



Tencent Cloud Communication Solutions for China

28.10.2020



- Tencent: “A Chinese Digital Dragon”
 - The Chinese opportunity
 - Who is Tencent?
 - Globalization strategy
 - Public Cloud
- Cloud Communication Solutions
 - Tencent VooV Meeting
 - WeChat Work
 - Tencent Cloud Conference & Exhibition



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Tencent,

"A Chinese Digital Dragon"

Founded in 1998 and headquartered in Shenzhen, Tencent is one of the largest technology companies in the world and a global leader in messaging, social media, gaming, mobile payment, music streaming, digital literature, video and other digital content services.

Tencent by the numbers:

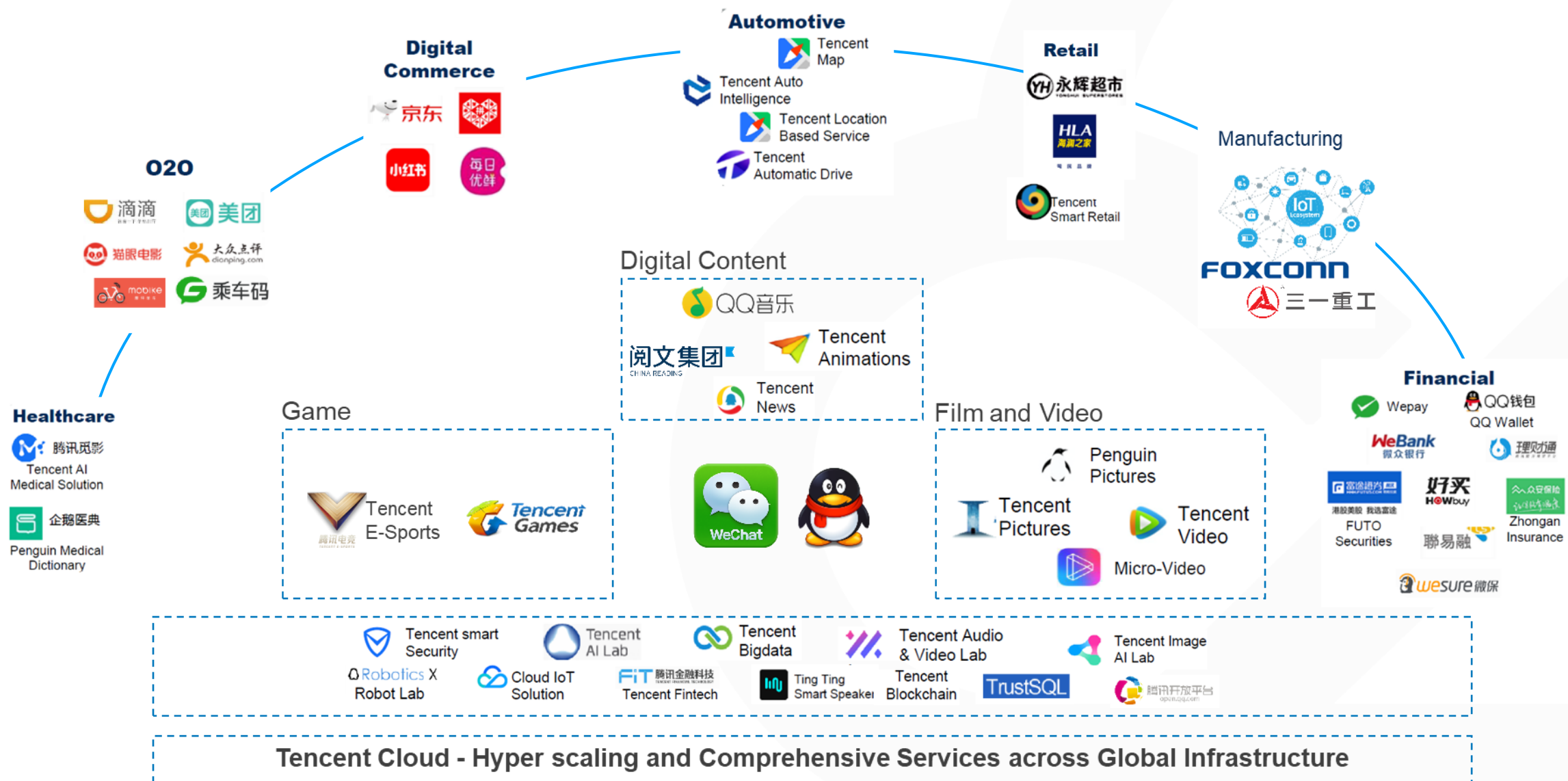
- **550+ billion USD** market capitalization**
- **1.203+ billion** monthly active Weixin/WeChat users*
- **112 million** video subscriptions*
- **#1 Mobile Payment** in China by monthly active users and daily active users*
- **62,000+** employees*

