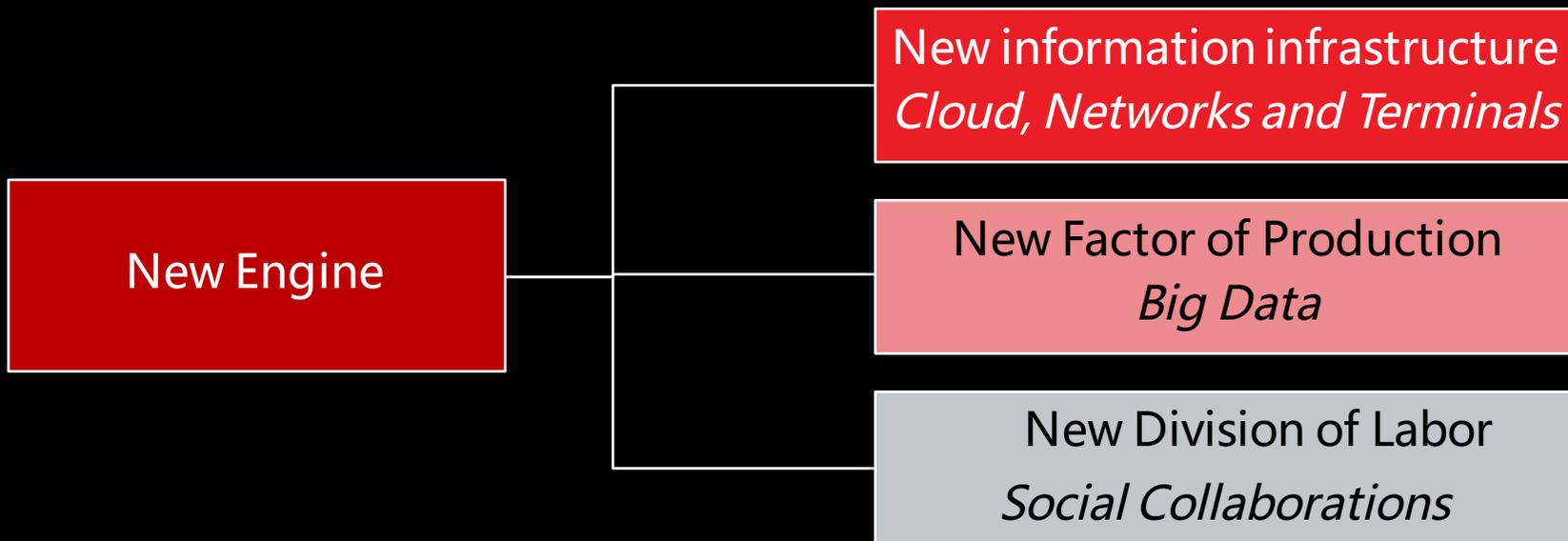


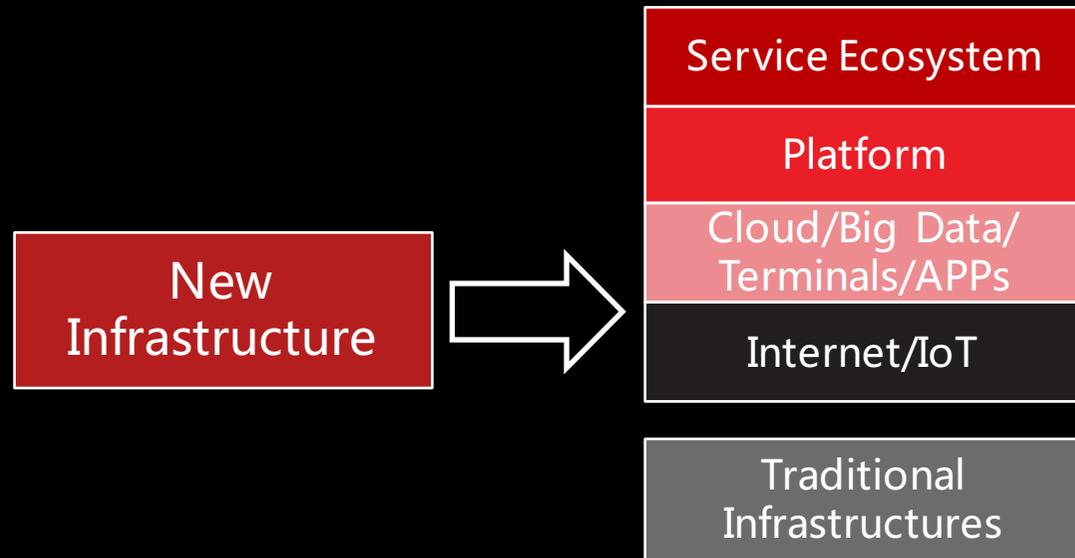
The Dynamics of Digital Transformation Enabled by Alibaba and its Ecosystem Partners

