

Why Chinafy

Chinafy is the only platform to date able to achieve **near-native onshore** performance, **offshore.**

This means...

1. No separate site, ICP, or onshore hosting is required
2. Our automation rules allow you to continue to manage your site as you normally would.
3. All we need from you is a URL, subscription, then a quick DNS at the end of our set-up process.

Read more on **How Chinafy Works:**
chinafy.com/how-chinafy-works

There are generally **three “approaches”** companies consider when it comes to making your site work in China. We’ll break down how Chinafy compares.

Chinafy Benefits Matrix

Key causes of frustration for foreign companies when it comes to resolving China web performance addressed -

WITHOUT CHINAFY

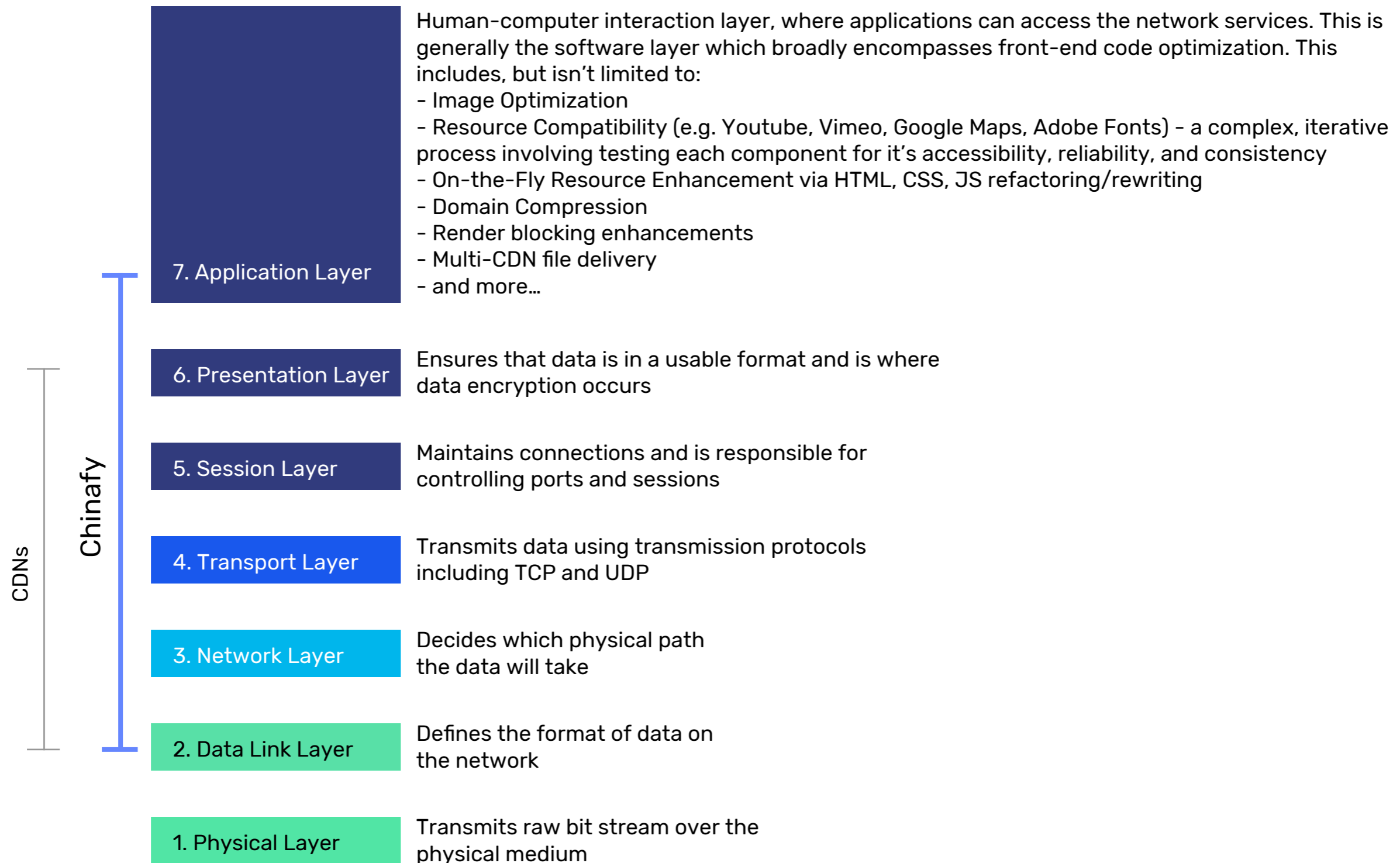
	Logistics	Cost	Expertise	Time
WITHOUT CHINAFY	<p>Onshore performance, onshore</p> <ul style="list-style-type: none"> • New Localised Website • China business entity • ICP License • Onshore presence etc. • Global teams managing the site • Company-wide technical requirements 	<p>Cost barriers</p> <p>A) Current website + Onshore China CDN @ US\$5K/mo + overage</p> <ul style="list-style-type: none"> - ICP License needed - Partial solution: Doesn't address resource incompatibility issues <p>B) New Website from scratch @ US\$40-100K+</p> <p>multiple headcount, ICP License & related requirements, onshore hosting, agency fees etc.</p>	<p>Not so simple as "hosting in China"</p> <ol style="list-style-type: none"> 1. Faster networks do not equal 'speed' 2. Hosting your website in China doesn't fully solve the problem 3. Technologies are constantly evolving (e.g. APIs) 4. CDNs are only a part of the solution. No CDNs have intelligent resource optimisation. 	<p>3 weeks to 2 years...</p> <ul style="list-style-type: none"> • e.g. ICP License (Min. 3-5 weeks) • building & launching a new site • Internal logistics

