



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

Peter Wu, Ph.D.
CEO, ASUS Cloud Corp.
Jun.18. 2013



The Cloud Readiness Index-2012

* Resource form :
Asia Cloud Computing
Association

	Data Privacy	International Connectivity	Data Sovereignty	Broadband Quality	Government online services and ICT Prioritization	Power Grid and Green Policy	Intellectual Property Protection	Business Sophistication	Data Center Risk	Freedom of Information Access	Cloud Readiness Index	Rank	Change since 2011
Japan	9.0	10.0	5.6	7.6	7.9	7.8	7.6	8.4	6.0	8.9	78.8	1	
Korea	9.0	8.0	6.2	9.0	9.1	7.1	5.9	6.9	7.4	7.7	76.3	2	
Hong Kong	7.5	7.4	7.6	7.6	8.4	5.7	7.9	7.1	8.0	8.7	75.9	3	
Singapore	4.5	9.2	8.1	6.3	9.5	5.7	8.7	7.3	6.4	7.1	72.8	4	
Chinese Taipei	7.0	7.5	5.9	6.1	8.8	7.1	7.1	7.5	6.5	8.9	72.4	5	
New Zealand	9.0	1.3	8.1	5.4	7.8	8.3	8.3	6.6	7.1	8.9	70.8	6	
Australia	7.5	2.7	7.3	6.0	8.2	7.5	7.6	6.7	5.6	8.6	67.7	7	
Malaysia	7.5	4.6	5.6	3.7	8.2	6.2	7.0	7.1	6.2	6.9	63.0	8	
India	6.0	8.4	4.7	2.4	6.3	3.3	5.0	6.1	3.1	7.6	52.7	9	
China	4.0	5.0	3.5	3.5	6.6	4.5	5.7	6.2	5.1	7.1	51.2	10	
Indonesia	6.0	4.8	2.1	2.2	5.7	4.9	5.1	6.0	3.1	7.2	47.1	11	
Philippines	2.5	4.6	4.3	2.3	5.5	5.8	4.0	5.9	3.6	7.5	46.0	12	
Thailand	3.0	2.8	1.5	5.9	5.5	4.8	4.4	6.0	3.6	7.4	44.9	13	

Who's driven cloud service in Asia

Telecom Carrier



Internet Service Company



Brand Device Company



Discover ASUS

Facts you may not know about

ASUS

1989

Founded in Chinese Taipei designed motherboard for Intel® 486 without access to a processor, leading to beginning of close relationship between the two companies.

1995

- ASUS produces first graphics card.
- Introduces X-ray vision for 3D gaming.

1997

Launches notebook business with the ASUS P6300.

1998

ASUS notebooks are taken onboard the MIR Space Station and run for 600 days, fault-free.



ASUS notebook on MIR Space Station

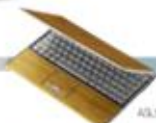
2000

Launches the Green ASUS initiative to develop environmentally friendly products and manufacturing processes.



2008

- Intel® and ASUS hold "Recycling Computer, Project of Hope" press conference to demonstrate the determination and action of enterprises in saving energy and recycling.
- ASUS receives 11 EPEAT (Electronic Product Environmental Assessment Tool) Gold Awards for its products.
- Environmentally acclaimed Bamboo Series notebooks launched
- ASUS servers deliver Beijing Olympics opening ceremony fireworks



ASUS Bamboo Series Notebook



ASUS P8T Deluxe



2009

- ASUS becomes a worldwide top-three notebook manufacturer.
- Becomes the first manufacturer to produce motherboards with USB 3.0 support.



ASUS Saboteur 50i

- Launches the ASUS W90 – the fastest notebook in the world.
- ASUS products win 3,268 awards worldwide.

2010

- Launches ASUS NX90 with audio by Bang & Olufsen ICEpower™.
- Introduces ASUS SonicMaster Technology to all new N Series notebooks.
- Introduces exclusive Dual Intelligent Processors technology on motherboards.
- Launches the second-generation ASUS U Series Bamboo Notebook collection.
- Launches ASUS Super Hybrid Engine (SHE) technology to boost PC performance and extend battery life.
- Launches ASUS Eee Reader and Eee Tablet.
- Launches ASUS Access and Vibe cloud services for online software delivery and entertainment.
- ASUS products win 3,398 awards worldwide.



