



By - Pritam Samui

EXECUTIVE SUMMARY



What is Alibaba ?

- Electronically oriented business e-commerce
 - global reach, universal standards, information richness, interactivity, information density, personalization/customization, social technology
- Largest Business-to-Business marketplace for global trade
- Link between buyers and customers
- 2.3 + million members
- 200 + countries and territories
- 32 categories



MISSION & BACKGROUND



Alibaba Cloud is one of a number of business units that form part of Alibaba Group, helping companies to transform the way that they market, sell and operate.

Headquarters

Alibaba's global headquarters at its Xixi campus in Hangzhou, China, is home to more than 20,000 of its 100,000 global employees. . It was established in September 2009 as Aliyun,



LEADERS



**Alibaba owner Jack Ma
(马云)**



COMPANY HISTORY

- Alibaba.com launched
- 1688.com (formerly alibaba.com.cn) launched

- Alimama monetization platform launched

- Alibaba Cloud Computing founded

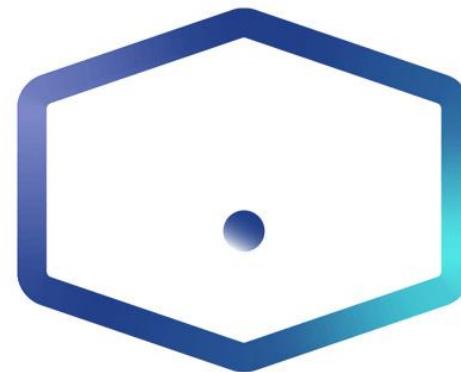
- Alipay separated



BACKING BUSINESS TRANSFORMATION

Alibaba enables businesses to transform the way they market, sell and operate, providing the fundamental technology to help merchants, brands and other businesses leverage the power of the Internet to engage with their users and customers.

**ALIBABA CLOUD
ET BRAIN**



ET BRAIN
ET大脑



□ MISSION

Alibaba provides vital technology infrastructure and marketing capabilities to help businesses to grow their products and services online. The group spans commerce, cloud computing, digital media and innovation.



\$30.7 Billion Haul

THE USD AMOUNT
PROCESSED IN
SALES DURING LAST
YEAR'S SINGLES
DAY SHOPPING
FESTIVAL



The DAMO Academy has research labs in seven cities around the world, looking into topics including data intelligence, the Internet of Things, fintech, quantum computing and human-machine interaction.



SUPPORTING BUSINESS TRANSFORMATION



Artificial Intelligence



Machine Learning



Big Data Analysis



INFRASTRUCTURE IN CHINA AND CHINACONNECT

Alibaba Cloud is the leading public cloud vendor in Mainland China, with the country's most advanced cloud network, including seven data centers and over 1100 CDN nodes. It received China's first IDC license in 2013 and now has a 40% share of the local market with a full ecosystem of products to support different aspects of business, providing access to China under one single global account.



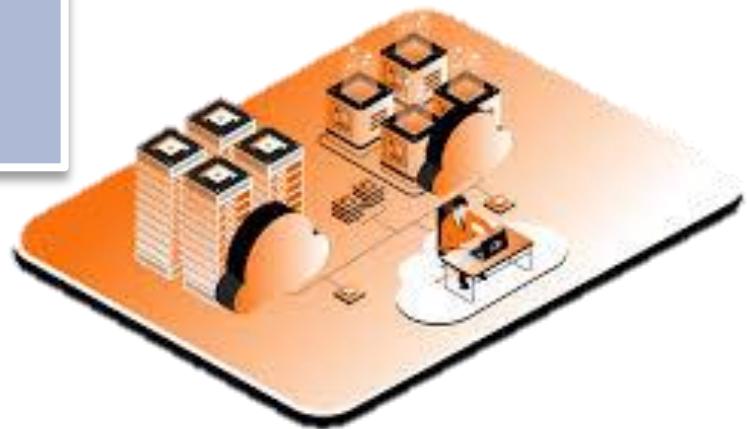
**GATEWAY
TO CHINA**



ICP REGISTRATION

An Internet Content Provider (ICP) license is a state-issued registration number that allows you to host your website on a server inside Mainland China, a rule that is enforced at the hosting level and an essential element for any digital business. The application comes after selecting hosting and domain, but before a site can go live. Alibaba Cloud provides ICP support here:

<https://www.alibabacloud.com/icp>



ALIBABA'S ECOSYSTEM

Business units throughout Alibaba Group work to make it easier to do business anywhere, whether that's through logistics, payments or international trade, particularly helping companies to gain a foothold in Mainland China. Alibaba Cloud provides the vital technology infrastructure that powers the group's products and services.





