



# Tencent Cloud Introduction

January 2023

# Content



**01** Overview of Tencent and Tencent Cloud

**02** Infrastructure and Compliance

**03** Solutions and Products

**04** Professional Service

# Tencent and Tencent Cloud Overview

# About Tencent



## Vision & Mission

Value for Users,  
Tech for Good



## Positioning

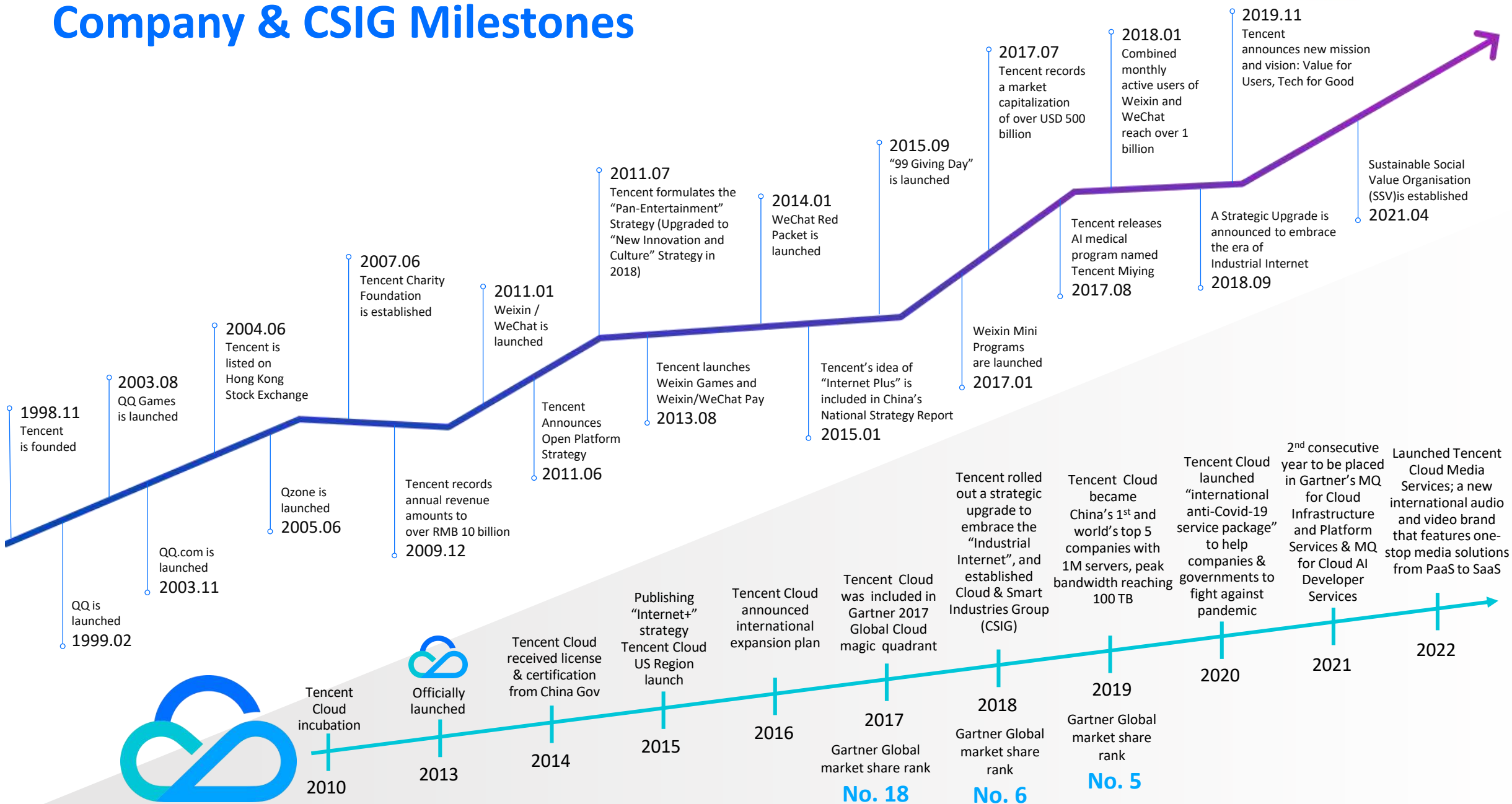
An Internet-based  
Technology and  
Cultural Enterprise



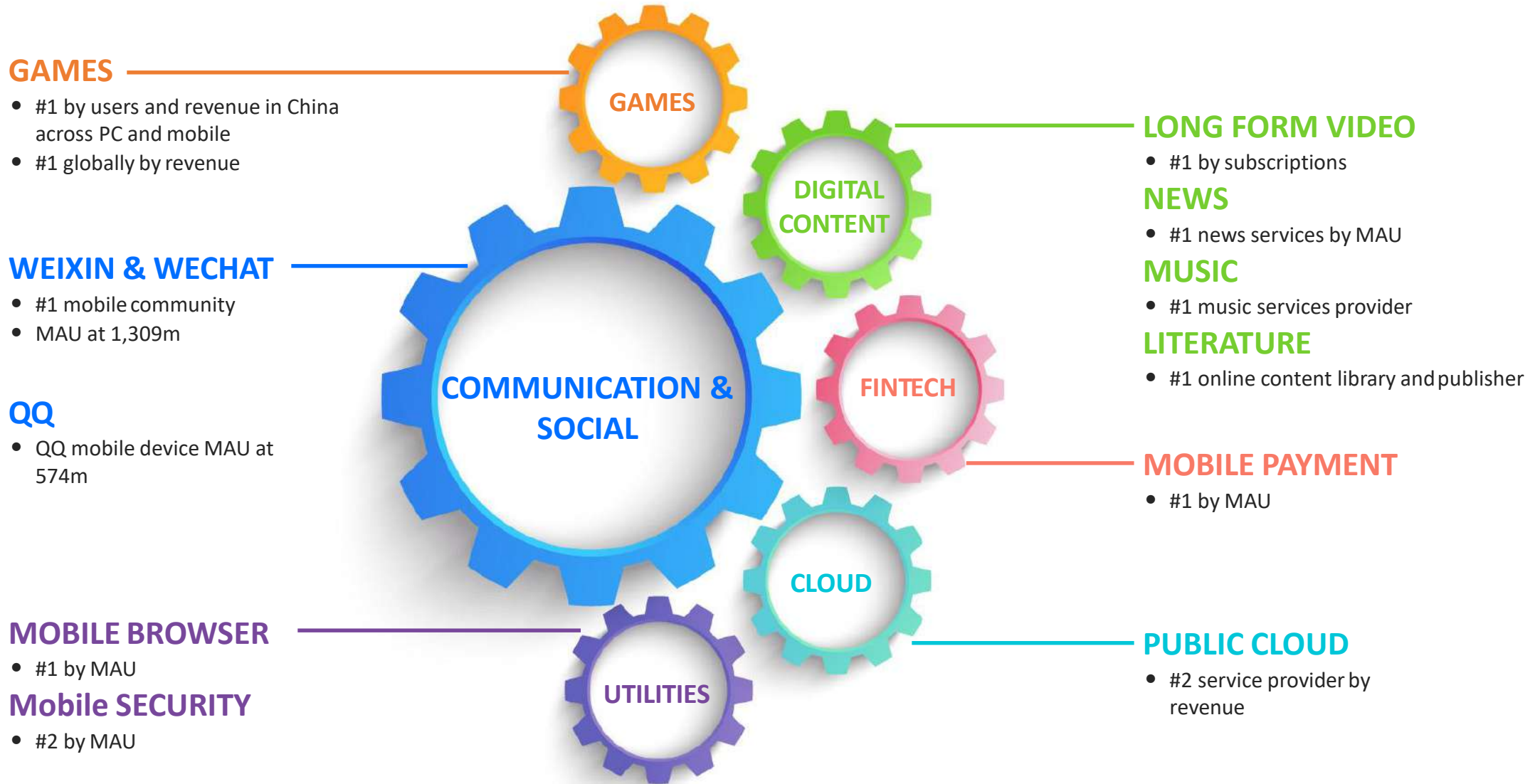
## Values

Integrity, Proactivity,  
Collaboration, Creativity

# Company & CSIG Milestones



# Leading Services with Massive and Highly Engaged User Base



\* All rankings above refer to China market, unless otherwise stated. Ranking for public cloud is based on IaaS and PaaS revenue (source: IDC). Company data as of Sep 30, 2022.

# Digital Ecosystem Fulfilling Everyday Needs of Consumers

**1 billion+**  
daily average commercial  
payment transactions  
on *Weixin Pay* <sup>(1)</sup>

**600 million**  
daily active user accounts on  
*Weixin Mini Programs* <sup>(2)</sup>

**229 million**  
total fee-based  
VAS subscriptions <sup>(3)</sup>



1. Since Q4 2019  
2. Annual transaction value in 2020  
3. Fee-based VAS subscriptions as of Sep 30, 2022

# Weixin Connects Users, Content and Services in China



## Chat and Moments

- Weixin Chat provides synchronous communication between mutual contacts
- Moments provide asynchronous photo, video and audio sharing

## Weixin Pay

- Easy and secured online/ offline transactions
- Over 1 billion average commercial transactions per day since Q4 2019

## Mini Programs

- Connect over 600 million DAU with products, content and services
- Help independent businesses thrive with their own channels and customer relationships

## Official Accounts

- Allow individuals, media and businesses to share original content and engage with audience
- Strengthen brand awareness and content management

## Video Accounts & Live Streaming

- A separate ID-based content platform for public sharing of video and live streaming content
- Composed of both knowledge-based and entertainment content, offered to users via social and algorithmic recommendations
- Total time spent exceeded 80% of Moments
- Ramping up monetisation via video feeds ad, livestreaming tipping and eCommerce

**Largest communication and social service in China for over 1.3 billion MAU <sup>(1)</sup>**



# Comprehensive Technological Capabilities

- ▶ Extending our strategy of "Connection" to connecting industries, consumers and business partners; focusing on customer value creation and quality of growth
- ▶ Leverage our high-DAU products and software, and proprietary technologies to help non-Internet industries, e.g., financial services, industrials, retail and automotive to embrace digital transformation
- ▶ Concentrate our resources on SaaS/PaaS solutions such as enterprise communication software, video cloud and cybersecurity solutions



## SOFTWARE AND SERVICES



WeCom



Tencent Meeting /  
VooV Meeting



Tencent Docs



Weixin



Weixin Pay



Tencent  
Security

## TECHNOLOGIES



Video Cloud  
Solutions



Security  
Capabilities



Tencent AI  
Lab



Big Data  
Analytics



Tencent Cloud  
Enterprise (TCE)

