



High Performance China Web Solutions

2021

Overview



Compatibility: Foreign Sites Don't Load Fully in China

koaniseko.com

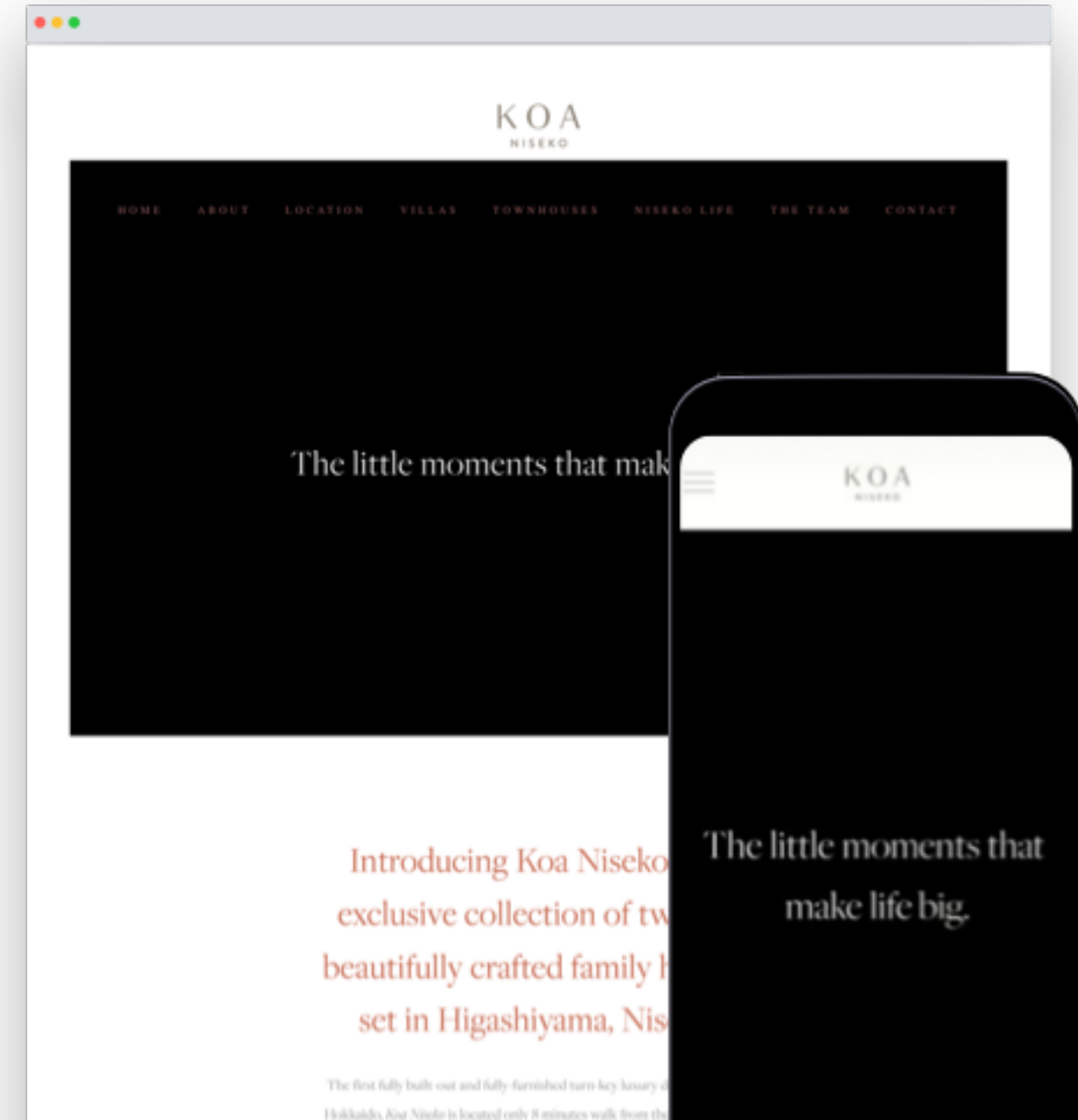
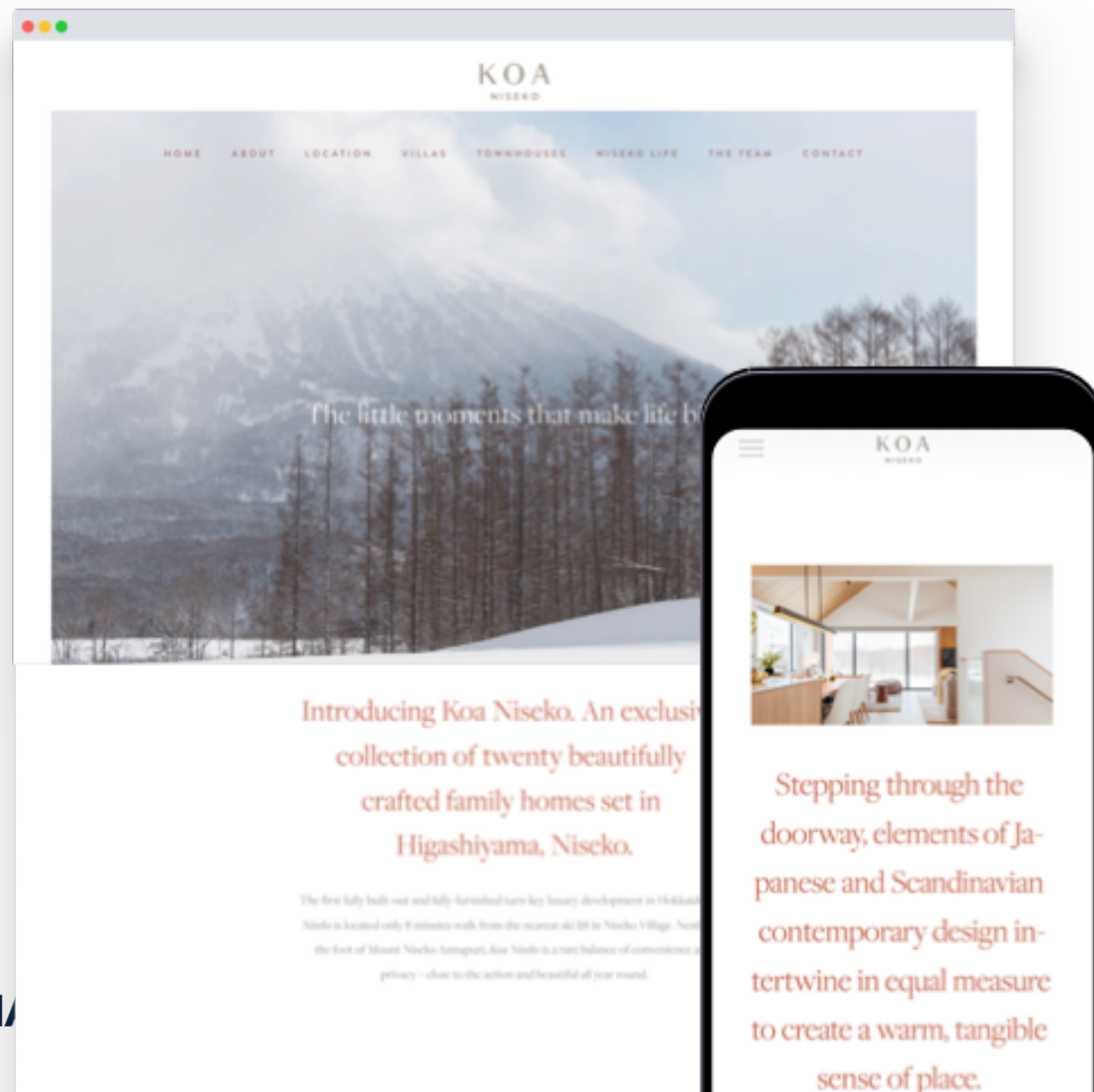
Global Visitors

