

# Grow your hybrid cloud environment with direct connectivity and high performance

Many organisations are looking for a hybrid cloud environment that gives them high cloud interoperability, high data portability and low latency between public and private clouds. Working together, BT and Alibaba cloud can deliver exactly this for you.

Alibaba is the leading cloud provider in China and APAC, providing the highest level of performance, compliance, cost effectiveness and security in the region. Combined with BT's global infrastructure this creates a compelling cloud.

More and more organisations are adopting cloud in China and the Asia-Pacific region. It's a very attractive option for businesses that want to explore growth and support users globally. But to make the most of this fast-paced growth, you also need to assure the flexibility, speed and stability of your application services.

Navigating the security and regulatory landscape in China is an important consideration when expanding into this region – and using our services and expertise can make that much easier.

We can take you on a complete journey, from discussing how a cloud strategy can improve your business to full operational takeover so you can be left to focus on what's important. Combined with the right network and security you can achieve the performance, assurance and compliance you need.

Take advantage of our hybrid cloud portfolio and Alibaba Cloud's high level of performance

**Flexible**

Fast and efficient capacity provisioning with no planning pressure

**Cost-effective**

Eliminate CAPEX intensive hardware and software that are costly to set up and maintain

**Scalable**

Able to scale elastically and access a global ecosystem of tools that will help your business grow

**Secure**

We've built security into our service

## How can our Alibaba services help your business?

### We can help you expand to China or APAC region if you:

- are a UK/EU based enterprise
- want to consume cloud services securely in China or AMEA
- view compliance as a key requirement.

China is an important market for global companies who often have significant R&D or manufacturing sites to support. BT and Alibaba Cloud have combined to help you perform better in China, the Asia-Pacific region and worldwide. We provide direct connectivity to reduce latency and boost performance. Importantly we also consolidate service levels, security and compliance within our service management for you.

Alibaba Cloud works well with China's Great Firewall and can avoid outside content being delayed or blocked.

### We can help you expand to the UK/EU if you:

- are a China/APAC based company
- expanding through acquisitions or current operations
- want to consume cloud services securely in the UK/EU.

Chinese companies made direct investments worth \$21 billion in the UK in 2017 alone and \$70 billion in acquisitions over the past 10 years. This is just one of the reasons we already provide Alibaba Cloud with our UK data centre facility – so you can also expand your trusted Alibaba Cloud service into the UK and Europe and consume cloud services seamlessly.

Our robust security services will also protect you against potential malicious cyber-attacks or data privacy breaches.

## We'll help you manage your hybrid cloud

Working closely with you, we will:

- help you assess your cloud strategy and your business needs
- plan, migrate and modernise your infrastructure
- give you choice:
  - Private cloud services where regulation and compliance issues give you headaches
  - Public cloud services depending on workload, geography and user requirements
- help you automate more, find the skills you need, and equip you with processes or tools that drive your cloud journey forward
- provide governance to ensure you realise the cloud savings your business case identified
- manage your service in-life to minimise complexity, get best value and maximise performance
- make sure your cloud is secure, compliant and supported by the right network.

## Why choose us?

We connect cloud providers globally, securely and seamlessly with our network at the core.

In 2019, BT became the first international telecommunications company to receive nationwide licences from the China Ministry of Industry and Information Technology.

The two value added licences – China nationwide Domestic IP-VPN licence and China nationwide Internet Service Provider (ISP) licence – enable BT China Communications Limited to contract directly with our customers in China and invoice in local currency.

The value added licences represent a major step forward within China as we serve multinational customers requiring secure and reliable connectivity between sites, and to the cloud.

We also have teams locally within China so you can meet and discuss your requirements with our specialists directly.

## What could Alibaba Cloud do for you?

Visit [bt.com/globalservices](https://bt.com/globalservices)

Offices worldwide.

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