ALIBABA CLOUD HELPS FIGHT COVID-19 THROUGH TECHNOLOGY
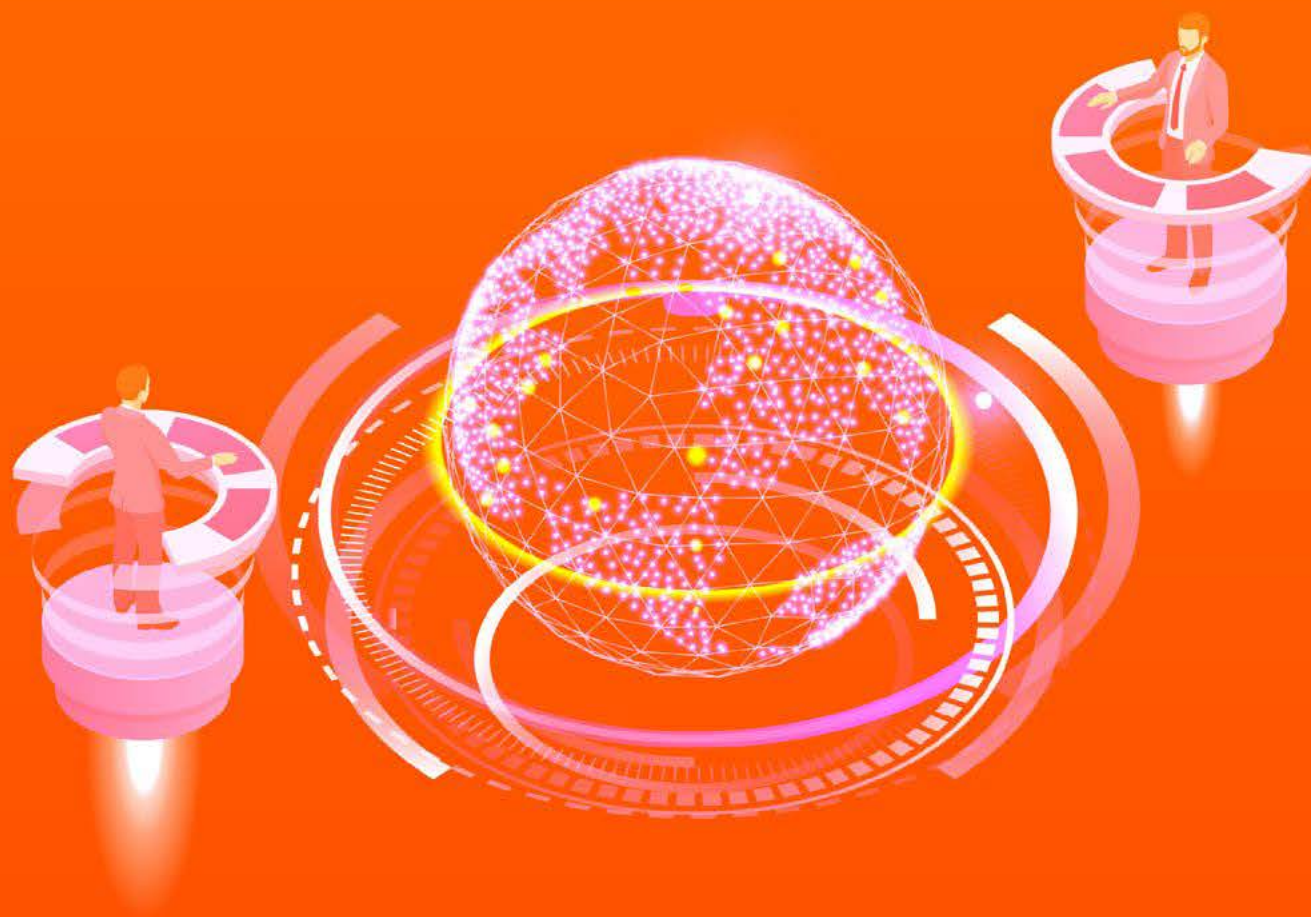
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OVERVIEW

At Alibaba Cloud, we are committed to our customers, helping your business survive and thrive, even during the most difficult of circumstances. Now, we are responding to the Coronavirus Disease 2019 (COVID-19) by putting the health and safety of our customers first, supporting the operations of your businesses without interruption.

