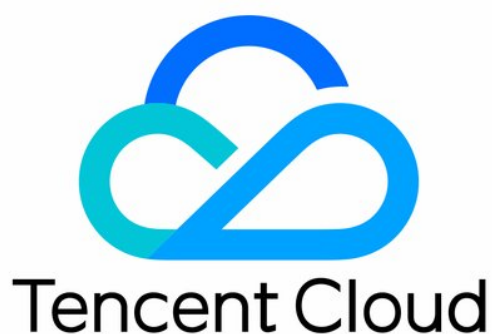


# **Tencent Cloud Mini Program Platform**

## **Product Introduction**

## **Product Documentation**



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# Product Introduction

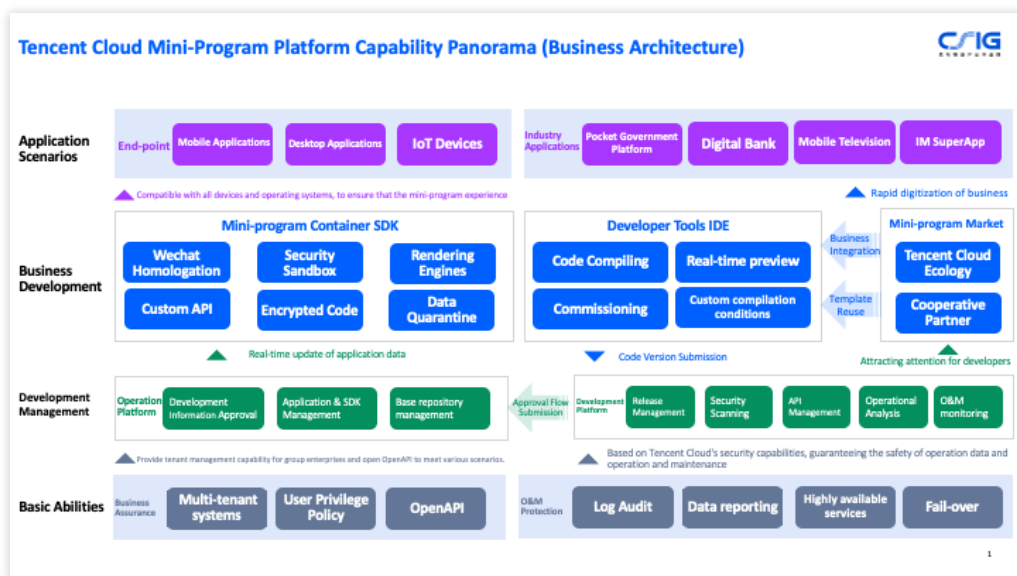
## Overview

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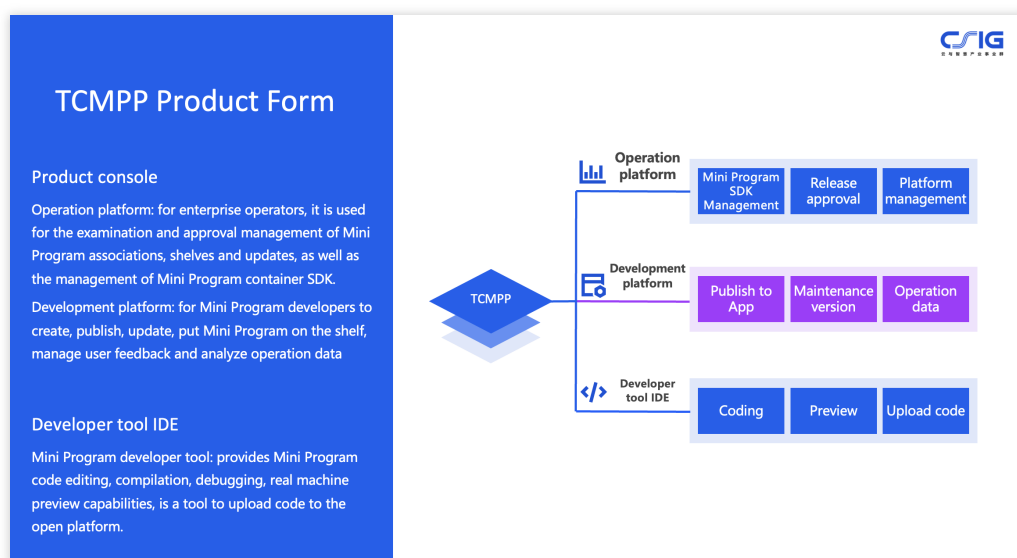
The Tencent Cloud Mini Program Platform (TCMPP) amalgamates Tencent's technical prowess in mini program development, testing, release, operation, and mini program containerization, offering corporate clients a comprehensive, one-stop solution that spans the entire lifecycle of mini program technology.