China Visitors

Before Chinafy

The website as viewable from non-China locations.

Captured at **30** secs. The cover image's text does not appear until after 20 secs.



Speed: They're also VERY slow

An analysis of over 1,000 Global companies found that:

Speed: Average Loading Time:

- US: 2.6 secs
- China: 27.4 secs (10.5x Slower)

Completeness: # of Resources

- US: 84 Resources
- China: 57 Resources (32% unsuccessful)

https://w-hotels.marriott.com Results as of Mon Sep 23 2019 22:10:30 GMT+0800

Location	Loading Time	TTFB	First Paint	Interactive	Page Size	# Resources	Deviation
Average	-	-	-	-	-	-	-
North America							
N. Virginia	3.22 s	210 ms	5.73 s	12.17 s	12.0 MB	165	N/A
Ohio	4.18 s	313 ms	6.64 s	12.71 s	12.0 MB	172	N/A
California	3.97 s	432 ms	7.78 s	12.66 s	12.0 MB	168	N/A
Oregon	4.54 s	553 ms	7.58 s	13.03 s	12.0 MB	171	N/A
Canada	4.31 s	253 ms	5.84 s	12.42 s	12.0 MB	173	N/A
South America							
Sao Paulo	7.53 s	608 ms	8.01 s	14.68 s	12.1 MB	179	N/A
Europe							
Frankfurt	4.47 s	489 ms	8.23 s	12.96 s	12.0 MB	170	N/A
Ireland	4.61 s	462 ms	7.72 s	12.75 s	12.0 MB	171	N/A
London	4.25 s	446 ms	7.58 s	12.85 s	12.0 MB	169	N/A
Asia Pacific							
Beijing	47.77 s	N/A	N/A	N/A	0.2 MB	67	N/A
Shanghai	53.14 s	N/A	N/A	N/A	1.3 MB	139	N/A
Guangzhou	57.07 s	N/A	N/A	N/A	1.7 MB	137	N/A
Tokyo	5.70 s	873 ms	8.73 s	15.19 s	12.0 MB	175	N/A
Singapore	7.07 s	1128 ms	9.20 s	15.08 s	12.0 MB	177	N/A
Sydney	8.04 s	1040 ms	8.85 s	15.69 s	12.1 MB	179	N/A

It Affects Everyone..