LOGISTICS

Cainiao Network is our logistics data platform operator that provides real-time access to information for both buyers and sellers .**And 24-hour domestic delivery and 72-hour international delivery**

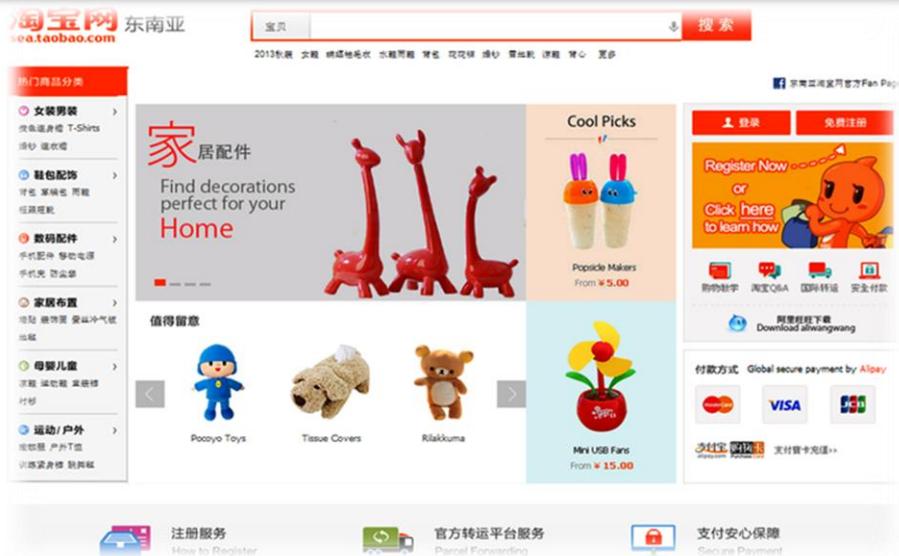
FINANCE

Alipay facilitates online, mobile and in-store payments and has over **520 million users**. Alipay is integrated into a range of financial services, from investments and insurance through to credit ratings and loans.



RETAIL

Taobao is an e-commerce and content app that is redefining the shopping experience through innovative content and smart, personalized recommendations.



SMART RETAIL AND PAYMENTS

Alibaba Cloud uses big data and AI technology to integrate online and offline retail, providing customers with an improved shopping experience. For example, using Ling Shou Tong, our integrated system and mobile app, **retailers can better track their inventory and receive recommendations about what products are proving most popular, so they can stock what is selling best at that time.**



FINANCIAL SOLUTIONS

Speed and security are vital in financial services.



NEXT-LEVEL MANUFACTURING

Artificial Intelligence, powered by Alibaba Cloud, can also be applied to help businesses improve their manufacturing capabilities, improving efficiencies and cutting waste.





PRODUCTS AND SOLUTIONS

DATA MIGRATION

Alibaba cloud's data migration service offers comprehensive services and resources that will ensure a smooth migration.



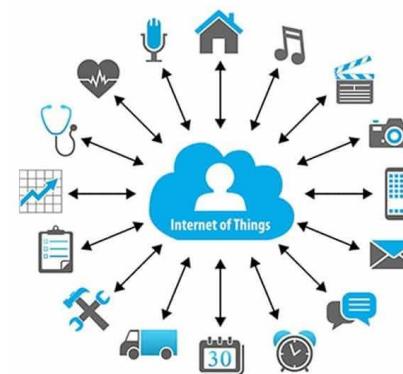
INTERNET OF THINGS

You can learn more about Alibaba Clouds solutions across different industries and by different applications at
www.alibabacloud.com/solutions



