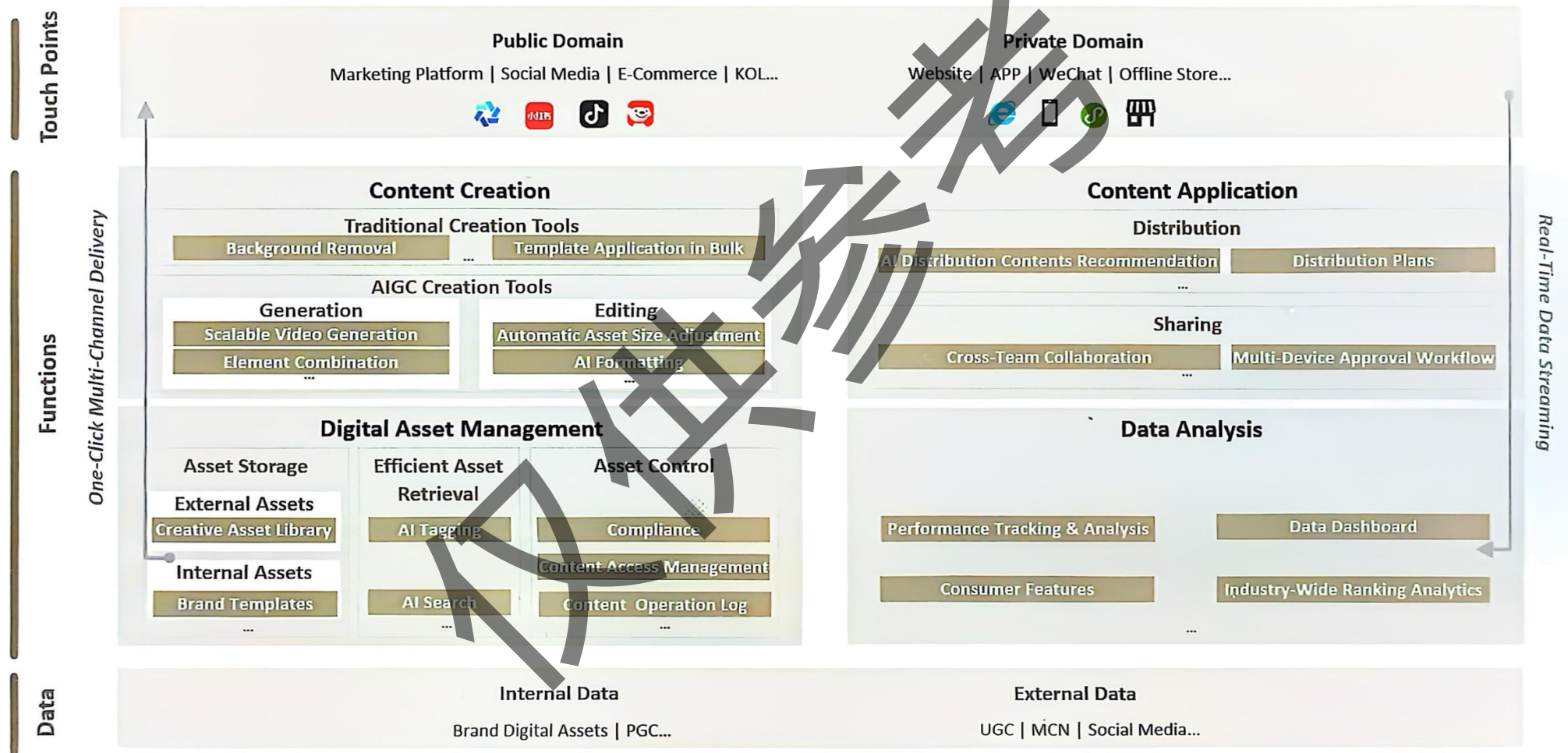








## Local CMS Product Architecture

As an intuitive website backend platform, CMS empowers non-technical through drag-and-drop tools and zero-code workflows.