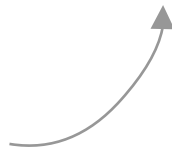
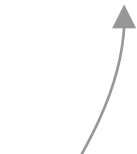
Site	US	China	% of Page Loaded
marvel.com	4.2	58.7	93
fullertonhotels.com	6.5	39.3	27
arsenal.com	3.9	59.2	35
fareast.com.sg	7.6	45.7	90
w-hotels.marriott.com	3.0	49.1	85
princeton.edu	1.8	36.7	98
trumphotels.com	3.9	41.2	49
bmwmotorcycles.com	2.3	31.3	26

Average Across 1,000 Sites

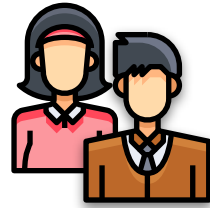
2.6 **27.4** secs **70** %

* For a more comprehensive list, visit: www.chinafy.com/industry-data

^ Incompatible: Pages do not load completely

Slow  **27.4** secs
+ Incompatible  **70** %

All Channels Lead to Website: usga.org



Indirect



Direct

What is Chinafy?

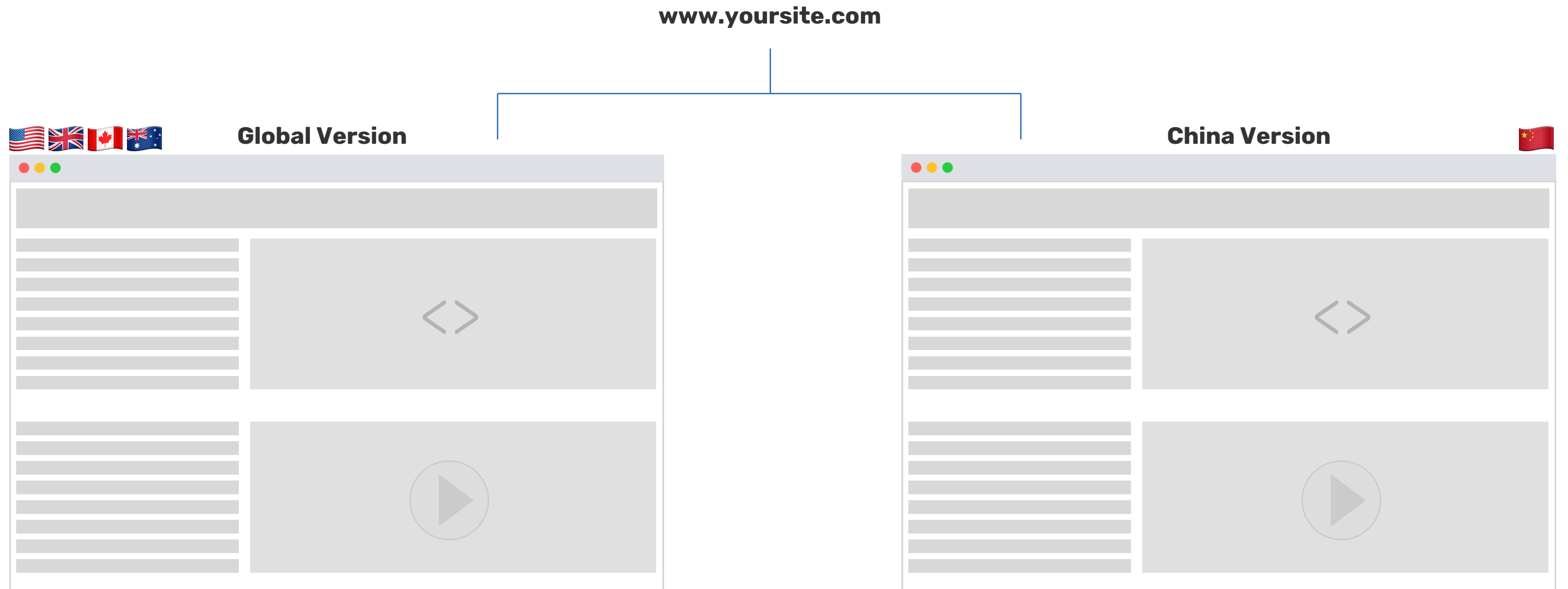
Website speed is typically resolved with faster networks. In China, however, front-end compatibility creates much larger problems.

Chinafy is a highly-tuned, complex integration of both Software (i.e. Code) and Infrastructure (i.e. Hardware), that can be bolted-on to any site.



