Deep Insights of Large Scale End-to-End E-Commerce Business Management

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01 Business Platform Unit Overview

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Capability Output

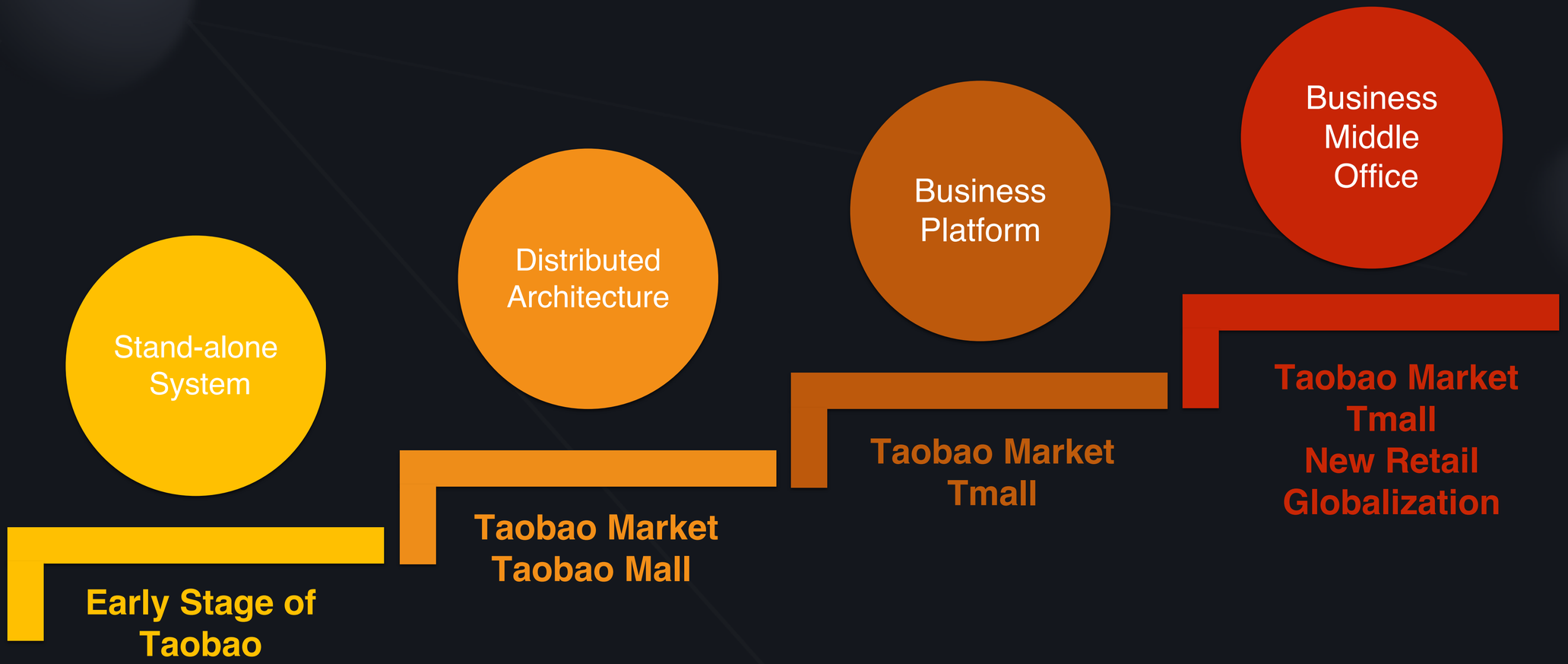
Business Support

Core Business Platform

Commodity Management	Advertiser Management	Shop Management	Market Management	Category Management	Member Management
Trade	Marketing	Payment	Fund	Settlement& Accounting	Evaluation

- ✓ Core & Fundamental Business Infrastructure
- ✓ 10M shops
- ✓ 2.5B commodities
- ✓ 70M orders/day
- ✓ 0.33M orders/second at peak time of Double 11,2017

