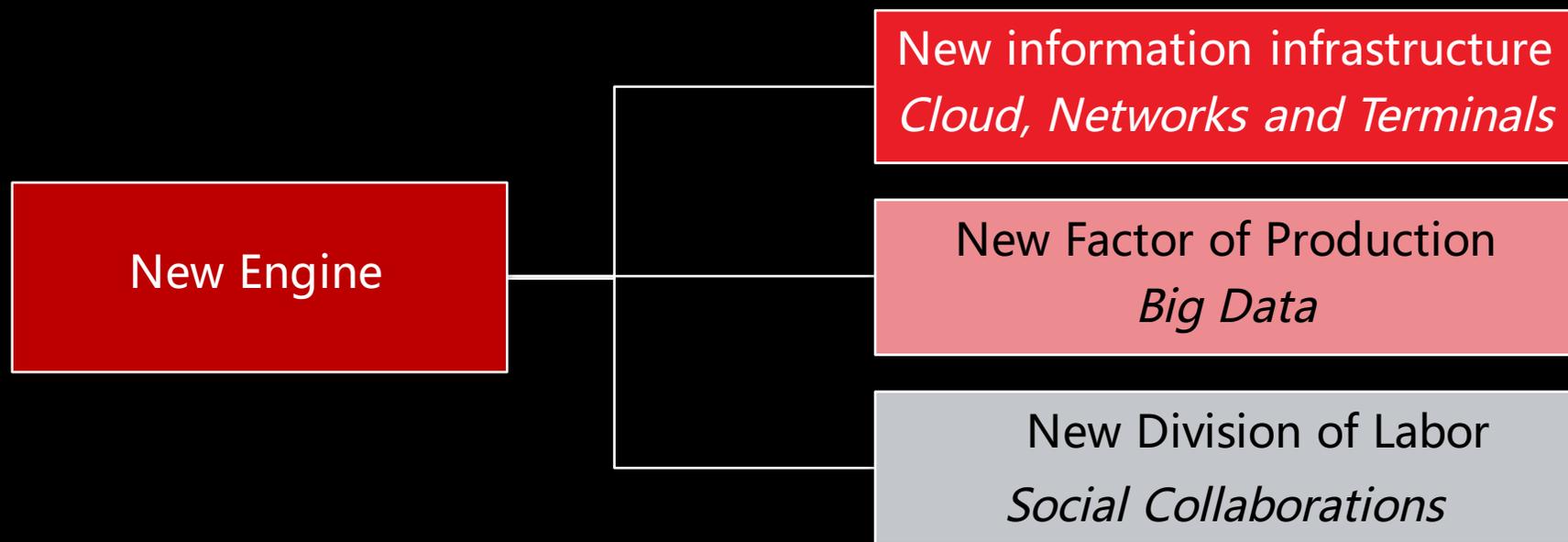


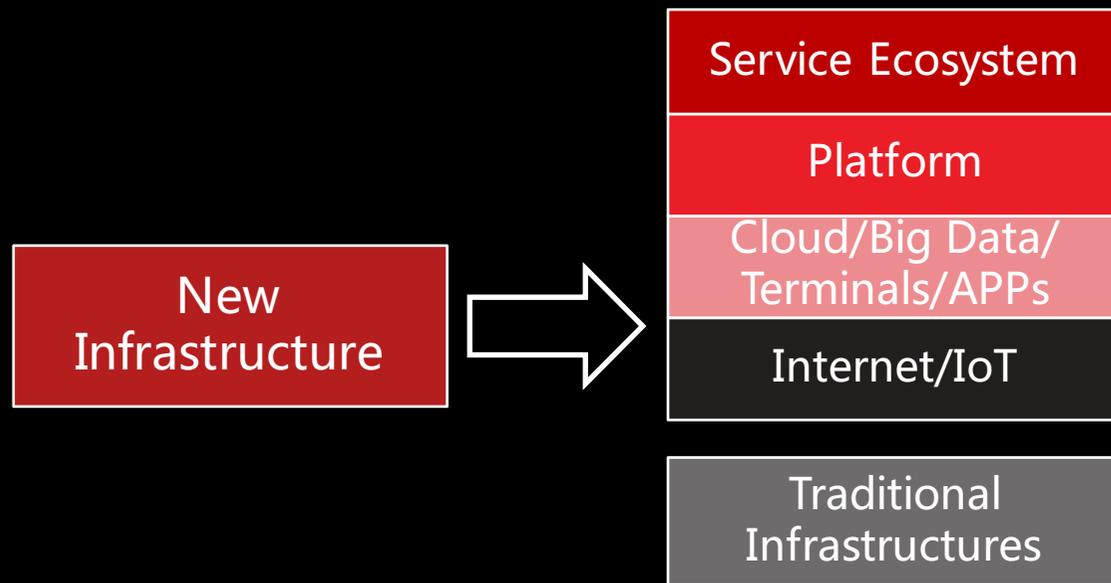
# The Dynamics of Digital Transformation Enabled by Alibaba and its Ecosystem Partners