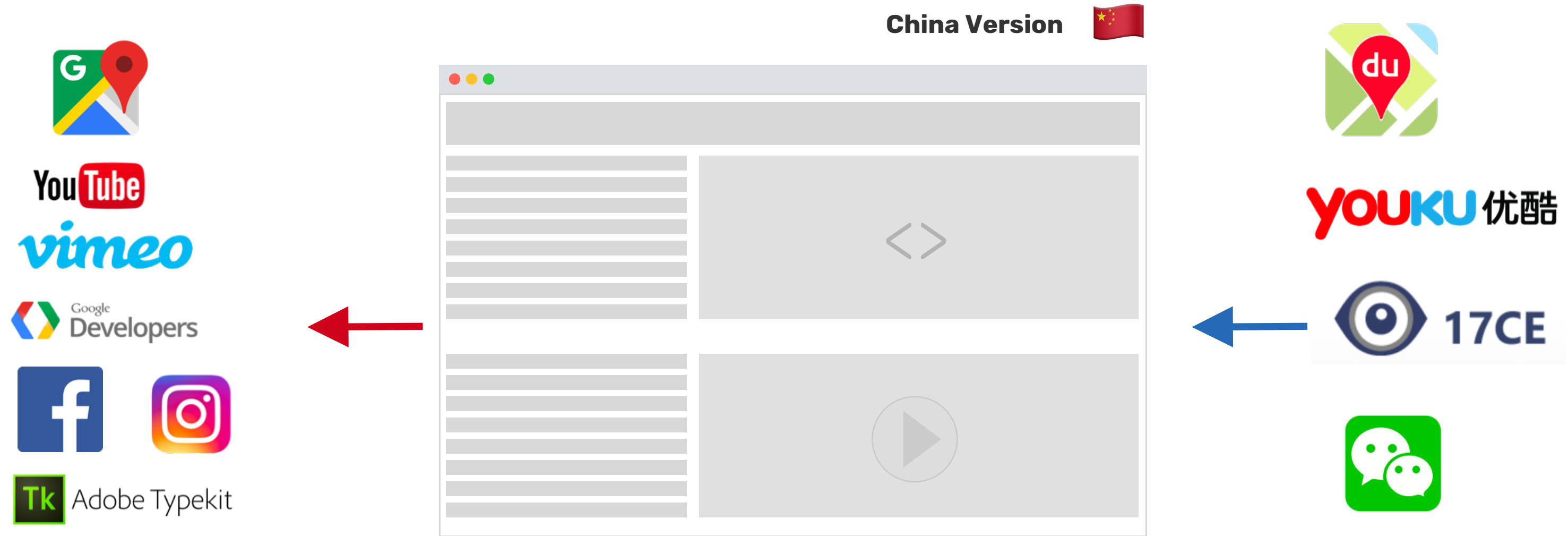
Step 1: Duplicate your Site

Chinafy creates a separate instance of your public site, sets up IP-based redirection and then modifies the Chinese version for the Chinese visitor



Step 2: Identify, Extract, and Replace Resources

A process that continually adapts and responds to both new 3rd party resources, and a fluid global technology landscape. This accounts for approx 65% of the speed acceleration.



over 1,200+ and counting...

Step 3: Domain Compression

Websites typically rely on supporting files from 10-20 other websites. Each time another domain (i.e. www.somesite.com) is requested, it undergoes a lengthy initialisation process known as a TCP handshake which takes 1-2 seconds **per domain** in China (or 20-30 milliseconds outside of China).

Normally, some 15-30 seconds may be wasted simply doing TCP handshakes in which case nothing shows up on the page.

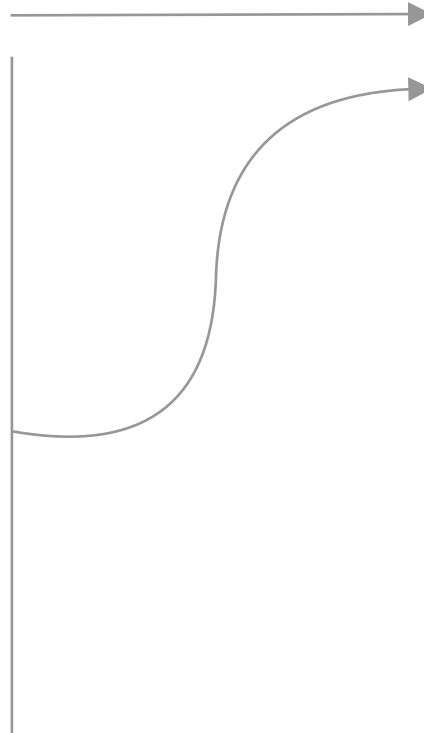
To reduce the number of TCP handshakes, Chinafy aggregates all the supporting files onto a common domain: files.chinafy.com

BEFORE

Domain	# of Resources
www.website.com	53
www.google-analytics.com	4
assets.adobedtm.com	5
doubleclick.net	3
fonts.googleapis.com	6
jquery.jsdelivr.com	3
static.brightcove.com	4
video.brightcove.com	1
fonts.fastly.net	3
quantcast.com	2
sojourn.net	1
hotjar.com	3
mixpanel.com	1
etc...	

