



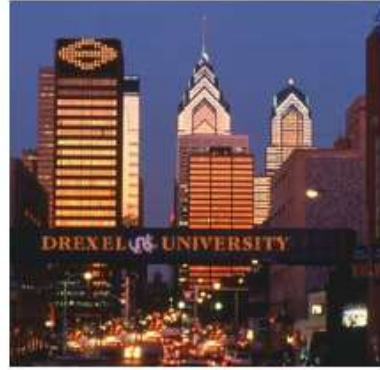
Cloud Fuels Digital Transformation

Le X. Nguyen

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Vinadata JSC, a VNG Corp company



About me



BLACKROCK



ORACLE®

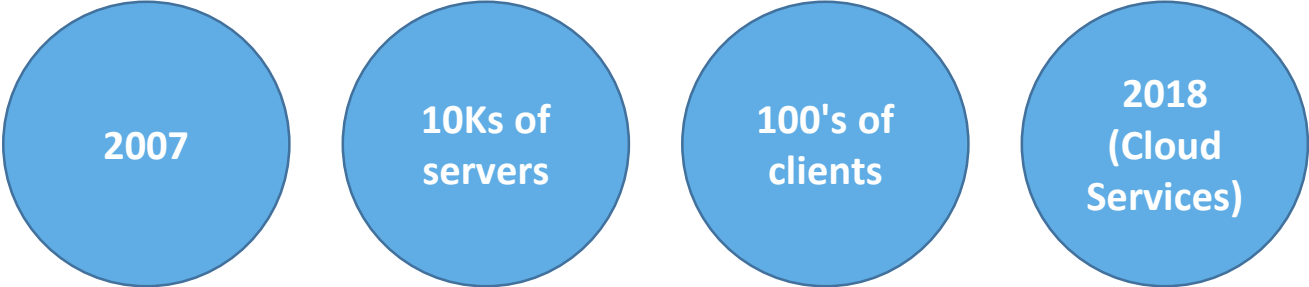


10/2018

























embracing challenges

About us



Our family



 VÕ LÂM TRUYỀN KỲ	 VÕ LÂM TRUYỀN KỲ MOBILE	 KIẾM THẾ	 CSM	 360live	 vCS	 123pay	 Zalo Pay
 KHU VƯỜN TRÊN MÂY	 GUNNY	 NGÔI SAO THỜI TRANG	 123Go	 123PHIM	 BÁO MỚI		
 CROSSFIRE LEGENDS	 CỬU ÂM 3D	 360 GAMES	 LA BÀN	 ZALO	 ZING TV		
			 ZING MP3	 ZING NEWS			

