

MetaApp

intel

22% lower cost
for the AI-based
recommendation system
while completing the same
number of QPS.¹

2.9X average
performance-per-watt
efficiency compared to
previous-generation
processors.²

“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

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