

# Cloud as New Driving Force

## -Transformation of the Chinese Automotive Market

September 22, 2022

Potsdam



One of the most  
valuable tech  
companies in  
the world by  
market cap

“

The World's Biggest Tech  
Companies Are No  
Longer Just American

*The New York Times*

”



# Leading Services with Massive and Highly Engaged User Base

## GAMES

- #1 by users in China across PC and mobile
- #1 globally by revenue

## WEIXIN & WECHAT

- #1 mobile community
- MAU at 1,242m

## QQ

- QQ mobile device MAU at 606m

## MOBILE BROWSER

- #1 by MAU

## Mobile Security

- #1 by MAU



## LONG FORM VIDEO

- #1 by subscription

## NEWS

- #1 news services by MAU

## MUSIC

- #1 music services provider

## LITERATURE

- #1 online content library and publisher

## MOBILE PAYMENT

- #1 by MAU & DAU

## PUBLIC CLOUD

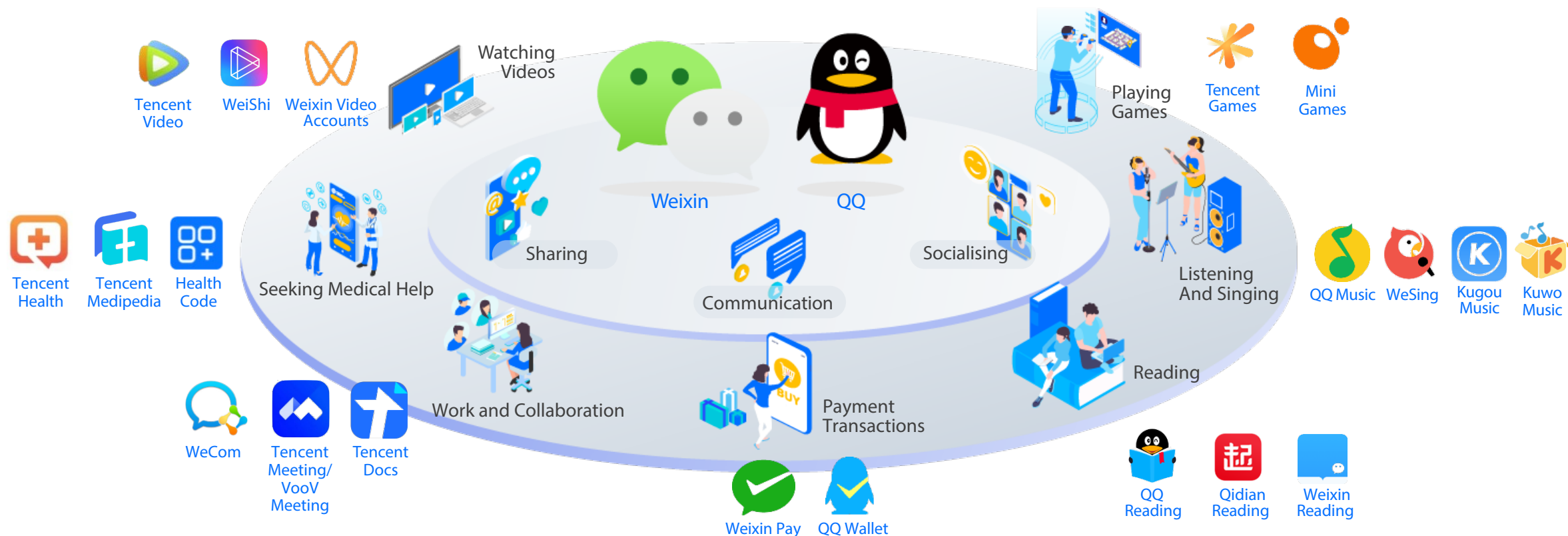
- #2 service provider by revenue

# Digital Ecosystem Fulfilling Everyday Needs of Consumers

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

**RMB 1.6 trillion+**  
total transaction value  
generated from  
*Weixin Mini Programs* <sup>(2)</sup>

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



# Content

1. Progressive Development of Digitalization in China
2. Trends and Use Cases Based on Key Values of Digitalization
3. Cloud as New Rising Driving Force
4. Digitalization to Bring Next wave of 'Integration'