## Local CMS Solutions for Global Brands

Global brands deploy various CMS solutions, mainly covering 3 types:

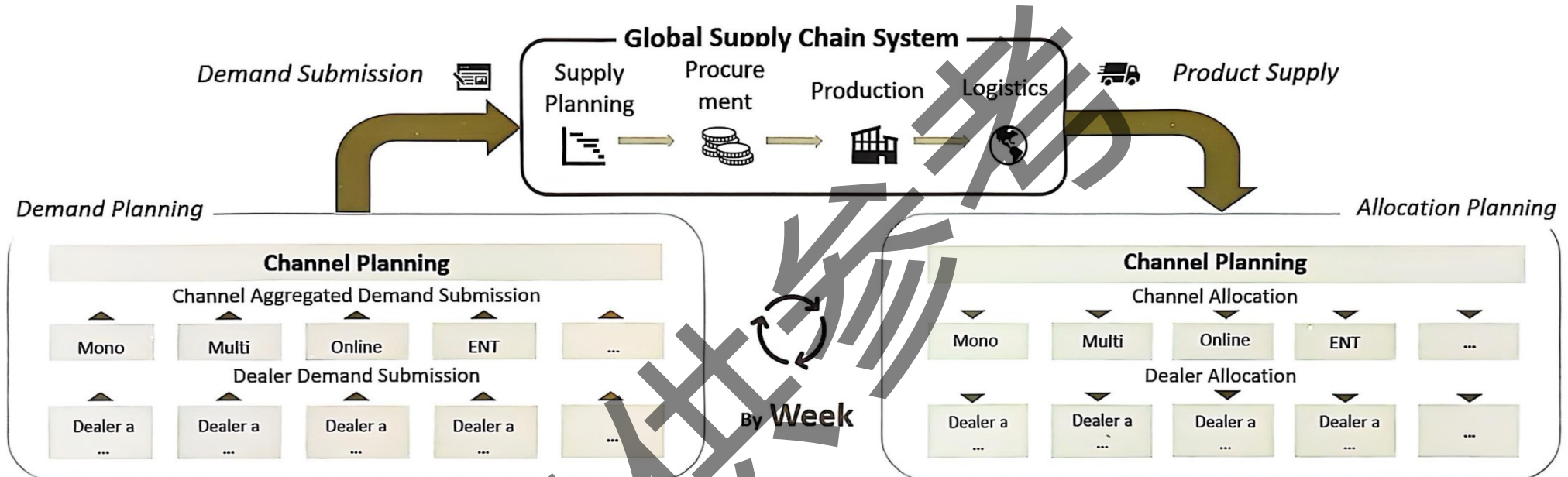
	Solutions	Examples	Brands
1	<b>"GLOBAL SOLUTION + LOCALIZED ECOSYSTEM ADAPTATION"</b>  <i>Balancing the standardization of global technical systems with the adaptability to local market characteristics</i>	<p><b>Sitecore + Tencent Cloud</b> Use Sitecore to maintain brand consistency while generating personalized content pushes. Tencent ecosystem is integrated for precise local content dissemination (Mini Programs, WeCom and WeChat Ads).</p> <p><b>AEM + Alibaba Cloud</b> AEM is commonly used for global official websites and e-commerce platforms, with language adaptation implemented in the China region. Alibaba Cloud CDN is employed to accelerate content loading speeds and data analysis.</p>	  
2	<b>"LOCAL ONE-STOP SOLUTION"</b>  <i>Efficient collaboration from content creation to effect feedback</i>	<p><b>Magic</b> Covering DAM, CMP and CAD, enabling full-stack automation from content production to delivery. The platform supports the WeChat ecosystem and major e-commerce platforms, making it easy to achieve online-offline content synchronization.</p> <p><b>Tezign</b> The platform easily manages multi-channel content distribution. Its creative marketplace gathers 50,000+ creative partners to provide quickly accessible materials. Local compliance risks are automatically detected.</p>	  
3	<b>"MULTI-PARTY TECHNICAL INTEGRATION"</b>  <i>On-demand assembly to balance technical advantages of different parties and meet personalized business needs</i>	<p><b>RWS + WPP + Tencent Cloud</b> RWS manages translation for 1.75 million customers worldwide. The Prod X platform, developed with WPP, enables content customization for over 100 markets globally. It has integrated Tencent for compliance risks detection.</p> <p><b>Adobe Substance 3D + Local Digital Marketing Companies + Tencent Cloud</b> Adobe Substance 3D is used for design to maintain brand consistency. The solutions from Lanhai Tiandi and BUY QUICKLY are employed for integrating local marketing ecosystems, combining Tencent Cloud's compliance detection.</p>	  

