

Engage 2017

销售易用户大会

SaaS—公有云下一站

贺祥龙

UCLLOUD



1700 1704 1708 1712 1716 1720 1724 1728 1732 1736 1740 1744 1748 1752 1756 1760 1764 1768 1772 1776 1780 1784 1788 1792 1796 1800 1804 1808 1812 1816 1820 1824 1828 1832 1836 1840 1844 1848 1852 1856 1860 1864

增长1597%



第一阶段：IaaS—低门槛价值替换

2012-2020年中国公有云市场规模



经过第一阶段的磨合，云平台获得了海量用户运营的能力



第二阶段：PaaS—高门槛价值替换



第三阶段：SaaS—价值创造

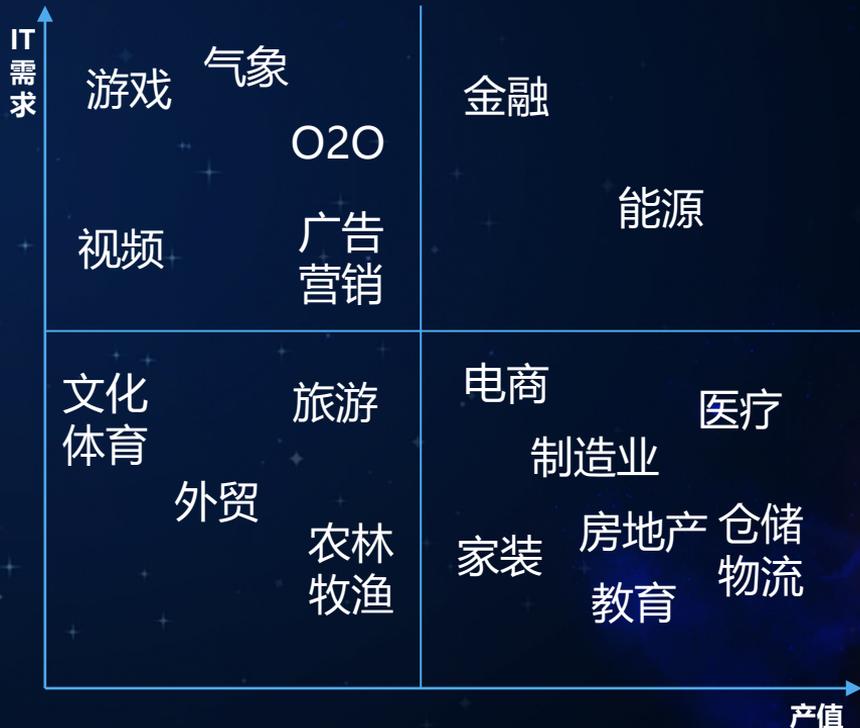
最近一年新增企业和新增投资事件



第三阶段：SaaS—价值创造

平台型企业服务
 技术类（安全、数据、人工智能）、职能类（OA、CRM、ERP、客服）

垂直型企业服务
 金融业
 物流仓储
 批发业
 零售业
 制造业
 采矿业
 教育
 建筑业
 医疗
 住宿餐饮
 旅游业
 农林牧渔
 房地产业
 文化体育
 娱乐业
 水利、环境
 公共设施





- 企业管理
- 销售 / 营销
- 垂直行业应用

云供应链

Logistics and supply chain management tools including Oracle, SAP, and various e-commerce integration services.

企业采购

Procurement software solutions for managing business purchases and vendor relationships.

财税服务

Financial and tax management services, including cloud ERP and specialized accounting software.

BPM

Business Process Management (BPM) solutions for streamlining internal operations and workflows.

众包服务平台

On-demand service platforms for connecting businesses with freelance workers and service providers.

云客服

Cloud-based customer service and support solutions, including chatbots and omnichannel support centers.

即时通讯云

Cloud instant messaging and collaboration tools for team communication and project management.

验证服务

Verification and testing services, including software testing, security audits, and compliance checks.

ERP

Enterprise Resource Planning (ERP) systems for integrated business management.

企业网盘

Enterprise cloud storage solutions for secure file sharing and document management.

文档管理

Document management systems for organizing, tracking, and collaborating on documents.

项目管理

Project management software for planning, executing, and monitoring project progress.

云呼叫中心

Cloud call center solutions for customer support, sales, and marketing campaigns.

电商SaaS

E-commerce SaaS solutions for online retail, including storefronts, payment gateways, and logistics.

差旅/报销管理

Travel and expense management tools for streamlining business travel and reimbursement processes.

协同OA

Collaborative Office Automation (OA) systems for internal communication and workflow automation.

CRM

Customer Relationship Management (CRM) software for managing customer interactions and sales pipelines.

数据服务

Data services including cloud data storage, analytics, and business intelligence solutions.

公司服务

General company services such as HR, legal, and administrative support solutions.

人力资源

Human Resources (HR) SaaS solutions for recruitment, payroll, and employee management.

智能硬件

Smart hardware devices and IoT solutions for industrial and commercial applications.

远程视频

Remote video conferencing and collaboration tools for virtual meetings and training.