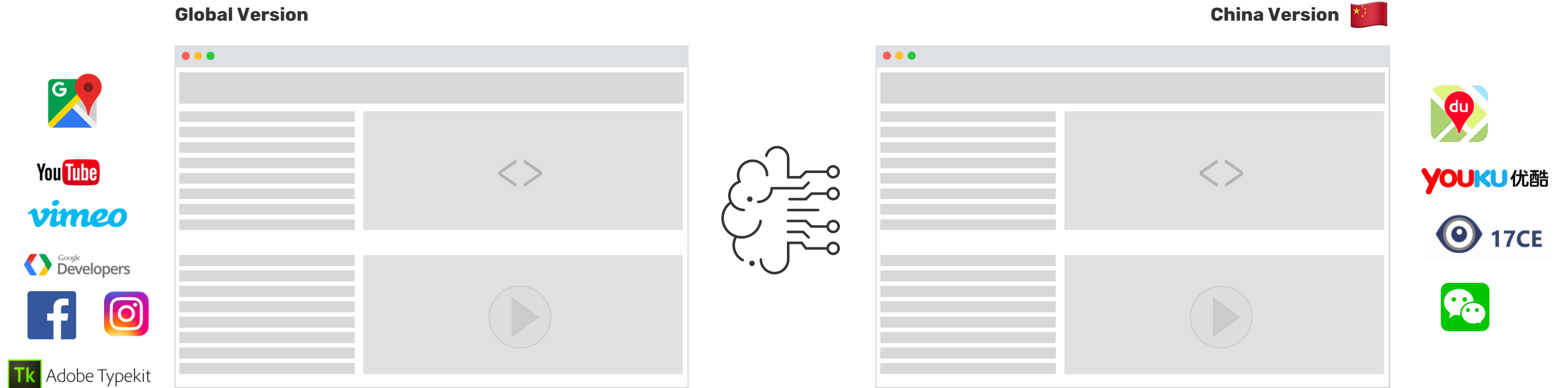
AFTER: With Chinafy

Domain	# of Resources
www.website.com	53
files.chinafy.com	47



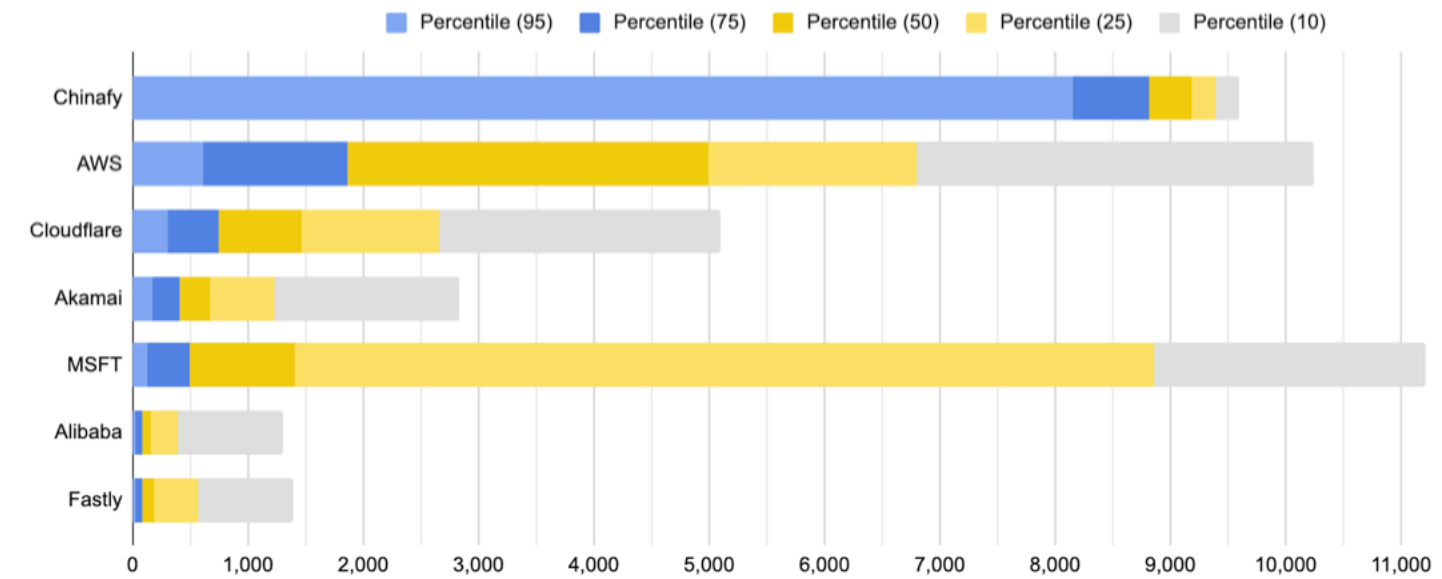
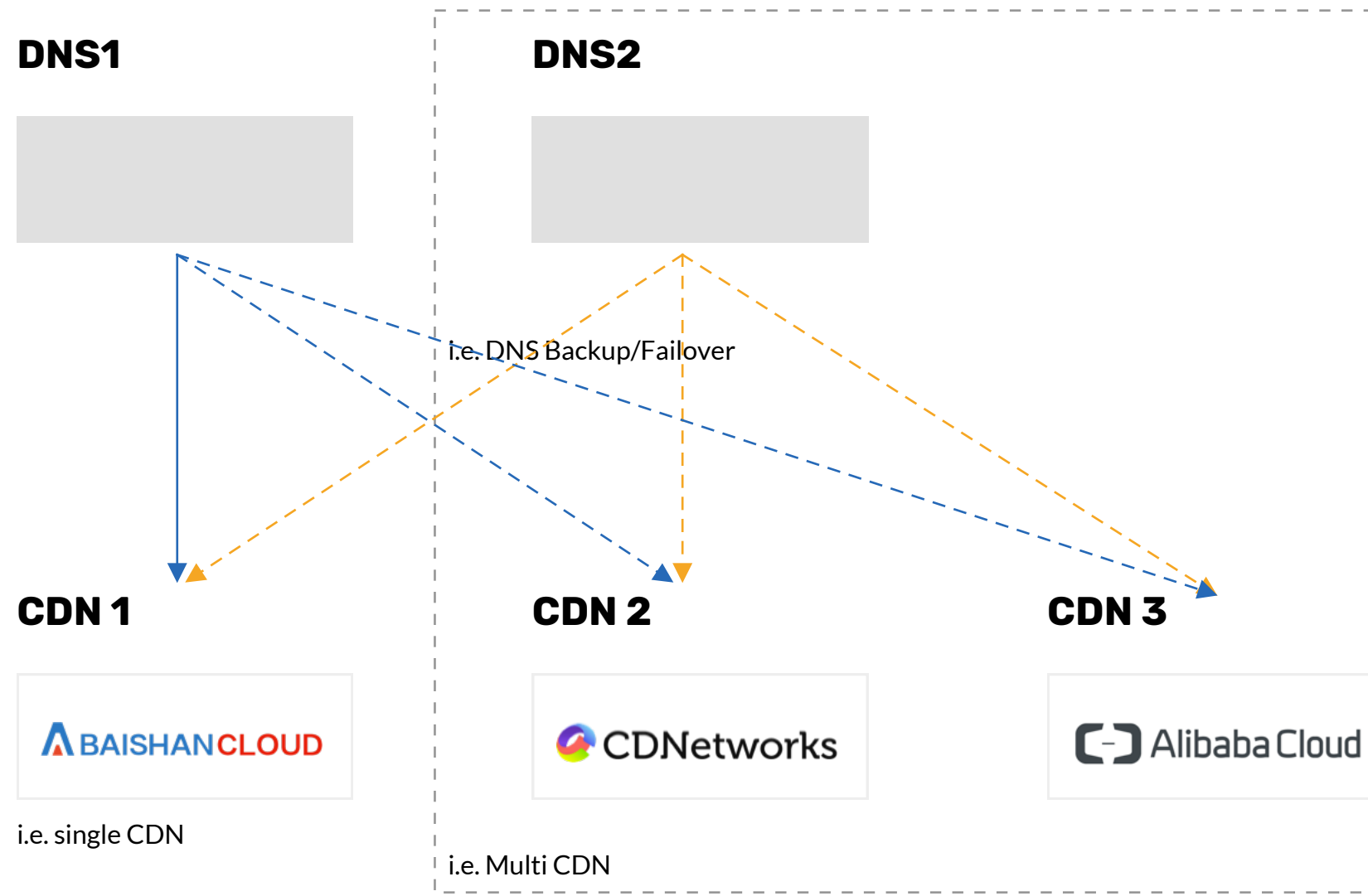
Step 4: Automation