## INFRASTRUCTURE

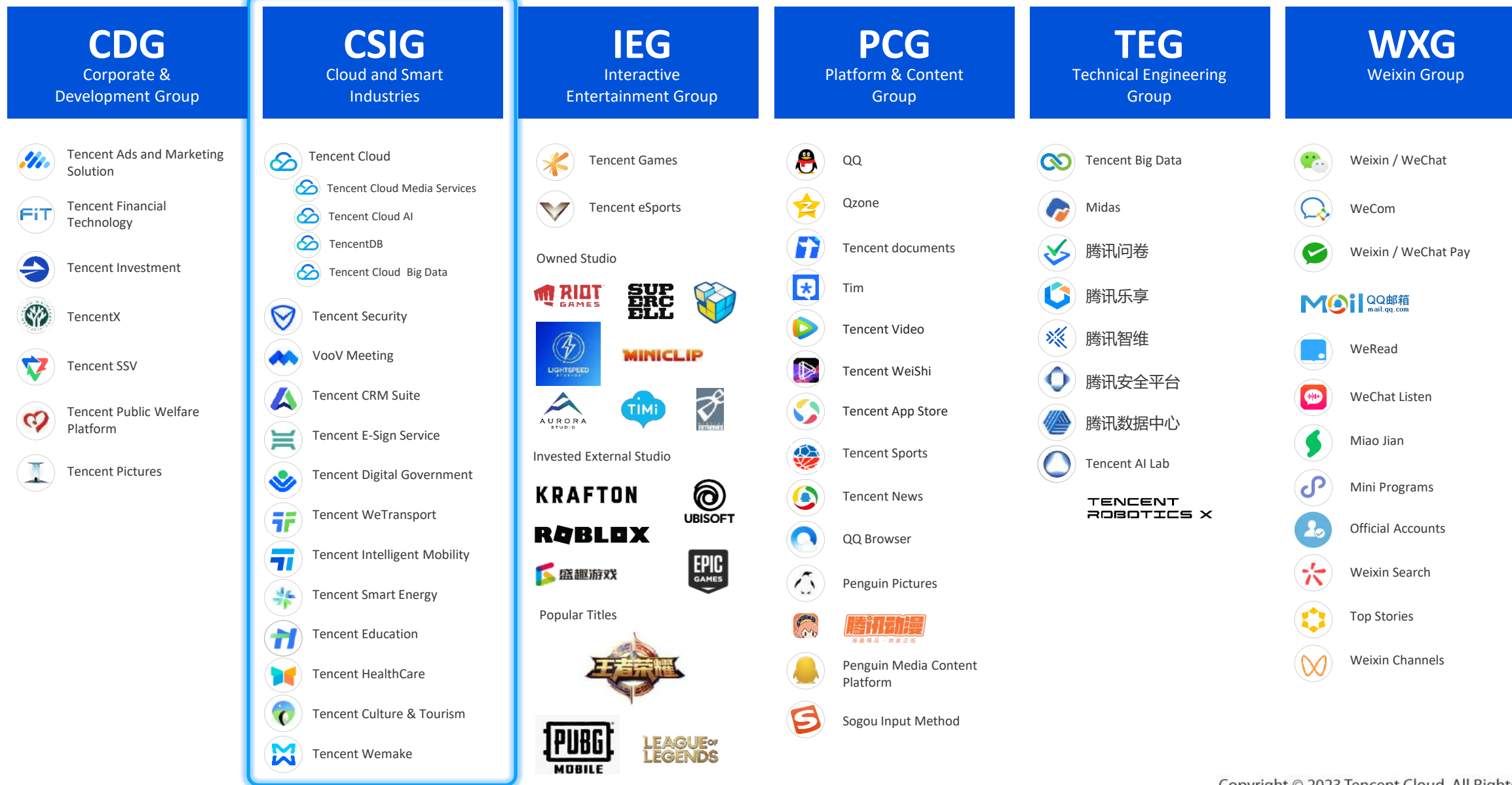


Tencent  
Cloud

- ▶ Solid infrastructure in 26 regions and 70 availability zones<sup>(1)</sup>
- ▶ No.1 in China by Communication PaaS revenues<sup>(2)</sup>
- ▶ TDSQL database named the leader for distributed database in China<sup>(3)</sup>

1. As of Sep 30, 2022  
 2. "Market Share: All Software, Markets, Worldwide, 2021", Gartner  
 3. "2021 China Distributed Database Market Report", Frost & Sullivan and LeadLeo Research Institution

# Company Structure



# Tencent Cloud is One of the World's Leading Cloud Providers

**1M+**

Servers deployed

China's first company  
with over 1M servers

**2,800+**

Global acceleration nodes

Covering 70+ countries and  
regions in the world

**EB Level**

Data storage scale

Serving billions of users

**160 Tbps+**

CDN Reserve Bandwidth

**400+**

Recognized certifications

**400+**

Cloud products & solutions



Comprehensive Cloud  
Product Portfolio



Powerful Infrastructure



Extensive Global  
Presence



Trusted By Leading  
Companies Globally

# Recognized by Top Global Analyst Firms

## Gartner

### Magic Quadrant for Cloud Infrastructure and Platform Services 2022

- Tencent Cloud is listed as a Niche Player
- Tencent Cloud ranks no. 6 globally in terms of the ability to execute (products, services, sales, etc.)



### Magic Quadrant for Cloud Database Management Systems 2022

- Tencent Cloud is listed as a Niche Player

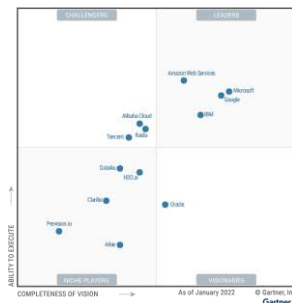


### Critical Capabilities for Cloud Database Management Systems for Operational Use Cases 2022

- In terms of OLTP transactions and In terms of OLTP transaction and lightweight transaction use cases, Tencent Cloud Database ranks no. 1 among Chinese vendors

### Magic Quadrant for Cloud AI Developer Services 2022

- Tencent Cloud is recognized as a Challenger
- Tencent Cloud ranks no. 2 globally in terms of computer vision capability



## FORRESTER

### Public Cloud Development And Infrastructure Platforms In China 2022

- Tencent Cloud is recognized as a Leader
- Tencent Cloud has excellent capabilities in AI/ML services, CaaS/Kubernetes services, rich-code and low-code development, CI/CD tool chain and support, developer experience support, security services and application integration services. Tencent Cloud also scored full marks in terms of product vision and innovation roadmap



### The Forrester New Wave™: Function-as-a-Service Platforms, 2021

- Tencent Cloud is recognized as a Strong Performer



### The Forrester Wave™: Public Cloud Container Platforms, Q1 2022

- Tencent Cloud is listed in the quadrant



### The Forrester Wave™: Forrester Wave™: Enterprise Fraud Management In Asia Pacific

- Tencent Cloud is recognized as a Leader
- Tencent Security ranks No. 1 in terms of existing services, product strategy, and market share

# Recognized by Top Global Analyst Firms



## China's Public Cloud Service Market Tracker 2022 1H

Tencent Cloud's IaaS + PaaS ranks no. 3 in terms of market share

## Worldwide General-Purpose Computer Vision AI Software Platforms 2022 Vendor Assessment

Tencent Cloud is recognized as a Major Player

## China Video Cloud Market Tracker, 2022 1H

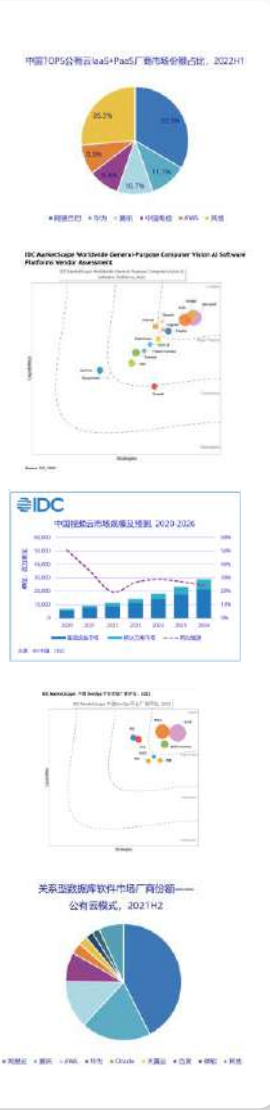
Tencent Cloud: No.1 in terms of audio & video solution market share for many years

## IDC MarketScape: China DevOps Platform Vendor Assessment, 2022

Tencent Cloud (Coding) is recognized as a Leader

## China Relational Database Software Market Tracker, 2022

Tencent Cloud relational database ranks no. 2 in public cloud market share



## 2021 China Distributed Database Market Report

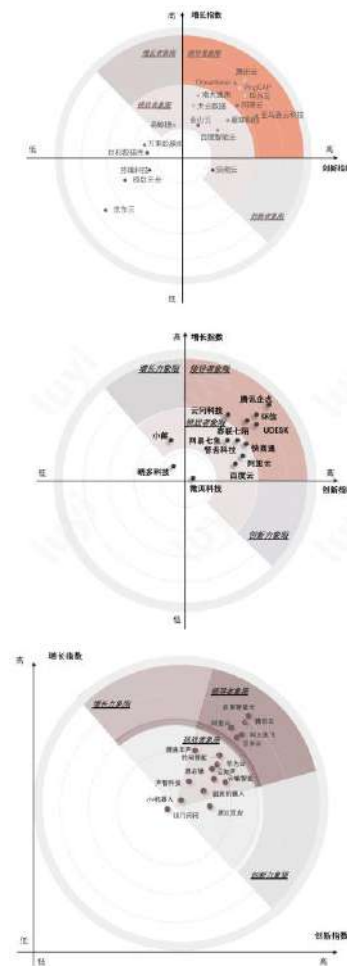
Tencent Cloud is recognized as Leader in Frost Radar and No.1 in the Growth Index

## 2021 China Intelligent Customer Service Market Report

Tencent Cloud's social CRM product Qidian is recognized in the Leader quadrant

## Artificial Intelligence Series Report: 2021 China's Conversational AI Market Overview

Tencent Cloud AI is recognized in the Leader quadrant



# Advantages of Tencent Cloud



## Strong Technological Foundation

We continuously invest in technological innovation to promote open-source collaboration, contributing to the development of cutting-edge cloud computing technologies

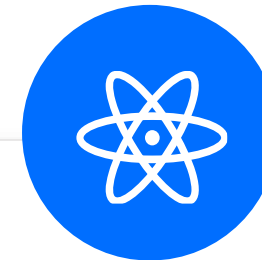
**TECHNOLOGY**



## All-Round Connectivity

With 20+ years of experience of serving billions of users, we have strong capability in connecting people from macro to micro perspective

**CONNECTION**



## Open Ecosystem

We join hands with partners to establish a mutually beneficial and interconnected digital ecosystem

**ECOSYSTEM**

# Cloud Partner Ecosystem

We join hands with **10,000+** partners globally across **30+** industries to roll out **400+** vertical solutions.