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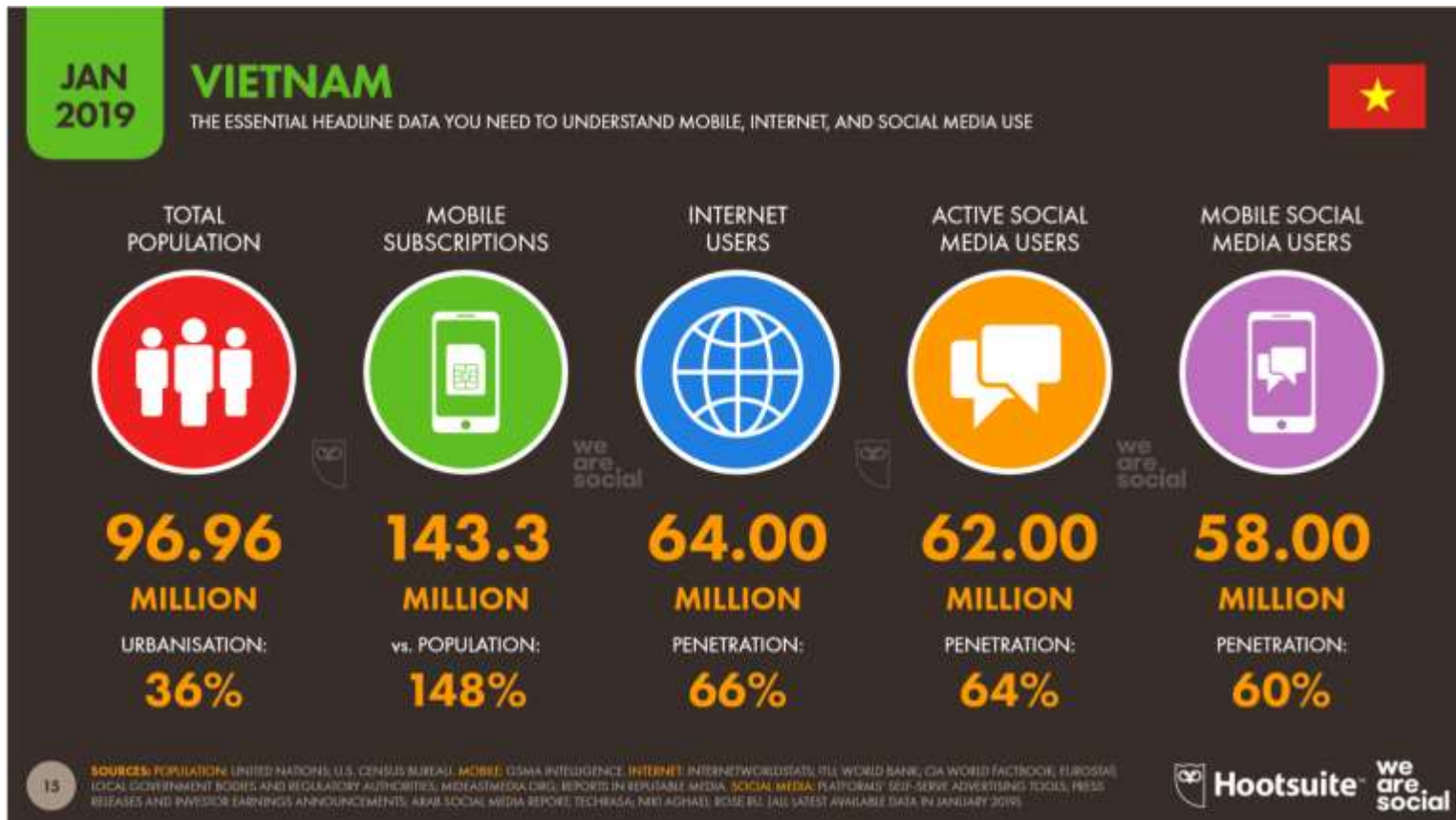


Digital Transformation

Why digital transformation?



Consumers are far ahead of business in terms of technology adoption.



RANKING OF MOBILE APPS BY MONTHLY ACTIVE USERS

#	APP NAME	DEVELOPER
01	FACEBOOK	FACEBOOK
02	FACEBOOK MESSENGER	FACEBOOK
03	ZALO	VNG
04	ZING MP3	VNG
05	VIBER	RAKUTEN
06	GRAB	GRAB
07	INSTAGRAM	FACEBOOK
08	NHACCUATUI	NCT
09	ABPHOTO	ACER
10	SKYPE	MICROSOFT



How to build* for transformation?

- Culture & People
- Innovation Process
- Organizational Structure
- Technology Adoption

*Built up and customized from Amazon Innovation formula



Culture & People

Embrace experiments, iterations and manageable failures
... as long as we fail fast, fail cheap, and learn from those

Our slogan: “Embracing Challenges”

A desire shared by all VNG’s people – to embrace, to innovate and to raise all bars.

Core values

VNG’s key assets are its people and its culture. Driven by these 06 core values, we strive for the development of VNG and society.



Passion



Dynamic



Learning



Teamwork



Customer



Integrity



Innovation Processes

Build processes and methods to innovate by
starting with customers and work backward

Amazon's Mechanism to innovate



write the press release

Organizational Structure

Build the corporate structure that allows company to innovate
without being dragged by its own legacy