02 Evolution of Alibaba Backend Architecture



03 Key Challenges We Are Facing Now

Collaboration Efficiency

Low

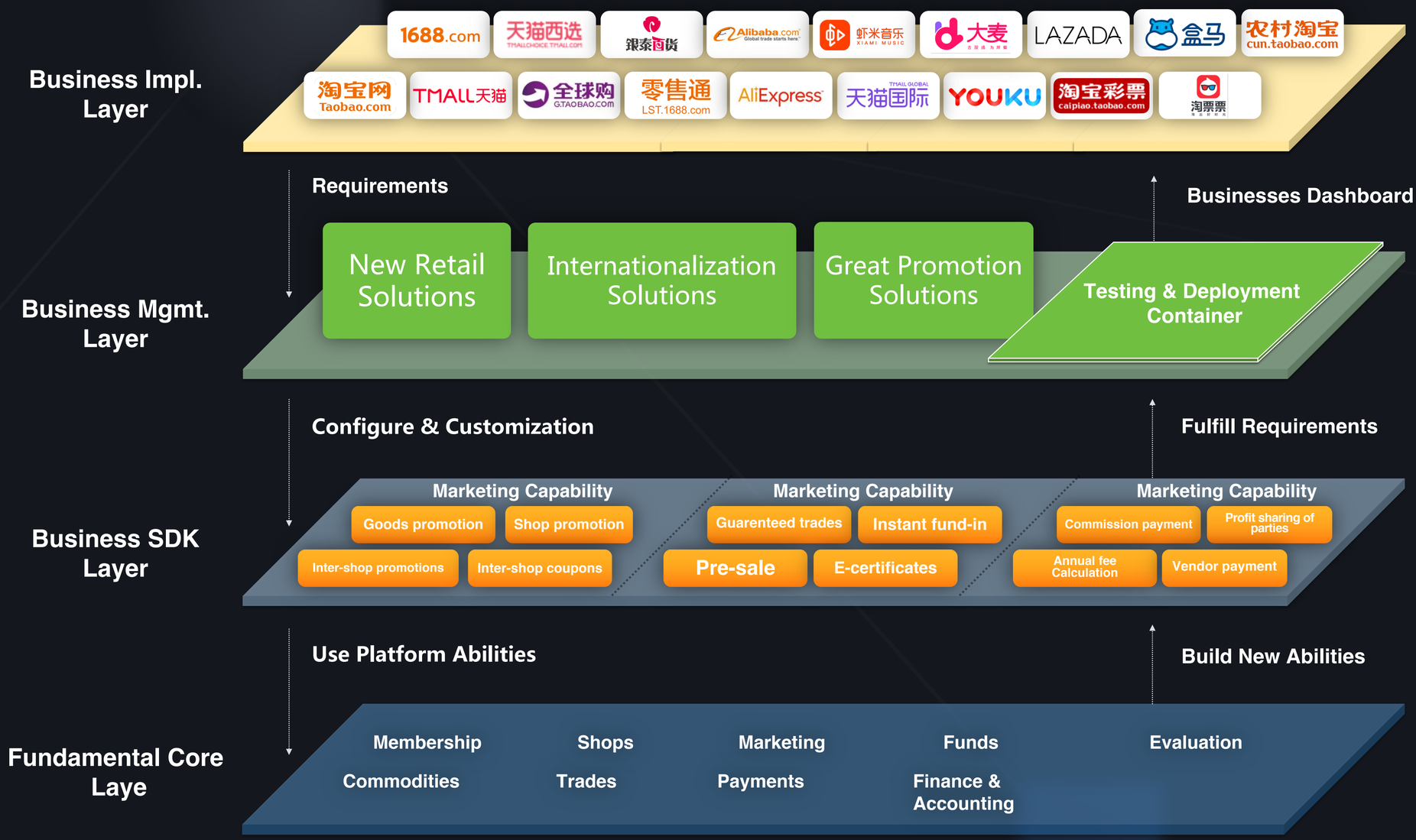
Fast Trial Cost

High

Reusable Assets

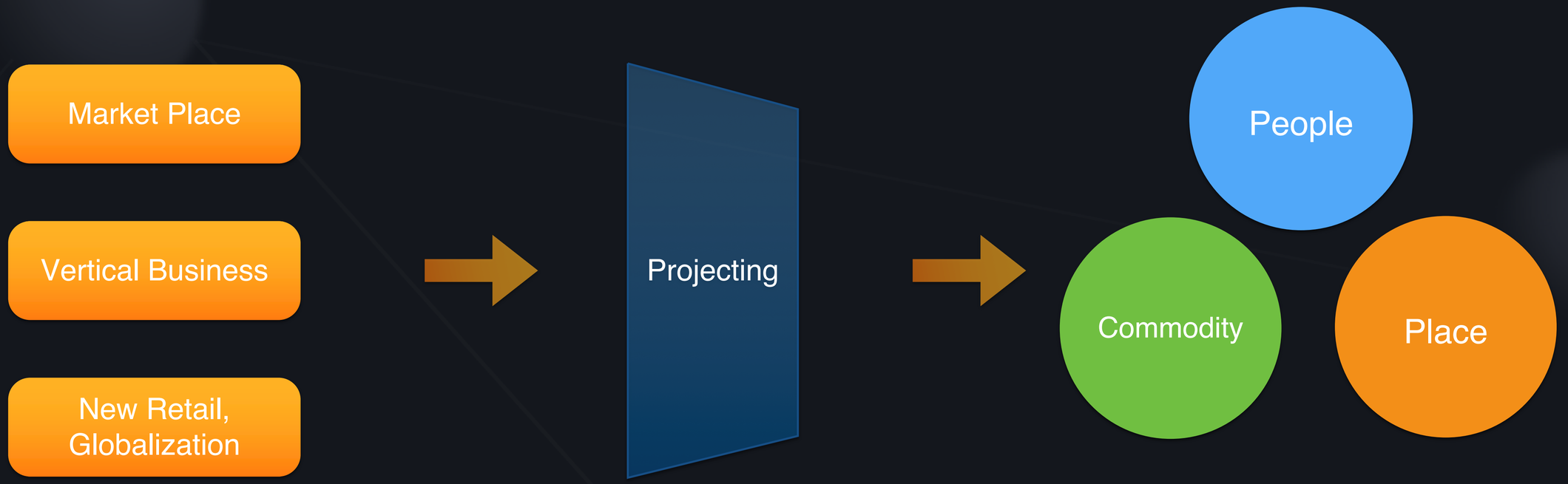
Rare

04 Overview of Key Thoughts



- ✓ Scenario-Oriented business capability
- ✓ Contained-Based Testing & Deployment
- ✓ Configurable and Self-Service

05 Standardize The Business Identity



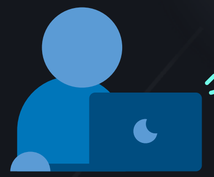
