# Alibaba Cloud unveils new partner ecosystem to drive AI innovation



Alibaba Cloud, the leading cloud computing division of Alibaba Group, has recently announced a significant revamp of its global partnership ecosystem aimed at enhancing the application of artificial intelligence (AI) and cloud computing solutions across a variety of industries. This initiative, termed the “Alibaba Cloud Partner Rainforest Plan,” was revealed during the Alibaba Cloud Partner Summit 2024.

Selina Yuan, President of International Business at Alibaba Cloud Intelligence, highlighted the importance of collaboration in today's evolving digital landscape. “In today’s rapidly evolving digital landscape, collaboration is essential for innovation and growth,” she remarked, emphasising that Alibaba Cloud’s partners are "key architects shaping the future in this AI era." The revamped partner ecosystem is designed to equip them to meet the diverse business demands of customers across the globe.

Central to this initiative is the AI Alliance Accelerator Program. This programme aims to create a dedicated ecosystem involving 50 AI technology partners and 50 channel partners, which is set to be fully operational by 2025. The programme intends to provide enhanced technical support, collaborative go-to-market resources, and focused AI consulting services.

Moreover, Alibaba Cloud has rolled out the Revitalized Service Partner Program, which seeks to upskill its existing service partners. This new programme is set to deliver targeted training to enable partners to enhance their offerings in consulting, implementation, and managed services while also diversifying their revenue sources. In response to the growing demand for AI solutions among global customers, Alibaba Cloud is working closely with these partners to create AI-related services, including a Managed Large Language Model Service.

In a strategic effort to bolster its global service network, Alibaba Cloud has forged partnerships with 18 service providers, including notable names such as Whale Cloud, Bespin Global, Cognizant Worldwide, Deloitte, Accenture, and FPT. These collaborations are tailored to facilitate resource sharing and establish a robust service framework to address the varying requirements of international customers.

Additionally, the introduction of the Synergistic Incentive Program aims to enhance the collaboration between technology and channel partners. This programme is designed to broaden go-to-market avenues, allowing technology partners to tap into Alibaba Cloud’s extensive channel network while simultaneously enabling channel partners to offer a more comprehensive product portfolio, thereby elevating their sales prospects.

The company is also expanding its collaborations with both global and regional partners, including Telkom Indonesia, Secura in Japan, and Yell Group in Thailand, which aims to create tailored solutions that cater to specific market needs and contribute to a vibrant global ecosystem.

As it stands, Alibaba Cloud’s partnership network boasts over 12,000 collaborators worldwide, including notable corporations like Salesforce, Fortinet, IBM, and Neo4j, underscoring the scale and ambition of its efforts to promote AI automation across various sectors.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

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