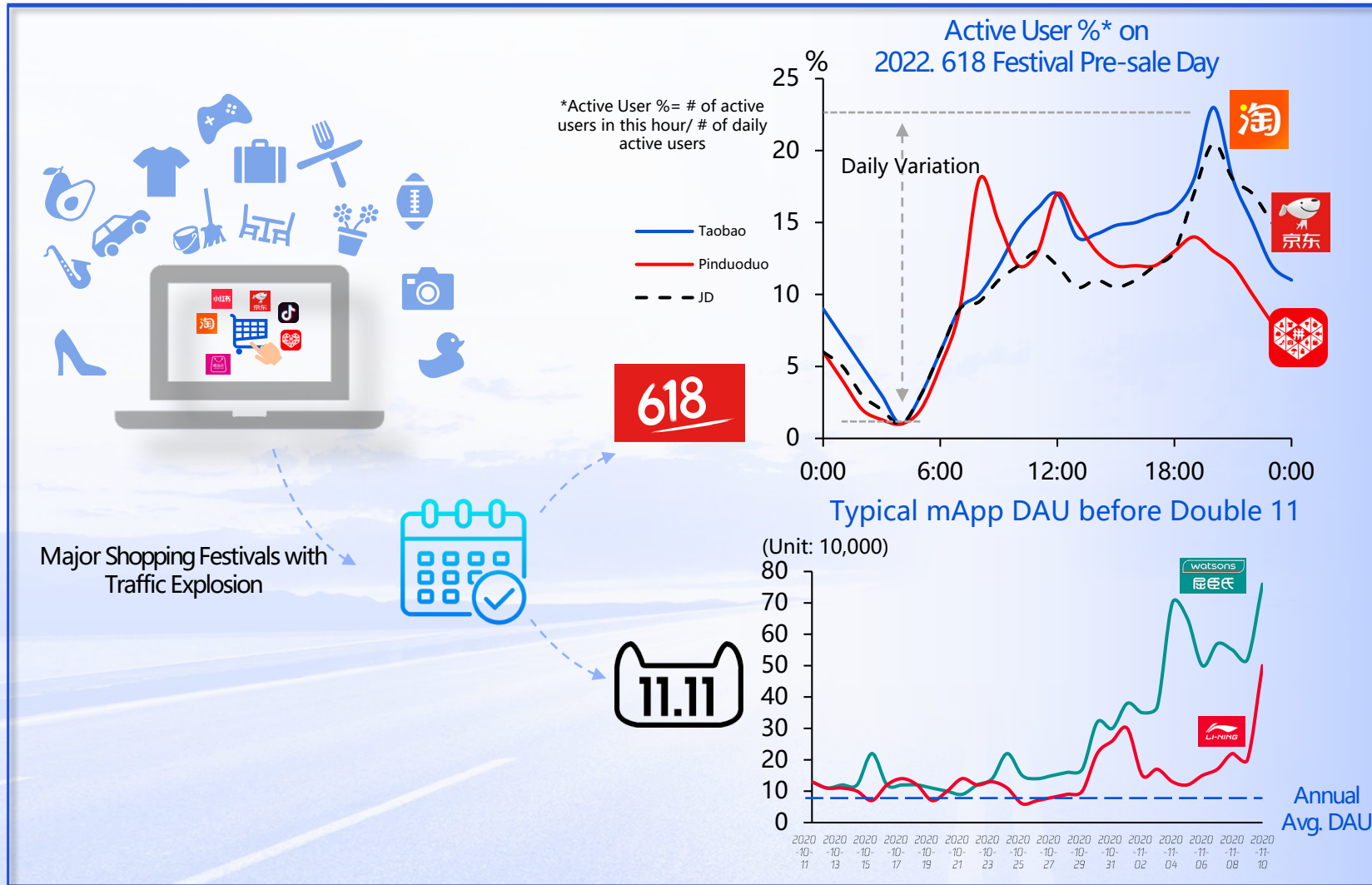
# In China, digital business is of massive scale, requires fast reaction, but under extreme volatility – a DiDi e-hailing example



Data source: DiDi.