ASUS V96G



P8Z68 Deluxe

2011

- Introduced the Eee Pad Transformer – a tablet PC with an optional keyboard dock that turns it into a netbook.
- Chairman Jonney Shih introduces the ASUS ZENBOOK™ ultrabook with smartphone-like usability with a 2-second instant on function and up to 2 weeks of standby time. The ASUS ZENBOOK™ UX21 took home the CNET's coveted Laptop of the Year Award.
- Introduced the ASUS Eee Pad Transformer Prime – the world's first tablet featuring the NVIDIA® Tegra® 3 quad-core processor and first tablet to have unveiled an upgrade plan for Google Android™ 4.0 Ice Cream Sandwich.
- ASUS products win 3,886 awards worldwide.



ASUS LAMBORGHINI VX5S



REPUBLIC OF GAMERS

2006

- ASUS works with Automobili Lamborghini to develop the co-branded ASUS-Lamborghini VX notebook.
- Launches Republic of Gamers brand for high-performance PC components.

2005

ASUS becomes the largest graphics card manufacturer, worldwide.



DirectCU II



DirectCU



DirectCU Silent

2012

- Introduced the PadFone at Mobile World Congress.
- Introduced the ASUS TAICHI – an ultrabook with a double sided LED-backlit IPS/FHD display – at Computex 2012
- Chairman Jonney Shih introduced ASUS Open Cloud Computing – a complete solution for the ubiquitous cloud computing era – at Computex 2012



PadFone



Eee Pad Transformer Prime



ASUS ZENBOOK™

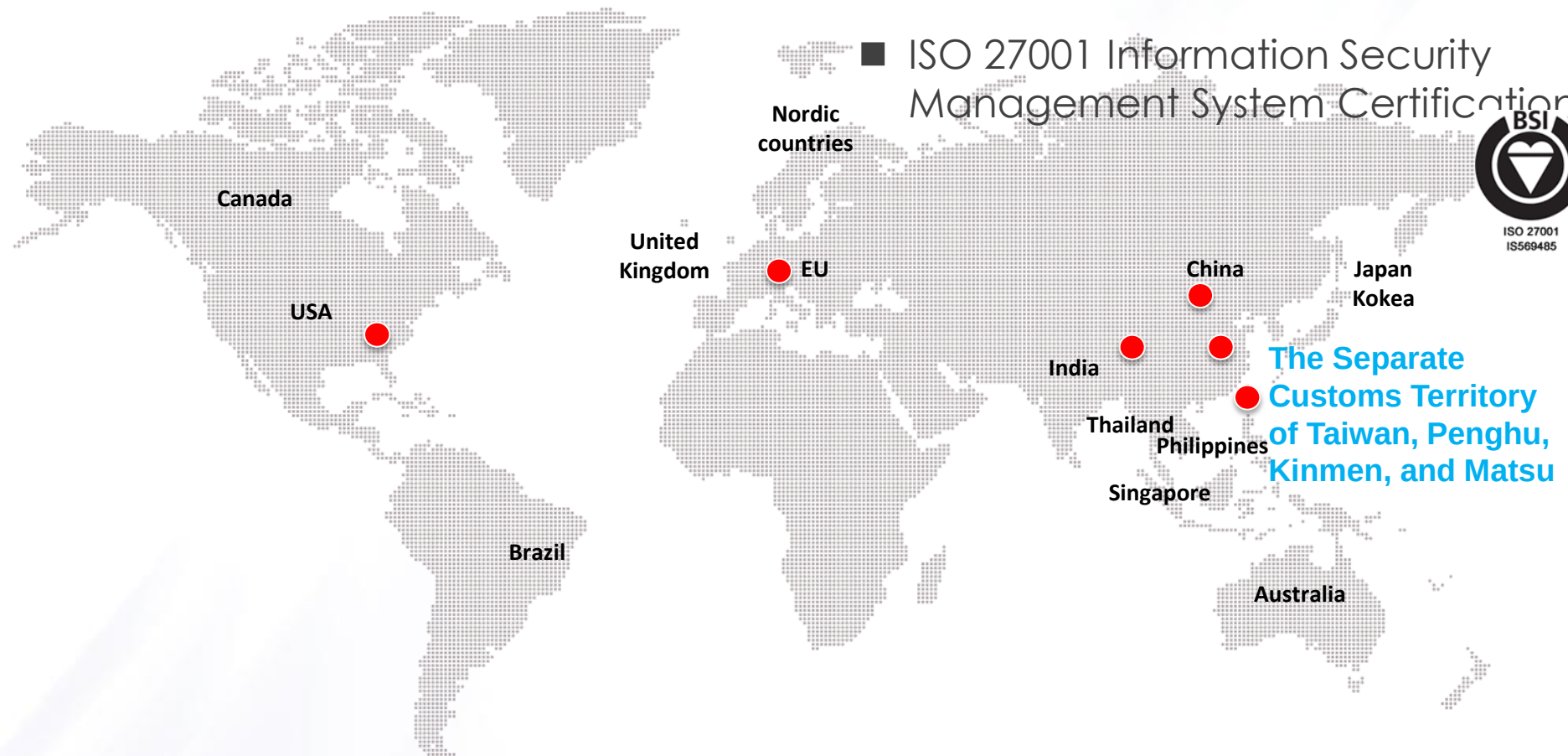
A low-angle photograph of a woman with long brown hair, wearing a white polo shirt with horizontal pink and blue stripes. She is looking upwards with a smile, and her right arm is extended high into the air, palm facing up. The background is a bright blue sky filled with soft, white, fluffy clouds. The text 'AOCC (ASUS Open Cloud Computing)' and 'Ubiquitous Cloud Computing' is overlaid in white on the upper left portion of the image.