What is the “Business”?

A series of activities organized by a business organization for the purpose of achieving the profit.

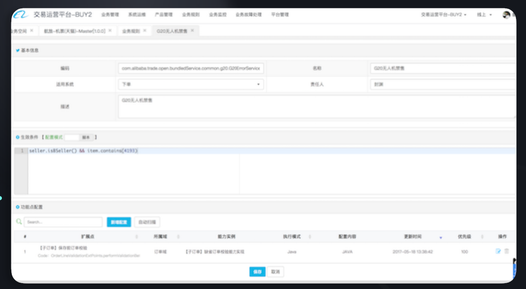
Key Elements of Business Identity

- Must have responsible operation organization or team
- Clear and specific KPI
- Business is recognizable each other
- Identified through People, Commodity and Place

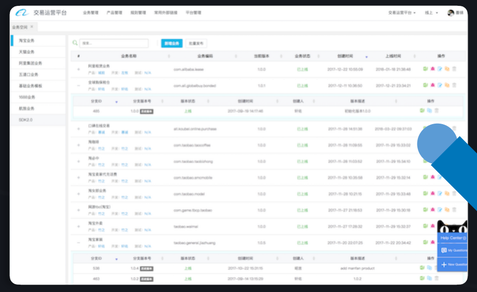
6.1 Value Proposition From Business Perspective