- E-hailing industry market size reached 300 Billion RMB within a decade
- Digital ride-hailing platforms are serving 100 Millions monthly active customers
- Connecting, managing and analyzing the data streams are challenging

# In e-commerce, we see similar phenomena around “shopping festivals” : large volume, fast reaction, high volatility

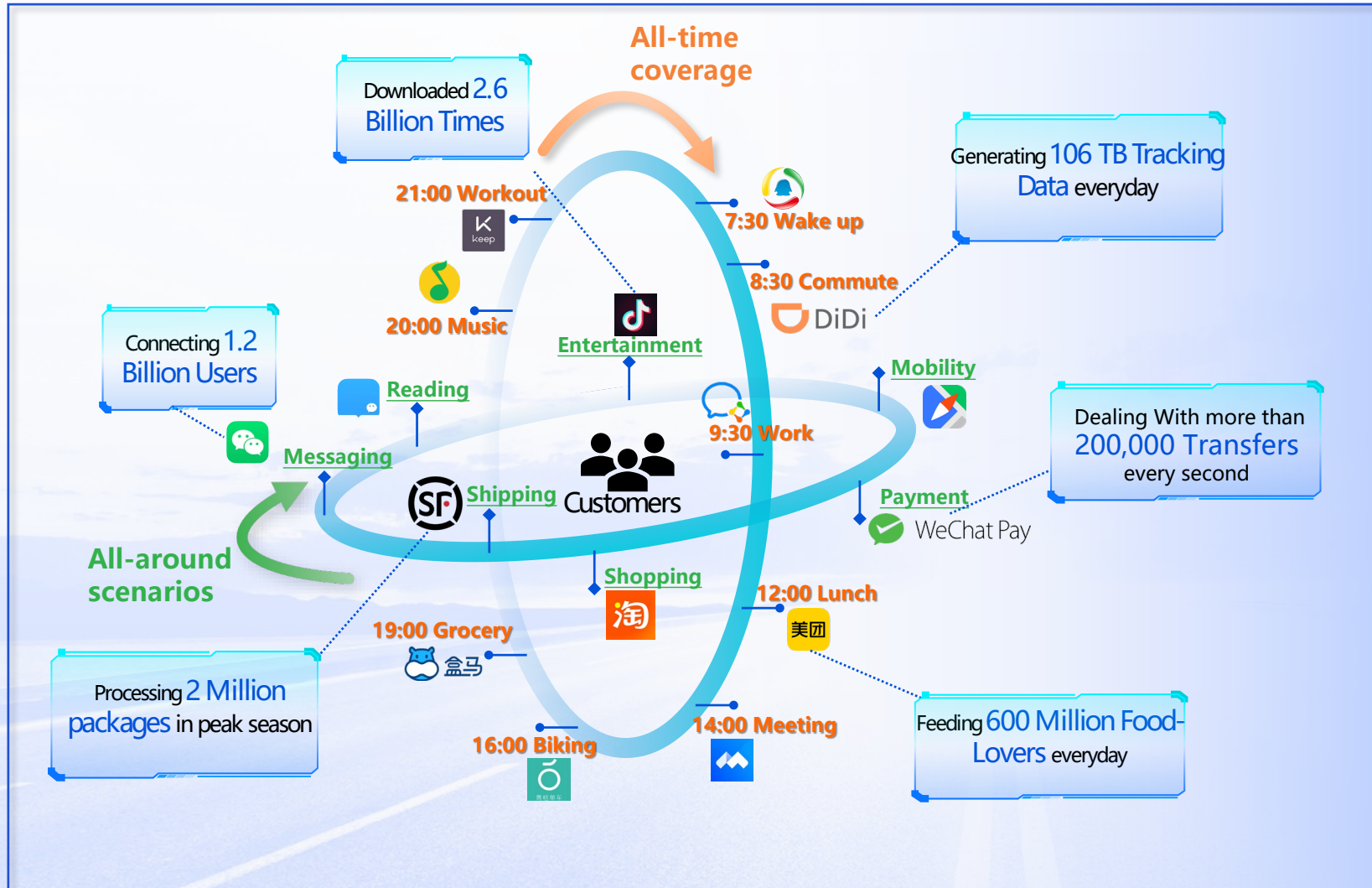


Data source: QuestMobile

- Total sales of 8,5 Billion RMB was recorded on 2021 Double 11 and 37 Million products were sold on Taobao/Tmall
- The total turnover of Tmall during Double 11 is ~18 times the average DAU
- Sudden high concurrency and fluctuating conditions needs to be addressed quickly, in order to secure operation



# And Chinese consumers are surrounded by a large number of digital services, which are inter-linked through ecosystems



Data source: Tencent Ucloud.