When the COVID-19 appeared, its business impact was felt across multiple sectors, including the education, retail, logistics, finance, entertainment, transportation and manufacturing industries, which have all been hit hard.

During this ongoing health crisis, we are cooperating closely with many organizations, institutions, enterprises, and small businesses affected by the epidemic. We are offering them tailored cloud solutions to address the challenges and economic repercussions that they may face. These cloud-based solutions include our data visualization tools, cloud-based e-commerce platforms, and online education platforms.

This whitepaper highlights Alibaba Cloud's cloud technologies, programs, and initiatives that are supporting individuals and companies, helping us all fight against the threat of COVID-19 together.

To find out more about how Alibaba Cloud supports business continuity, see https://www.alibabacloud.com/campaign/supports-your-business-anytime.

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INSIGHTS ANYTIME

The scale and complexity of any global epidemic is impossible to imagine. However, to take the appropriate control measures and minimize the effect of diseases like COVID-19 on your business, you must be able to analyze and understand their impact at multiple levels.

For effective data analysis during an epidemic, a vast range of information is required on the disease itself, including the number of victims, times of occurrence, type or intensity of the epidemic, etc. For businesses, this information needs to be used in conjunction with your own corporate data to help you understand the impact an epidemic will have on your organization.

This is not only a vast amount of data to manage, but it also comes from disparate sources and is liable to scale as rapidly as the disease itself.

Visualization is a powerful tool to help you build a picture of an epidemic and respond appropriately. However, most visualizations are static and created using only 2D maps where, for example, hot spot locations are presented. This information does not allow you to thoroughly analyze the full breadth of epidemic data available and, as a result, you could overlook a vital piece of information.

What's more, most visualization tools cannot cope with disparate data sources and it, therefore, may be difficult (or even impossible) to import and use the most up-to-date epidemic information and cross-reference it with your own data to build up a cohesive picture.

OUR SOLUTIONS

DataV is a powerful and accessible data visualization tool. It provides a wide range of templates for all types of real-time data visualization scenarios such as monitoring the public health situation during the outbreak of COVID-19.

Using this DataV solution, your business can visualize its internal information in real-time; enabling efficient data analysis, and delivering real-time insights to drive rapid and informed decisions; ensuring the transparent sharing of information; and enhancing team cohesion.

You can also import public data sources with your internal data to customize data dashboards and understand how the COVID-19 disease will affect your business. Using DataV, you can leverage dozens of templates to build an interactive data dashboard in just a few minutes.

By mobilizing your data in the digital domain, DataV provides your business with a highly effective and responsive means to respond to the COVID-19 epidemic. To find out more about DataV, please click here.

SELL ANYWHERE

Buying and selling is a thorny issue during an epidemic. Retailers must ensure their business activities do not further aggravate the crisis, closing their physical stores and changing their customer engagement methods. Many shopping malls and supermarkets are also cutting their opening hours due to low traffic or closing completely with practices like self-isolation further reducing footfall.

Epidemics transform spending habits, resulting in many consumers needing to switch from offline to online purchasing. As a result, traditional retailers lose business and existing e-retailers can struggle to cope with surges in demand. Furthermore, stockpiling and panic buying could leave certain products in short supply, causing further disruption to the world's supply chains and retail sector.