*As of March 2020

**As of June 10, 2020



Tencent - User Centric 360-Degree Ecosystem



Tencent 腾讯

TEG

Technical Engineering Group



Tencent Big Data



Tencent AI Lab



Tencent Security Platform



Tencent Data Center

TENCENT
ROBOTICS X

PCG

Platform & Content Group



QQ



QQ zone



Tencent App Store



WeiShi



Tencent News



QQ Browser



Tencent Animation



Tencent Pictures



Penguin Pictures



Tencent Video



Kuai Bao

IEG

Interactive Entertainment Group



Tencent Games



Tencent e-Sports



Timi Studio



Lightspeed & Quantum Studio



Aurora Studio



Next Studio



MOREFUN Studio

WXG

Weixin (WeChat) Group



WeChat



WeChat Pay



WeChat Work



QQ Mail



WeRead



Mini Program



Official Account

CSIG

Cloud & Smart Industries Group



Tencent Cloud



Tencent YouTu



Transit QR Code



Tencent Maps



Smart Retail



Mr. Translator



Tencent Mobile Manager



Tencent PC Manager



Tencent Miying



Auto intelligence



Tencent HealthCare



Tencent Autonomous Driving



Tencent Classroom

CDG

Corporate & Development Group



Tencent Fintech



Tencent Marketing Solution



Speed up your Business



15 EB+
Storage

1M+
Servers

2B
Users

100 TB
CDN B/W

26 Regions

53 Availability Zones

1300+ PoP

More info at: <https://intl.cloud.tencent.com/global-infrastructure>



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Cloud Communication Solutions

What are the common problems...

- Interruptions in calls with china
- Poor video and audio quality
- Chinese colleagues in home office might don't have VPN
- No big user base in China for foreign solutions
- No Integration in standard communication tools in china
- Hardware and OS requirements – limitations

...And what users expect

- Connect global teams
- Connect everywhere anytime
- Unique quality through experience
- Cross platform -cross operating system - cross device

Competition Landscape: communication tools

	Tencent (VooV) Meeting (TVM)	Zoom	WebEx	Skype for Business (replaced by teams)
Max participants	300	100(free) – 1k max	Depending on product, up to 3k	250
Integration/plug-ins	WeChat, WeChat Work, open API	Outlook, Firefox, Salesforce	Outlook, teams, salesforce, etc	Outlook, salesforce
Share screen / remote control shared screen	Yes/No	Yes/Yes	Yes/Yes	Yes/No
Virtual backgrounds	Yes	Yes	Yes	No
China connection/Global connectivity	+++ / +++	+ / +++	++ / +++	+ / +++
File sharing	To come	yes	yes	yes

