

# **Tencent Cloud Mini Program Platfor**

## **Product Introduction**

### **Product Documentation**



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# Product Introduction

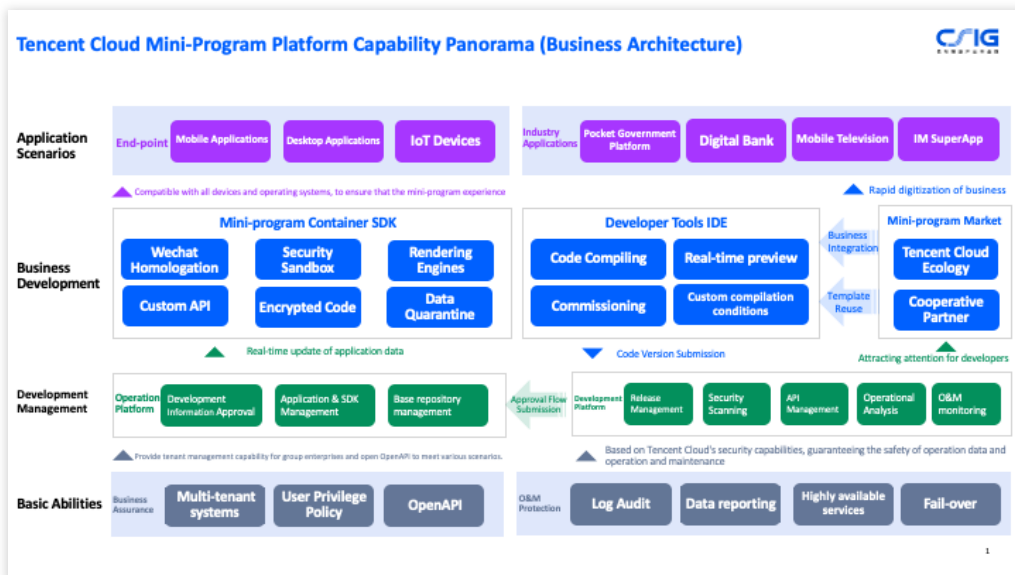
## Overview

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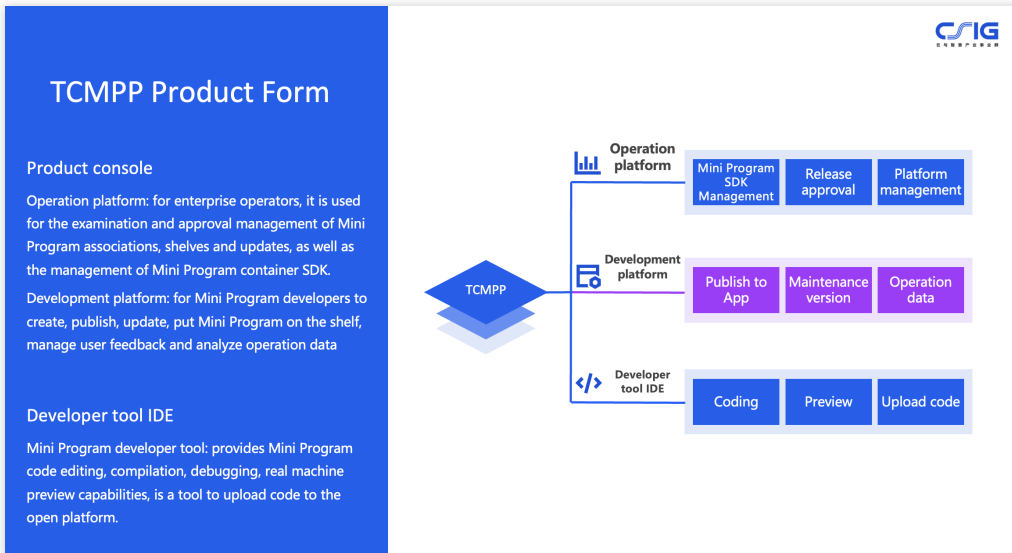
The Tencent Cloud Mini Program Platform (TCMPP) amalgamates Tencent's technical prowess in mini program development, testing, release, operation, and mini program containerization, offering corporate clients a comprehensive, one-stop solution that spans the entire lifecycle of mini program technology.

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.

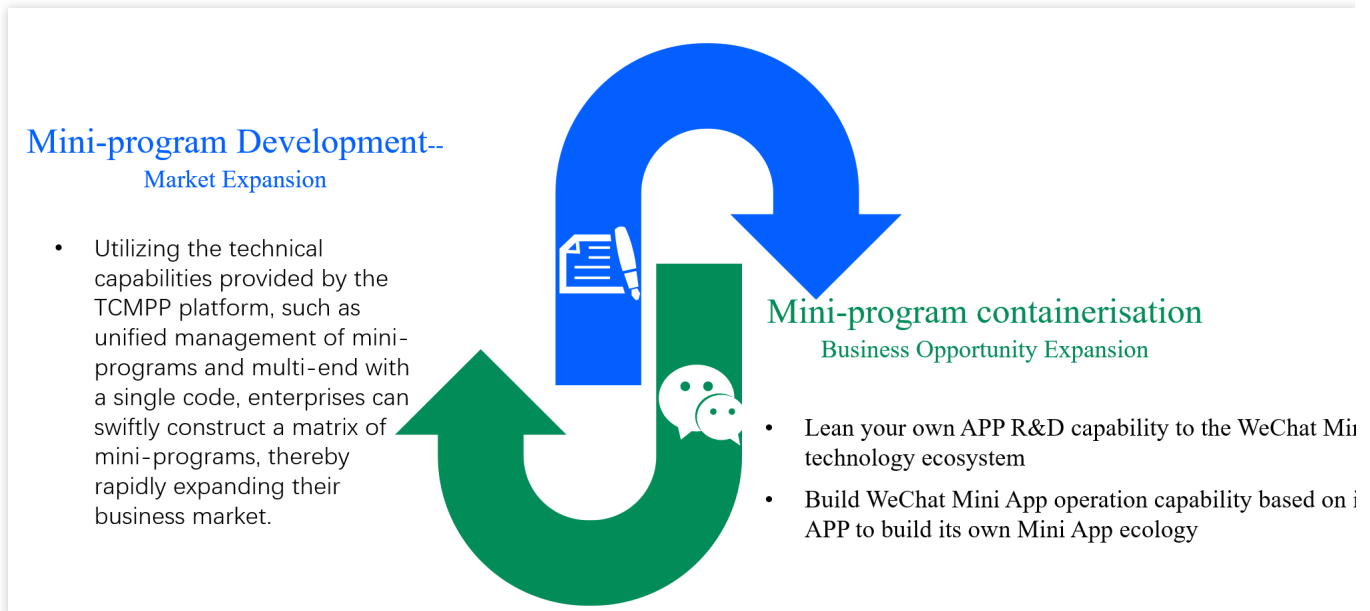
We offer mini-program security scanning, comprehensive performance monitoring capabilities, and key indicator statistical analysis, among others. Through multi-dimensional dissection and the presetting of multiple product analysis indicators, we ensure the complete collection of operational data, enhancing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