## Solution Integration

Integrate partner products and services into Tencent Cloud vertical solution



## Cloud Marketplace

Promote partner products and services through marketplace



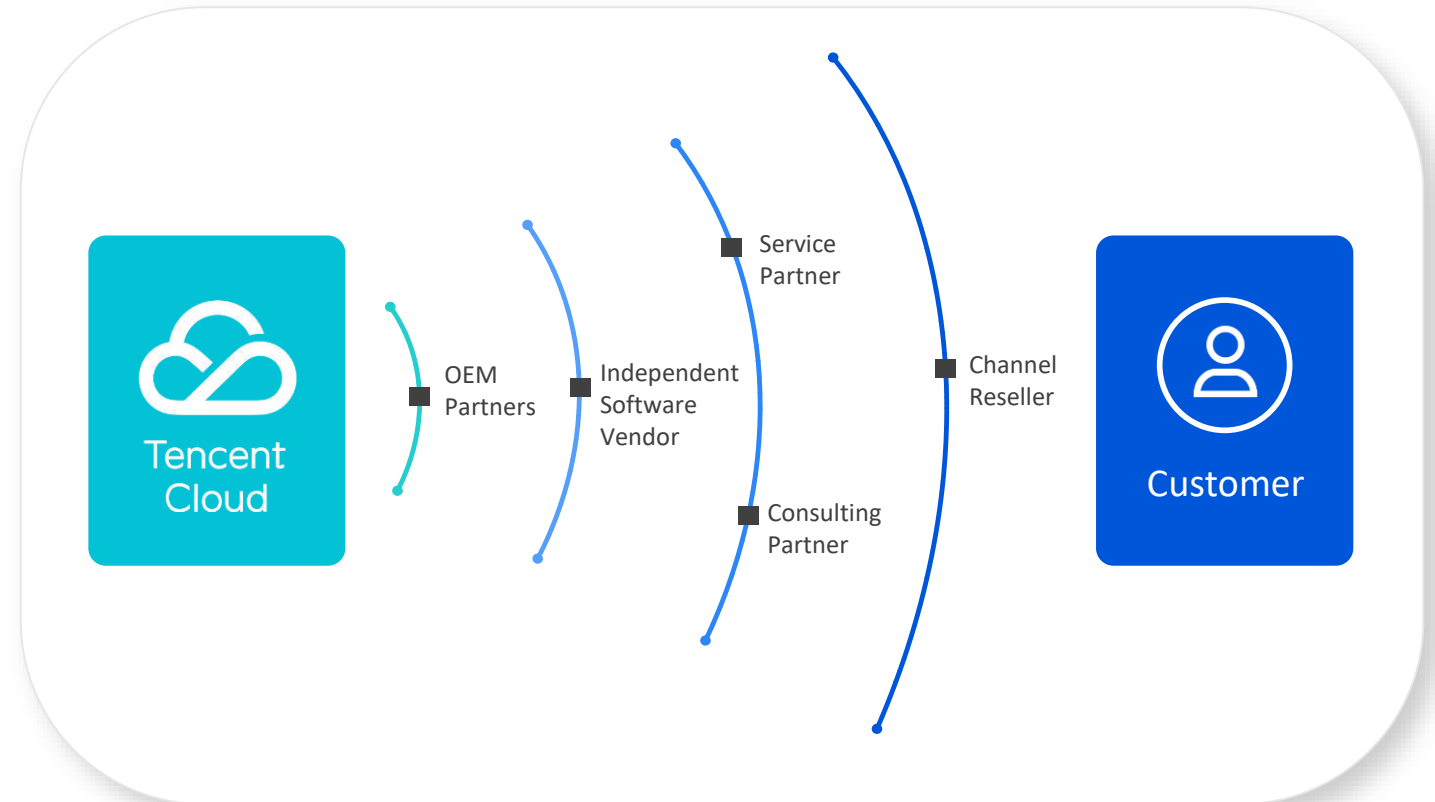
## Service Business Opportunity

Share with regional partners end to end service business opportunities



## Marketing Cooperation

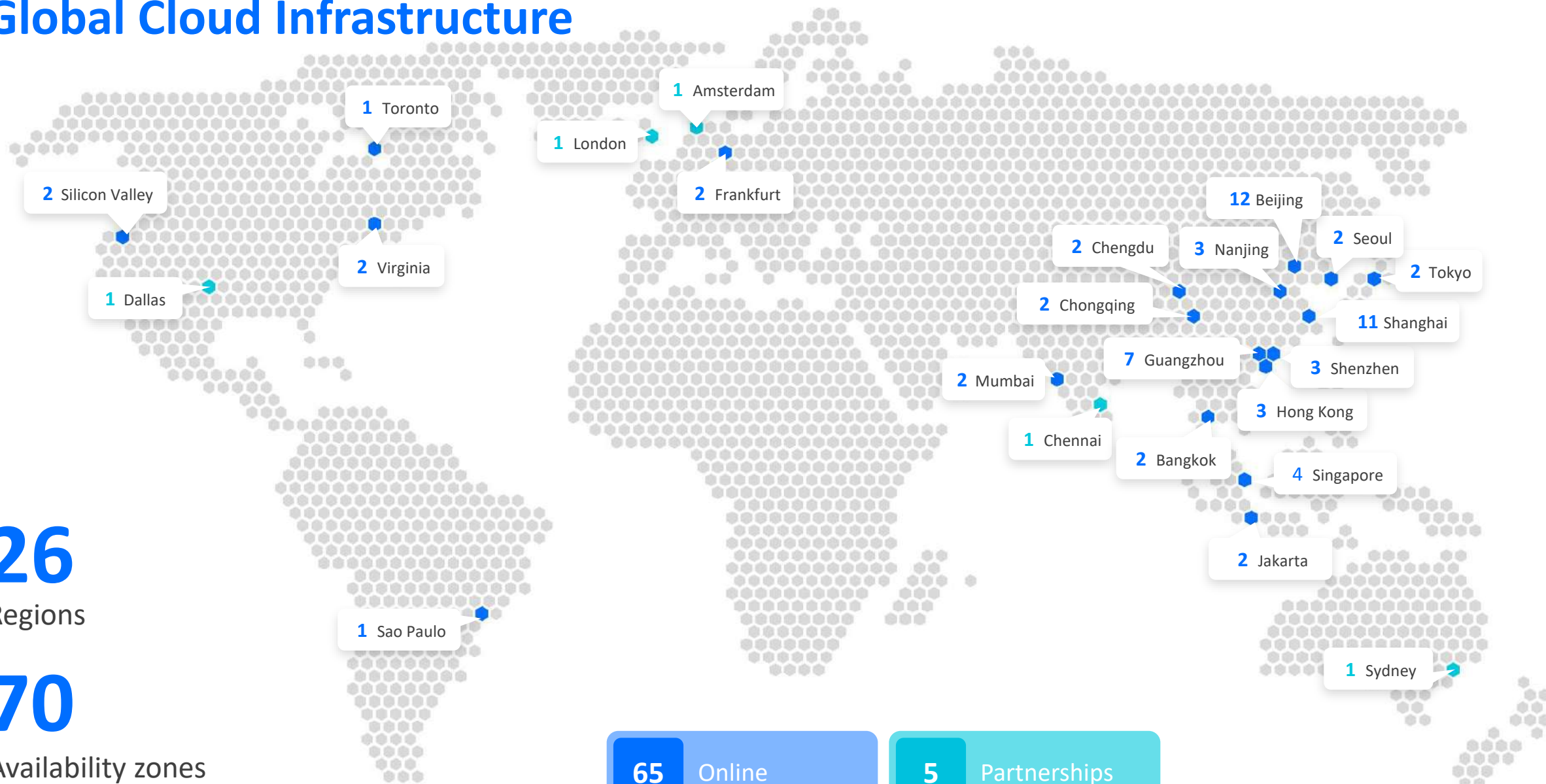
Help partners improve brand recognition through joint marketing programs