Developer

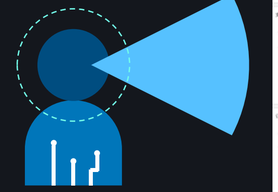


Business Rules Editor



Business Operation Console

Operation



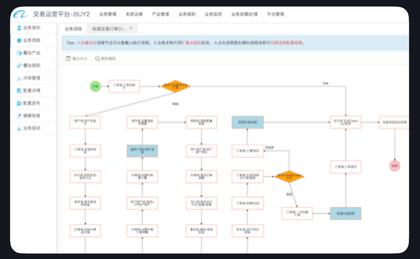
Business Leader

Business Monitoring Dashboard

Development & Integration

Business Analyst

Business Modelling



Business Modelling & Analysis

Business Architecture

Business Management Console

- Business Model Management
- Business Development Framework
- Business Execution Platform
- Monitoring & Management Tools
- Report & Analysis Tools
- Business Assets Library

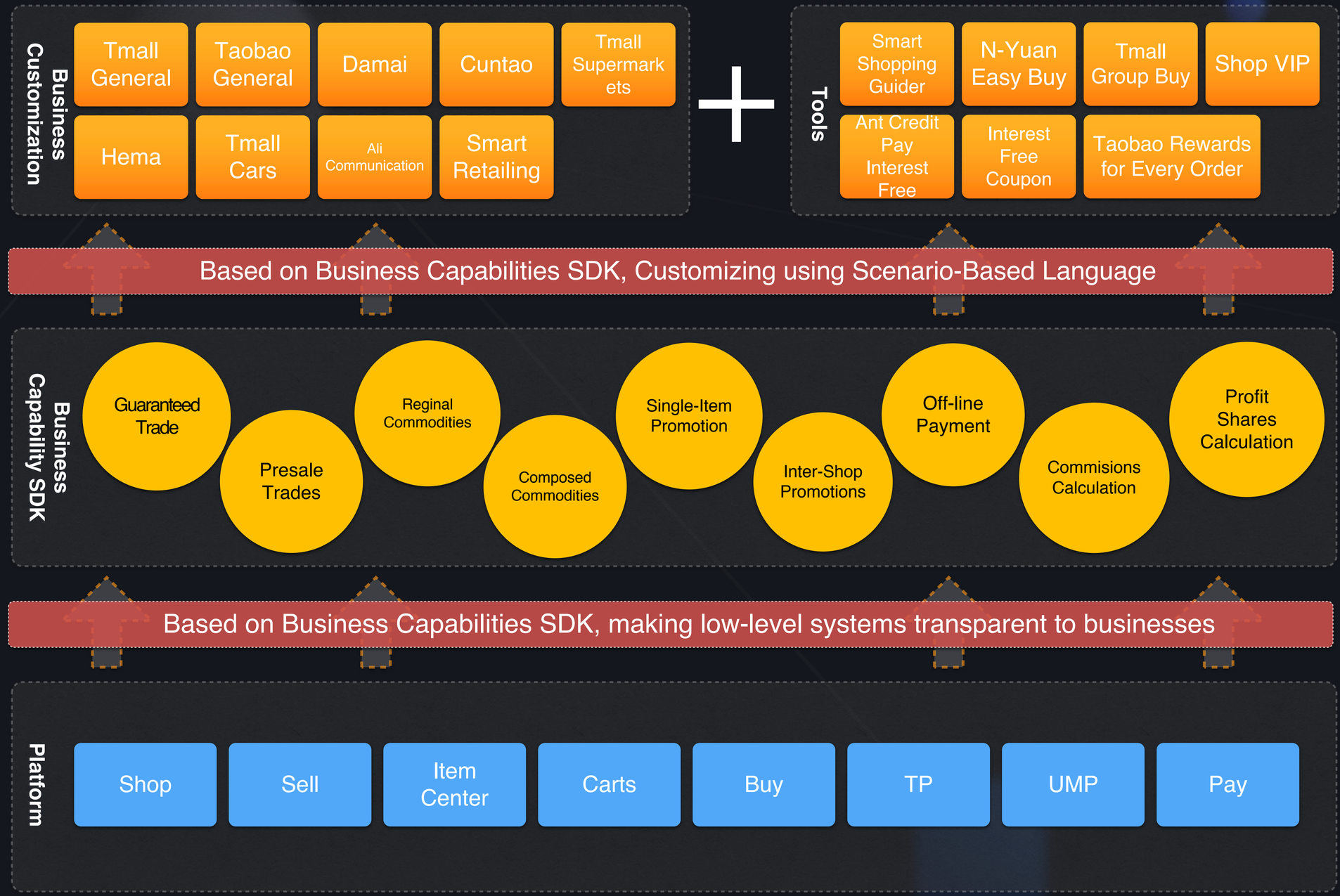
Management & Monitoring