MENG, Ye
2017/10/10

Digital Economy: New Engine for Growth



New information infrastructure: *Cloud, Networks and Terminals*

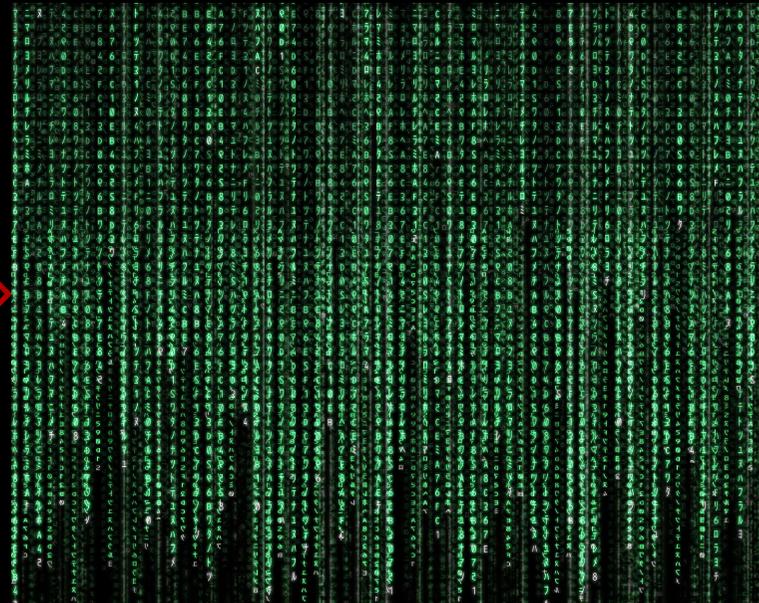


New Factor of Production: Big Data

from Information Technologies Era to Data Technologies Era

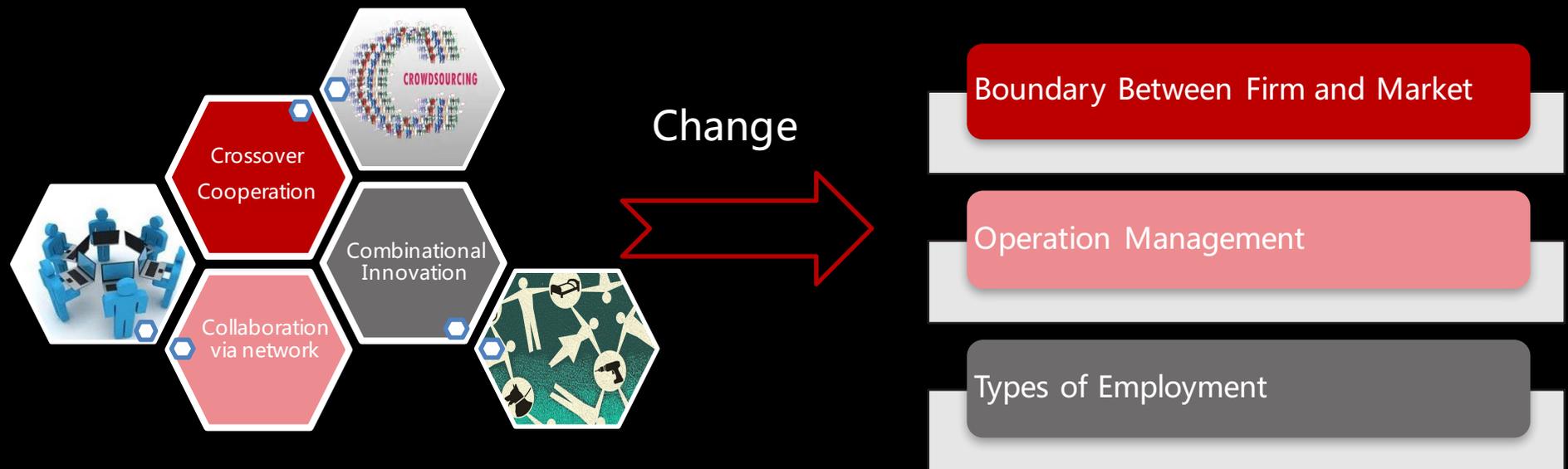


IT Era

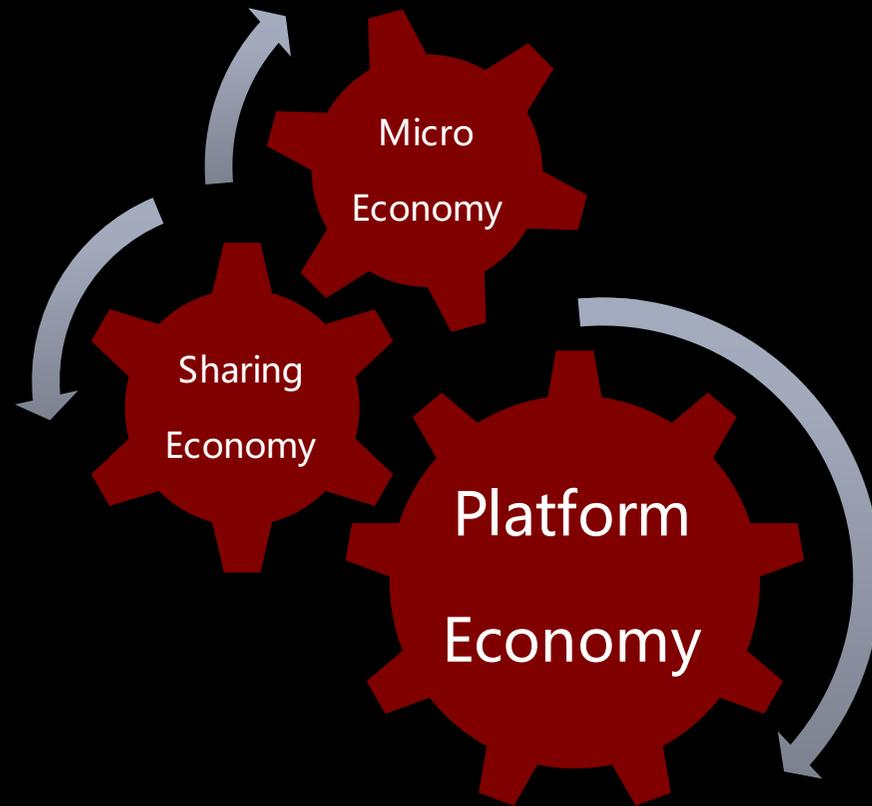


DT Era

New Division of Labor: Social Collaborations



■ Digital Economy: Trinity composed of Platform Economy, Sharing Economy and Micro Economy



Case 1: Tao Factory

The screenshot displays the Tao Factory (1688淘工厂) website interface. The header includes the logo, navigation links (首页, 小单定制, 童装加工, 男装加工, 呢大衣专场, 毛衫专场), and user roles (我是服务商, 我是工厂). A search bar indicates 15000 factories are available for service.

The main banner features the text: "让企业能力真实可见" (Let company capabilities be truly visible), "DEPT. AUTHENTICATION", "深度认证" (Depth Authentication), "为‘新制造’保驾护航" (Protecting and promoting 'New Manufacturing'), and "点此查看 >" (Click here to view >). It also includes callouts for "更多信任" (More trust), "更快交易效率" (Faster transaction efficiency), "重磅升级" (Major upgrade), and "更多商业机会" (More business opportunities).