# Infrastructure and Compliance



# Global Cloud Infrastructure



26

Regions

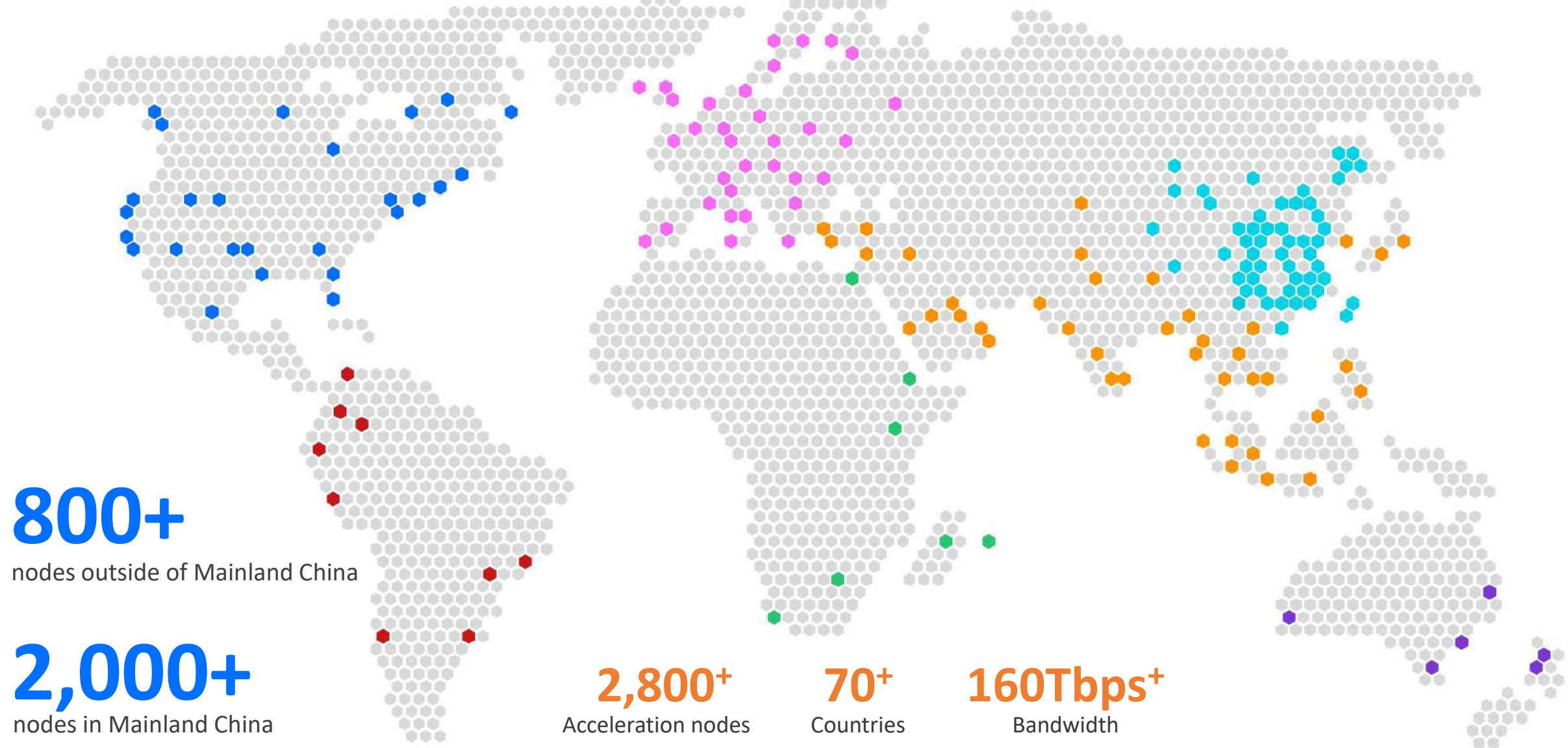
70

Availability zones

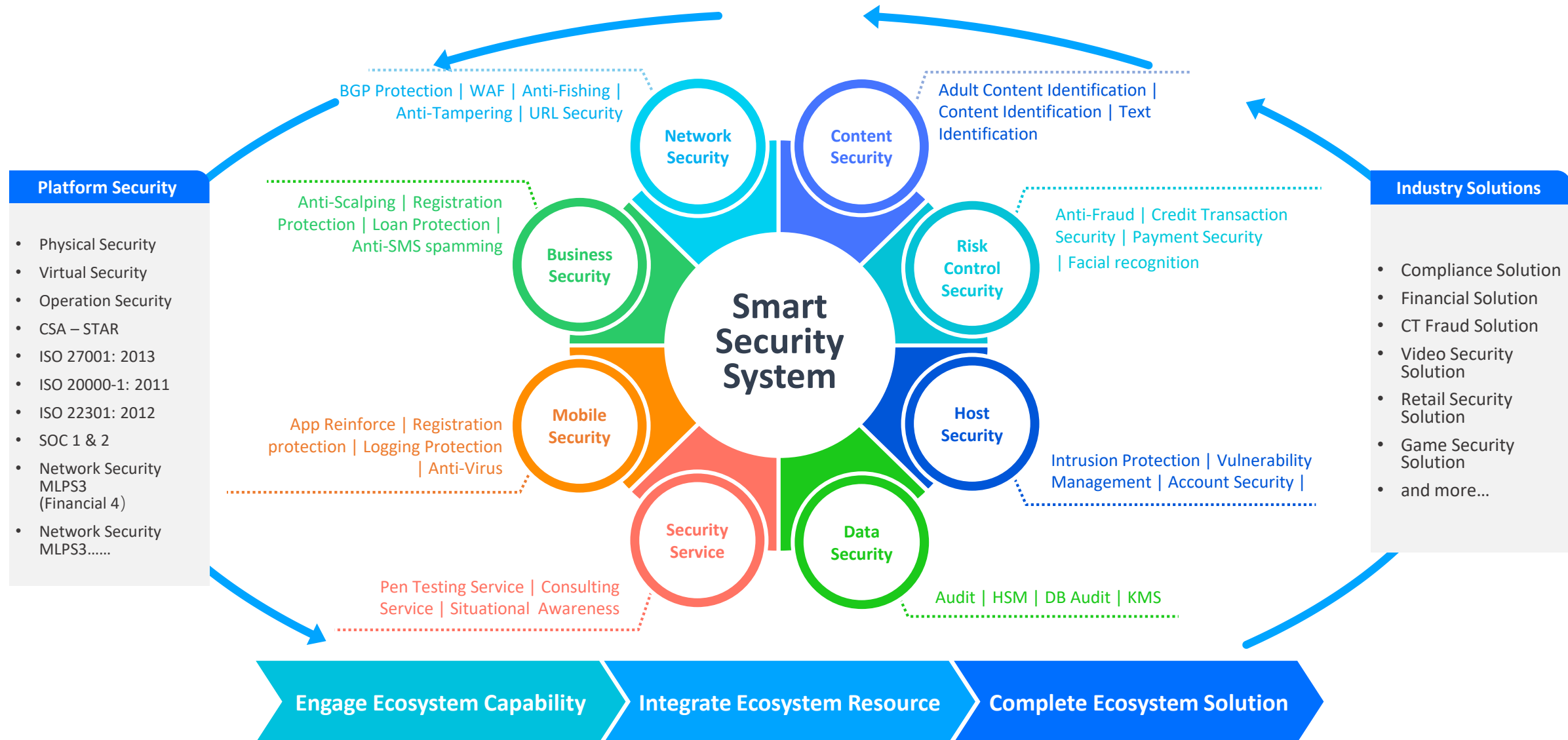
65 Online

5 Partnerships

# Global CDN Presence - Location of Cache Node Clusters



# Tencent Cloud Security Structure



# Certifications and Compliance



ISO27001



ISO9001



ISO20000



ISO22301



PCI DSS



CSA STAR



SOC



ITSS



ISO27017



ISO27018



Big Data



Trusted Cloud Service



CISPE



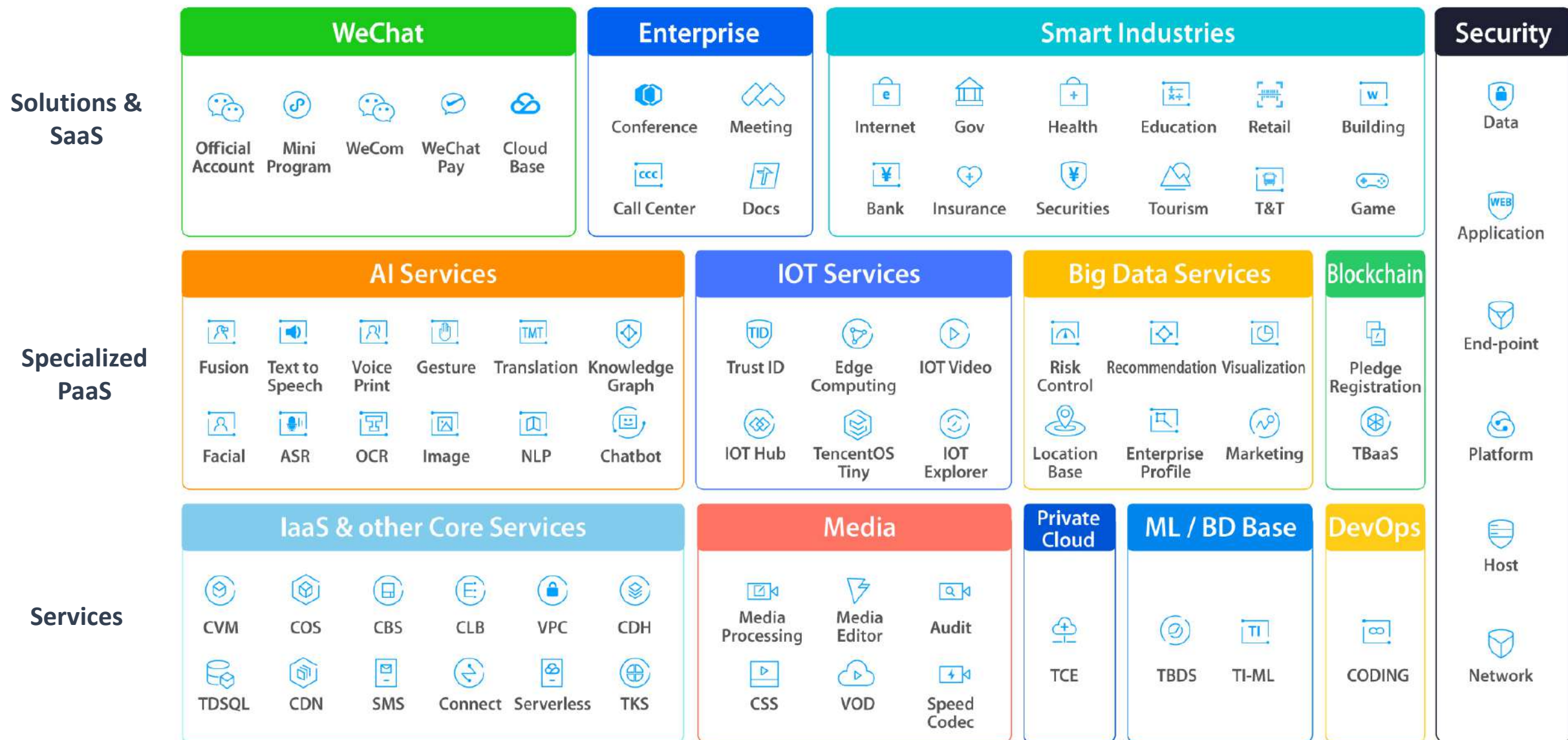
MLPS3 & 4



MTCS Tier 3

# Solutions and Products

# Tencent Cloud Offerings



# Industry Solutions



# Pan-Internet

Share Tencent's experience on technology, social network, content and traffic, and empower boost of customer business.

Deeply cultivate various industries including gaming, e-commerce, culture & creation, life interconnection and industrial tools.

## Gaming

Public cloud IaaS,  
Acceleration (AIA/CCN/CDN/GAAP)  
Security (Anti-DDoS)  
GSE, ACE, GME, TcapusDB

## Streaming Service

Public cloud IaaS,  
TRTC, CSS, VOD, MPS, SDK  
StreamLive/Package/Link

## E-commerce

Public cloud IaaS,  
Acceleration (ECDN/GAAP)  
Security (Anti-DDoS/WAF/Tianyu)  
CSS, VOD, Big data

## Industrial Tools

Public cloud IaaS,  
High speed connection,  
Acceleration, Security



# Finance

Tencent Cloud provides integrated full-process fintech solutions designed for the digital transformation of customers in various finance-related industries, such as consumer finance, payment services, financial technologies covering marketing and customer acquisition, financial risk management, smart customer service, business scenario innovation, and cloud infrastructure services.