Quantitative Analysis & Improvement

Quality Staff

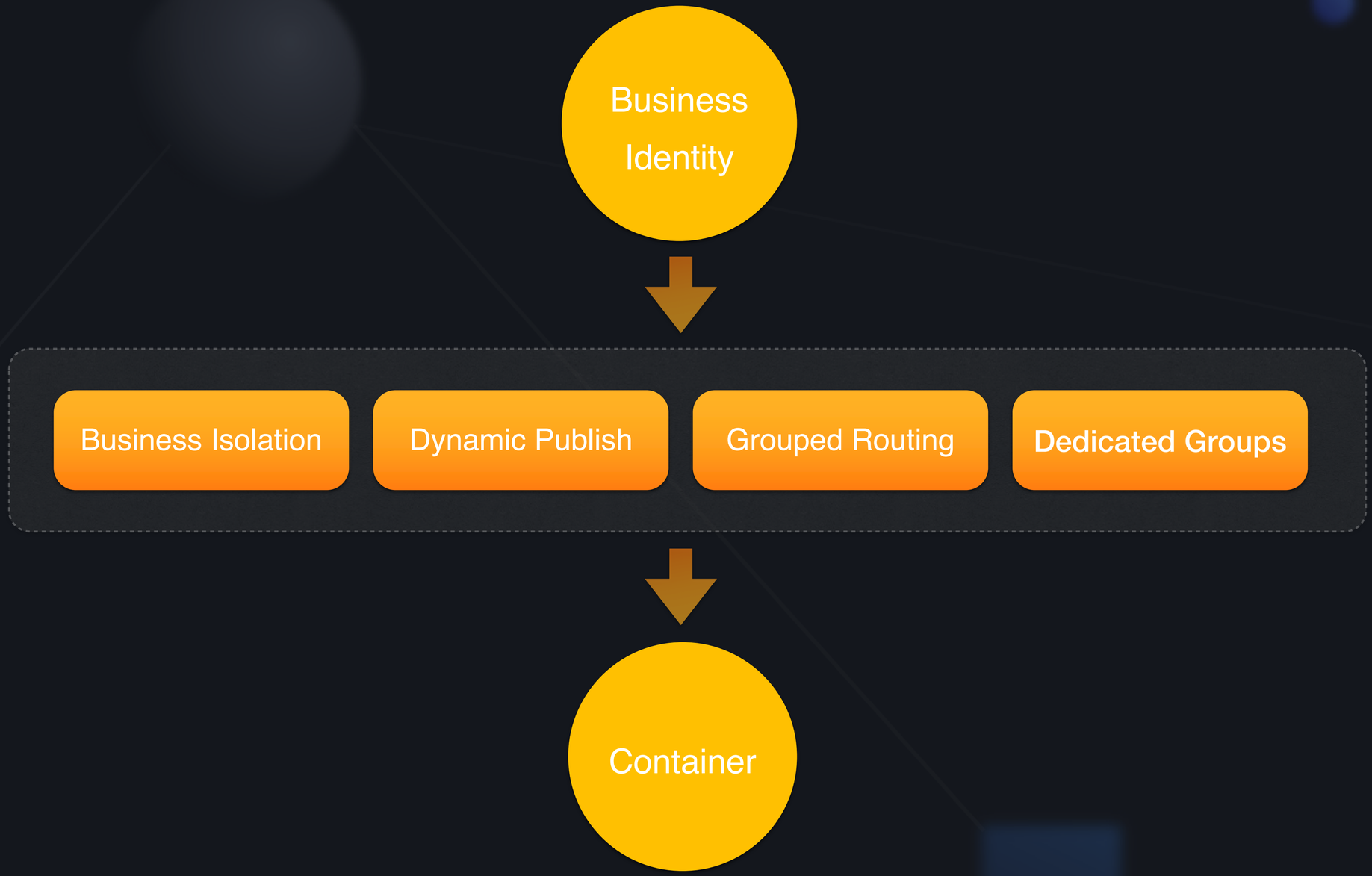
Quantification & Analysis

6.2 Key Values to Frontend Business



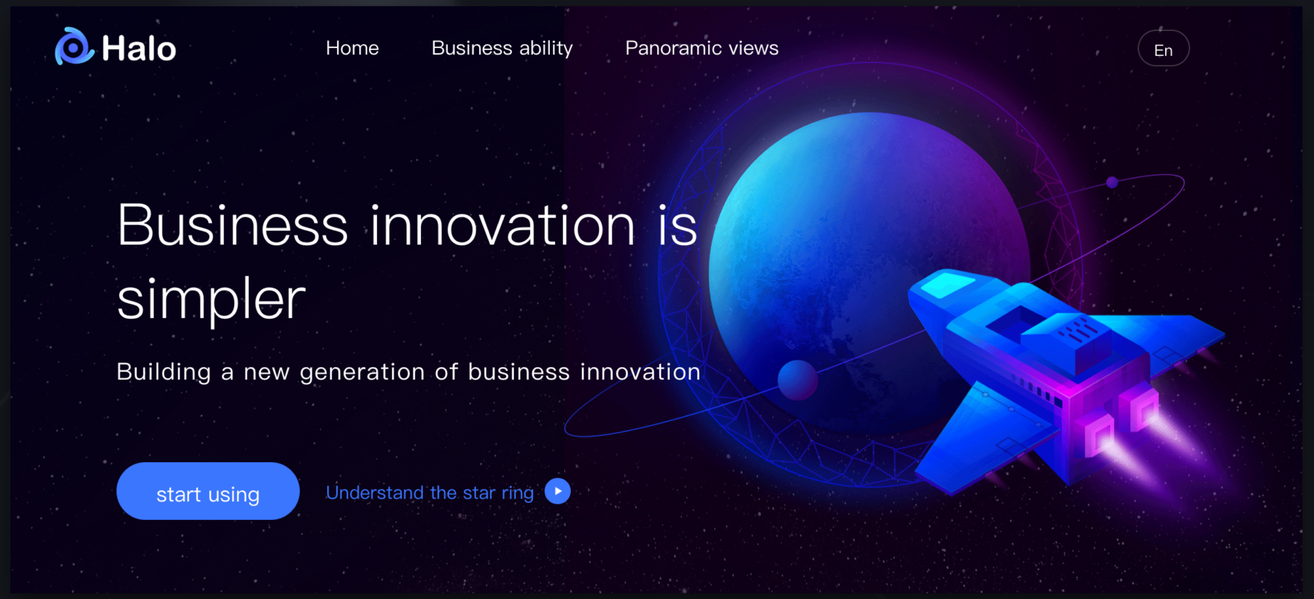
- ✓ Fast and Low Trial Cost for New Business
- ✓ Self Service Customization
- ✓ Business and Platform Isolation