Below the banner are four promotional tiles:

- 1元打样** (1 Yuan Sampling): 机会不等人 手慢无 (Opportunity doesn't wait for people, slow hands lose out). Includes a "GO" button.
- 产业集群** (Industrial Clusters): 源头工厂 产地制造 (Source factory, local production). Includes a "GO" button.
- KA工厂** (KA Factory): 大买家首选实力大厂 (Preferred by large buyers, strong large factory). Includes a "GO" button.
- 实力工厂** (Strong Factory): 大牌代工 服务保障 (Brand OEM, service guarantee). Includes a "GO" button.

The bottom section includes a search and filter area with options for "加工类目" (Processing category), "生产大类" (Production category), and "工厂区域" (Factory region), along with a "一键找厂" (One-click find factory) button. A "今日需求" (Today's demand) section lists current requests: 全国 针织卫衣300件, 全国 不清楚连衣裙20件, 全国 梭织套装10件, 全国 梭织棉服50件.

Matching online vendors with manufacturers

Case 2: Alibaba Blue-Stars Program



01/ 更先进 的二维码生成技术

- 淘宝私钥加密
- 图像点阵加密
- 全球领先，双重加密



02/ 更安全 的扫码客户端

- 海淘扫码，安全保障
- 钓鱼页面，原形毕露
- 官方模板，统一心智



03/ 更好玩 的扫码体验

- 查看商品身份证
- 领会员卡，积分，抽奖
- 互动游戏，特价商品

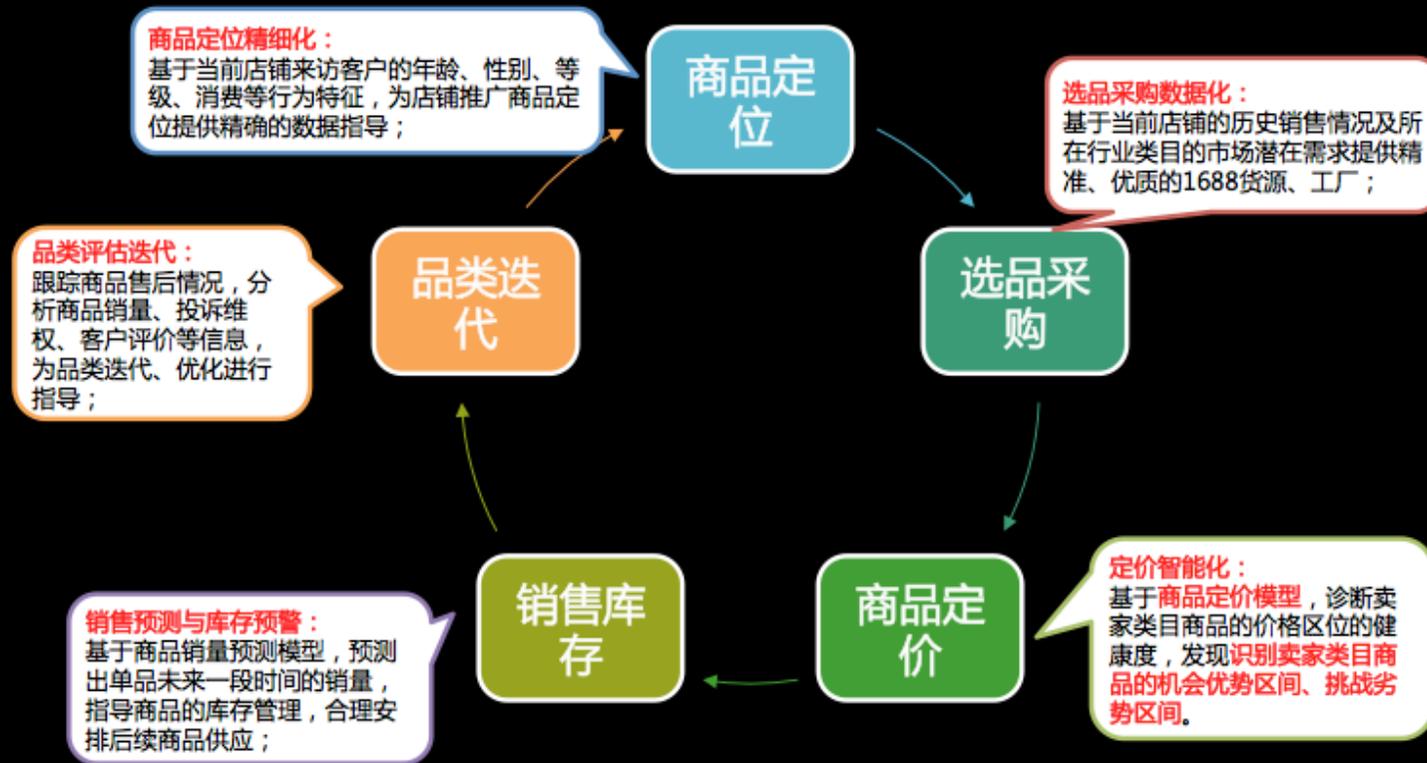
Connecting manufacturers with offline customers