## Financial Business Scenarios



Consumer Finance



Industrial Finance



Financial Risk Management



Smart Marketing



Open Banking

## Financial Solution Portfolio

### Technology Platforms

#### Distributed Service Platform



Distributed Database TDSQL



Microservices Platform TSF

#### AI Platform



Face Recognition



Optional Character Recognition



AI Basic Services

#### Mobile Platform



SMS Platform



Video Banking



Tencent Mobile FinTech (TMF)

#### Business Data Platform



Tencent Big Data Suite (TBDS)



Business Data Security

## Cloud Infrastructure



Computing



Storage



Network



Security

#### Infrastructure



Monitoring



Tencent Cloud Enterprise



Management



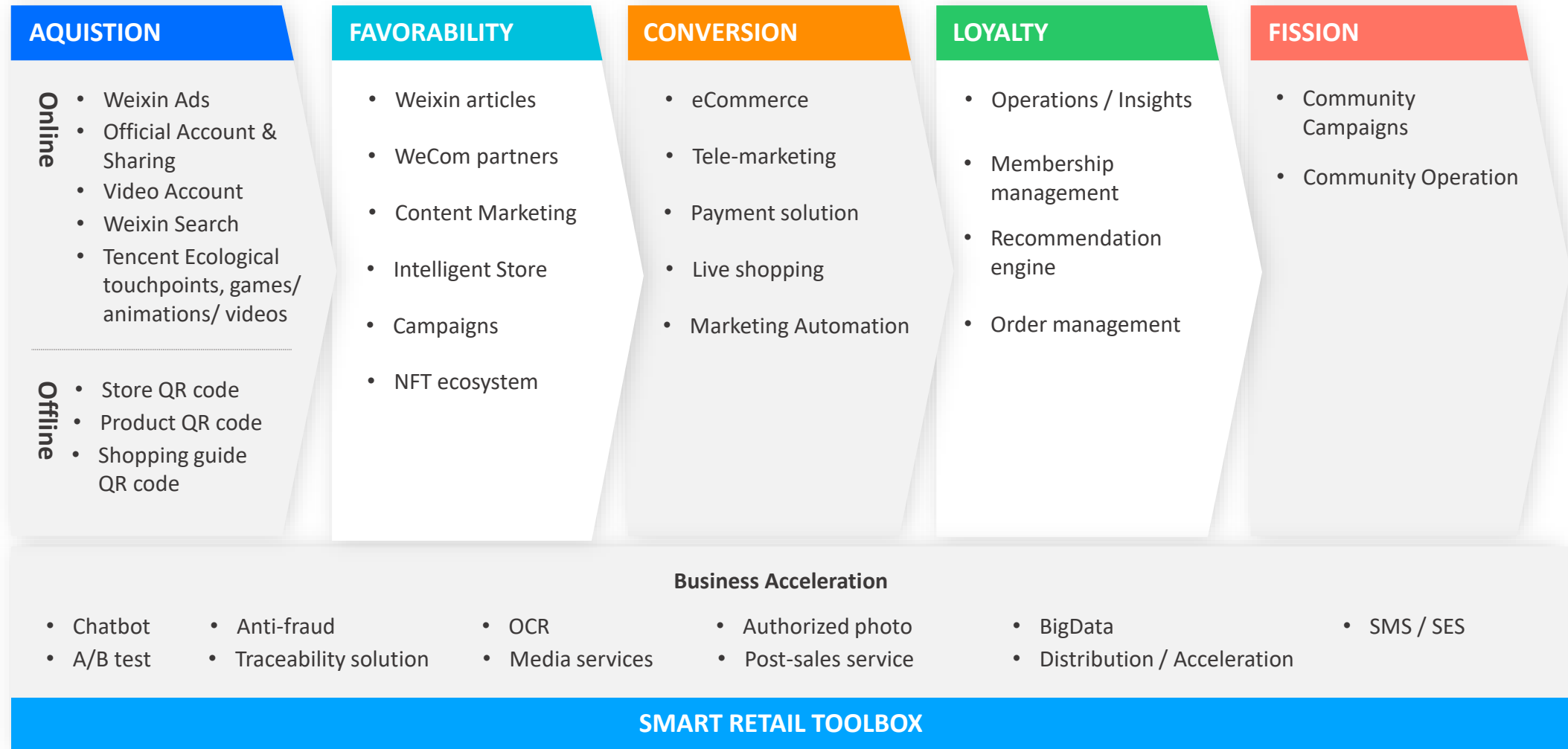
Cloud Dedicated Cluster/ Zone



Tencent Public Cloud AZs

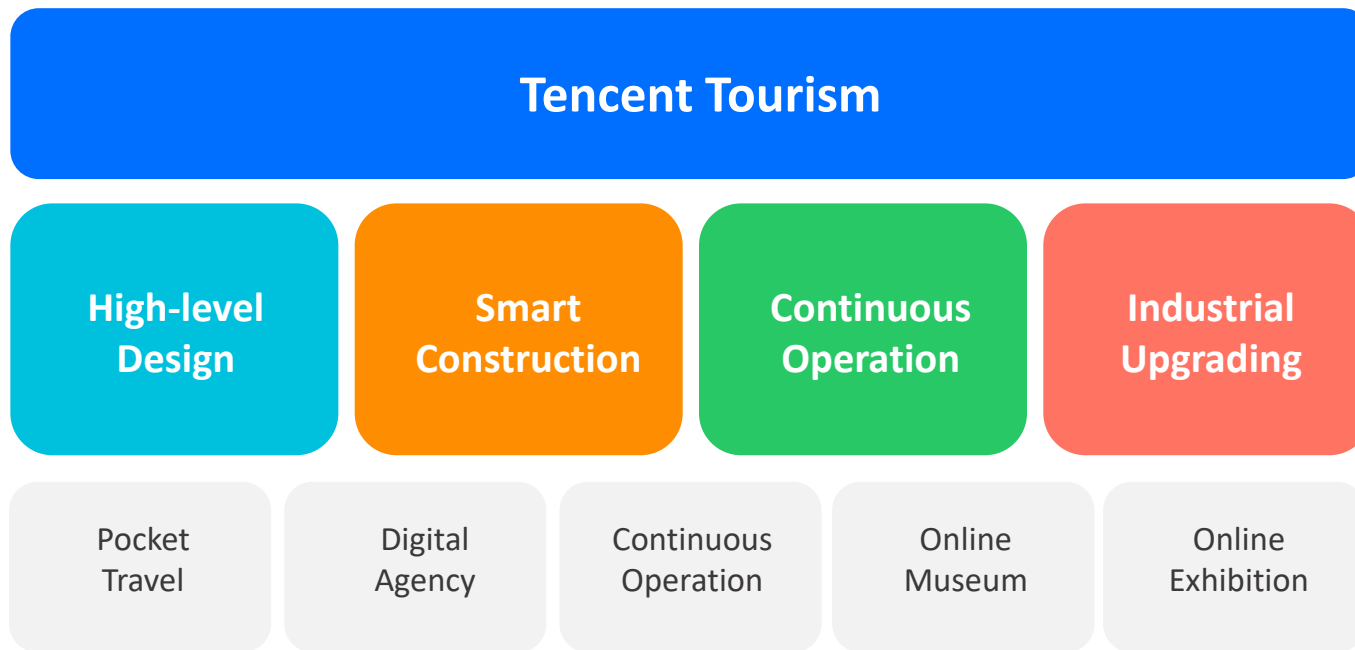
# Smart Retail

We help enterprises to enhance their retail business, grow their network and influence, enhance the omnichannel operations.



# Tourism

Theme Park/ Resort solution by Tencent Smart Tourism aims to assist park/ resort owners in building leading travel locations together with Tencent's social media / gaming / video / news, advanced digital technology, and wider tourism & entertainment ecosystem.



This solution combines “Technology + Culture + Tourism” to provide new energy for the fast-growing development of the cultural & tourism industry: Integrating cloud computing, IoT, big data, AI, and cutting-edge technologies and creative digital contents.

# Automotive

## Automotive Full Lifecycle Digitization

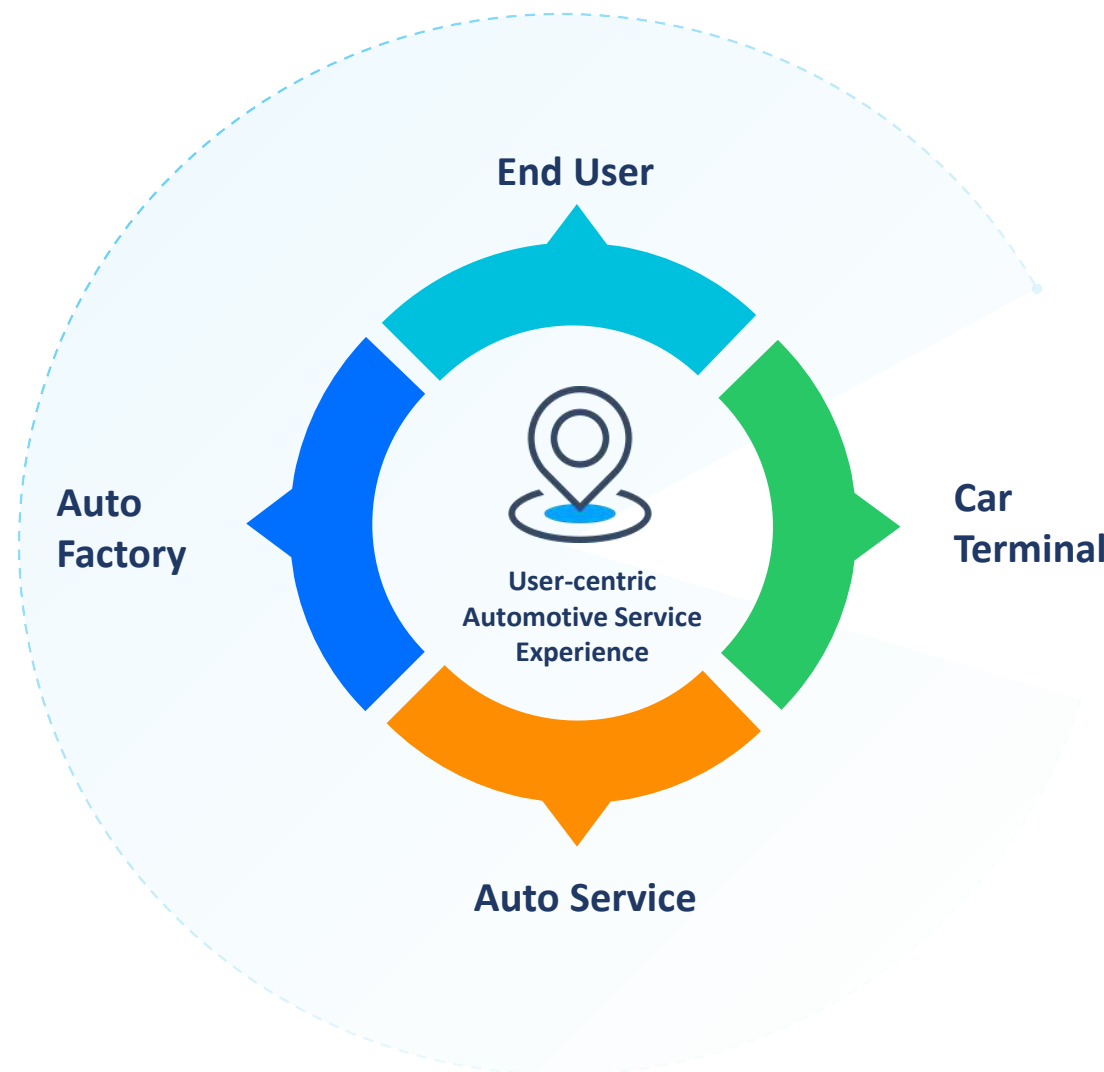
To help car companies translate data into decision-making value, R & D, manufacturing, marketing, sales, user experience, and full-link digital management.