## Representative Local CMS Providers

	Tech Giants			Niche CMS Companies		
	 Tencent Cloud	 Volcano Engine CMS	 Alibaba Cloud	 Tezign	 Zoomla!	 WAI
KEY SOLUTIONS	<p>Deep integration with Tencent ecosystem (Mini Program, WeCom, etc.)</p> <ul style="list-style-type: none"><li>• <b>High-level functions:</b> Highly flexible based on low-code development.</li><li>• <b>Service packages:</b> Relatively low, but requests higher development efforts.</li></ul>	<p>Deep integration with ByteDance ecosystem and robust algorithm</p> <ul style="list-style-type: none"><li>• <b>High-level functions:</b> Full-stack enablement.</li><li>• <b>Service packages:</b> Basic services are reasonably priced, yet additional subscriptions are required for content creation functions.</li></ul>	<p>Deep integration with Alibaba ecosystem (Taobao, Tmall, etc.)</p> <ul style="list-style-type: none"><li>• <b>High-level functions:</b> Full-stack enablement focusing on e-commerce and globalization scenarios.</li><li>• <b>Service packages:</b> Basic prices are relatively low, while customization requires high development efforts.</li></ul>	<p>Listed in Gartner's China Content Services Platform Guide</p> <ul style="list-style-type: none"><li>• <b>High-level functions:</b> Full-stack enablement.</li><li>• <b>Service packages:</b> Prices are relatively high, with customized solutions for different industries and enterprise scales.</li></ul>	<p>22 - year experience, ranking first in the manufacturing CMS market share</p> <ul style="list-style-type: none"><li>• <b>High-level functions:</b> Full-stack enablement related to manufacturing production processes and IT systems.</li><li>• <b>Service packages:</b> Prices are relatively high due to industry specialization.</li></ul>	<p>Deeply synergizes with the WeChat ecosystem</p> <ul style="list-style-type: none"><li>• <b>High-level functions:</b> Combines low-code flexible configuration and full-stack deep customization.</li><li>• <b>Service packages:</b> Basic private domain marketing packages are affordably priced, while deep customization requires high development efforts.</li></ul>
	DELIVERY CASES	 CHANEL  P&G  ESTÉE LAUDER  Coca-Cola	       	   	   	   



## Business Background of FAST System



### Low Accuracy of Demand Submission

- Manual forecasting is limited to a single dimension, with low accuracy, and can only support short-term planning.
- Channels operate independently, and the headquarters lacks overall control (with some channels/dealers falsifying demand plans to secure additional inventory).

### Low Efficiency and Low Transparency of Manual Processes

- Weekly email communication and manual processing are time-consuming with low efficiency.
- Offline operations lack transparency, which makes management and traceability challenging.

## FAST (Forecast, Allocation Supply and Tracking) - AI enabled digital system

### Intelligence (Forecast)

- Develop algorithmic models to forecast sales plans for the next 6 weeks (at SKU level) and enhance forecast accuracy;
- For key business processes, implement intelligent recommendations regarding demand reporting and allocation, to make the channel management unified and controllable.

### Shift to Online (Demand, Supply and Allocation)

- Develop business systems to bridge process gaps between China market demand planning and the Global system, and boost business efficiency.

### Visualization (Tracking)

- Build an end-to-end visual dashboard to monitor the supply chain from factory shipment to device activation, enhance supply visibility, and track product movement through channels, dealers, and stores.