Conventional shopping experiences are no longer viable due to coronavirus and businesses must find a new digital path.
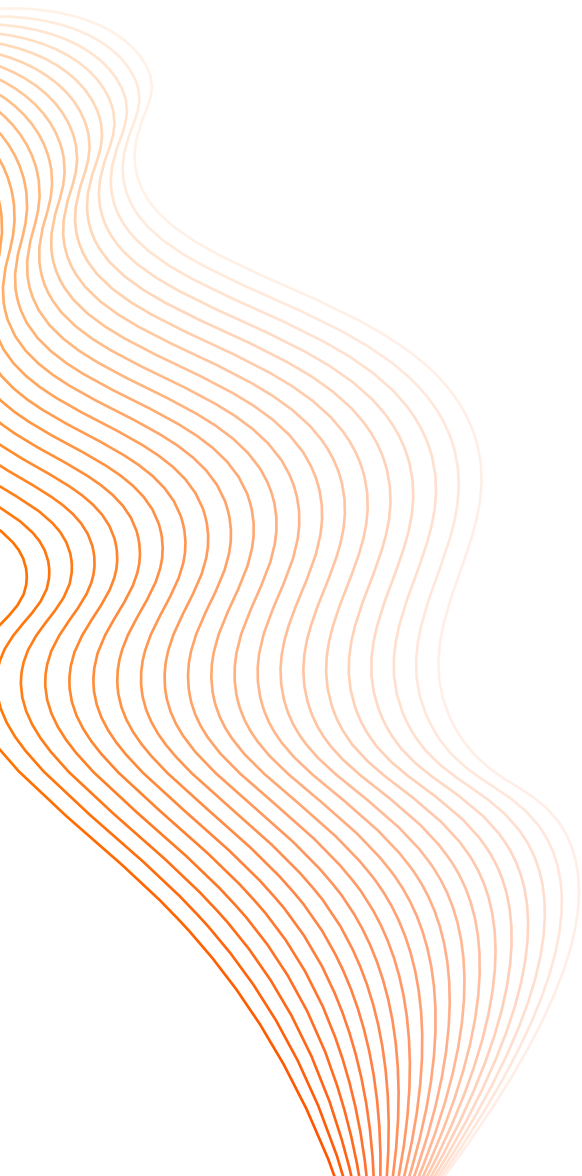
OUR SOLUTIONS

Alibaba Cloud provides its customers with a full E-Commerce Solution for Retail, helping businesses get online as quickly and painlessly as possible, using our best practices to guide this process.

During the coronavirus epidemic, this service can help retail businesses in the following ways:

1. **Get online:** Using this solution, you can set up your B2C e-commerce platform in less than five days, including both the deployment and necessary training to run your online store. If you want to provide an omnichannel shopping experience, we can also help you set up business-to-business-to-consumer (B2B2C), and online-to-offline (O2O) offerings in less than 25 days.

2. **Increase customer traffic:** Online channels allow you to quickly fulfill demand from your customers anytime and anywhere, whereas traffic to offline outlets is limited, particularly during an epidemic.

3. **Enrich data assets:** By using an e-commerce solution, you get a complete record of your customers, their orders and transaction data, which you can use to further optimize your business.

4. **Crisis awareness:** Consumers are fully aware of the importance of online channels during an epidemic, allowing you to proactively meet this demand and step ahead of the competition.

Thanks to Alibaba Cloud, even if your customers cannot enter a physical retail store, they are still connected with your stores in the digital world. To find out more about our E-Commerce Solution for Retail, please click here.

LEARN ANYWHERE

With many schools and universities around the world having been temporarily closed in order to reduce the spread of the COVID-19 virus, educational institutions need to be able to move lectures and teaching from classrooms to the cloud, ensuring student welfare and academic success.

Some organizations will need to build facilities to enable remote learning from scratch, while others may already have them in place, but are struggling to cope with the extra demand caused by the total closure of their physical premises to all learners and staff.

Providing online access to text-based learners, even to a very large number, is generally straightforward because of the relatively low bandwidth required. But for lectures and other video-based content required in todays learning environments, the quality and continued availability of the service is essential. This is especially true when there are high numbers of viewers, as is the case in university learning, for example. Alibaba Cloud's Online Education product suite provides a full range of services in this space.

VOD AND LIVE BROADCAST FROM SCRATCH

The Apsara Video On Demand (VOD) and live video broadcast features are perfect for organizations that need to establish this functionality and get it up and running as quickly as possible.

Powered by Alibaba Cloud's massive international infrastructure, the VOD service can support millions of concurrent users. A CDN, or Content Delivery Network, distributes video files to multiple locations around the world. Users are automatically served from their nearest geographical location, and from the least busy server.

Broadcasting live video has its own challenges, as it has to be right first time. Issues such as latency, bandwidth, security and scalability all need to be addressed. Alibaba Cloud's Online Education service

provides low latency and high concurrency broadcasting for efficient development of live video broadcasting platforms. Crucially, you can be up and running very quickly.