Chinafy then automates the Identification, Extraction and Replacement process allowing any future modifications to the Global site to be addressed seamlessly. For example, if a content marketer adds a blog post with a Youtube video, this page is automatically identified and addressed within minutes on the Chinese version.

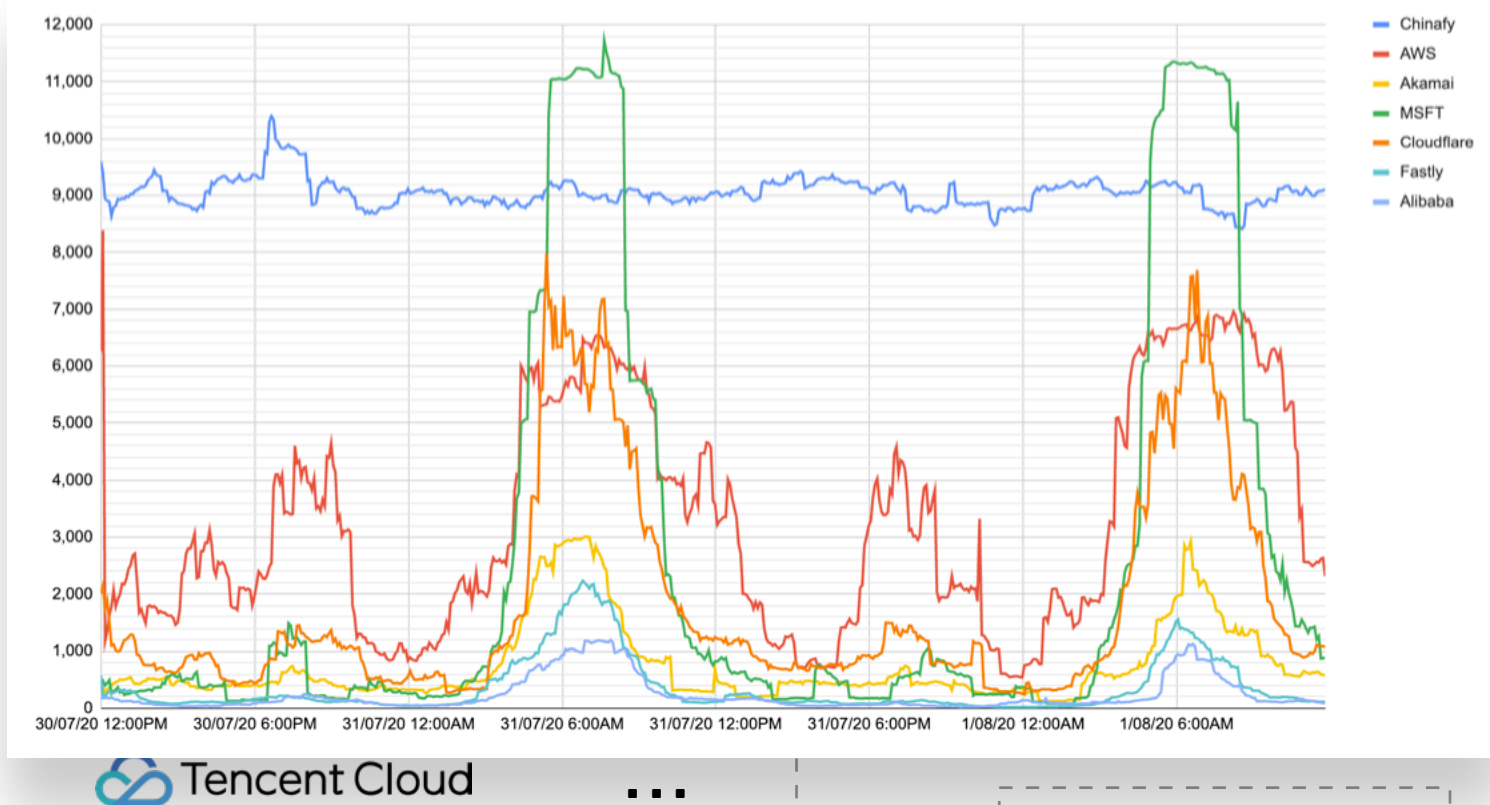


Step 5: Infrastructure (Offshore)

The final step is to deliver the files on the new Chinese site down Chinese networks via a single or multi-Chinese CDN. This accounts for the remaining 35% of the Speed Acceleration.