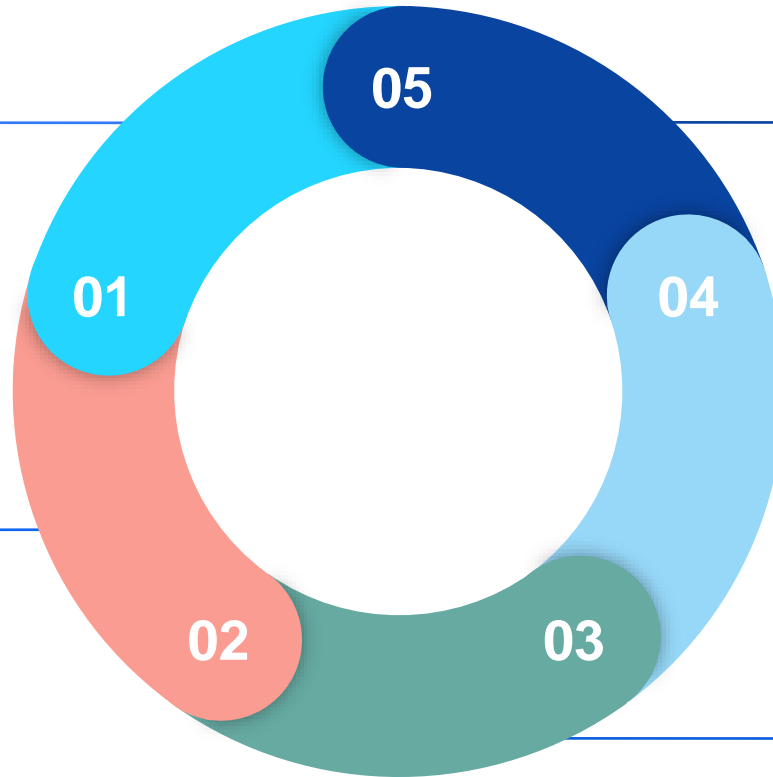
VooV Video conferencing key features

One-click Scheduling

- Users can join, initiate and schedule online meetings.
- Meeting agendas are synced across multiple devices.

Meeting Controls

- Meeting controls allow hosts to manage various aspects of the meeting with functions such as microphone control, as well as AI-driven noise cancellation and beauty filters for video calls.



Online Collaborations

- Real-time screen sharing.
- Interactive collaboration on multiple types of documents.
- Whiteboard.

Real-time IM

- Send instant messages during meetings to start a chat.

Live Videos

- Turn on videos during meetings at any time.
- Recording of sessions.

- Using VooV Meeting, the international version of Tencent Meeting, WeChat Work, and Tencent Artificial Intelligence Simultaneous Interpretation, the UN said it would host "thousands of online conversations" for its 75th anniversary.
- "The United Nations is calling on people all around the world to engage in a global dialogue and empowering partners to organize and participate in online discussions of any scale with the help of Tencent's VooV Meeting platform, WeChat Work, as well as Tencent AI SI," the UN said.
- As of 2020, the UN has 193 member states, with 60 offices
- The UN employs 44,000 people in 150 countries

Competition Landscape: collaboration solutions



	WeChat Work	Microsoft Teams	Ding Talk
Max participants	302 (videos call)	250	300
Integration/plugin-ins	Active Directory, open API to LDAP	Office 365, Windows, Outlook, open API	
Share screen / remote control shared screen	Yes/Yes	Yes/Yes	Yes/??
Virtual backgrounds	No	Yes	No
China connection/Global connectivity	+++/+	+ /+++	+++ /++
File sharing	yes (WeDrive)	yes	yes