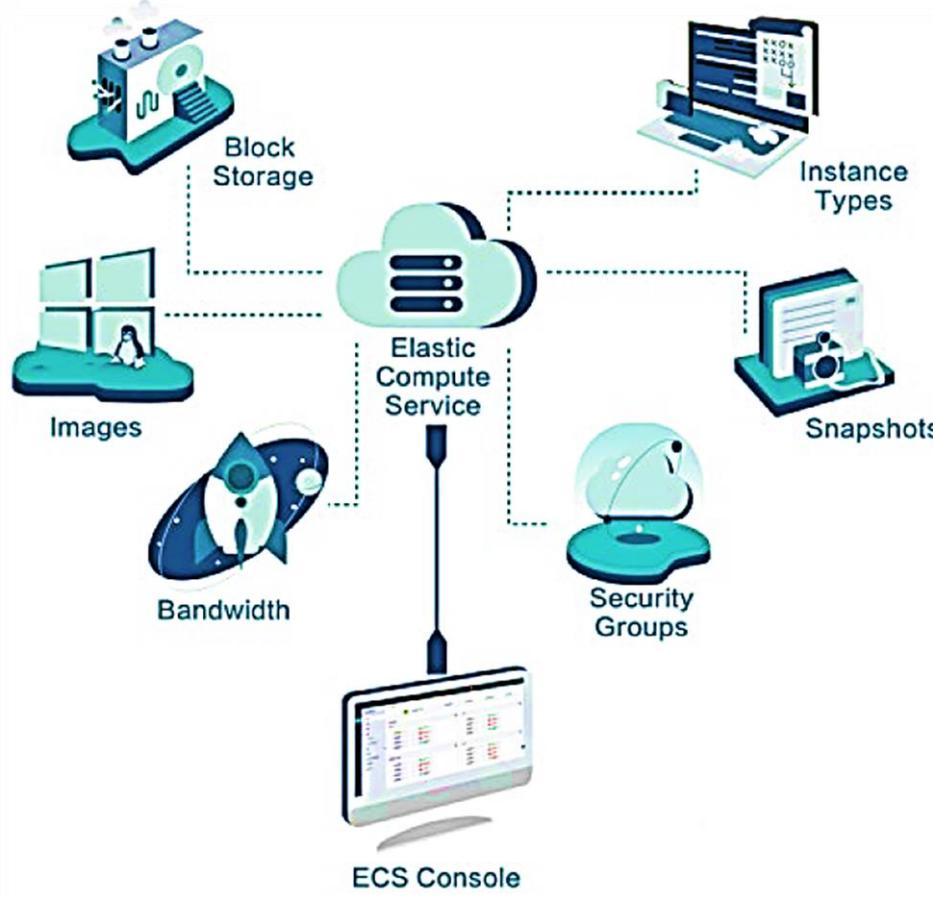
WEB HOSTING

Alibaba Cloud offers flexible, low cost web hosting, that is perfect for SMEs, and supports a range of popular content management systems such as WordPress and Joomla!





PRODUCTS AND SERVICES



ELASTIC COMPUTING





ECS



Excellent Performance



Stability



Reliability

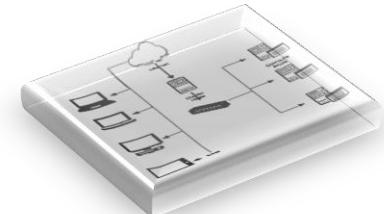


cost efficiency

IAAS



Website Hosting



Super large-scale calculation clusters



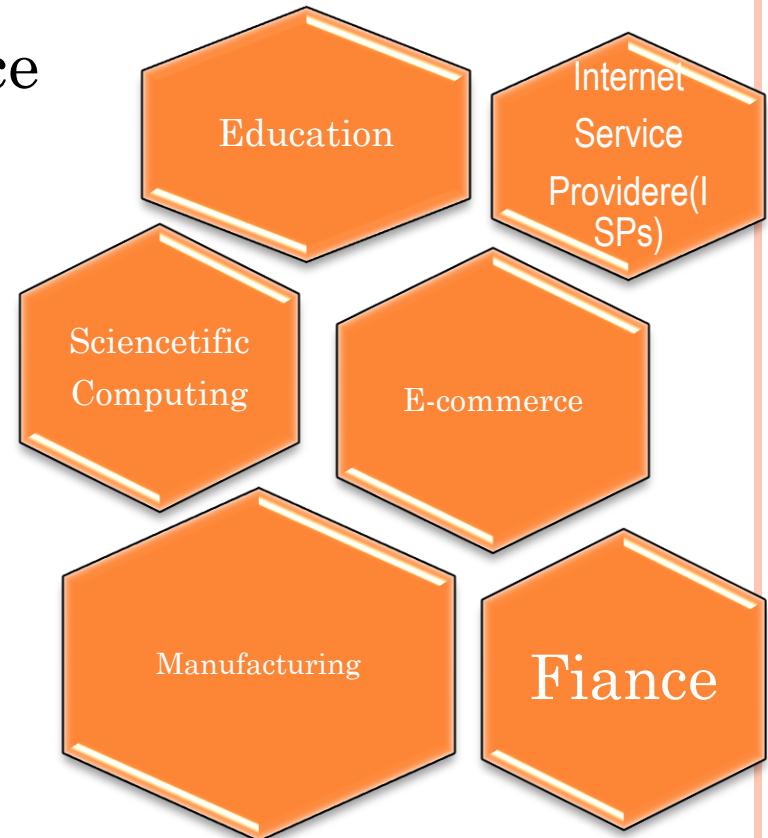
Apsara Distributed operating system





AUTOMATED OPERATION AND MAINTENANCE

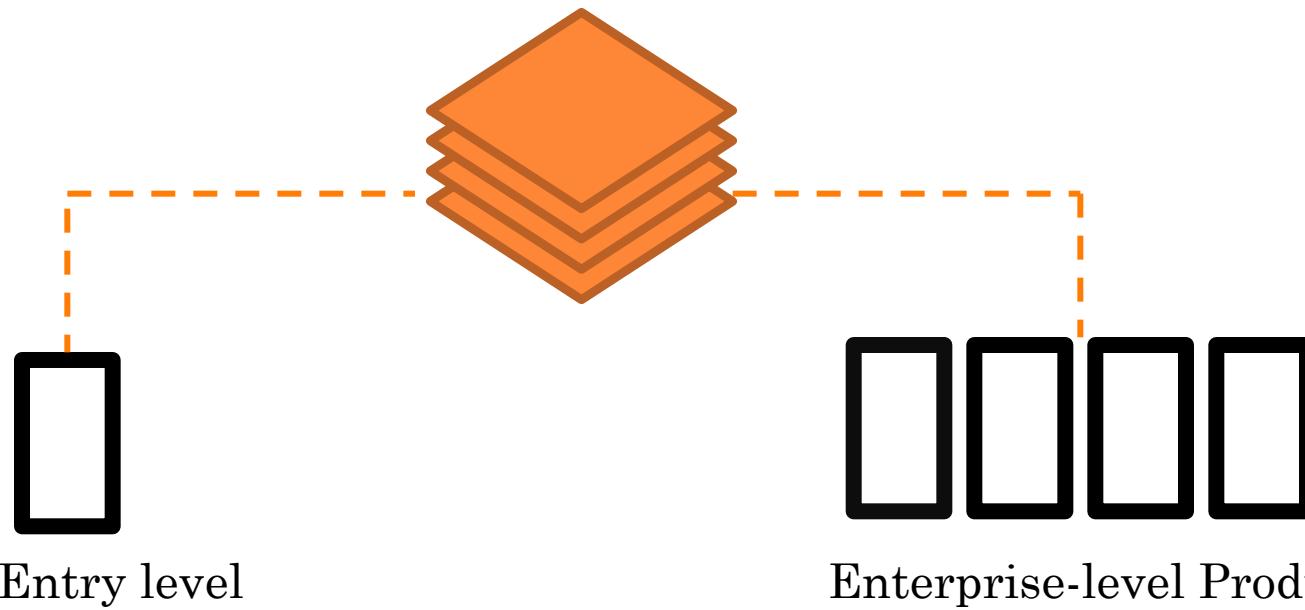
- IT **infrastructure** performance optimization
- Resource expansion
- Millions of countries ion 200+ countries and regions globally