## Make Better Travel and Life Services

To provide users with humanized and intelligent on-board services, joint operation with automobile enterprises, to provide full-cycle extreme services.

## Digital Marketing Management for Selling More Cars

Efficient and accurate customer acquisition, personalized marketing strategy, and digital user operation to improve store customer experience.



# Manufacturing

Promote comprehensive digital transformation of industrial enterprises.



### Digitalized Manufacturing

Various types of data in the manufacturing process are collected, processed and analyzed to help evaluate, monitor, predict, control and optimize decision-making in manufacturing

Data Talk	RayData
TBDS	Data Assets

IT data    OT data    Other data

### Interconnected Manufacturing

Connection, interaction and collaboration of various devices, systems, and people through effective integration and interconnection technologies.

Tencent Meeting	Lexiang
IoT	Public Cloud
Enterprise Cloud	WeCom

Device    People    System

### Intelligent Manufacturing

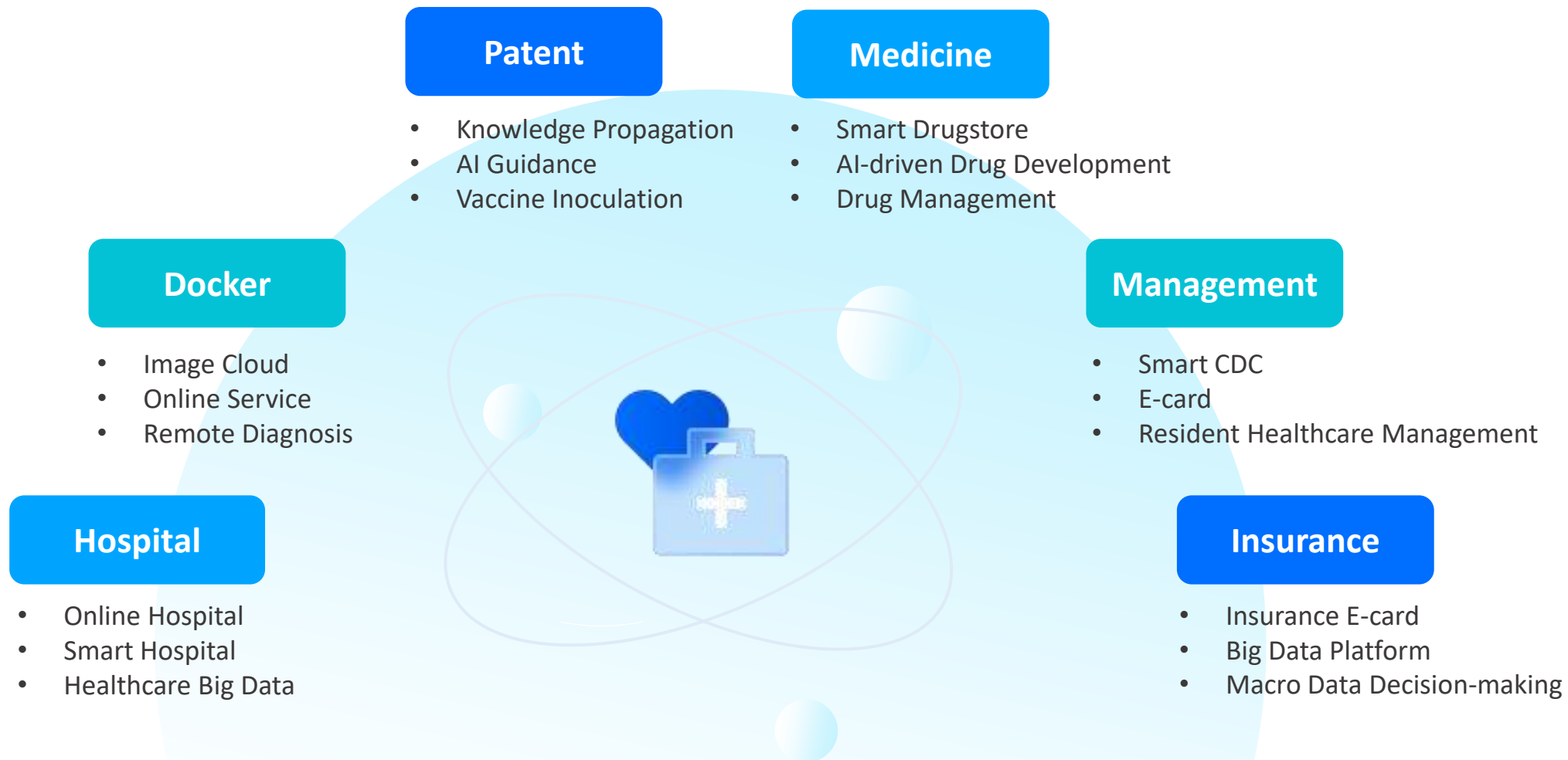
Intelligent technology is applied to the whole manufacturing process of design, production, sales, logistics and service and the entire enterprise for the closed loop of perception, execution and decision-making.

Fault Detection	Monitoring Chatbot
-----------------	--------------------

Data    Algorithm    Model

# Healthcare

Tencent Medical contributes to the digital upgrade of the medical and health industry (2B/2G/2C) in multiple dimensions.



# Key Products



# Web3 Offerings

Tencent Cloud helps Web3 players to build and scale for Web3 with our simple, secure tools and infrastructure.

## Customer Growth

Help enterprises reach and serve customers, build a closed loop from public domain customer acquisition to private domain operation, and help platform customer growth and retention.

### SMS, Email & Push Notification Services

Stable and efficient SMS, email and push notification services for better customer reach.

### Customer Service Products

An intelligent customer service platform that provides multi-channel business opportunity conversion and customer service for sales and customer service departments.

### Digital Collectible Marketing Platform (for Entering China)

One-stop solution product service from collection design, distribution, sale, to marketing application.

## Content & Entertainment

One-stop audio and video solutions, cloud rendering solutions, avatar products and intelligent tools to help image and video content creation.

### Tencent Cloud Media Services

Provide real-time audio and video communication and interaction capabilities, support a variety of audio and video features, and provide users with a better immersive experience.

### Real-time Cloud Rendering

One-stop application rendering capability, providing multi-scene virtual space and digital twin delivery capabilities.

### Avatar

Support manual or automatic generation of rich avatars.

## Development Tools

Provide convenient development environment and tools to help enterprises for more efficient collaboration, higher resource utilization, lower operation and maintenance costs, etc.

### Tencent Cloud Lighthouse

Out-of-the-box cloud server service that integrates computing, storage, network and other common basic cloud services.

### Serverless Cloud Function (SCF)

Provide enterprises and developers with an efficient and low-cost serverless execution environment, users only need to focus on the "core code".

### Middleware Service

Build and run elastically scalable applications, continuously deliver and deploy business production systems.

## Security

End-to-end security protection products and solutions, providing you with a one-stop security protection.

### Tencent Cloud EdgeOne

A unified edge service platform that integrates the WAF, Anti-DDoS, CDN, and other capabilities can be used to secure and accelerate Web3 applications globally.

### Electronic Know-Your-Customer (eKYC)

Efficient fraud prevention identity/liveness detection service.

### Web3 Security Services

Web3 security professional services include manual and automated testing for vulnerabilities, security audits of the decentralized systems, smart contracts, and other new technologies unique to web3.

## IaaS/PaaS

Global cloud computing resources and services to meet the needs of on-demand real-time expansion, cost-effective and high-quality products.

### Cloud Virtual Machine (CVM)

A stable, secure, resilient, and high-performance cloud computing service that covers 26 regions and 70 AZs.

### Tencent Kubernetes Engine (TKE) & Elastic Kubernetes Service (EKS)

Flexible expansion of K8S container services, providing higher resource utilization and lower operation and maintenance costs.

### Tencent Blockchain as a Service (TBaaS)

Blockchain construction capability.