Case 3: Alibaba Smart living Program

The screenshot displays the Alibaba Smart Living app interface. At the top, the logo '阿里智能 Alibaba Smart Living' is visible, along with navigation links for '下载' (Download), '产品' (Products), '生态联盟' (Ecosystem Alliance), and '全屋智能' (Whole House Smart). The main content area is a grid of product categories, each with an icon and a label: 空气净化 (Air Purification), 扫地机器人 (Robotic Vacuum), 冰箱 (Refrigerator), 电饭煲 (Rice Cooker), 豆浆机 (Soy Milk Maker), 路由器 (Router), 摄像头 (Camera), 指纹锁 (Fingerprint Lock), 跑步机 (Treadmill), 健康秤 (Health Scale), 足浴盆 (Foot Bath), 电热毯 (Electric Blanket), 空调 (Air Conditioner), 空气盒子 (Air Box), 烤箱 (Oven), 面包机 (Toaster), 微波炉 (Microwave), 音响 (Speaker), 安防套装 (Security Kit), 保险箱 (Safe), 体温计 (Thermometer), 调奶器 (Milk Warmer), 电动牙刷 (Electric Toothbrush), 按摩椅 (Massage Chair), 加湿器 (Humidifier), 除湿机 (Dehumidifier), 电压力锅 (Electric Pressure Cooker), 电炖锅 (Electric Crock Pot), 空气炸锅 (Air Fryer), 吸顶灯 (Recessed Light), 电动窗帘 (Electric Curtain), 血压仪 (Blood Pressure Monitor), 血糖仪 (Blood Glucose Monitor), 插座排插 (Power Strip), 浴霸 (Bath Heater), 风扇 (Fan), 取暖器 (Heater), 电热水壶 (Electric Kettle), 料理机 (Food Processor), 燃气灶套 (Gas Stove Hood), 电热水器 (Electric Water Heater), 燃气热水器 (Gas Water Heater), 净水器 (Water Purifier), 消毒柜 (Disinfection Cabinet), 洗衣机 (Washing Machine), and 挂烫机 (Steamer). Below the grid, there are five category labels: 环境管家 (Environment Manager), 智能厨房 (Smart Kitchen), 数码娱乐 (Digital Entertainment), 全屋智能 (Whole House Smart), 运动健康 (Sports & Health), and 生活电器 (Life Appliances). The bottom section features a promotional banner for '聪明的家居APP 只为更聪明的你' (Smart Home APP for the smarter you), followed by four featured products: 金稻智能喷雾补水仪KD77S (¥198.0), 美的智能冰箱BCD-320WTZV(E) (¥2999.0), 伊吉康动感单车 RUIZHI (¥1199.0), and 亚太天能云智能锁V9S (¥2399.0). Each product is accompanied by an image and its price.

Fostering the development of Smart living Devices Industry

Case 4: Business Advisor Program



Providing Data-driven Business Abilities

Case 5: GCL poly



Raising the Conformity Rate of PV Panel by Using Big Data

Case 6: XCMG



Building China's "Predix Platform"

Case 7: Smart Devices Incubator

一起帮助创业者圆梦

云栖小镇
Cloud Town

FOXCONN

银杏谷资本
YINXINGGU CAPITAL

LKK 洛可可

淘宝众筹
hi.taobao.com

intel

yunos

潮电街
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Accelerating innovation of Smart Devices

Thanks!