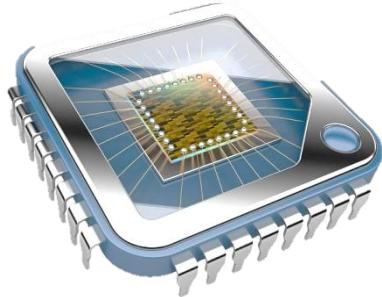
LET'S HAVE A LOOK AT VARIOUS FEATURES AND SCENARIOS OF ECS

COMPUTING SOLUTION

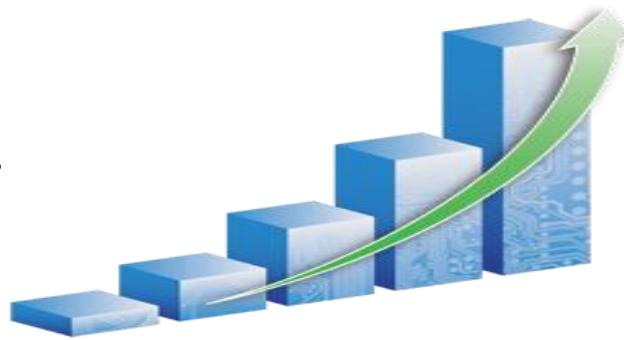


**Bare Metal Instance
& Dedicated Host**





X-Dragon
Architecture

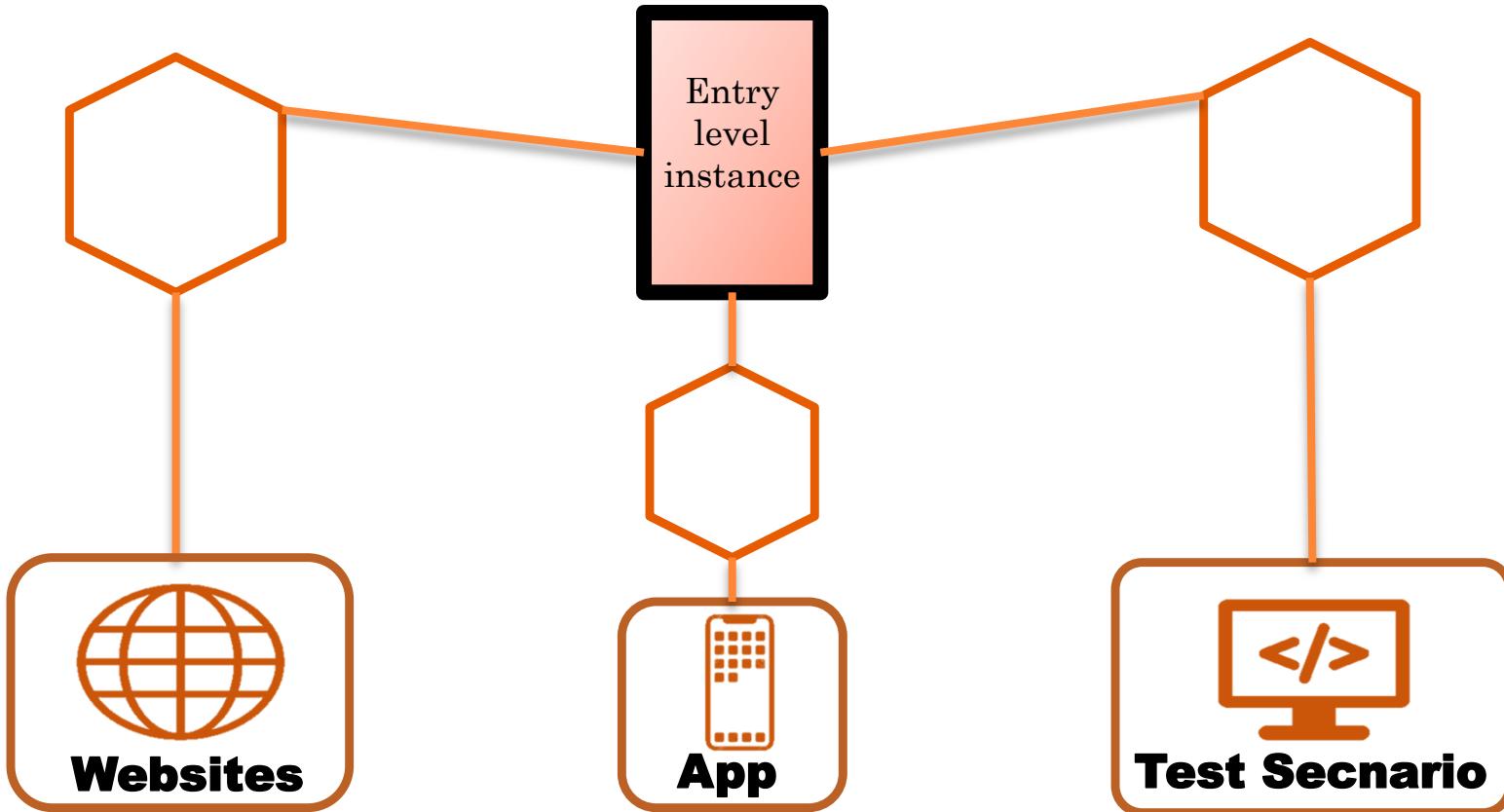


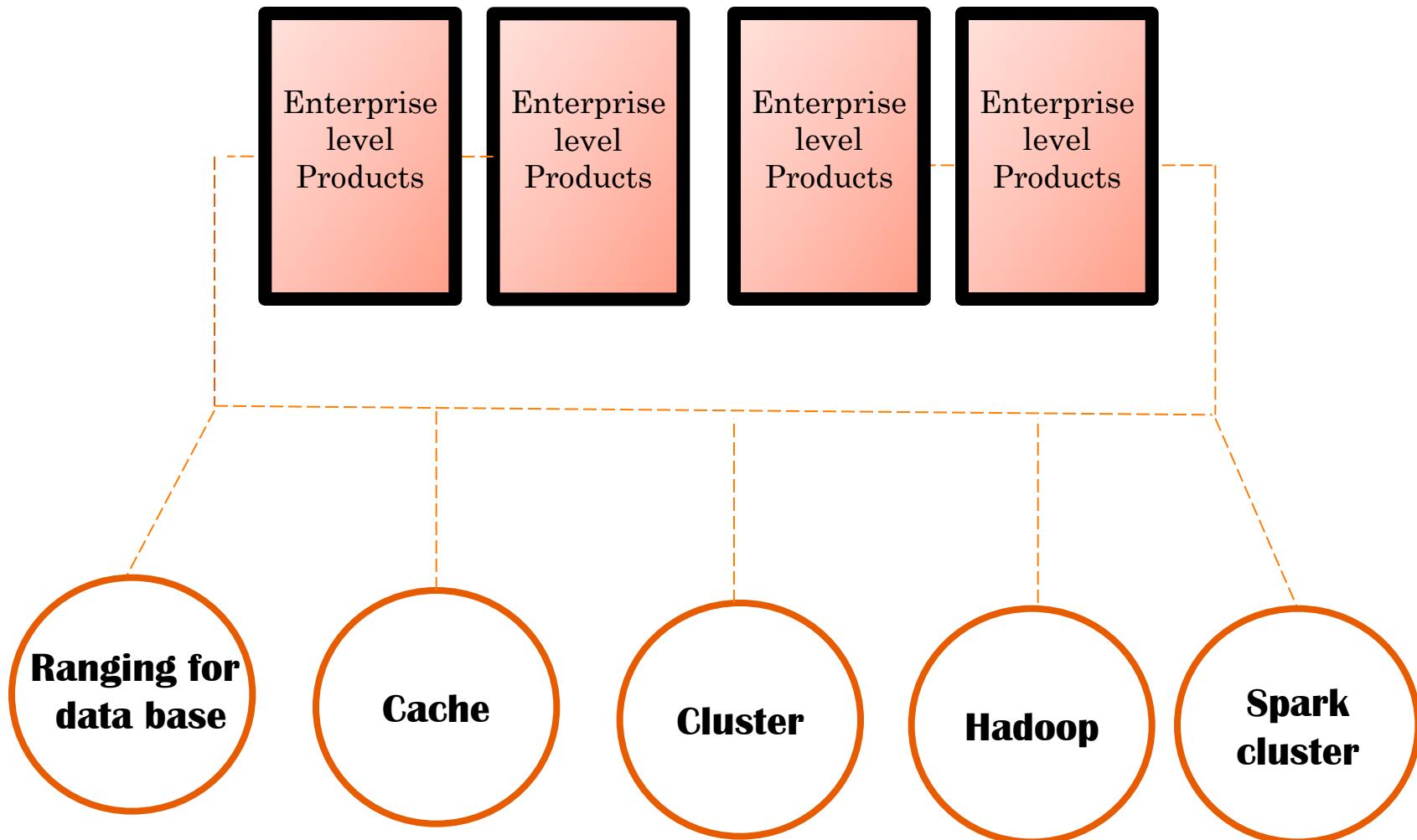
Distributed Storage
Architecture



Network
Architecture

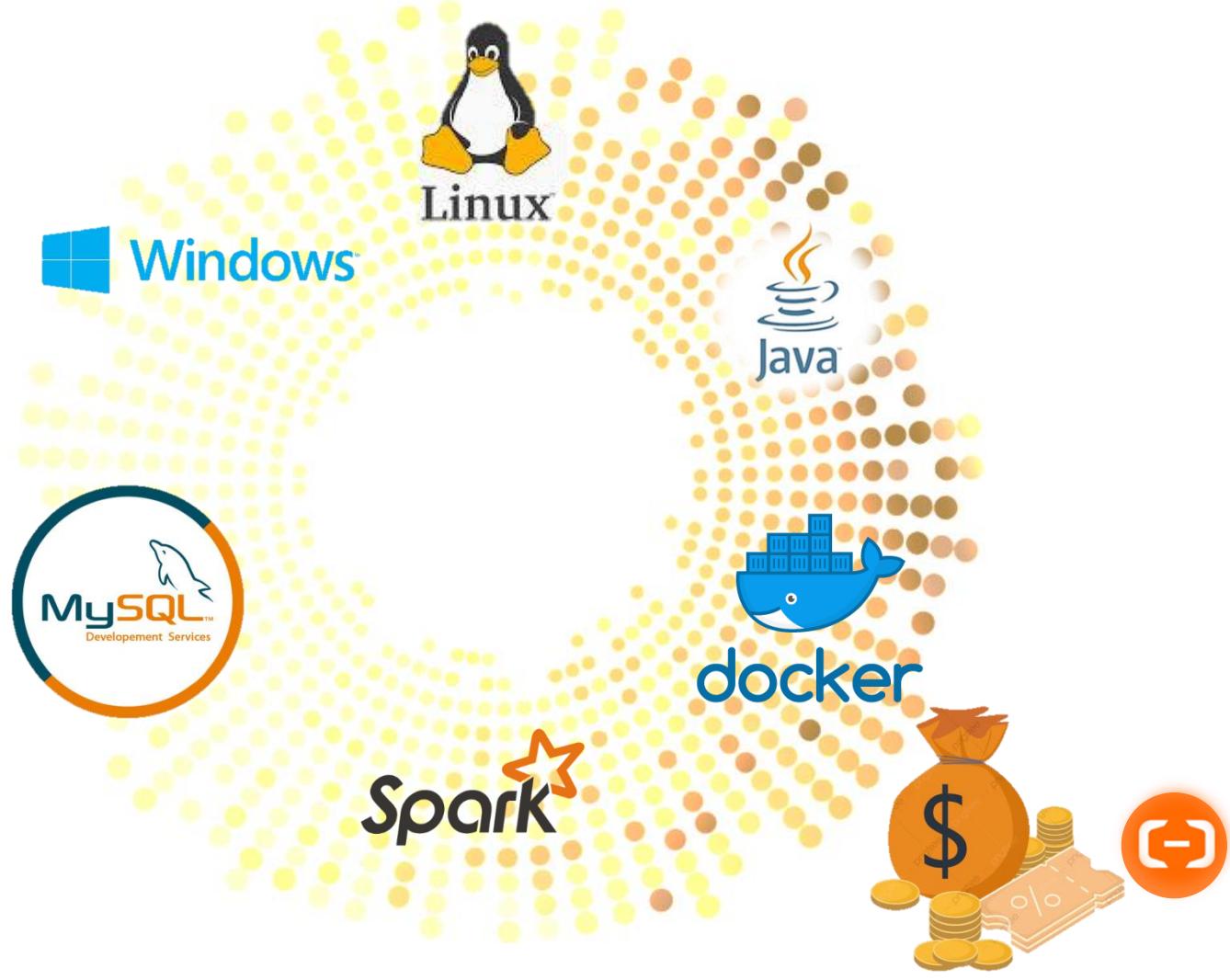






