



Collaboration LEADS developers to help industry hurdle the last mile

Developers play a critical role in supporting industries over the last mile of digitization and cloudification. With a commitment to LEADS (Lab as a Service, End-to-End, Agile, Dedicated, and Social), Huawei is developer-centric and aims to become a supporter, enabler, and agent of developer success.

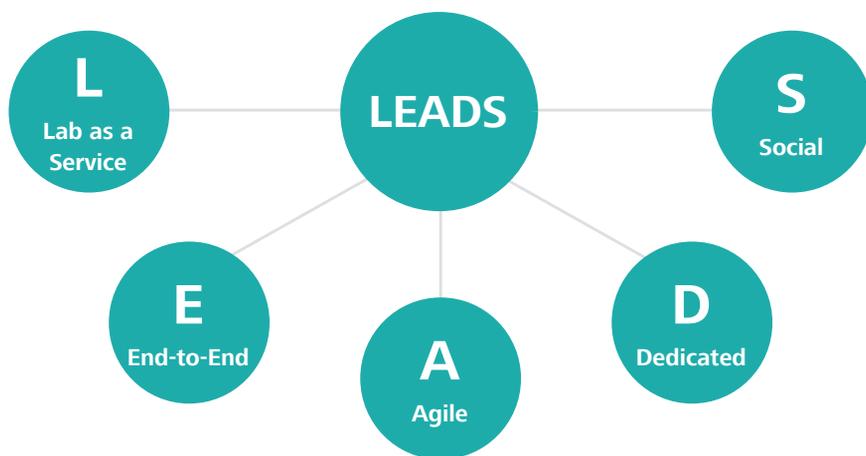
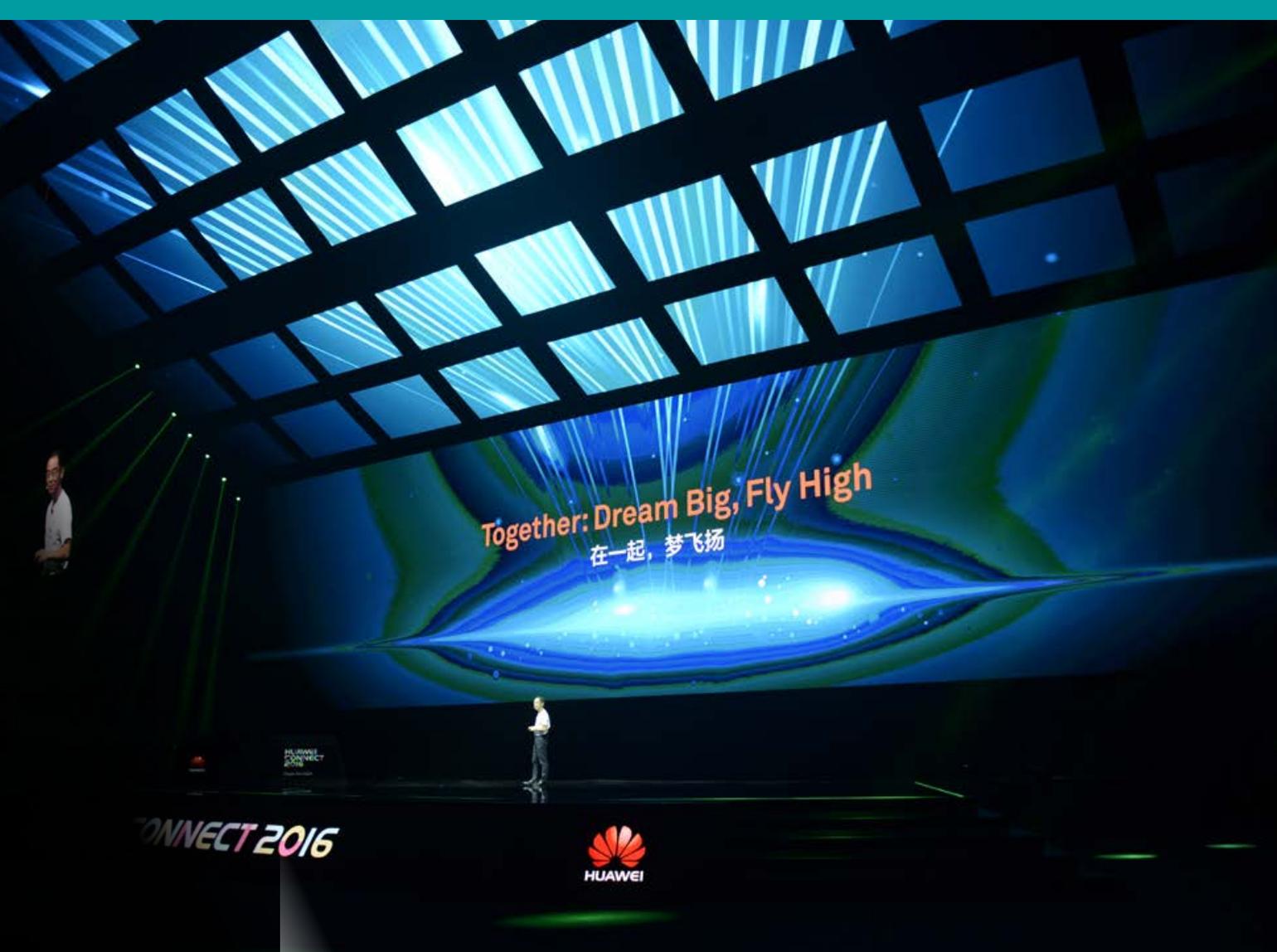
By Ryan Ding, President of Products & Solutions, Huawei