Our core services encompass Developer Tools IDE, Preview Debugging App, Android/iOS Container SDK, Unified Company Operation End, Open Platform End, and more. The objective is to assist corporate entities in creating mini program services in a cost-effective and efficient manner.

### Overall Product Architecture



### Core Services



# Strengths

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## Reduce development cost

The TCMPP platform adheres to the idea of one-time development and multi-terminal operation. It can run the developed small programs in WeChat and its own apps. It is also compatible with mainstream development frameworks such as Uni App, taro, etc., reducing development costs.

## Unified operational management

The operational end of the TCMPP offers the following capabilities:

The platform provides unified review capabilities for third-party company registration and the process of taking mini-programs on/off the shelf, enabling unified management of both mini-programs and third-party companies.

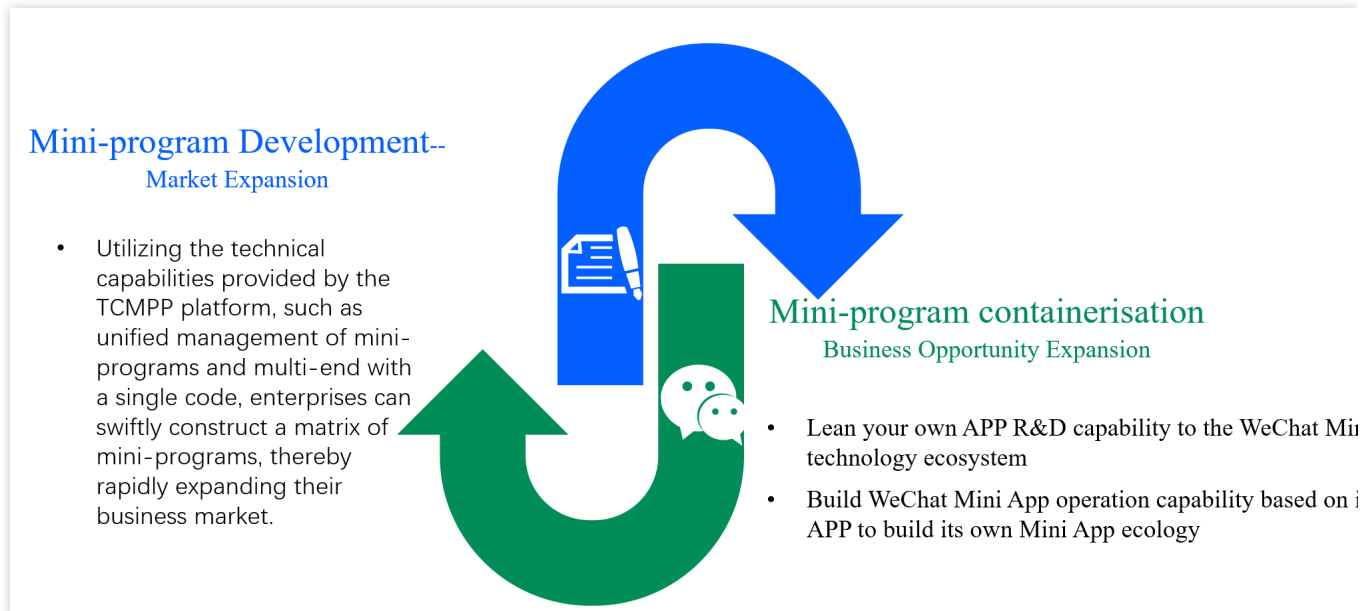
We offer mini-program security scanning, comprehensive performance monitoring capabilities, and key indicator statistical analysis, among others. Through multi-dimensional dissection and the presetting of multiple product analysis indicators, we ensure the complete collection of operational data, enhancing the efficiency and effectiveness of corporate business analysis.

## Open Ecosystem

The TCMPP platform provides mini-program containerization capabilities. Through this technical capability, mini-program developers, mini-program operators, app operators and other roles can be connected to each other. At the same time, it can break down the barriers between mini-programs and enterprise-owned apps to build an open ecosystem. , empowering business value.

# Use Cases

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## Market Expansion

Using the technical capabilities provided by the TCMPP, such as unified management of mini-programs and multi-end with a single code, companies can swiftly construct a matrix of mini-programs, thereby rapidly expanding their business market.

## Business Opportunity Expansion

Companies can leverage the TCMPP to launch their own mini-programs and third-party ecosystem mini-programs, operating within their mobile applications, thereby constructing an open ecosystem. They can also provide a container SDK to third-party mobile applications, enabling their mini-programs to operate within these third-party applications. Through the open ecosystem of mini-programs, companies can establish an open ecosystem around their own applications. This enables high-frequency life scenarios to drive various low-frequency business scenarios, assisting companies in exploring new business opportunities.