AOCC (ASUS Open Cloud Computing)

Ubiquitous Cloud Computing

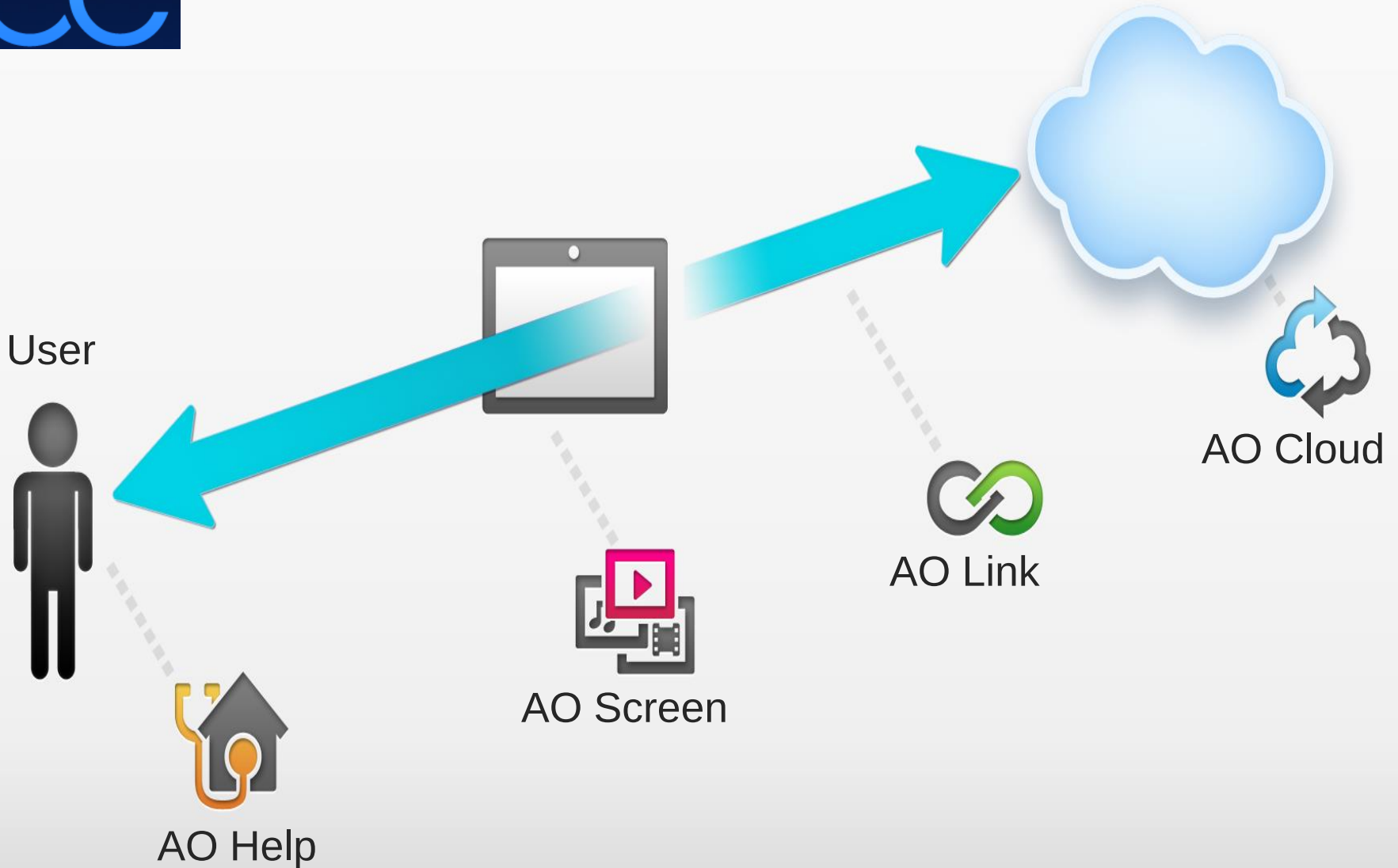
ASUS Personal Cloud

- 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





ASUS OPEN CLOUD COMPUTING



ASUS WebStorage

It lets you access all your documents, photos, music, memos from any device you're on.



Online Service Purchase

asus webstorage

Referral Status | TEAM | iris.chan | Sign out

Upgrade ? Support

WebStorage

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



Start

Other version: [Mac](#) [Linux](#)



Mobile Device

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



App Store



Google Play



APK



Windows Store



Marketplace



More Apps, try the new stuffs now.