Developing an application within 10 minutes and launching it globally within 5 minutes... This isn't a vision for the future, but an experience that can be realized today. On September 1, 2016 at the Huawei Developer Community booth at the Shanghai World Expo Exhibition & Convention Center, one of Huawei's partners demonstrated this dramatic innovation. Using Huawei's video communications and online translation solutions, they successfully used drones to inspect long-distance power grids, a job which previously had to be done by an inspector in person. And the developers were able to send data back to data centers

in real time.

There are many more examples. At HUAWEI CONNECT 2016 in Shanghai, Huawei demonstrated how to use FusionStage to launch online applications for mobile office work on Digital inCloud and deliver rapid upgrades. It took just five minutes to add three functions to a partner application: reimbursement, procurement, and general. These are stunning new levels of speed and efficiency.

These examples are just some of the results that Huawei has achieved with its Developer Enablement Plan over the past



year. At Huawei Developer Congress 2015, Huawei announced that it would spend US\$1 billion on its Developer Enablement Plan. So

far, Huawei has invested US\$300 million. US\$200 million was used to build a developer enablement platform, improving the developer

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experience and enabling developers to create innovative solutions more quickly. The remaining US\$100 million was used to build a global marketing platform, where Huawei works with its partners on co-marketing and helps them monetize their solutions and applications.

LEADS: Redefining developer experience

Lab as a Service: Huawei has increased the number of Open Labs from 1 in Suzhou to 13 around the world. We now have Open Labs in the UAE, the UK, Italy, and Latin America. These Open Labs help to migrate end users from traditional networks to cloud-based networks, and give global developers local access to Huawei resources.

End-to-End: Huawei aims to provide end-to-end solutions. In addition to supporting the development of applications, Huawei also provides services such as online learning, experience management, service delivery, and online verification. The most important thing is that Huawei provides a marketing platform for its partners. A few months ago, Huawei launched the Marketplace, which allows partners to demonstrate their solutions online.

Agile: Within just three months, Huawei's developer enablement platform has evolved from individual tools to a whole suite of tools, including online APIs, Huawei-guided product development, and an application development pipeline and dashboard. For example, vMOS, a tool used to measure video experience,

and gMOS, a tool used to measure game experience, were created specifically for developers. Huawei has opened up its network capabilities, which used to be a black box that developers couldn't access. Now they have a better understanding of the interactive experience, loading experience, and streaming media experience that their games offer, and can make targeted improvements to applications based on location or specific use scenarios.

Dedicated: Huawei has upgraded its product-based services to scenario-based services. For example, in the financial sector, Huawei can offer big data services for credit checks, helping banks check the credit ratings of those who apply for credit cards. And Huawei doesn't just give traditional technical support; we also support customers as they use our products in different scenarios. We also don't just give online services like DevCenter, video, e-mail, and hotline; we also offer offline support such as expert training and learning.

