compositions and market strategies of HUAWEI CLOUD Marketplace
- HCPN, Requirements, and Benefits



Recommendations

- HUAWEI CLOUD Website
 - <https://intl.huaweicloud.com>

The background of the image shows silhouettes of several groups of business professionals in a modern office environment. They are standing on a highly reflective floor, and their reflections are clearly visible. The entire scene is overlaid with a semi-transparent blue filter. In the center, the text "Thank You" is written in a large, white, sans-serif font, with the website address "www.huawei.com" in a smaller, white, sans-serif font directly below it.

Thank You

www.huawei.com