CHINAFY

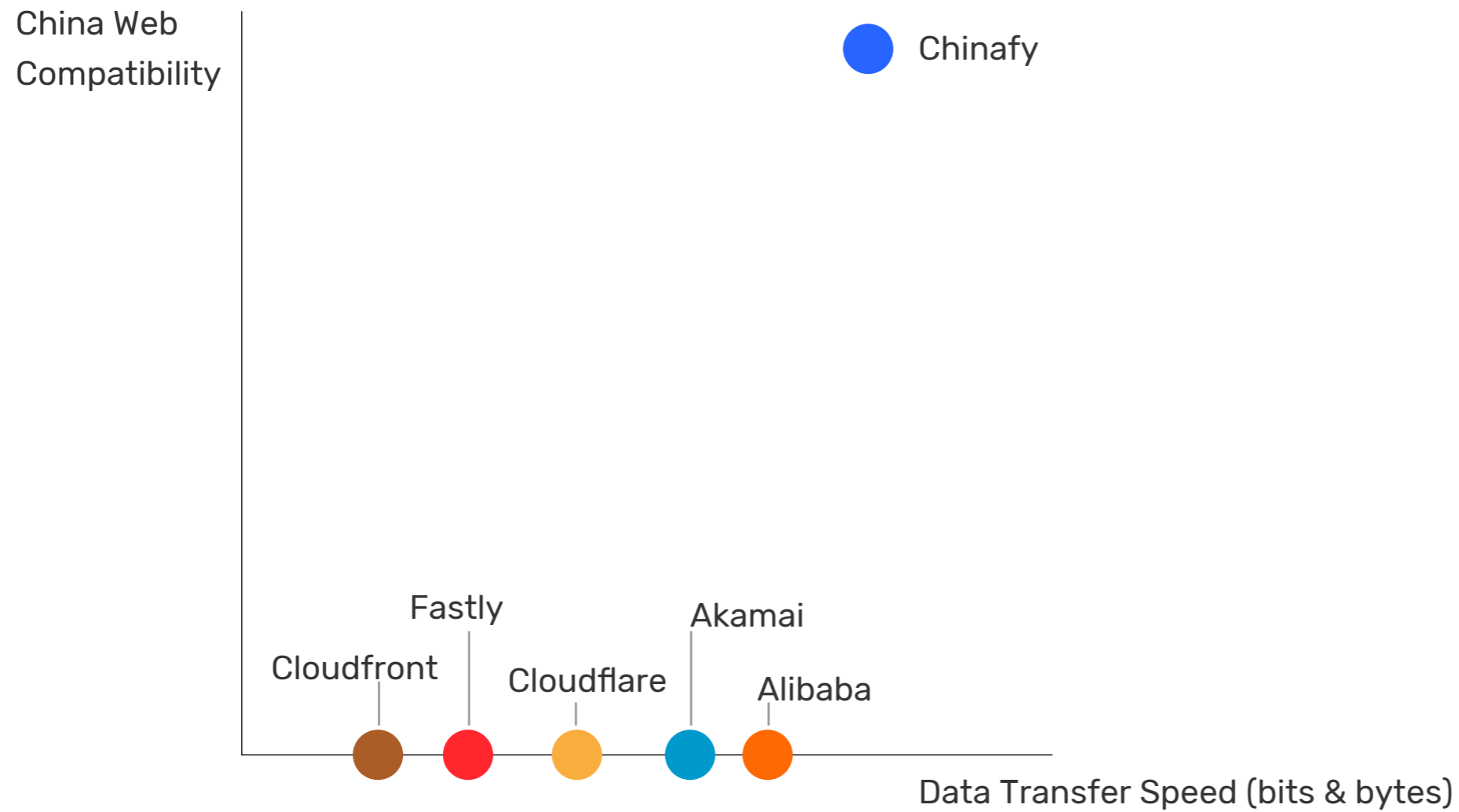
CHINAFY	<p>Onshore Performance offshore</p> <ul style="list-style-type: none"> • Set-up included • Automated compatibility across videos, maps, APIs, etc. • Fully-managed re-hosting where needed • Fully managed CDN 	<p>SaaS or License model: Transparent, scalable pricing based on complexity & needs</p> <p>Pro+: Starting at US\$850-1,000+/mo billed annually</p> <p>Enterprise: US\$1,800-4,100+/mo billed annually</p>	<p>Expertise included</p> <p>Easy for the client. All we need is -</p> <ol style="list-style-type: none"> a) A URL b) A subscription c) A quick DNS at the end of our set-up process. 	<p>1.5-2 weeks on average</p> <p>From start to live.</p>
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Specifically, when it comes to Chinafy vs. a CDN here are some key ways we differ and why Tier 1 CDN providers partner with us.