SCRM

Sales and Customer Relationship Management (SCRM) solutions for managing sales and customer engagement.

商业智能分析

Business Intelligence (BI) and analytics tools for data-driven decision making.

企业培训

Corporate training and learning management systems (LMS) for employee development.

HRO

Human Resources Outsourcing (HRO) services for recruitment, payroll, and HR management.

智能硬件

Smart hardware devices and IoT solutions for industrial and commercial applications.

远程视频

Remote video conferencing and collaboration tools for virtual meetings and training.

SCRM

Sales and Customer Relationship Management (SCRM) solutions for managing sales and customer engagement.

H5营销

H5 marketing solutions for creating interactive content and campaigns for mobile devices.

邮件管理

Email management and marketing automation tools for efficient communication.

征信服务

Credit reference and verification services for risk assessment and compliance.

平台服务

Platform services including cloud infrastructure, PaaS, and SaaS solutions.

云存储

Cloud storage solutions for secure and scalable data storage and backup.

表单/流程图制作

Form and workflow automation tools for streamlining administrative tasks.

APM

Application Performance Monitoring (APM) tools for tracking and optimizing system performance.

舆情监测

Sentiment analysis and social media monitoring tools for brand reputation management.

开发工具

Software development tools, IDEs, and DevOps solutions for efficient coding and deployment.

IaaS和SaaS的合作会为云计算的应用形成正向循环，创造更大的价值

IaaS

- 云上部署会大大降低SaaS使用的门槛。
- 缩短需求讨论的过程，大大降低时间成本。
- 安全性、容灾、中立性，为数据价值应用、价值创造提供土壤。

SaaS

- SaaS服务的使用，使得IaaS企业本身的协同效能提升。
- 通过SaaS，IaaS企业可以间接服务更多行业客户。
- IaaS+SaaS互补，可以帮助行业客户提供更多专业化的解决方案。