WeChat Work is like WeChat plus



Video Conferencing

Free audio and video calls with up to 300 people



Tasks & Calendars

Seamlessly integrated into chat, right where you need it



Company app store

Deploy internal and third-party apps to any employee group



Document collaboration

Docs and sheets that can be edited from mobile and desktop



WeChat CRM

The only app that is a true WeChat CRM backend



Announcements

Like WeChat OAs but higher volume and easy segmentation



User Management

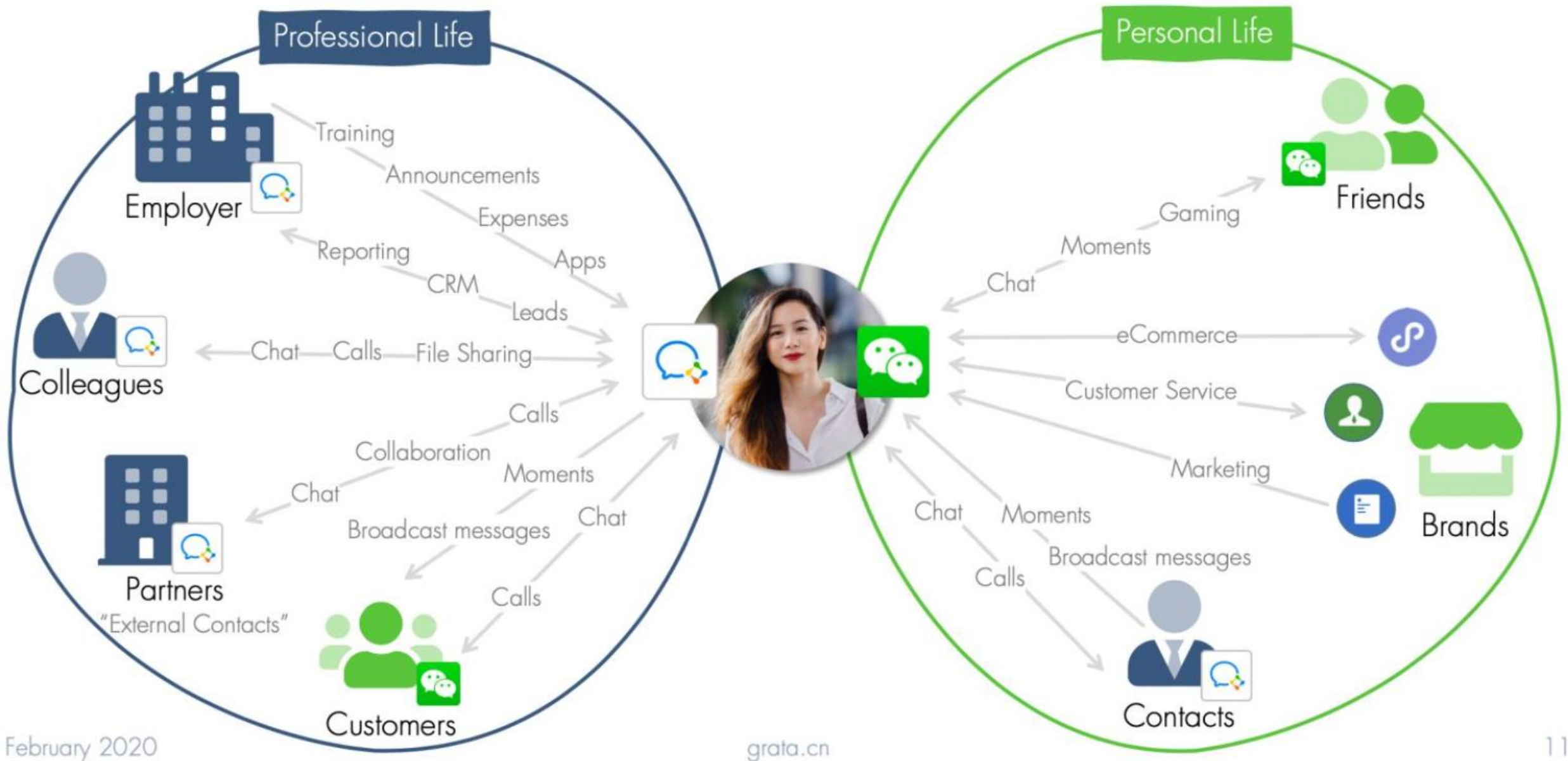
You control who joins your account, including easy removal



Enhanced security

Custom policies to protect privacy and data security

Help employees separate their business and personal lives



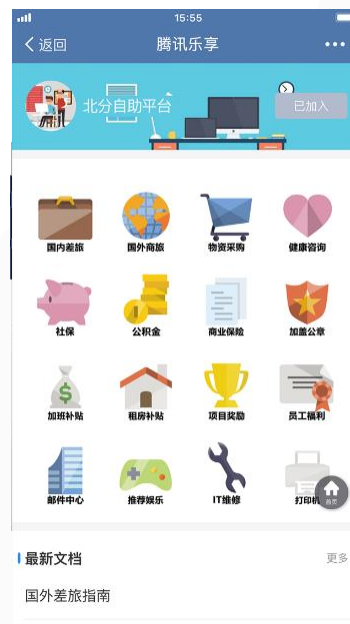
IKEA use case



Packaged Solutions



Multi-level
knowledge base



Customized
Interest groups



WeAsk
Employee Forum



Internal posts
Welfare Announcement

Nestlé Use case



Connect Distributors

- Industry chain trust network
- SFA application



Connect distributors



Salesforce automation



Place orders



Shelf inspection

Tencent Cloud

Conference & Exhibition Solution



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<https://intl.cloud.tencent.com/product/tcc>
<https://tcc.cloud.tencent.com/>

Data Review of Canton Fair



Key Performance Review

- 💡 10 days online exhibition
- 💡 26K+ exhibitors
- 💡 6M+ active visitors
- 💡 1.8M+ products exhibited
- 💡 80K+ LVB sales & marketing activities
- 💡 60~500+ online engagements per exhibitor