Social: Huawei interacts with developers in a variety of ways, including a dedicated website, forums, WeChat, and our developer apps. Through these channels, Huawei communicates with developers, offers feedback and support, and collaborates with them on new innovations. Huawei also takes engagement offline. For example, in April 2016, Huawei held its first three Huawei Developer Gatherings (HDG) in Shanghai, Nanjing, and Xi'an. We plan to bring these to Chengdu, Wuhan, Beijing, and Shenzhen in

the coming months. In 2017, Huawei will take this event to Europe and the Middle East.

In just one year, the number of developers registered on the Huawei Developer Community has jumped from 2,000 to more than 25,000. They've created more than 230 innovative solutions and over 800 applications. Huawei hopes that the community will attract 1 million developers by 2020.

FusionStage: Accelerating innovation for partners

Huawei will enhance its capacities in three areas. First, Huawei will expose more of its ICT capabilities to support industry digitization. Second, Huawei will create a new innovation platform – FusionStage – based on the LEADS concept to accelerate innovation by our partners. Third, Huawei will continue to improve its marketing platform by offering one-click access and a global reach as soon as developers sign a contract with us.

At Huawei Developer Congress 2015, Huawei said that it would focus on LEADS, expose platforms like eSDK to support developers, work with partners to drive industry digitization, and jointly build a Better Connected World. At HUAWEI CONNECT 2016,

Huawei expanded the LEADS concept and upgraded eSDK to FusionStage, a new developer enablement platform that makes innovation easier for developers.

In 2016, Huawei increased its number of communities for developers from 12 to 14. We're now able to improve and integrate APIs for different scenarios, and are focusing on innovating industry-specific solutions. FusionStage is one of the first group of PaaS products developed by Cloud Foundry-certified providers. It's been well-received due to its high efficiency, high performance, and ease of use. For example, FusionStage's big data analytics function has allowed Suzhou Bank and Sichuan Rural Credit Union & Cooperative Bank to cut the time it takes to complete a credit investigation from two to four weeks to two to five seconds.

With FusionStage, debugging time has been cut from hours to minutes, the number of unresolved bugs is down by 90 percent, and system launch time is down from days to minutes. Developers can use FusionStage to develop, test, deploy, and operate their solutions, all via Huawei's one-stop-shop services. With its evolving developer enablement platform, Huawei aims to work with partners to create an open developer ecosystem in which all parties win and develop the

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Helping partners rapidly monetize solutions

At HUAWEI CONNECT 2016, Huawei demonstrated Digital inCloud, a highly efficient global marketing platform. We demonstrated how it provides comprehensive support so that developers can monetize their innovations more easily. Digital inCloud offers one-click access coupled with a global reach. It allows developers to understand local markets, share global business opportunities, and work with Huawei to promote and sell products. One of Huawei's partners, which provides call signature services, made only 70,000 yuan in 2014. After it registered on Digital inCloud, its service was used by 24 carriers in 15 countries, bringing the company 40 million paid users and 4 million yuan in revenue.

In marketing, Huawei has jointly exhibited with its partners at ICT roadshows in 300 cities around the world, and 8,000 independent software vendors (ISVs) have worked with us. We've delivered more than 500 projects with ISVs, helping them increase sales by more than US\$300 million. Huawei's Digital inCloud is connected to more than 200 carriers and nearly 400 million users from over 175 countries. Since its inception, we've racked up over 4.4 billion app uses, including SMS and call services, connected through our APIs.

Huawei is one of the few companies in the industry that can credibly provide both CT and IT products. Our open platform provides every capable developer with huge opportunities for innovation. The Developer Enablement Plan, which includes our open ICT capabilities, an innovation platform, and a marketing platform, is forming a virtuous cycle of new businesses.

With its developer enablement platform, Huawei hopes that it can quickly help more partners succeed. And Huawei is confident that with its global sales channels, it can help more partners achieve commercial success more quickly.

Wulian, an IoT solutions provider based in Nanjing, developed a Smart Home solution by innovating on Huawei's OpenLife platform. Just six months after its launch, the solution has been successfully deployed in the Smart Home project of China Unicom Sichuan. And it will soon be offered by Beltelecom in Belarus and also in six Latin American countries.

There is an urgent need for more developers in every industry. Developers play a critical role in supporting industries over the last mile of digitization and cloudification. With a commitment to LEADS, Huawei is developer-centric and aims to become a supporter, enabler, and agent of developer success. Together with developers, we dream big to fly high. 🇺🇸