Remote Drive



Cloud Connect for Office



Cloud Connect for Outlook



MyBitCast



SuperNote Pro

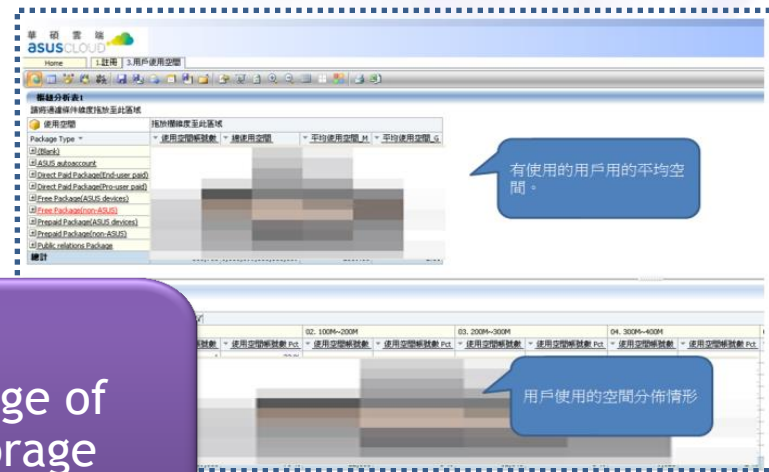
Big Data Analysis

- bring the perspective of the customer



Subscribe User

Usage of Storage



Terminal Device Detection

File Number Record

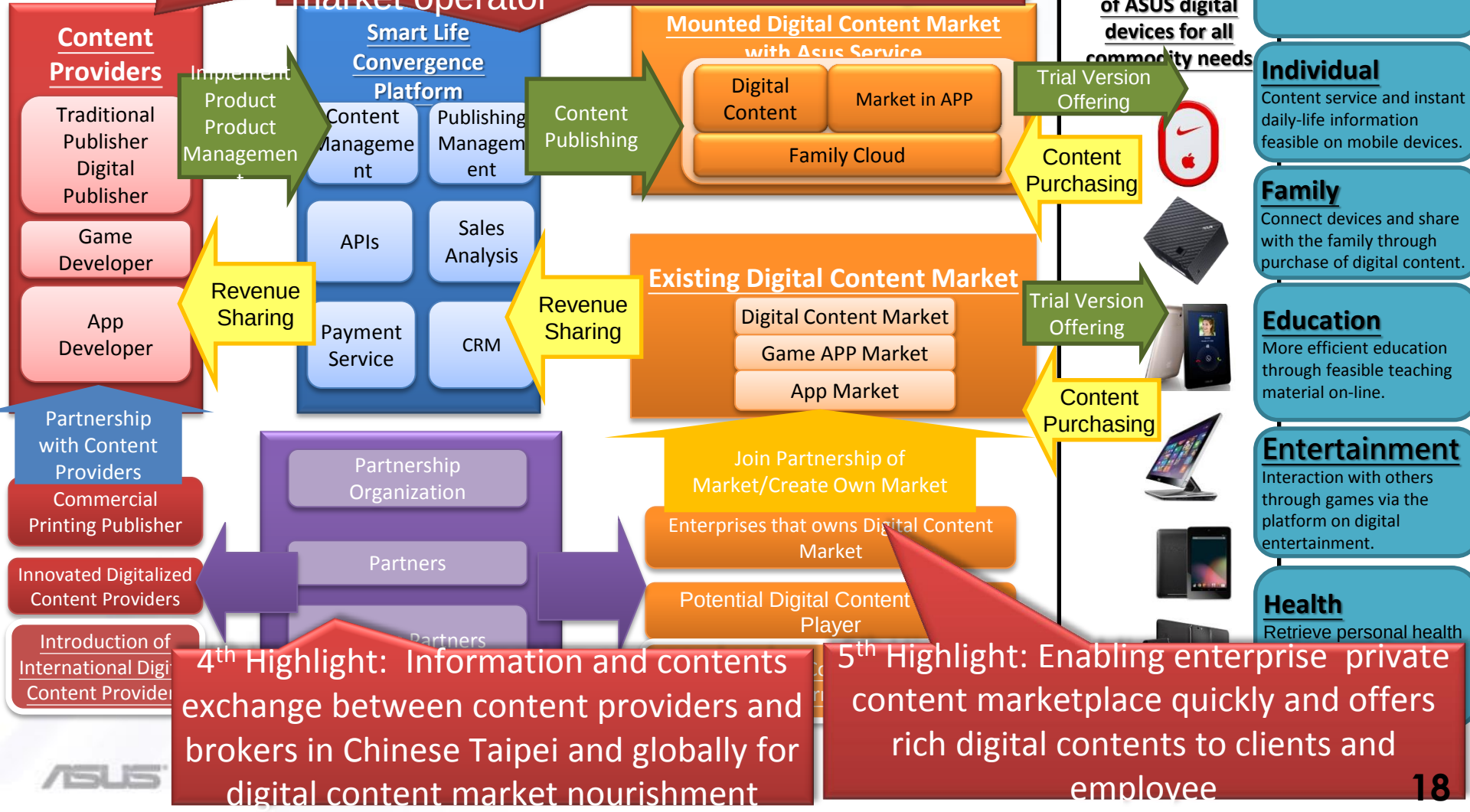


Converged Digital Content Cloud

3rd Highlight: for content providers digital content cloud trends

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

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

ASUS Partnership with Taipei City Government to Build an Intelligent City in the Cloud