Consumer Goods 6 sections 3500 exhibitors	Gifts 4 sections 2257 exhibitors	Home Decorations 7 sections 2880 exhibitors	Textiles & Garments 9 sections 4481 exhibitors	Electronics & Household Electrical Appliances 3 sections 2490 exhibitors	Lighting Equipment 1 section 608 exhibitors	Vehicles & Spare Parts 4 sections 1335 exhibitors	Machinery 5 sections 1606 exhibitors
		Hardware & Tools 2 sections 2290 exhibitors	Building Materials 2 sections 1911 exhibitors	Chemical Products 1 section 319 exhibitors	Energy + Resources 1 section 87 exhibitors		
Shoes 1 section 1137 exhibitors	Office Supplies, Cases & Bags, and Recreation Products 3 sections 2485 exhibitors	Medical Devices and Health Products 1 section 550 exhibitors	Food 1 section 984 exhibitors	Hardware & Tools 2 sections 2290 exhibitors	Building Materials 2 sections 1911 exhibitors	Chemical Products 1 section 319 exhibitors	Energy + Resources 1 section 87 exhibitors

Demo 1: example of Organizer's view



Homepage



Live broadcasting



Booth list



Virtual reality booth

Demo 2: example of Exhibitor's view

Tencent Cloud Exhibition Solution provides digital exhibition services to facilitate exhibition organizing and participation, empowering organizers with highly integrated digital service capabilities. It offers a "1 + N" solution, i.e., one Canton Fair mini program+ N exhibitor mini programs.

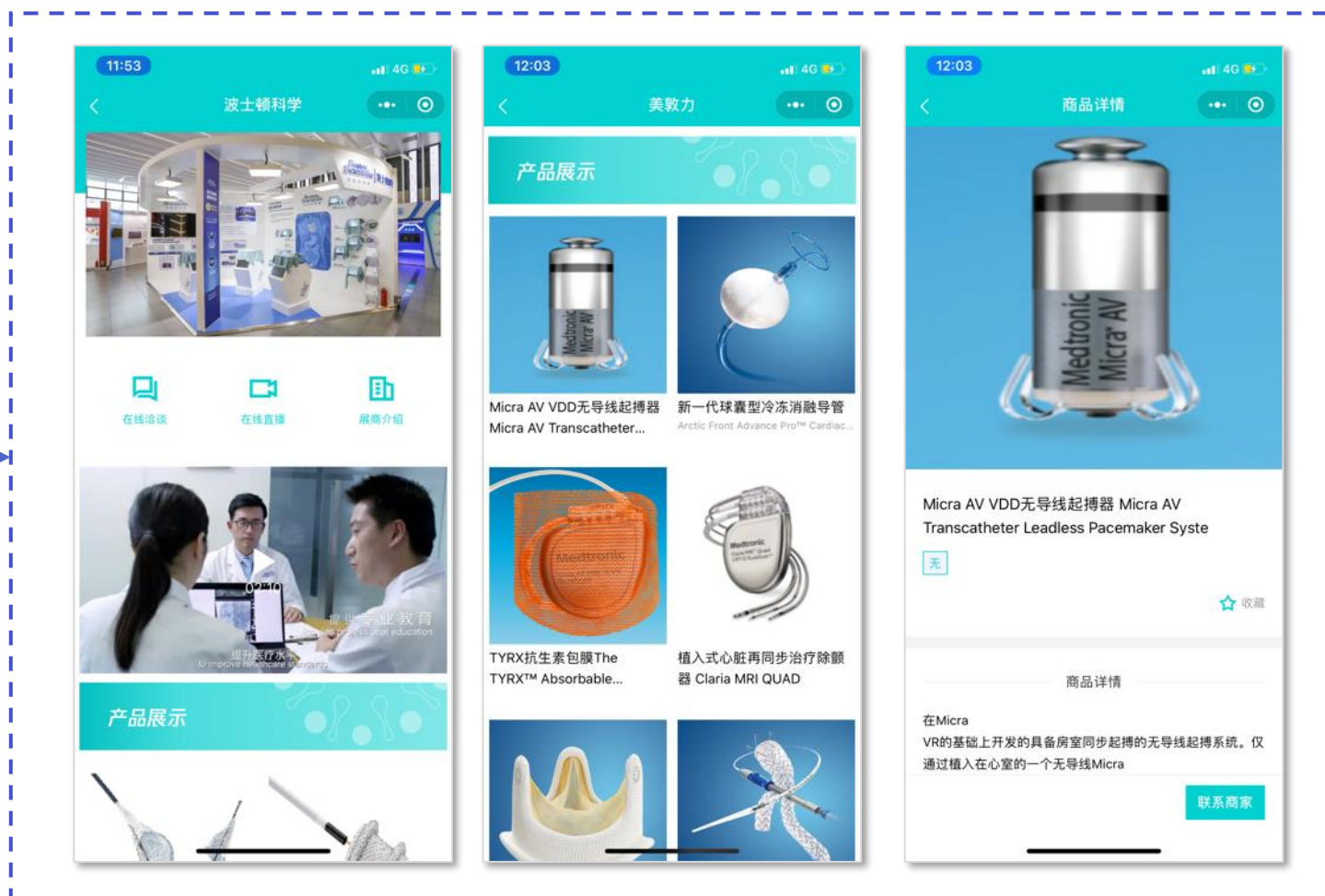
<https://tcc.cloud.tencent.com/client/h5/?tab=home&conf=5ea94dc5041ca82c3a336031>