UCloud具备的优势

稳定运行

亿级海量用户业务的成功支持经验

网络安全

防御413.7亿次
全网1.6T+防御能力

全周期服务

售前架构咨询、方案设计
售后技术支持

遍布全球云IDC

亿级海量用户业务的成功支持经验

中立专注

50000+企业客户
永不涉足客户业务

自主品牌

自主创新研发的云平台
核心代码100%安全可控

安全可靠

首批通过工信部可信云认证
国家信息安全等保三级认证

专利技术

专利I/O技术，提高性能
专利内核热补丁技术、混合云、带宽包

行业致胜

19个细分领域
丰富的行业经验和行业解决方案

我们对SaaS的理解

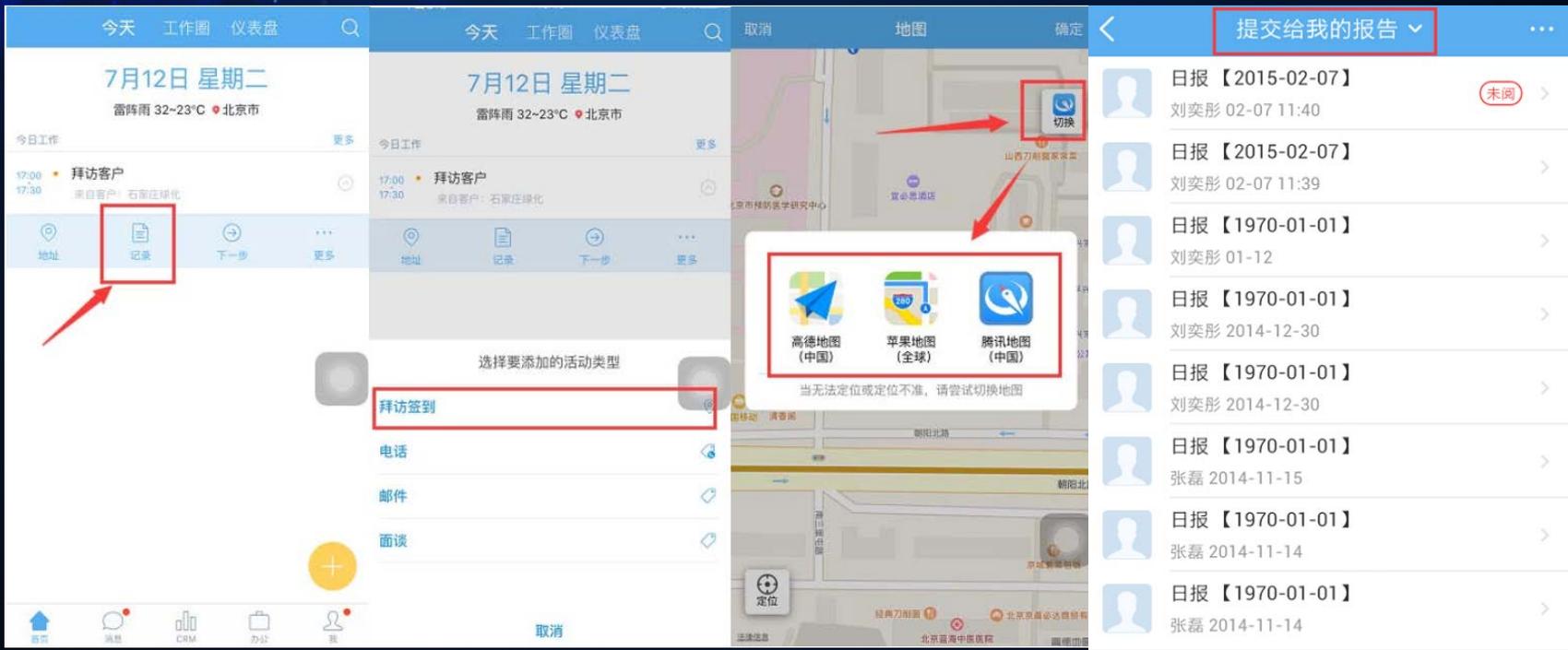
解决
痛点

简单
易用

合理
定制

以销售易为例

移动办公，构建了敏捷协同的工作系统。帮助销售管理者及时关注到销售人员的工作动态



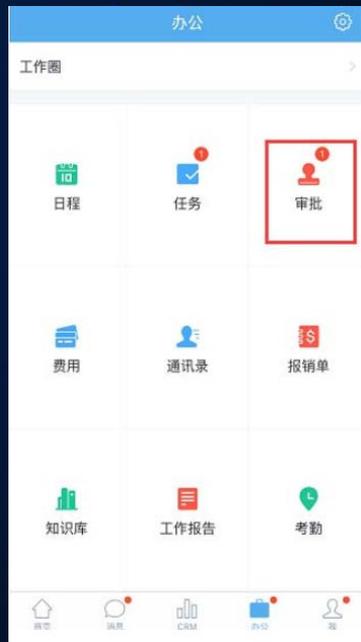
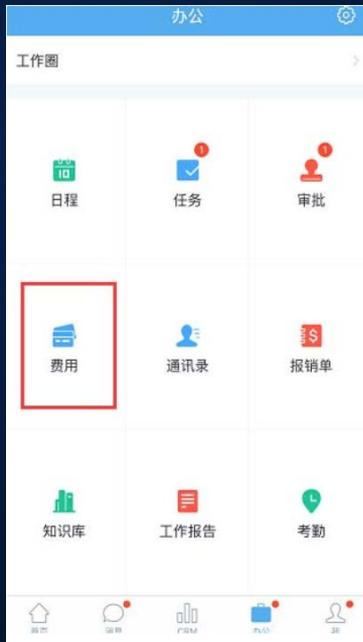
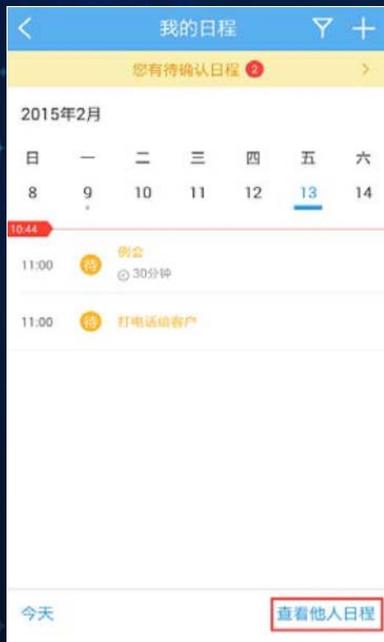
以销售易为例

帮助业务扩张中的团队快速获得科学的、数字化销售管理能力



以销售易为例

易用的操作，方便进行日程管理、费用管理、任务管理



以销售易为例

定制化开发，帮助团队协同高效跟进客户，构建客户跟踪、客户管理、客户运营的体系

The screenshot displays a CRM system interface for a customer profile. At the top, there is a header bar with a logo, a name field, and three buttons: '已关注' (Already followed), '工商信息' (Company Information), and '讨论一下' (Discuss). Below the header, the profile is divided into two columns of fields. The left column includes '联系人' (Contact), '邮箱' (Email), and three '二级标识' (Secondary Identifier) fields with dropdown menus. The right column includes '职务' (Position), three '一级标识' (Primary Identifier) fields with dropdown menus, '客户来源途径' (Customer Source), and '上级客户' (Superior Customer). A red box highlights the second '二级标识' dropdown menu, which is currently set to '客户成功选择' (Customer Success Selection). Below the main fields, there is a section titled '联系信息' (Contact Information) with a dropdown menu for '省,市,区' (Province, City, District).

联系人	职务
点击填写	点击填写
邮箱	一级标识 (客服团队选择)
点击填写	点击填写
二级标识 (客服团队选择)	一级标识 (客户成功选择)
点击填写	点击填写
二级标识 (客户成功选择)	一级标识 (VIP专家选择)
点击填写	点击填写
二级标识 (VIP专家选择)	客户来源途径
点击填写	点击填写
客户级别	上级客户
点击填写	点击填写
行业	
点击填写	
联系信息	
省,市,区	
点击填写	

谢谢

THANKS !