# Feature List

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For a detailed list of functions, please refer to the following attachment :

TCMPP-v1.7-Feature List\_01.xlsx(18.7KB)

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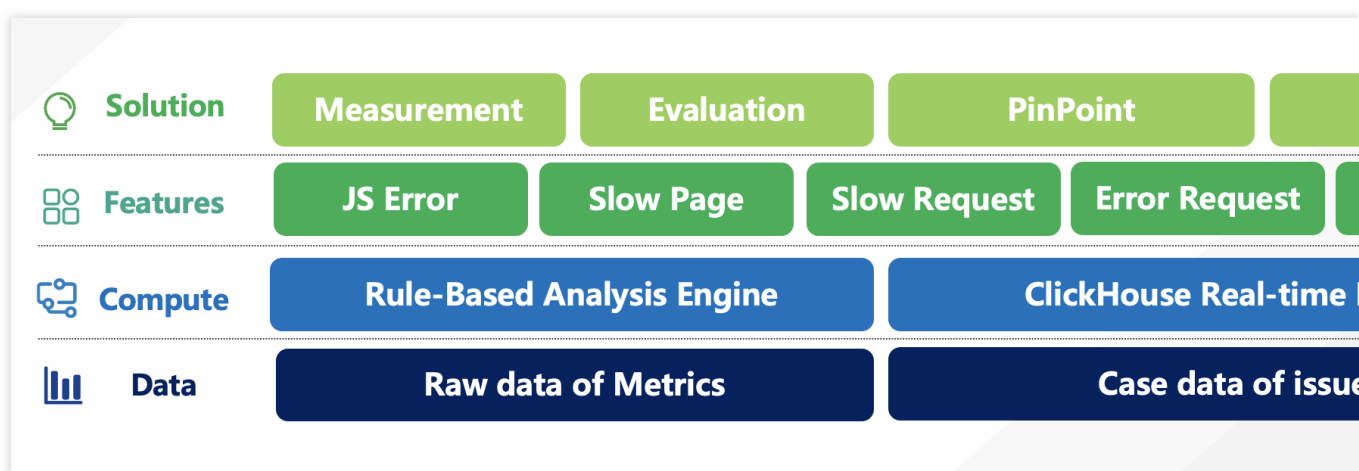


# QAPM

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## Overview

Quick Application Performance Management (QAPM) is a comprehensive performance monitoring platform for enterprise-grade mobile apps. Simply by calling several APIs, you can create your own performance optimization solution in a few minutes. By leveraging Tencent's experience, it organically combines multidimensional metric analysis and problem clustering to deliver a one-stop performance optimization experience throughout metric measurement, evaluation, locating, and solution.



After your mini program is connected to QAPM, QAPM will automatically capture relevant performance data and report it to the backend. The backend will analyze the data according to the rules formed based on the experience in long-term special testing, so as to automatically analyze suspicious performance defects in various dimensions. Then, you can have a quick overview of the mini program performance in the console and make optimization decisions.

Acting as a digital experience assistant, QAPM helps you render a good user experience, continuously achieve good results, and make great breakthroughs in the digital business.

## Scenarios

Helps R&D focus on key serious defects

Based on years of special testing experience, issues are clustered in each performance dimension and key data are provided to assist in determining the priority of issues, helping developers to effectively focus on key issues.

Helps accurately combat difficult defects

By combining user environment, resource usage, and stack information, the platform can restore the actual situation where users encounter performance issues, helping developers accurately solve difficult defects such as occasional bugs.

Quickly build a comprehensive performance monitoring system

To build a comprehensive performance monitoring system for your project, you only need to integrate the QAPM SDK and perform simple configuration. In the R&D process, based on the easy-to-use APIs provided by QAPM, you can customize the code incorporation specifications specific to the project by combining the data of various performance dimensions. In addition to the R&D process, by collecting millions of real user data reports, the platform can restore the performance panorama of your application. Based on the QAPM big data analysis engine, the platform can also help you break through the performance bottlenecks of your application, building high-quality user experience and achieving excellent industry reputation.

## Strengths

QAPM facilitates swift and efficient construction of a mini program performance monitoring system with a lightweight architecture, optimizing user experience for your application and bolstering digital business operations.

Quick connection and out-of-the-box service.

Full data collection, accurate analysis and location, and monitoring without blind spots.

Accurate and effective performance metrics, and real user experience feedback.

Root cause analysis for problem resolution and code-level JavaScript error diagnosis.