

The father of TikTok is about to launch an office application that supports users to work remotely like Google G-Suite

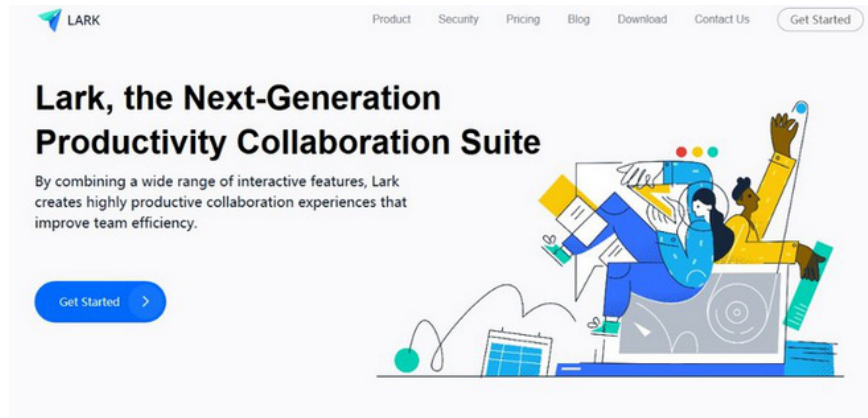
An office suite called Lark by ByteDance, the app development firm TikTok is helping millions of people in China work remotely.

In the context of the Covid-19 pandemic, many Chinese people have to work from home through online services and, of course, use cloud office tools.



ByteDance, developer TikTok, also has its own set of office tools. It is worth mentioning that it is quite similar to Google's office toolkit.

Although ByteDance is known as the world's most valuable start-up thanks to the incredible growth of the short video app TikTok and news app Toutiao. But in April 2019, ByteDance suddenly launched a remote working app called Lark (another name is Feishu in China).



This application is a combination of office applications and remote work such as Slack, Dropbox, Google Docs and Skype. Now this application is being strongly upgraded to allow users to manage files, documents, and edit spreadsheets right in the cloud environment. These are all functions included in Google's G Suite office suite.

ByteDance will begin deploying this upgrade in China in the near future.

According to *IDC* data, the market for synthetic applications has increased from \$ 14.8 billion in 2018 to \$ 16.5 billion last year. That is why ByteDance is so motivated to enter this market, especially when the demand for remote work in the Chinese market is increasing sharply.

The Covid-19 epidemic forced millions of Chinese people to work remotely via online meetings to continue their business. Alibaba's DingTalk is one of the well-known remote assistance applications in China. It is also the most downloaded free app on the App Store in China for weeks.



Although the app is free, it is helping its parent companies to retain users in their ecosystem. That's why Tencent is upgrading its WeChat Work application to attract new users such as teachers or workers.

Like other rivals, ByteDance has responded quickly to skyrocketing user demand. In February, the company provided premium Feishu app business users with a number of free functions during the season. Immediately this move is effective when there are 22,000 downloads of this app on the App Store. In addition, ByteDance also launched a conference application called Feishu Conference.

Although behind many other companies, ByteDance's presence is becoming a threat, at least to Tencent. Specifically, Tencent responded by blocking link sharing to the Feishu app on its WeChat app. Tencent spokesman has not yet commented on the information.

ByteDance is currently planning to diversify its revenue stream. The company is testing a music streaming service called Resso in emerging markets. Even the start-up is planning to enter the mobile gaming market this year.

ByteDance currently declined to comment on the feature overhaul on the Lark suite of apps.

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