- Entire digital eco-systems was built around customers' need
- Customers can connect with real-life activities via digital gateways
- Digital tools enhance accessibility and bring massive choices





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# User centric services with continuous brand presence



From >>

Product-centric service

>> To

User-centric service

“NIO’ s Services & Community Benefits provide continuous services and satisfaction for customer needs”

NIO APP  
Trigger points  
for brands to  
link users

NIO House  
VIP lounge  
clubhouse for  
NIO car owners

NIO Pilot  
**Selected Packages:**  
ACC, S-APA with  
Fusion, LKA, CTA-R,  
CTA-B, ALS, AHB

NIO Power  
Mobile internet-  
based power  
solution battery  
charging and swap







# The right service/content, at the right time to enhance experience



From >>

**Fixed offering at delivery**

>> To

**Continuous update and personalization**

“  
**Customized  
push  
based on  
user  
preference and  
scenario**  
”







# Digital key brings convenience to control and sharing



From >>

**Physical and fixed  
identification**

>> To

**Digital and flexible  
identification**

“

**Digital key in super app connects the  
user with the car and a full ecosystem  
around it**

”



**Super-ID**

**Key sharing**

# Direct link between advertisement and CRM brings more sales efficiency



From >>

**Broad and open marketing**

>> To

**Targeted and close-loop marketing and sales**

“ Integrate advertisement into the natural flow of user behavior habits, and put next action just one-click away ”







# Platform based approach shortens development time



From >>

**One-by-one development and adaptation of digital services**

>> To

**Ecosystem adaptation all at once**

“

Millions of applications available to car screens (thereof dozens of tailored ones) within 3-6 months with a developer team <5 FTE

”





# Decoupling of platform and applications allow flexible development



From >>

**Closed-circle application development**

>> To

**Platform based and low-code application development**

“

Establishing a Video AI Platform to pool all camera data in a production site allows fast and flexible development of new applications fit for different needs ”







# Leverage trusted cloud to stay resilient to compliance need increase



From >>

**One-time  
compliant set-up**

>> To

**Stay compliant over  
time**

“

**Regulatory requirements are tightening in China, esp. regarding personal and geo-locational data. Putting them into a trusted and certified cloud environment provides a guarantee to stay compliant,, over time.**