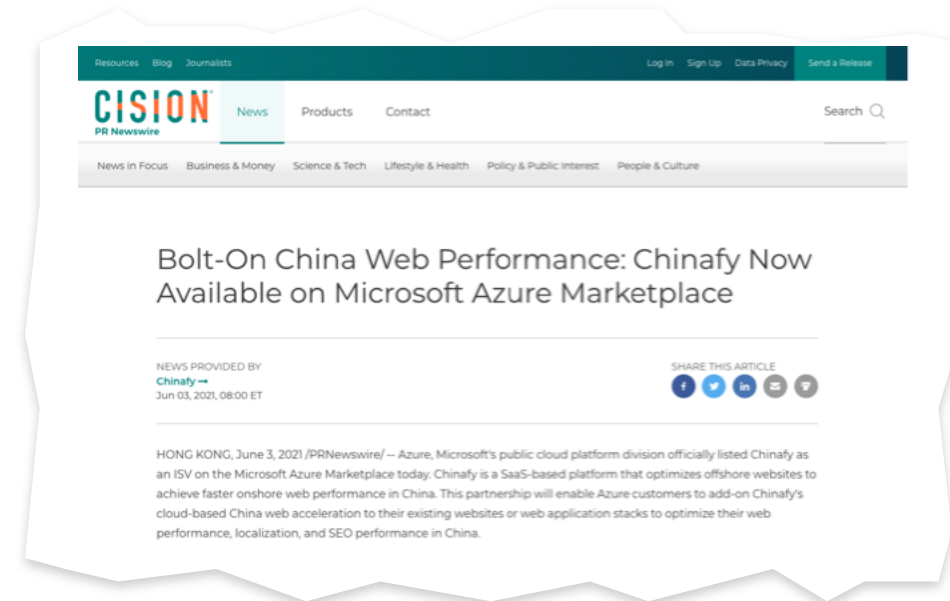
Chinafy vs Akamai, Alibaba, Cloudflare, Fastly...



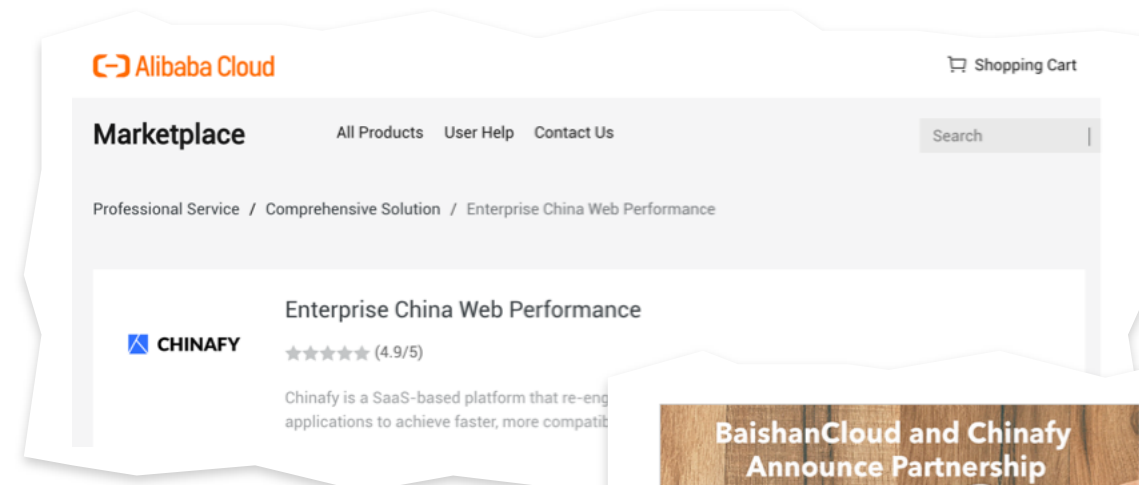
Enterprise options available upon request

