

# MetaApp



**22%** lower cost  
for the AI-based  
recommendation system  
while completing the same  
number of QPS.<sup>1</sup>

**2.9X** average  
performance-per-watt  
efficiency compared to  
previous-generation  
processors.<sup>2</sup>

“Utilizing Alibaba Cloud CPU-based instances empowers us to conduct training and inference cost-effectively, enabling innovation with our AI recommendation engine. This approach ensures a fast, responsive user experience required for success and facilitating future scalability.”

**Ruozhou Zang, Head of AI Research and Development, MetaApp**

## MetaApp Delivers a New AI-Based Recommendation System with Alibaba Cloud and Intel

MetaApp offers China’s leading game platform for interactive entertainment and provides game development tools and an AI-based recommendation system that helps game developers increase end-user traffic, boosting the monetization capabilities of their games. MetaApp built the system on the Alibaba Cloud Elastic Compute Service c8i instance. The company used DeepRec, an open-source deep learning framework enhanced by Intel® oneAPI Deep Neural Network Library, to harness the power of the underlying CPU, the 4th Gen Intel® Xeon® Scalable processors, including built-in Intel® Advanced Vector Extensions 512. The system is faster and costs less. Additionally, software optimizations for Intel hardware make dynamic scheduling and flexible scaling possible while bypassing the need for GPUs.

### Products and Solutions

[4th Gen Intel® Xeon® Scalable Processors](#)  
[Intel® oneAPI Deep Neural Network Library](#)  
[Intel® Advanced Vector Extensions 512](#)

### Industry

Technology,  
Information, and  
Internet

### Organization Size

501-1,000

### Country

China

### Partners

Alibaba Cloud

### Learn more

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