# Metaverse Solution

## Virtual Scene

### Scenarios

- Virtual Meetings/ Exhibitions
- Virtual Events
- Virtual Simulation
- Virtual City/Campus

### Solutions

- Real-time Cloud Rendering
  - One-stop cloud rendering capabilities from IaaS, PaaS layers to application layers and multi-terminal SDK
- Digital Twins
  - 1:1 simulation



## Digital Human & Avatar

### Scenarios

- Virtual Host
- Virtual Salesperson
- Virtual Idol
- Virtual Customer Specialist

### Solutions

- Digital Human
  - 2D Real-person Image + Text Driven/ Sound Drive
  - 2D Cartoon Image + Action Engine
  - 3D Cartoon Image + Text Drive
  - 3D Real-person Image + Text Drive
  - 3D Cartoon Image + Motion Drive
- Avatar
  - Avatar based on Real-time Capturing
  - Avatar based on Face Swap and Character Creation

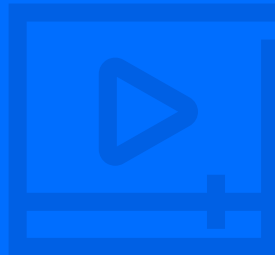


## Interactive Media & Communication

Focus on enabling immersive experience in virtual world and real world

### Solutions

- Game Multimedia Engine (GME) – 3D voice chat, voice messaging, speech to text, text translation
- Tencent Real-Time Communication (TRTC)
- Instant Messaging (IM)
- Cloud Streaming Services (CSS)



## Computing Power

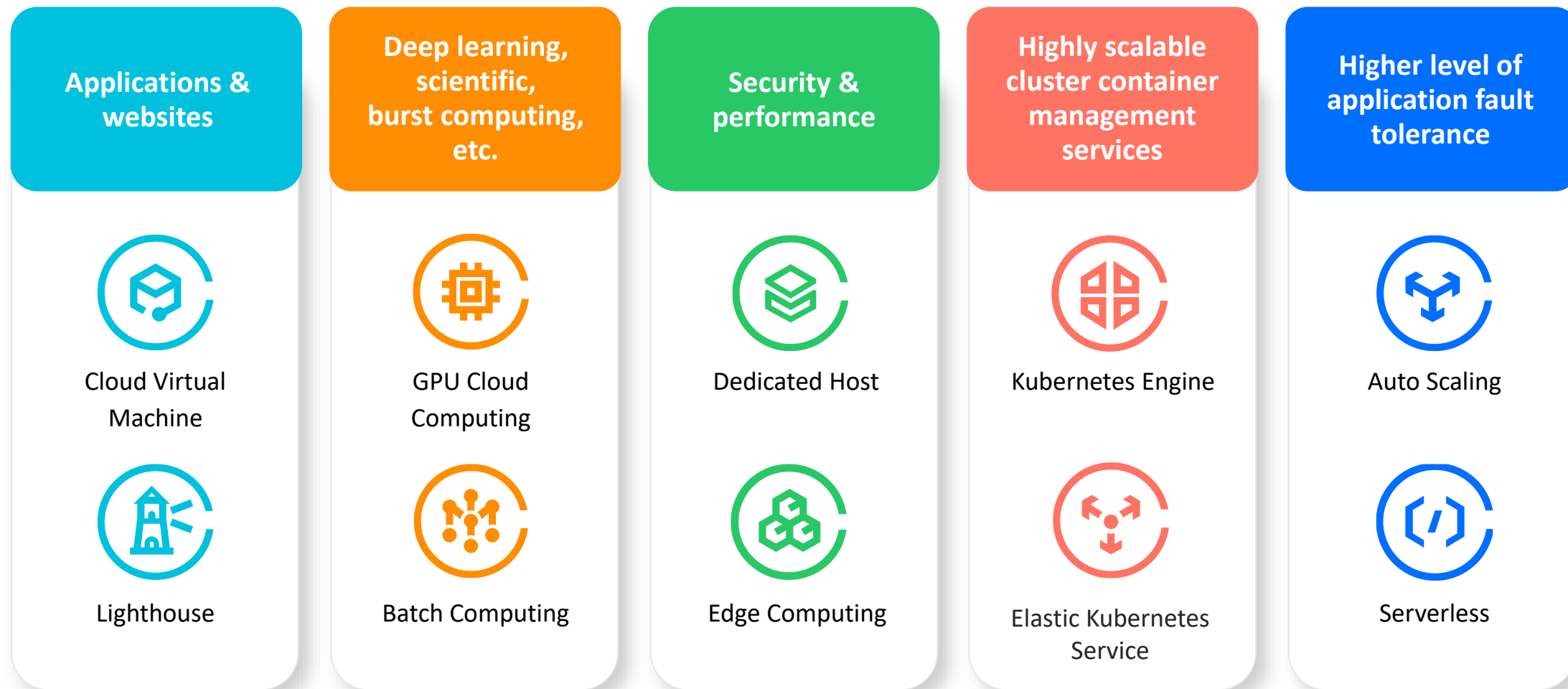
Provide secure, scalable and comprehensive infrastructure service for metaverse projects

### Solutions

- Cloud Virtual Machines
- Lighthouse
- GPU Cloud Computing
- Batch Computing
- Dedicated Host
- Edge Computing
- Kubernetes Engine
- Elastic Kubernetes Service
- Auto Scaling
- Serverless



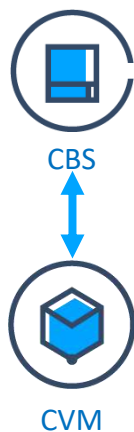
# Compute Products



# Storage Products

## CBS

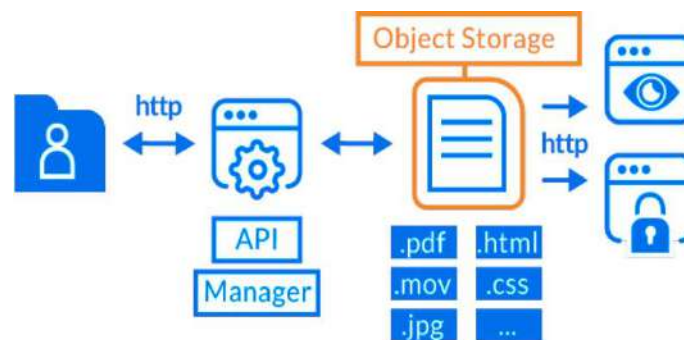
Cloud Block Storage



- Single-disk volume **10-16000GB**
- Single CVM cumulative mount **40TB** storage
- Single CBS cluster storage capacity without cap
- Efficient response to TB/PB large data processing

## COS

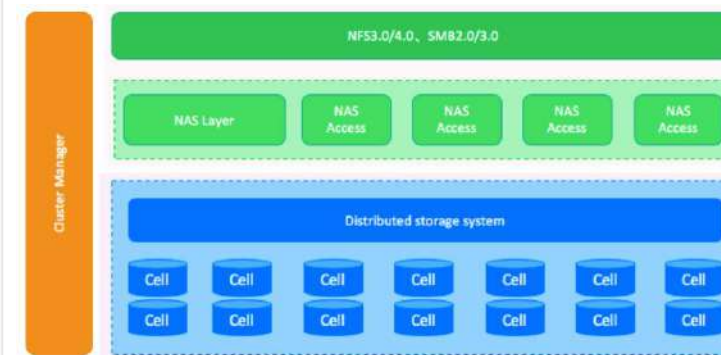
Cloud Object Service



- Stores data **across** multiple infrastructures and devices in a **redundant** manner
- **HTTP** protocol to support large concurrency
- Comprehensive protection, authority-based management
- Lifecycle Management and Versioning
- Cross Region Replication
- 11 9's of Durability
- Support for S3 Protocol

## CFS

Cloud File Storage



### Access layer

- NFS3.0/4.0, SMB/CIFS
- Infinite Scale-out
- No single points of failure

### Data layer

- Data across servers
- Index scale-out

# Network Products



Isolation

Distribution

Connectivity



Virtual Private Cloud



Cloud Load Balancing



Cloud CDN



Cloud DNS



Global Applications Acceleration Platform



Dedicated Interconnect



VPN



Cloud Connect Network

# Middleware Products

Micro services, asynchronous system decoupling, load balancing, encryption management

## Industry Advantage

Tencent Cloud operates one of the largest global KVM virtualized cloud server clusters, providing the most professional public cloud, hybrid cloud services.

- The industry's strongest performance **Tencent Gateway Load Balancing Service** carrying groups such as Phone QQ, Honour of King and other core business with a peak flow of more than 10TB.
- Distributed Tencent cloud service governance framework which is based on the **Spring Cloud Open Source program**. Provide one-stop service registration discovery, service calls.
- Middleware Services: Provides enterprise-class **Message queues, ESB service bus, Cloud API Gateway** services.
- FAAS product launch: **Function as a Service**, Functions as a service. No need to buy servers to quickly deploy services. Partnership with **Serverless.com**.

## Tencent Cloud Services

Tencent Service Framework (TSF)

Istio Service Mesh

Tencent Push Notification Service & SMS

Message Queuing Service (CMQ)

Distributed Messaging Platform (Ckafka)

Load Balancing

API Gateway

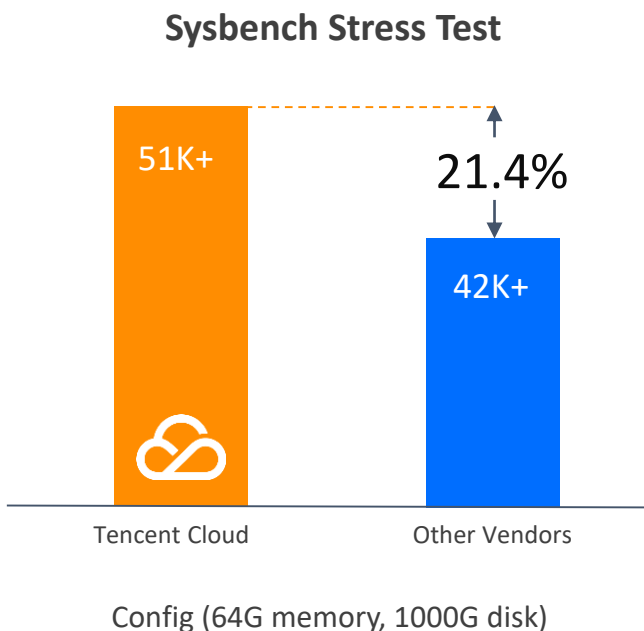
SDK support (Python, Java, PHP, Node.js, .NET, Go)

Serverless Cloud Function (SCF)

(Python, Java, PHP, Node.js, Go)

Serverless Framework with Serverless.com

# Cloud Database Overview



## Relational Database Centralized

- TencentDB for **MySQL**
- TencentDB for **MariaDB**
- TencentDB for **SQL Server**
- TencentDB for **PostgreSQL**

## Relational Database Distributed

- **TDSQL**  
- TDSQL for MySQL
- **TDSQL-A**  
- TDSQL A for PostgreSQL
- **TDSQL-C**  
- Cloud Native Database
- **TDSQL-H**  
- TDSQL-H for LibraDB

## NoSQL Database

- TencentDB for **Redis**
- TencentDB for **MongoDB**
- TencentDB for **TcaplusDB**
- TencentDB for **Tendis**
- TencentDB for **CTSDB**