Network security  
protection level



Trusted Cloud Service  
Certification



CAC cloud  
computing security  
assessment

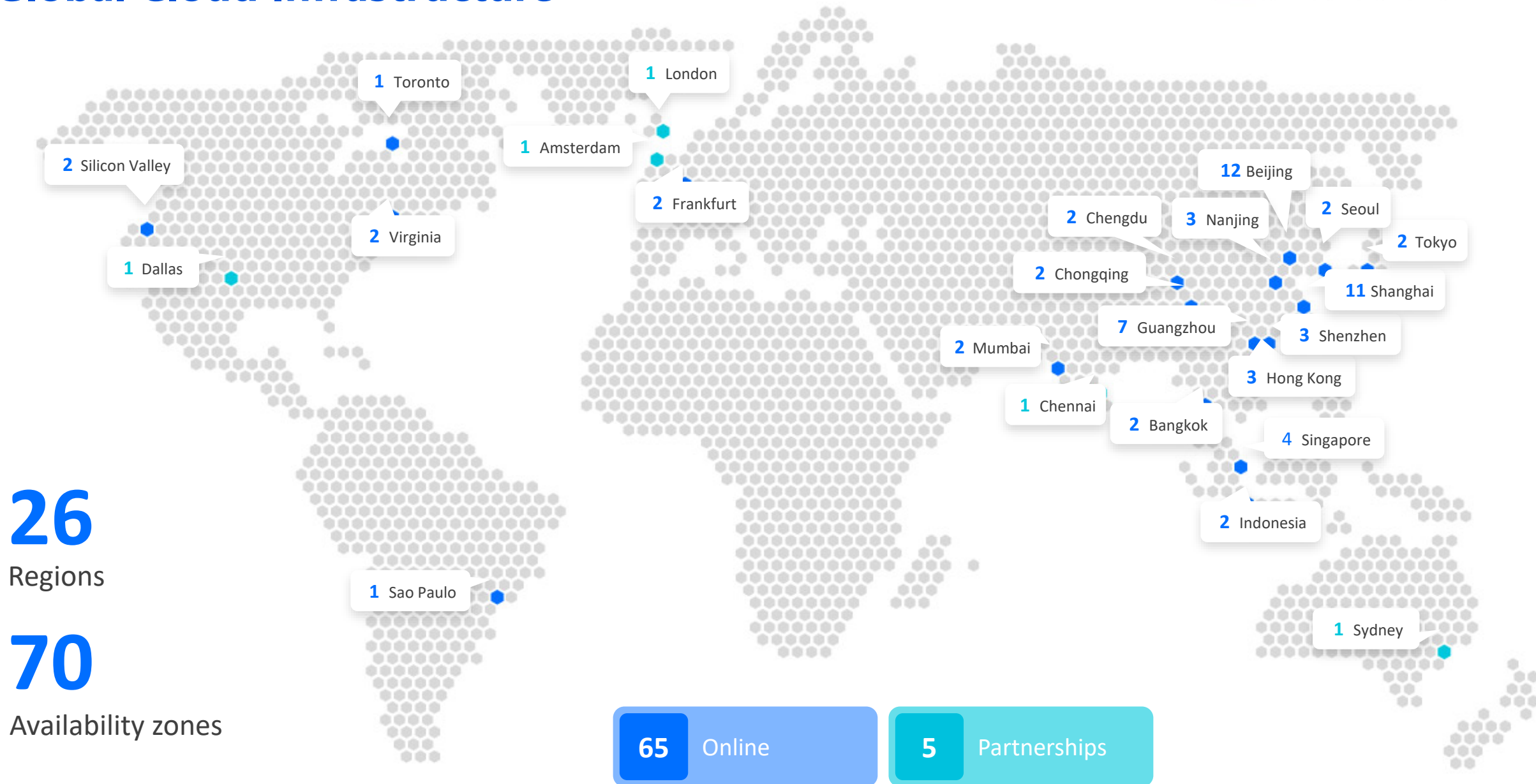


ISO27001  
Certification

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# Global Cloud Infrastructure





# Tencent positions cloud as new workforce to connect, secure, and accelerate digital businesses

  
Customer  
Experience

  
Operation  
Efficiency

  
Business  
Resilience



**Connect**

**Secure**

**Accelerate**



Tencent Auto  
Intelligence



WeCom



Tencent LBS



Digital Key Ring



Network security  
protection level



Trusted Cloud Service  
Certification



CAC cloud computing  
security assessment



ISO27001  
Certification

Tencent Intelligent Cockpit Solution --



2 developers



within 1 month



Cross-platform  
maintenance

Artificial Intelligence Acceleration Service --

Applicable scenarios: Recommendation, CV, NLP



Acceleration  
Library



Handy  
interface



Model  
Training



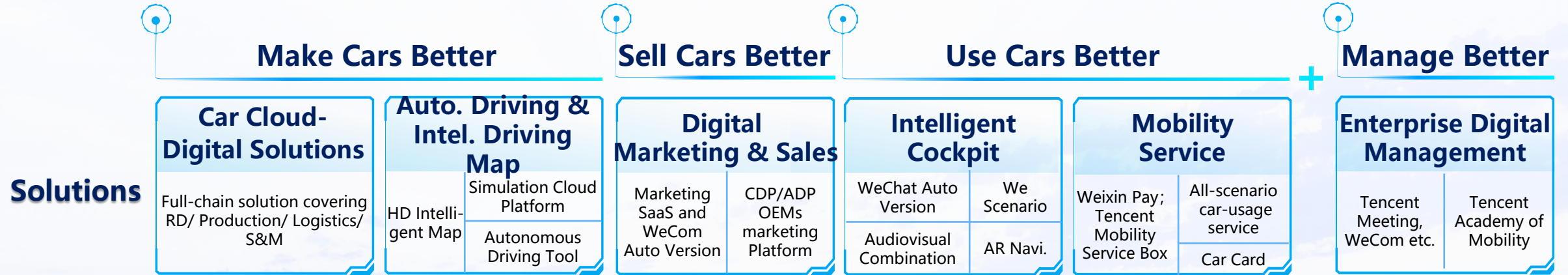
# Tencent Intelligent Mobility: Co-create New Values for Mobility