INCREASING PERFORMANCE

For the educational organization that already has a VOD solution, but which is struggling to cope with the increased demand from students throughout mainland China, Alibaba Cloud's Content Delivery Acceleration provides the cost-effective solution. As the number one cloud vendor in China, Alibaba Cloud works closely with China Tier 1 operators to provide guaranteed network quality, and an excellent user experience.

VIDEO CONFERENCING FOR FREE

Where there is a need to host an online lecture or seminar but both time and funding are in short supply, Alibaba DingTalk is the ideal solution.

DingTalk offers free online conference services via a mobile app which, with a stable Wi-Fi connection, can easily support video in 1080p HD, and also includes a screen share feature to make presentations easy. To enable a teacher to open up a lesson and invite group discussions, DingTalk supports both training mode and discussion mode, and you can switch modes at any time during a session.

To can find out more about all of these solutions and access a series of free webinars and white papers that explain more about how to get started quickly, please click here.

DEVELOP ANYTIME

Innovation never stops. Even during a crisis like coronavirus, businesses must ensure their workforces can still develop cutting edge solutions and promptly respond to any emerging issues and trends.

However, many IT teams do not have the ability to work remotely during an epidemic and, if they cannot carry out their roles and responsibilities, then this could disrupt your organization further.

The DevOps methodology could address these challenges. It is a popular way of working for many businesses, providing you with a framework to coordinate your IT teams during periods of disruption. It brings together your development and operations teams, eliminating the barriers caused by physical location, organizational functionality, and business goals; helping you accelerate the time-to-market for your software solutions.

The DevOps agile methodology helps businesses cope with changing requirements quickly and easily where continuous integration and delivery (or CI/CD) helps developers maintain and own their software development pipeline. Developers are also responsible for shipping their code to your customers, often relying on automated solutions to further expedite the delivery of their work. This facilitates business continuity, accountability, and works across your organizational teams.

But DevOps is also a step-change for many businesses, requiring you to overhaul your existing operational and maintenance activities and implement the appropriate technologies and processes to accommodate this change.

OUR SOLUTIONS

Hosting DevOps on the cloud can help organizations to evolve from a reactive to proactive development approach. Our DevOps Solution is a cloud-native solution, with which organizations can achieve delivery through continuous integration, with the required level of scalability and testing to deploy quality solutions to customers in any circumstances. Our DevOps Solution provides the following benefits:

1. **Increased Scalability:** Coupled with DevOps, the scalability of the cloud provides organizations with a highly cost-effective means to do business where your applications can automatically and elastically scale to meet demand.

2. **Efficient Recovery Mechanisms:** Backup restoration is highly automated in the cloud, allowing your developers to integrate their scripts with continuous integration tools to automate backups, restores of recent backups and delete old backups.

3. **Eliminate Downtime:** Users can eliminate downtime due to the continuous nature of the cloud and DevOps practices. Using an automated development model, developers can create stateless applications to improve your business reliability and customer satisfaction levels.

Whatever circumstances you're operating in, the Alibaba Cloud DevOps Solution provides businesses with a way to accelerate their software development and delivery by integrating DevOps with the cloud. Click here to find out more.

CONCLUSION

The outbreak of the Coronavirus Disease 2019 (COVID-19) is a serious and complex issue. At Alibaba Cloud, we are working with a range of organizations, institutions, enterprises, and small businesses affected by the epidemic to help minimize its impact.

For businesses, the nature of the cloud allows you to stay connected and provides your organization with the agility to respond to the changing nature of this crisis.

At Alibaba Cloud, we're always open for business and here to help. If you'd like to find out more about how Alibaba Cloud supports business continuity, see https://www.alibabacloud.com/campaign/supports-your-business-anytime.

ABOUT

Established in 2009, **Alibaba Cloud**, the data intelligence backbone of Alibaba Group, is among the world's top three IaaS providers, according to Gartner. It is also the largest provider of public cloud services in China, according to IDC.

Alibaba Cloud provides a comprehensive suite of cloud computing services to businesses worldwide, including merchants doing business on Alibaba Group marketplaces, start-ups, corporations and public services.

Alibaba Cloud is the official Cloud Services Partner of the International Olympic Committee.

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