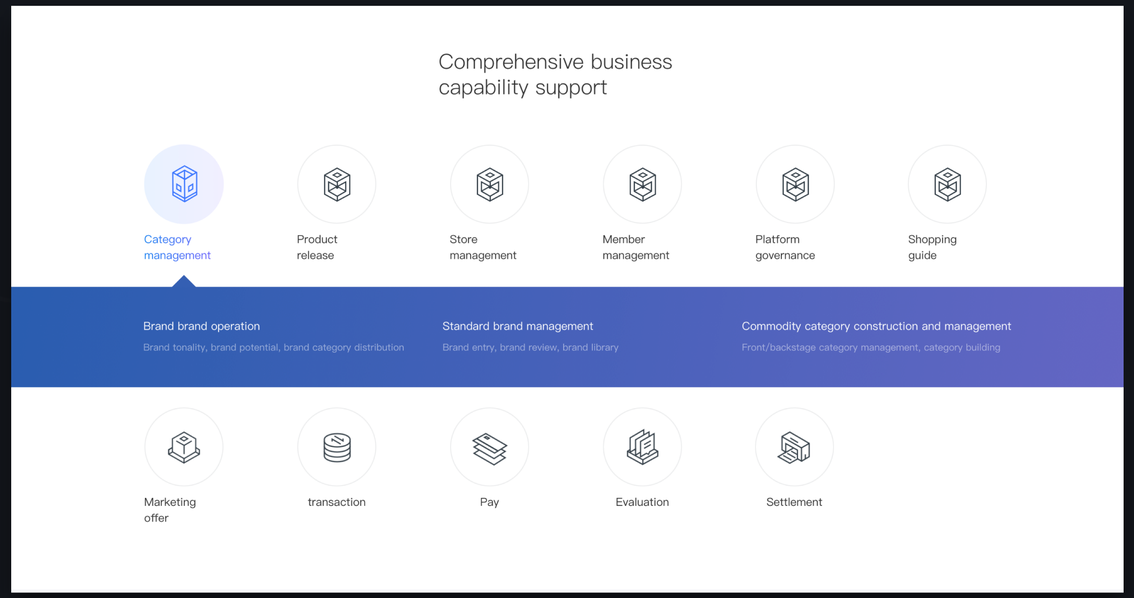
6.3 Key Values to System Operation and Maintenance

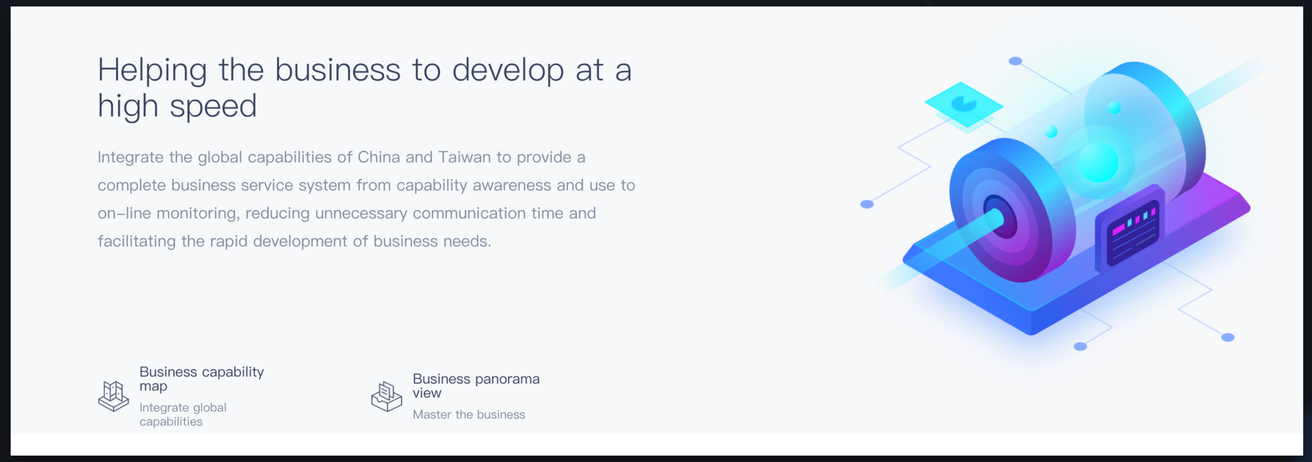


- ✓ Release Isolation
- ✓ Quick Failure Recovery
- ✓ Fast Release

07 Halo – The Product of Business Middle Office







Thanks!