Co-create new values for mobility

To C

To B

Technology



Technical basement



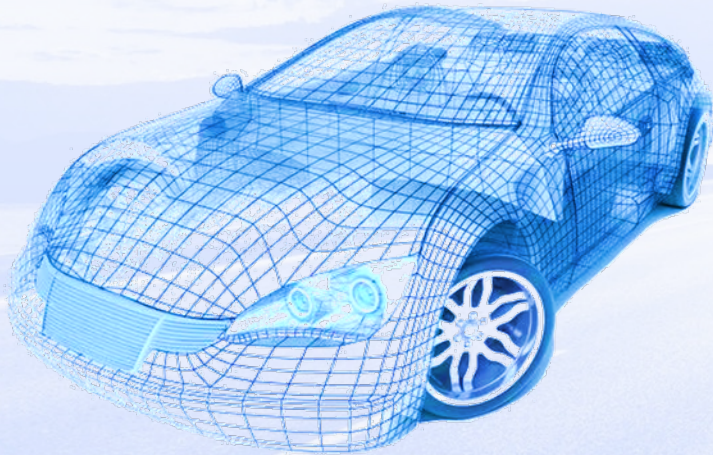
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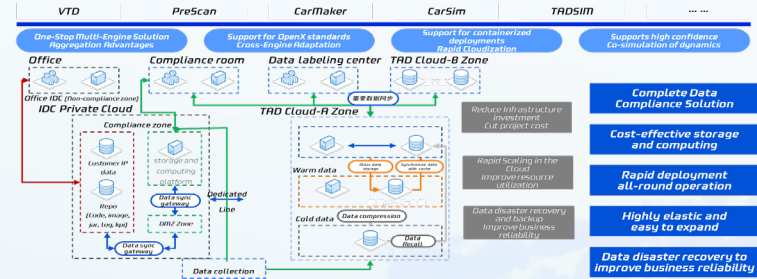




# Integration of Car and Cloud

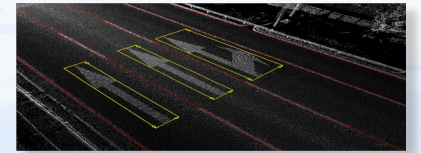
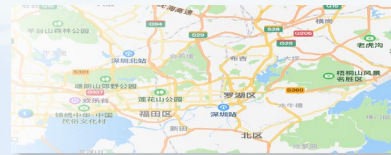


## Autonomous Driving Cloud



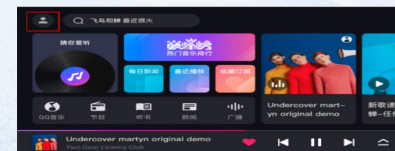
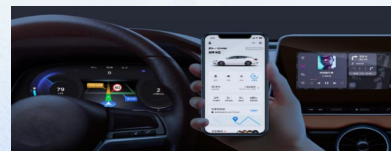
Development and operation on cloud

## Vehicle Map Cloud



Map integration (SD/ADAS/HD) and real-time adjustment on cloud

## Intelligent Cockpit Cloud



Scenario and push engine on cloud



# Integration of Real and Digital World



## NFT solution



## Digital Human



## Intelligent Building and Park



## Intelligent Driving Map







# Integration of different kinds of players into one vast ecosystem



**Business borders are blurred, OEMs, suppliers and tech companies are all in the same battlefield**

**Complementary, visionary, open and reliable partners are gold**

**Together we can set a win-win situation and co-create greater value**



THANKS

*Tencent* 腾讯