Workshop on E-Commerce
Session 2. Business experiences
Cloud Services Markets in Asia

Peter Wu, Ph.D.
CEO, ASUS Cloud Corp.
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* Resource form: Asia Cloud Computing Association
Who’s driven cloud service in Asia

Telecom Carrier

Internet Service Company

Brand Device Company
AOCC (ASUS Open Cloud Computing)
Ubiquitous Cloud Computing
ASUS Personal Cloud

- 200 WTO Members and non-Members available
- Build-up multiple data centers around the world
- 12 millions users worldwide
- Petabytes files stored in ASUS Cloud
- ISO 27001 Information Security Management System Certification

The Separate Customs Territory of Taiwan, Penghu, Kinmen, and Matsu
ASUS OPEN CLOUD COMPUTING

User

AO Screen

AO Help

AO Link

AO Cloud
ASUS WebStorage
It lets you access all your documents, photos, music, memos from any device you’re on.
Online Service Purchase

WebStorage
Get your files at any place and at time through the magic of cloud.

Start

Mobile Device
Click the button to download or scan the QR code to go to Google Play.

More Apps, try the new stuffs now.

Remote Drive
Cloud Connect for Office
Cloud Connect for Outlook
MyBitCast
SuperNote Pro
Big Data Analysis
- bring the perspective of the customer

Subscribe
User

Terminal
Device
Detection

Usage of
Storage

File Number
Record
Converged Digital Content Cloud

1st Highlight: Integrating the demand of digital content, design a service for family field

2nd Highlight: Analysis of customer behavior and consumption records by big data technology, providing accurate marketing information for content providers and market operator

3rd Highlight: Integrating the demand of digital content, design a service for family field

4th Highlight: Information and contents exchange between content providers and brokers in Chinese Taipei and globally for digital content market nourishment

5th Highlight: Enabling enterprise private content marketplace quickly and offers rich digital contents to clients and employee

Content Providers
- Traditional Publisher
- Digital Publisher
- Game Developer
- App Developer
- Innovation Digitalized Content Providers
- Introductions of International Digitalized Content Providers

Smart Life Convergence Platform
- Implement Product
- Product Management
- APIs
- Sales Analysis
- Payment Service
- CRM

Mounted Digital Content Market with Asus Service
- Digital Content
- Market in APP
- Family Cloud

Existing Digital Content Market
- Digital Content Market
- Game APP Market
- App Market

Join Partnership of Market/Create Own Market
- Enterprises that owns Digital Content Market
- Potential Digital Content Player

Revenue Sharing

Content Purchasing

Content Offering

Application

Individual
- Content service and instant daily-life information feasible on mobile devices.

Family
- Connect devices and share with the family through purchase of digital content.

Education
- More efficient education through feasible teaching material on-line.

Entertainment
- Interaction with others through games via the platform on digital entertainment.

Health
- Retrieve personal health report via information analysis tool of cloud application.
ASUS Partnership with Taipei City Government to Build an Intelligent City in the Cloud
ASUS Partnership with Chongqing Municipal Government on the development cloud computing industry
Health Cloud
Integration of Cloud Technology and Medical Resources

PHR (Personal Health Record)
Medical history, Medical images, Laboratory results, etc.

Data Donation
Data Sharing
Information Providing

Health care service
Infant Care  Postoperative Care  Chronic Care  Elderly Care

Medical Research

Health management service

Health Cloud
Incorporating Cloud Technology and Medical Resources
Education Cloud

-Promote Campus Wide Knowledge Sharing

Benefits:

- Campus-wide information stored in one data center.
- Revolutionary learning experience and environment with Cloud.
- Research team and Majors have their own sharing environment.

Data Indexing

Big Data Analysis

Data Stored Centrally

Real-time information processing

Big Data Analysis

Homework

Notes

Test Records

Associations Records

Research

Learning materials

E-Portfolio
SME Cloud
WebStorage for Team: Get your team on the same page

- Provide three options respectively for 10, 20, and 50 users.

- Easy and smart management as well as easy analysis and control of team member.

Peter Wu, Ph.D. CEO, ASUS Cloud Corp. Jun.18. 2013
Enterprise Private Cloud
- The world’s first private cloud turnkey solution
The Achievements of Enterprise Cloud

Educational Institutions
• We have worked with partners in education fields and developed private cloud for several universities.

Financial Institutions
• Cathay Financial Holdings
• Taishin Financial Holdings
• Shin Kong Financial Holdings

Government Institutions
• ASUS Partnership with government agencies to build smart city.

Total 1 million Enterprise end users in Chinese Taipei
ASUS Cloud Ecosystem

Smart City

- Health Cloud
- Personal Cloud
- Education Cloud
- Enterprise Cloud
- SME Cloud