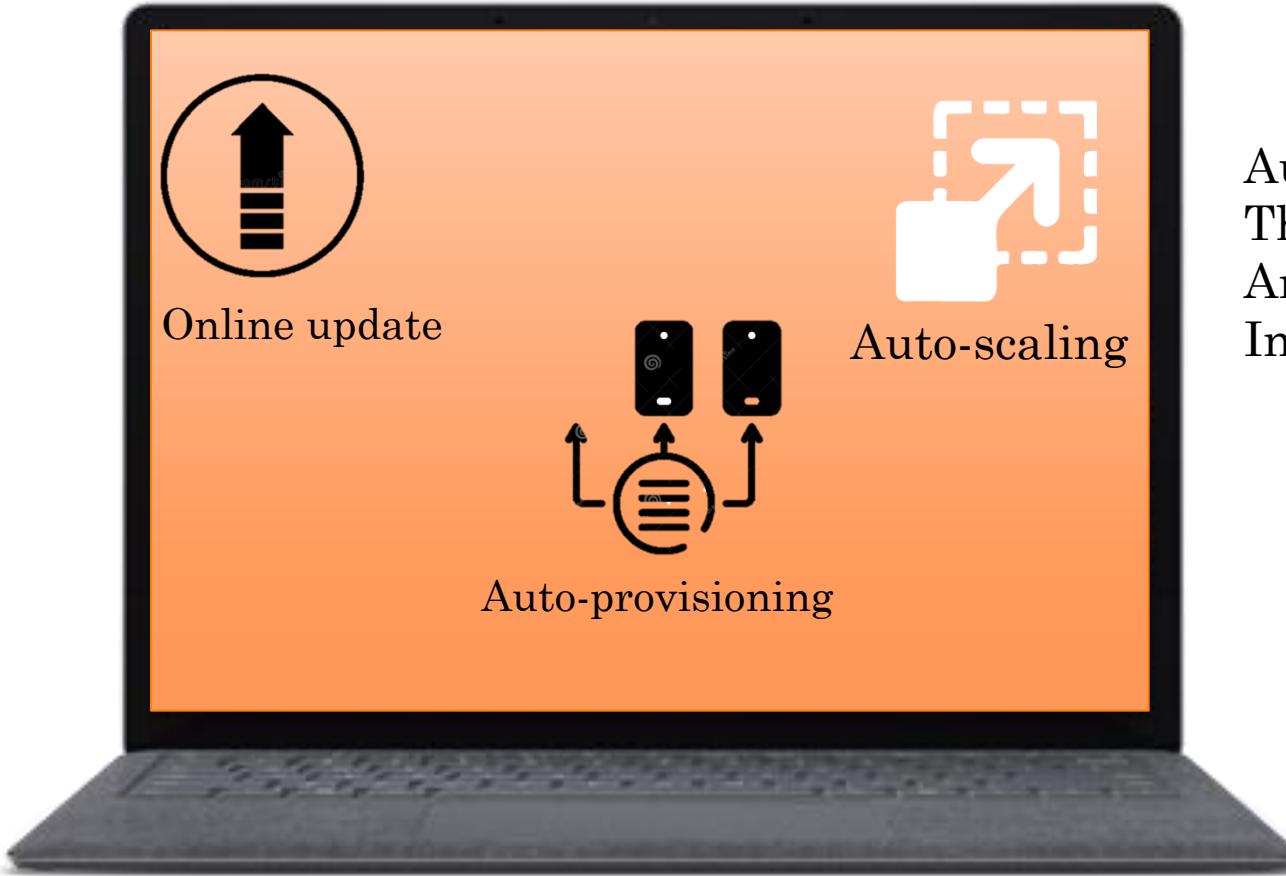


RUN TIME ENVIRONMENT





ELASTICITY

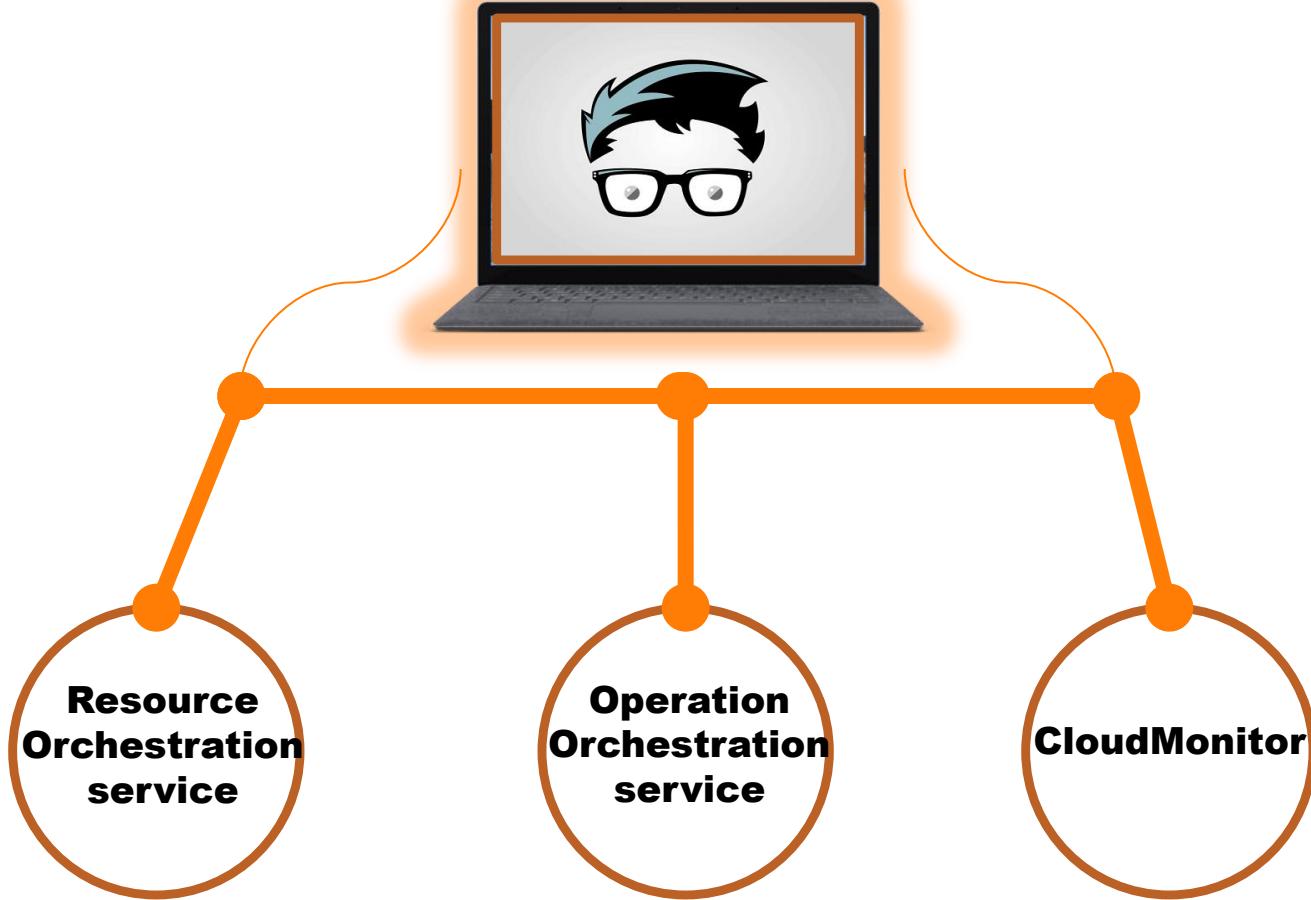


Automatically adjust
The computing need
And manage fluctuations
In traffic



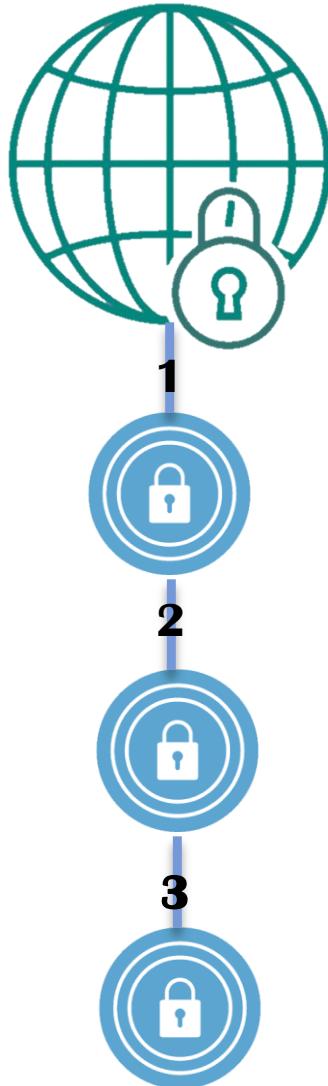


OPERABILITY AND MAINTAINABILITY

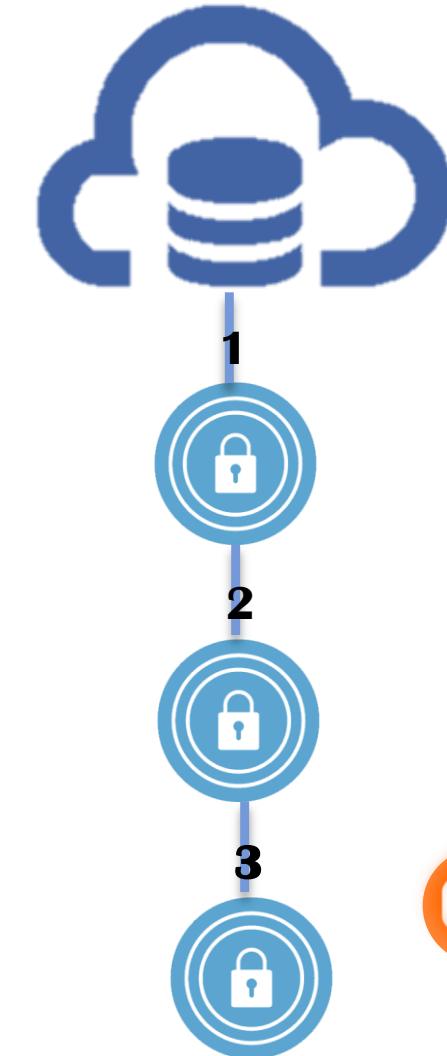




NETWORK SECURITY AND DATA ENCRYPTION



Network and data security



FREE TRIAL

New users of Alibaba Cloud can access a free trial worth up to \$300 for individuals or \$1,200 for enterprises at

[www.alibabacloud.com/campaign/free-trial.](http://www.alibabacloud.com/campaign/free-trial)



TUTORIALS AND QUICK START VIDEOS

Once you're set up with an Alibaba Cloud account, there are a host of tutorials and quick start videos that will guide you through setting up and running quickly with various Alibaba Cloud products. Simply head to

www.alibabacloud.com/getting-started



About

Established in September 2009, Alibaba Cloud is the cloud computing arm of Alibaba Group and develops highly scalable platforms for cloud computing and data management.

It provides a comprehensive suite of cloud computing services available from www.alibabacloud.com to support participants of Alibaba Group's online and mobile commerce ecosystem, including sellers and other third-party customers and businesses.

Alibaba Cloud is a business within Alibaba Group which is listed on the New York Stock Exchange (NYSE) under the symbol BABA.

www.alibabacloud.com/contact-sales





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Thank you!

Questions?