AirAsia's RedBeat Venture Inc

Composition of companies



Source: AirAsia

Technology Adoption

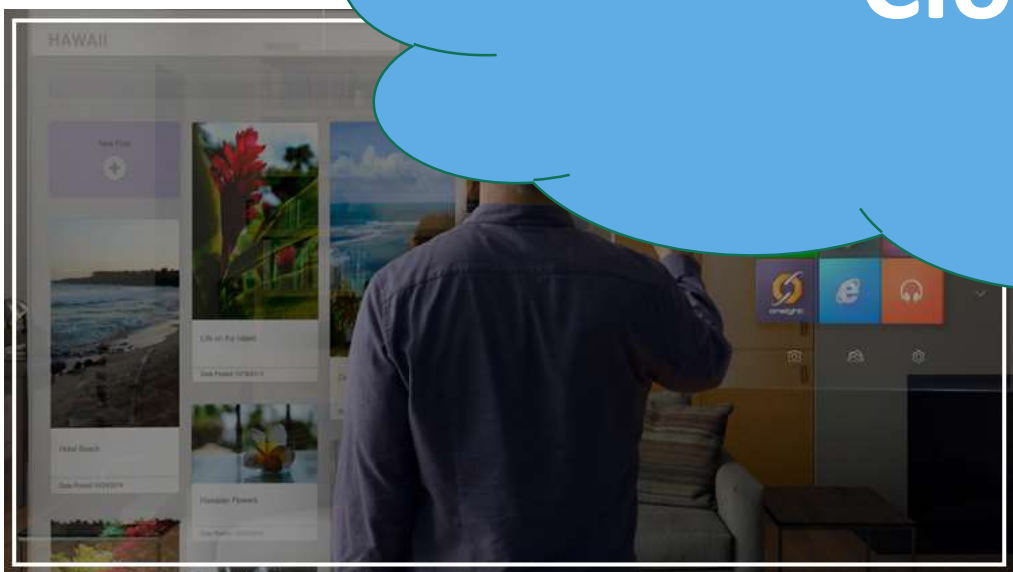
Use microservices architecture and on-demand resources
to help reduce costs for the experiments and scale as needed

VINA DATA
FULL STACK CLOUD SERVICES

TAKE THE LEAD ON DIGITAL TRANSFORMATION

<p>Customer Service</p> <p>Integrated CRM and Call Center Solution</p> <p> vCS</p> <p> vTicket</p>	<p>IoT</p> <p>Complete, centralized and AI-enabled IoT Solutions</p> <p> vCloudcam</p> <p> IoT Hub</p> <p> IoT Box</p> <p> IoT Analytics</p>	<p>Cloud in a box for SME</p> <ul style="list-style-type: none"> • Monitoring • Application • Database Platform • vCloudStack • Hardware (Server, Storage) 	<p>Partnership</p> <p> MPS Office Office Productivity Suite KINGSOFT</p> <p> Datameer Data Lake & Analytics DATAVALUE & DATAMEER</p> <p> ARMOR Security Solutions ARMOR™</p>					
<p>Infrastructure as a Service & Platform as a Service</p> <table border="1"> <tr> <td> <p>Media Solution</p> <p> vCDN Live streaming, VOD, Transcode, DRM</p> </td> <td> <p>Databases</p> <p>My SQL, Redis, Mongo DB,...</p> </td> </tr> <tr> <td> <p>Cloud Compute</p> <p> vServer On-demand, secured and highly-available virtual machines with advanced security and management capabilities</p> </td> <td> <p>vCloudStack</p> <p>On-demand, flexible private cloud with advanced security and management capabilities</p> </td> </tr> <tr> <td> <p>Cloud Storage</p> <p> vStorage Secure and durable object storage solution</p> </td> <td> <p>vColdstorage</p> <p>Flexible and affordable storage solution</p> </td> </tr> </table>		<p>Media Solution</p> <p> vCDN Live streaming, VOD, Transcode, DRM</p>	<p>Databases</p> <p>My SQL, Redis, Mongo DB,...</p>	<p>Cloud Compute</p> <p> vServer On-demand, secured and highly-available virtual machines with advanced security and management capabilities</p>	<p>vCloudStack</p> <p>On-demand, flexible private cloud with advanced security and management capabilities</p>	<p>Cloud Storage</p> <p> vStorage Secure and durable object storage solution</p>	<p>vColdstorage</p> <p>Flexible and affordable storage solution</p>	<p>Infrastructure Platform</p> <p> Data Center</p> <p> Distributed Farms</p>
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Technology trends in Hospitality



Thank you