Phillip Liu
General Manager, Alibaba Cloud Intelligence MEA
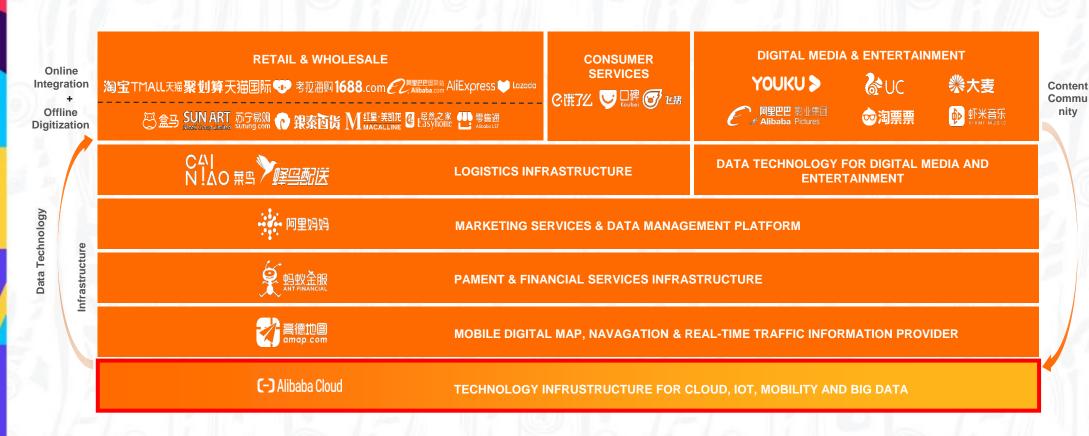
IT'S AFRICAN TIME

2021 ABH
ANNUAL MEETING

Alibaba Digital Economy

Online Integration + Offline Digitization

Data Technology

Infrastructure

Content Community

Data Technology

RETAIL & WHOLESALE
淘宝 TMALL天猫 聚划算 天猫国际 考拉海购 1688.com 阿里巴巴国际站 Alibaba.com AliExpress Lazada

盒马 SUN ART Retail Group Limited 苏宁易购 suning.com 银泰百货 红星美凯龙 MACALLINE 居然之家 Easyhome 零售通 Alibaba LST

CONSUMER SERVICES
饿了么 口碑 Koubei 飞猪

DIGITAL MEDIA & ENTERTAINMENT
YOUKU UC 大麦

阿里巴巴 影业集团 Alibaba Pictures 淘票票 虾米音乐 XIAMI MUSIC

CAINIAO 菜鸟 蜂鸟配送
LOGISTICS INFRASTRUCTURE

DATA TECHNOLOGY FOR DIGITAL MEDIA AND ENTERTAINMENT

阿里妈妈
MARKETING SERVICES & DATA MANAGEMENT PLATFORM

蚂蚁金服 ANT FINANCIAL
PAMENT & FINANCIAL SERVICES INFRASTRUCTURE

高德地图 amap.com
MOBILE DIGITAL MAP, NAVAGATION & REAL-TIME TRAFFIC INFORMATION PROVIDER

Alibaba Cloud
TECHNOLOGY INFRUSTRUCTURE FOR CLOUD, IOT, MOBILITY AND BIG DATA

11.11 Shopping Festival enabled by Cloud

38.3 *Billion USD GMV*
RMB 268.4 billion GMV on Nov 11, 2019
(vs 7.2 Billion USD for Black Friday 2019)

1.3+ *Billion Orders*
Delivery orders on Nov 11, 2019

100% on Cloud

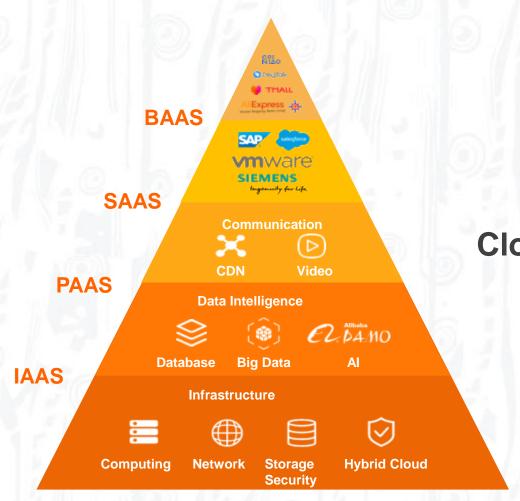Core System 100% on Cloud

Big Data-Enabled

- Peak order creation 544 thousand per second.
- Batch data processing volume 986 PB.
- Real-time computing processing speed 25 billion records per second.
- Peak message processing 157 millions per second.
- Logistics powered 1.4 billion packages.

AI-Enabled

- Personalized recommendations
- Intelligent voice assistant brings new shopping experience
- Real-time translation of 21 languages
- AI security brain protected user behaviors
- AI customer service chatbots equivalent of 590 thousand human daily workloads

Cloud – One Stop for All.

Phase 1: Move to Cloud

Reliable Infrastructure

Flexible Payment Plan

Elastic Capacity Planning

From traditional IT architecture to migration to the cloud, Philips has significantly reduced its IT operations and IT costs, reducing IT operations costs by **54%**.

Phase 2: Transform with Cloud

Container Service
launch and iterate new software much faster and accelerates time to market.

Devops
uses Terraform to implement automated O&M management for Alibaba Cloud infrastructure.

Security
establish robust, end-to-end protection to address application, data, and platform security

" 2020 has been an exciting year for us. those are DANA Food and EAZY Eats We have shipped a lot of features, and some of that run primarily on Alibaba Cloud. We could deliver that in Alibaba Cloud within just weeks. …"

Phase 3: Innovate on Cloud

Cloud
Reliable and easy-to-use cloud

Digitization
Big data and intelligence

IoT
Cloud-integrated IoT

Mobile
Mobile collaboration anytime, anywhere

Upon the successful completion of unified data platform, Unilever's precision marketing campaigns in China increased the target consumers' CTR (Click to Rate) by **30%** *and conversion rate by* **120%**.

Leverage the Ecosystem of Cloud

Marketplace

Thank You!

Alibaba Cloud, More than Just Cloud.