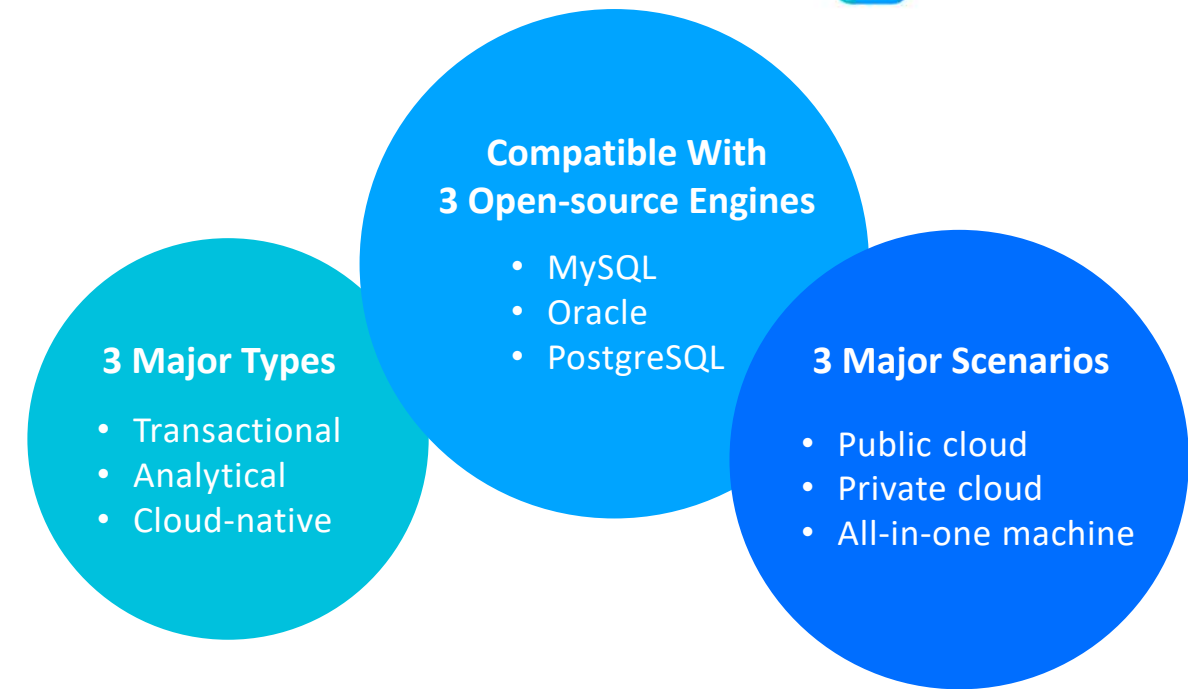
## DB tools

- Database Migration Service
- Database Expert Services
- DBbrain (Operations)

# Distributed Database TDSQL

## Introduction

- A financial-certificated and enterprise-grade distributed database
- 100% compatible with MySQL and PostgreSQL, 95+% compatible with Oracle
- 3 types of database engine products to meet the requirement of different business scenarios:
  - TDSQL – Distributed transactional database
  - TDSQL-A – Distributed analytical database
  - TDSQL-C – Cloud-native database



## Product Advantages



High consistency and availability



High Performance and Scalability



HTAP double engine



Enterprise grade security



Compatible with Oracle



Easy operation and maintenance

## Scenarios

E-commerce



Finance



Game



Government

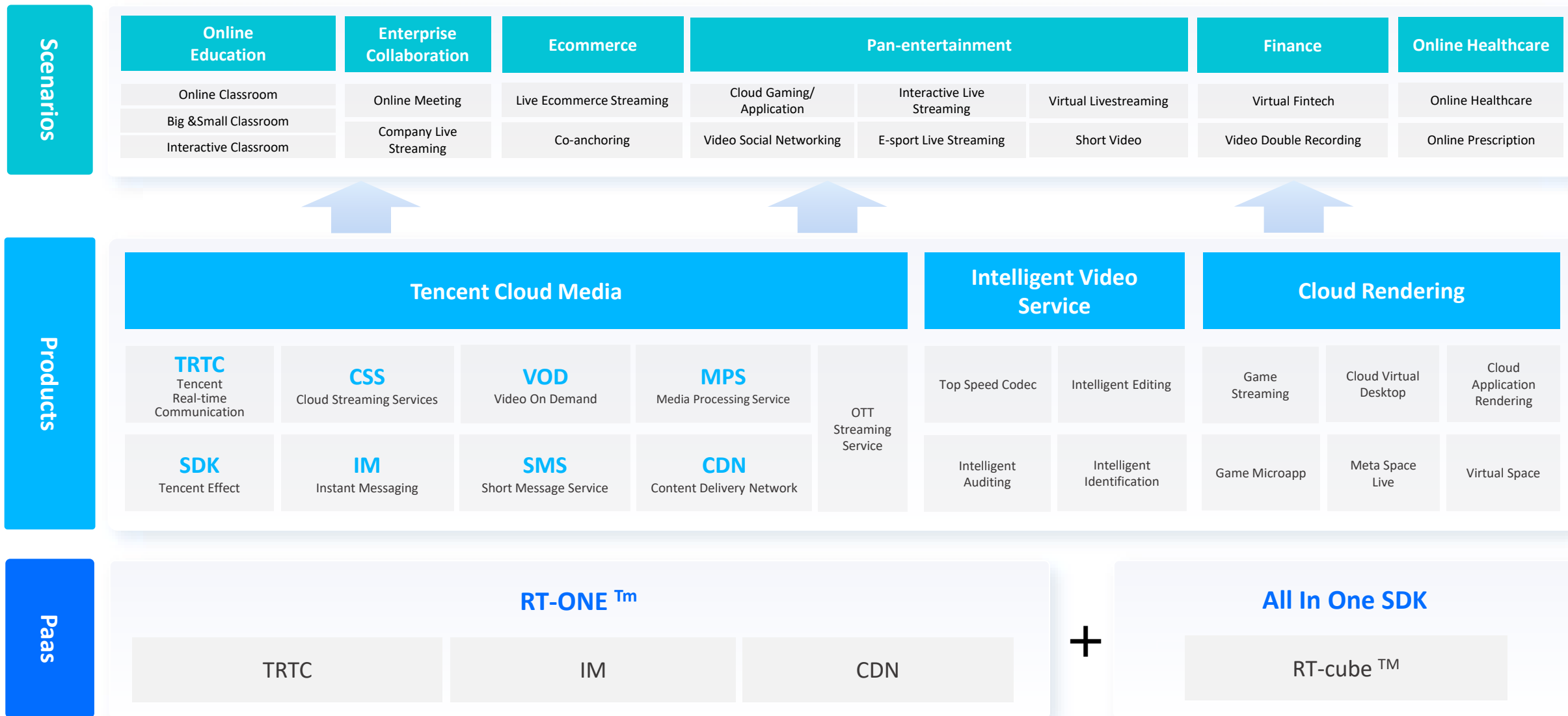


# Tencent Cloud Big Data & AI Product Matrix

AI Services	AI conversation	Intelligent Customer Service	Smart Conference	Live broadcasting Auditing (Image/Voice)
	GrandEye	Intelligent Recommendation	Smart Search	Face/People identification
AI Platform Service	Image Recognition		Voice Recognition	Natural Language Processing
AI Foundations	DI-X Deep learning platform		TML Tencent Machine Learning Platform	
Big Data Services	Public Opinion Analysis		Intelligence Recommendation	
	Business Intelligence Analysis Platform		Tencent Cloud Visualization	
Big Data Platform Services	Elastic MapReduce	Cloud Data Warehouse	CloudSearch / ElasticSearch	Stream Compute Service Oceanus
Infrastructure	GPU Cloud Computing		FPGA Cloud Computing	



# Tencent Cloud Media Services Provide Global Developers With A Cloud-integrated Media PaaS Solution



# VooV Meeting (Overseas Version Of Tencent Meeting)

Trusted by  
**300million+**  
users

Available in  
**220+**  
countries & regions



<b>Scenarios</b>	Team Collaboration	Business Meeting	Online Training	Online Contract Signing	Remote Recruitment	Staff Annual Meeting	Roadshows & Summits	Talks & Seminars		
<b>All platforms</b>	Mac OS	Windows	iOS	Android	Mini Program	Mobile				
<b>Features</b>	Screen Sharing	Whiteboard	Documents	Emojis	Recording	Translation	Polling	Meeting Controls	Scheduling	Security
<b>Strong Technological Foundation</b>	Video Engine	Audio Engine	Self-developed Intelligent Network Engine		Tencent Ethereal Audio		AI Inference Engine	AI Algorithm	Tencent Security Lab	

# Professional Service

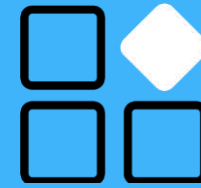
# Tencent Cloud Success Matrix

## BUILD

Robust and scalable platform built to support demands of massive B2C ecosystem of over a billion users; at the cutting-edge of technological advancement.



BUILD



SUPPORT

## SUPPORT

Simple and straightforward engagement model with a single, dedicated point of contact, committed resources and flexible terms.

## OPTIMIZE

Structured optimization to maintain proactivity vs. reactivity; quarterly business reviews and continuous enhancement.



OPTIMIZE



GROW

## GROW

Staged approach matches speed and scale to business needs; long-term mutual growth and success philosophy.

# Customer Service Response and Support

## Pre-sales Support



Multi-channel technical consultation



Communications for plans at all times



All-around cloud support and assistance

## Basic Services



Phone operator services  
Technical support via hotline available 24/7



Ticket service  
Ready to meet operation engineering needs at any time



Compensation policy  
Hundredfold compensation, refunds with no questions asked, and ICP license compensation

## VIP Customer Service



Dedicated team for Slack  
Tencent Cloud is your large client manager  
Instant access 24/7



Security and protection  
Ensures a higher DDoS defense threshold, and access to business at all times



Quick service response, provides fast service response 24/7  
15-minute response time (during work days)  
20-minute response time (all other times)

## Support Services



Dedicated service support team



Dedicated server technical support



Emergency response and support

# Working with Tencent Cloud: Evaluation, Delivery, Support

## Evaluation Cycle

Introduction Meeting

Business Discussion

POC

Product Q&A

Business Review

Proposal

## Support

Dedicated Account  
Manager

Post Go-Live Support

Quarterly Assessment

Single Point of Contact



Our process is unified  
across all phases so that  
you have clear  
expectations of how you  
will interact with Tencent

THANK YOU



Website



Facebook



LinkedIn