The OSI Model: Application Layer Enhancements

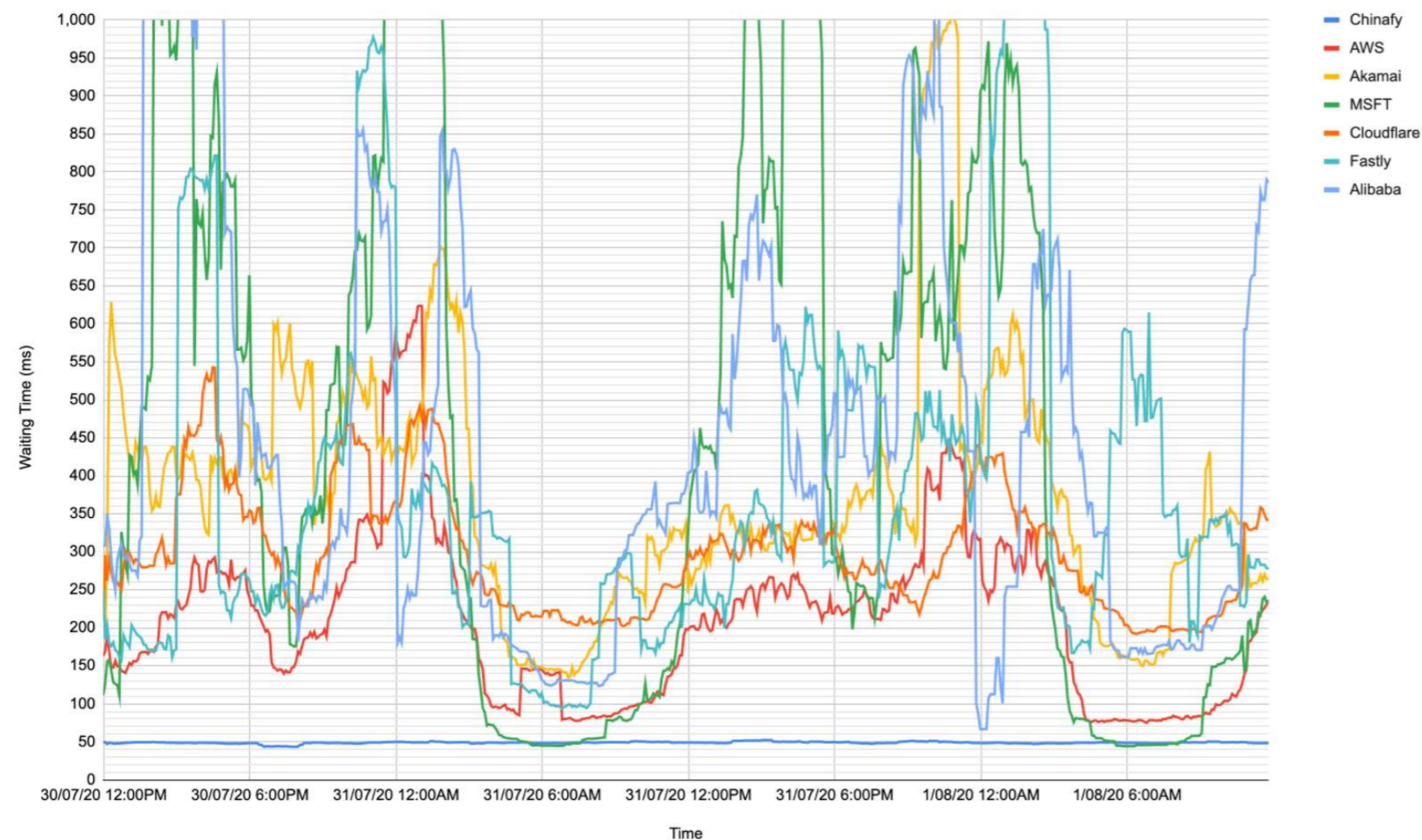


CDNs deliver data, they don't evaluate and rewrite front-end code. Chinafy does.



Read more on **our Chinafy blog:**
chinafy.com/blog/cdn-or-chinafy-which-one-do-you-need

By combining our Web Compatibility suite, Chinafy sites are **30-40% faster** than sites with near-China CDNs alone. More importantly, they're not just **fast** but also **functional**.



Waiting Time in milliseconds (results averaged over 20 periods)

Clients & Partners

Don't just take our word, take our clients' & partners'.

Trusted by industry leaders including...



Read more on **Chinify Case Studies:**
chinify.com/case-studies

Time & Cost Savings

“The reason why we recommend Chinafy versus going through the painful process of having to build and develop an entirely separate China website, which also requires a slew of certifications from the China government before you can go live, is because the Chinafy team makes it a seamless process to help us get our clients set up on their service platform. There are two key benefits we observe as a result of working with Chinafy – time and cost savings.”

- Catalyst Agents (Agency for Oakridge Malls, Vancouver)

Read more on **Chinafy Case Studies:**
chinafy.com/case-studies

Chinafy allows them to continue using their 'approved' stacks and vendors to scale-up

This Client, S, "relies on Azure for their robust enterprise offerings, service, and security. Combined with Chinafy's unique bolt-on solution, the [S] websites now performs as fast inside China as it does outside of China".

- Client [S]*

*Client [S] is a global multi-conglomerate with a presence across REIT, Travel, F&B, Logistics and more. Please note we cannot disclose client [S] due to NDA clauses.

Read more on **Chinafy Case Studies:**
chinafy.com/case-studies

Strong performance results

5-8x faster on average, which is notable because of the nature of web performance differences outside vs. inside China in general.

“Our team was very satisfied with the service from Chinafy and we will work with Chinafy again in the future”

- Teun Hilte, Shared_Studios (for Ivy League University in the U.S)

Read more on **Chinafy Case Studies:**
chinafy.com/case-studies

Official Partners include

Chinafy is the go-to China web compatibility partner for Tier 1 Cloud Providers such as -



Works with any custom site or CMS



Read more on **Chinafy Technologies:**
<https://www.chinafy.com/technology>

As seen on...



BUSINESS
INSIDER



& more

Read more on **Chinify Press:**
<https://www.chinify.com/press>

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