The Partner of Choice for the World's Largest Cloud Providers

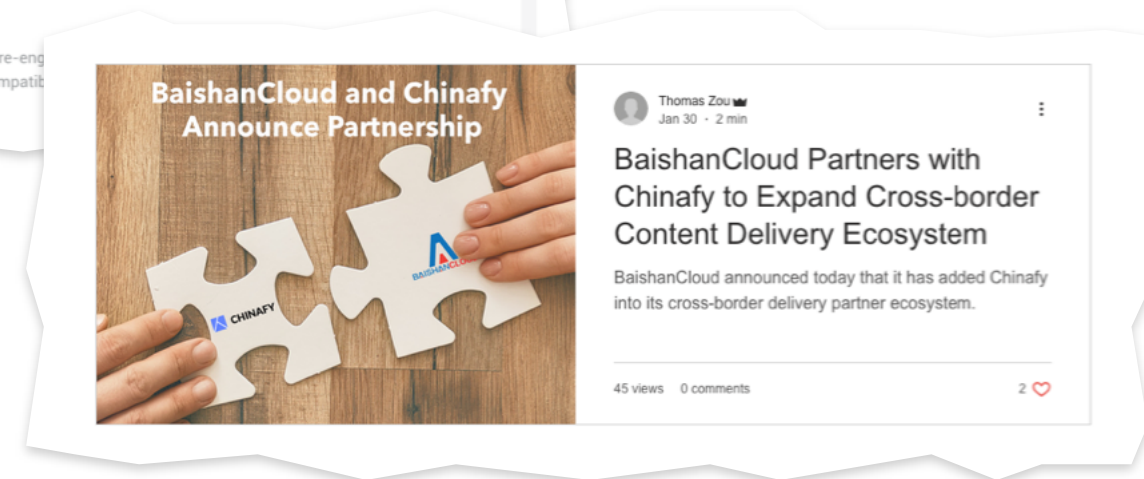
Chinafy is the leading China Web Compatibility & Acceleration solution – and as the partner of choice for the world's largest Cloud providers, Chinafy is able to offer unparalleled service, and performance to companies of all types:



Azure: June 3, 2021



Alibaba Cloud: May 26, 2021



Baishan Cloud: Jan 30, 2021

Compatible with All Website Builders & CMS

Full Site Builders












Content Management Systems

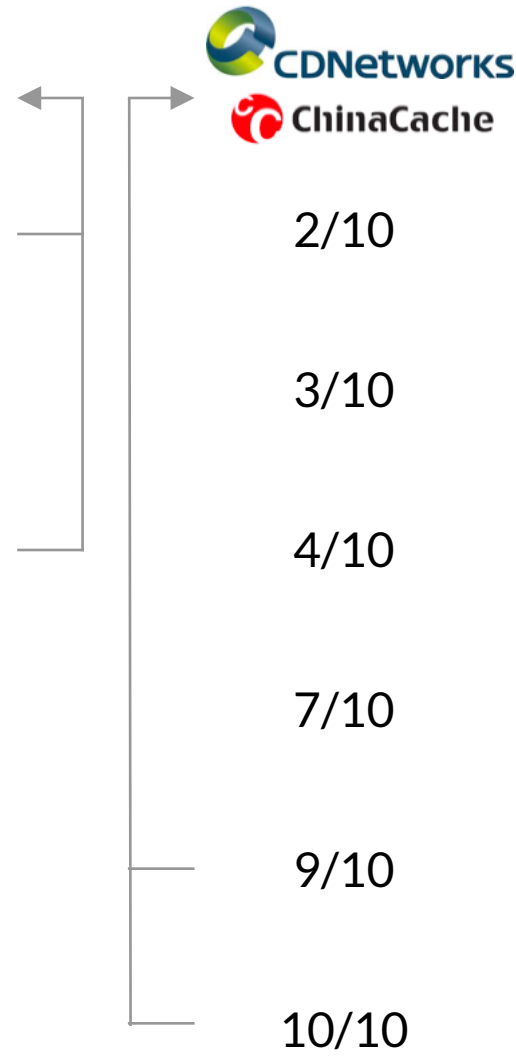


and more...

Appendix

Summary

	Code Compatibility				Infrastructure		
	Site Duplication	Resource Replacement	Domain Compression	Automation	Geo-Location	Content Delivery (Global)	Content Delivery (China)
 CHINAFY	✓	✓	✓	✓	✓	 Akamai	 CDNetworks
 amazon web services	✗	✗	✗	✗	✓	7/10	2/10
 CLOUDFLARE	✗	✗	✗	✗	✓	8/10	3/10
 Akamai	✗	✗	✗	✗	✓	10/10	4/10
 Alibaba Cloud	✗	✗	✗	✗	✓	4/10	7/10
 CDNetworks	✗	✗	✗	✗	✓	6/10	9/10
 ChinaCache	✗	✗	✗	✗	?	2/10	10/10



FAQs

Do I need an ICP Licence?

No, Chinafy is tailored to businesses within an 'offshore' framework with no content hosted Onshore.

Is Any Content Hosted Onshore?

No, Chinafy is tailored to businesses within an 'offshore' framework with no content hosted Onshore.

How Much Faster is my site Onshore if I have an ICP Licence?

Chinafied sites, mostly, have reached parity (i.e. are just as fast, if not faster) as compared with websites hosted onshore.

How long does Implementation Take?

We run a '1st pass Chinafy' of your site within 24 hours and it should then take 10-15 mins to update your DNS settings.

But how long does it Actually Take?

We Chinafy your site in < 24 hours and it takes most companies between 2 days to 2 weeks internally for internal approvals.

Do I need any Engineers to Maintain the Site?

No. You do need an engineer for the initial 10-15 min configuration but shouldn't need one thereafter.

My Site is Blocked in China. Can you Help?

No. Chinafy is explicitly unable to work with site owners whose sites are blocked in China.

Is There Any Impact on My Global Site?

No. Chinafy bolts onto any website without any impact on the Global Site.

Are you circumventing the Great Firewall?

No. Chinafy optimizes sites to be constructed and delivered alongside Chinese best-practices. It does this without circumventing the Great Firewall.

Get Started Today.
Results are almost immediate.
www.chinafy.com