Homepage



Booth list



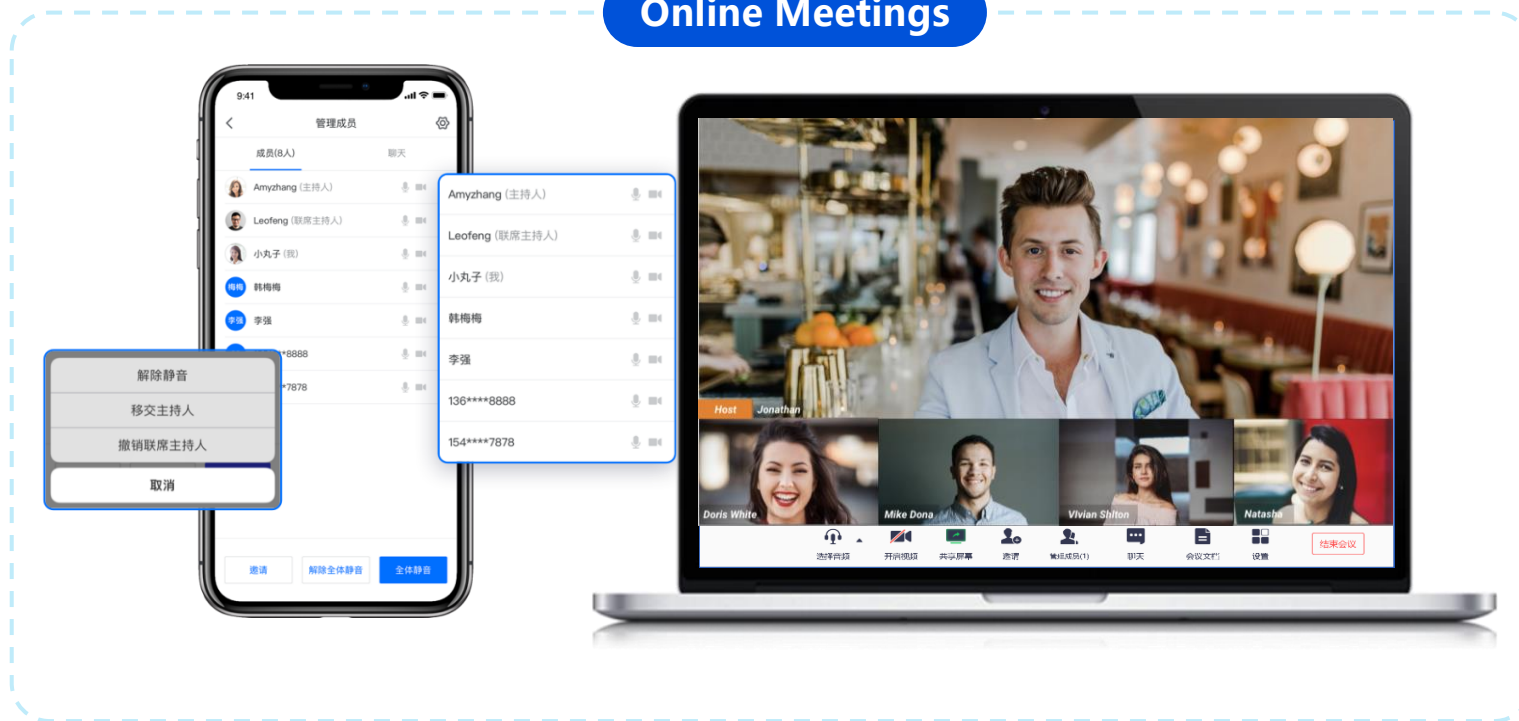
Digital Booth——exhibitor mini program

Online Business Meeting

Offline meetings



Online Meetings



Appointment

Matchmaking

VooV Meeting

Communication

Deal



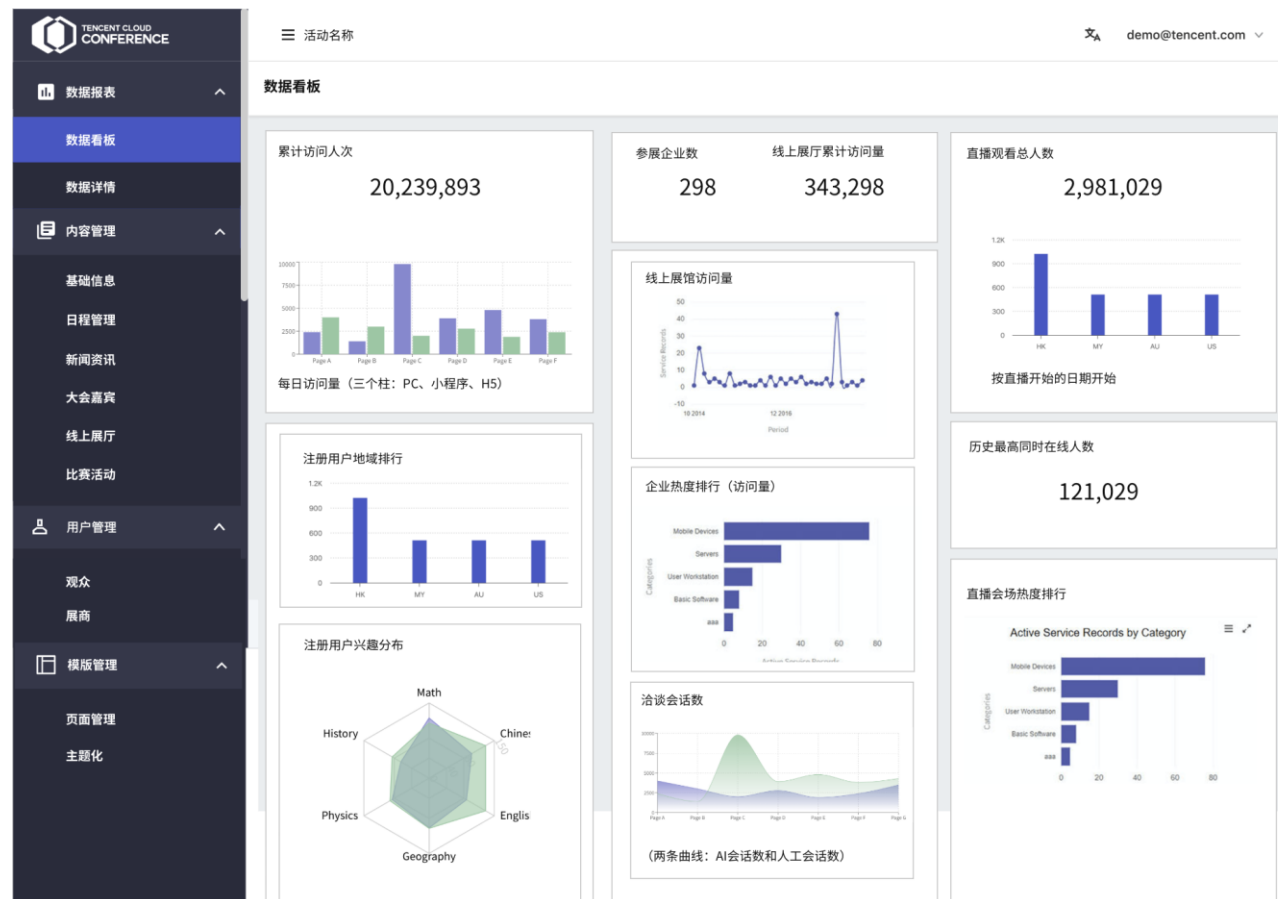
Conference and Exhibition Data

CRM System

- Quick access to registration data
- User portrait
- Product popularity: real-time data monitoring
- Accurate statistics of voting/survey results
- User group and tag management

Live data:

- Real-time statistics of each live event, graphical display
- Current online audience number
- Accumulative audience number
- Average watching duration





Thank you

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