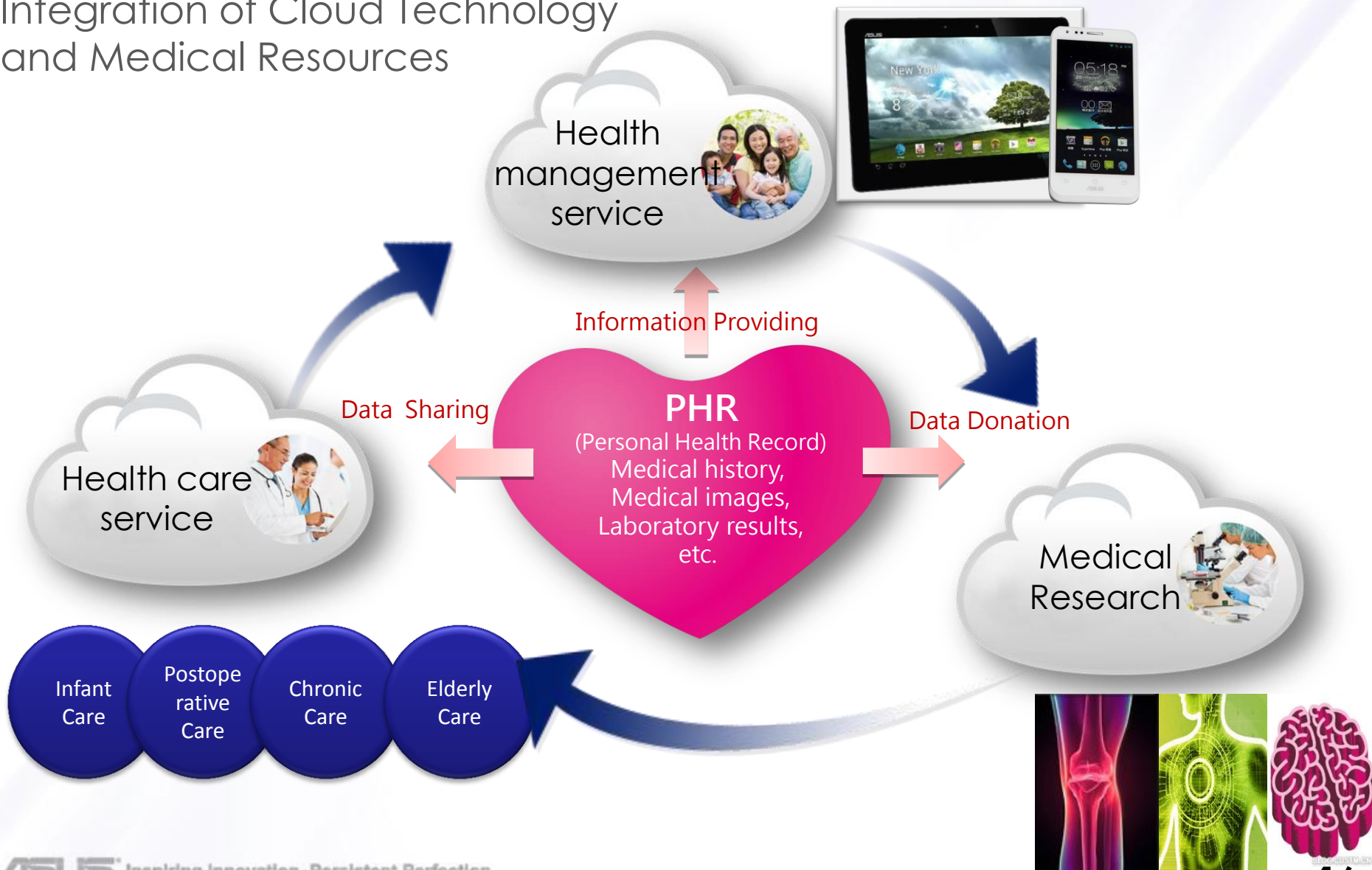


ASUS Partnership with Chongqing Municipal Government on the development cloud computing industry



Health Cloud

Integration of Cloud Technology
and Medical Resources



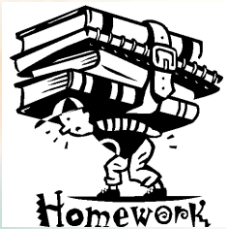
Education Cloud

-Promote Campus Wide Knowledge Sharing

Benefits:



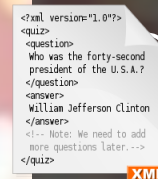
Learning materials



Homework



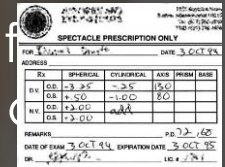
Notes



Test Records



Associations
Records



Research



SME Cloud

WebStorage for Team : Get your team on the same page

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



SaaS service for business enables employee cloud service. Since 67% of SMB rely on data

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



Enterprise Private Cloud

- The world's first private cloud turnkey solution

AOCC Cloud Platform



Cloud Application



Enterprise Private Cloud



ASUS Server

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



asusCLOUD[®] 
www.asuscloud.com