MENG, Ye  
2017/10/10

# Digital Economy: New Engine for Growth



# New information infrastructure: Cloud, *Networks and Terminals*

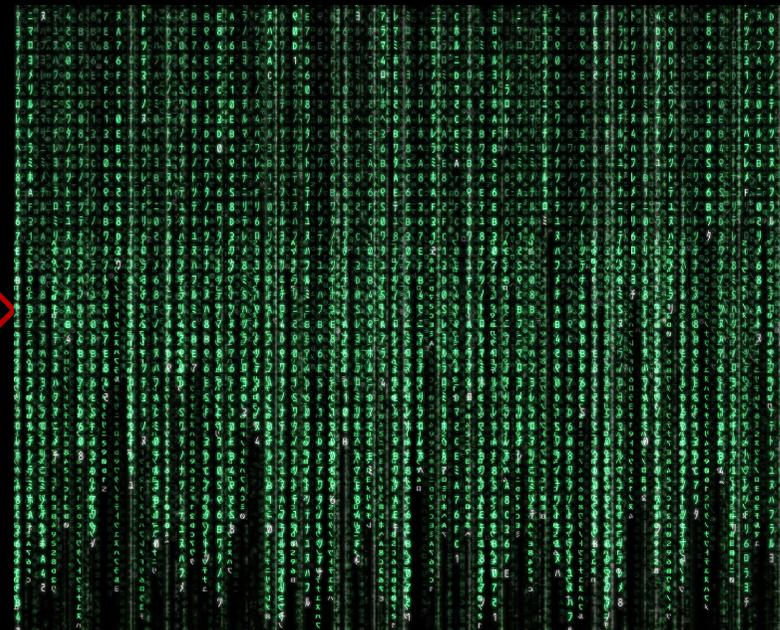


# New Factor of Production: Big Data

from Information Technologies Era to Data Technologies Era

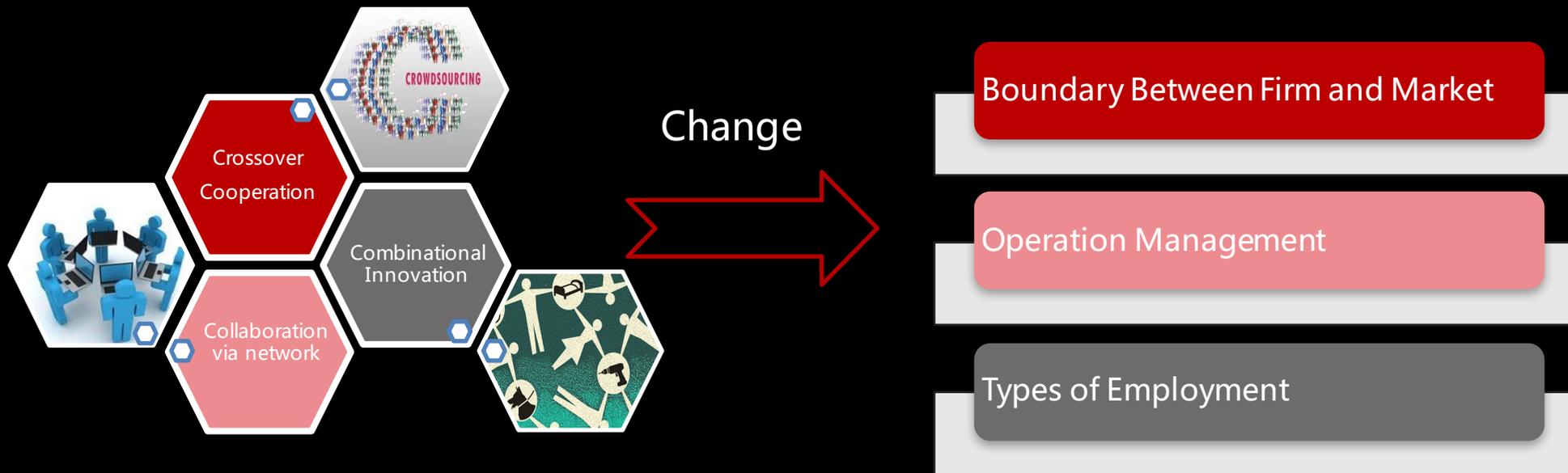


IT Era

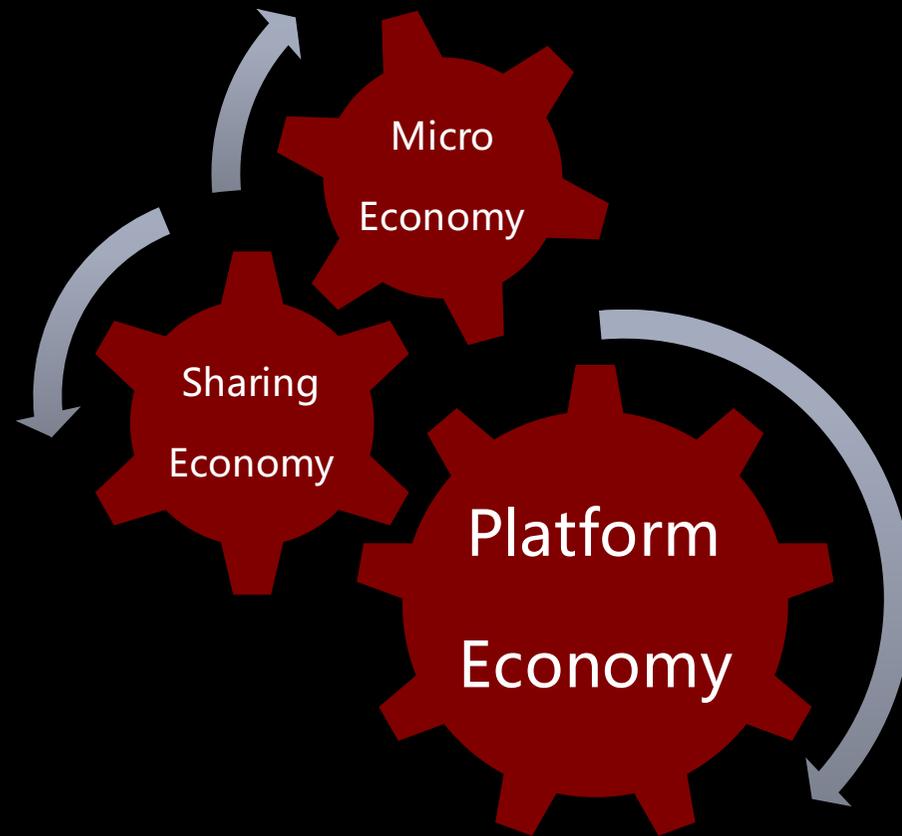


DT Era

# 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 1688 Tao Factory (淘工厂) website. The header includes the logo '1688 淘工厂' with the URL 'tgc.1688.com' and the tagline '提供高效、确定性服务赋能的服装加工平台'. A search bar on the right indicates '共15000家工厂为您服务' and has a '搜索' button. The navigation menu includes '首页', '小单定制', '童装加工', '男装加工', '呢大衣专场', and '毛衫专场'. A left sidebar lists categories like '女装', '男装', '童装', '内衣', '户外', '面料找厂', and '产地找厂'. The main banner features a '深度认证' (Deep Authentication) campaign with the text '让企业能力真实可见' and '为“新制造”保驾护航'. Below the banner are four promotional tiles: '1元打样', '产业集群', 'KA工厂', and '实力工厂'. At the bottom, there is a search filter section with dropdowns for '加工类目', '生产大类', and '工厂区域', along with a '一键找厂' button. A '今日需求' (Today's Demand) section lists specific requests like '针织卫衣300件' and '不清楚连衣裙20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

- 手淘扫码，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

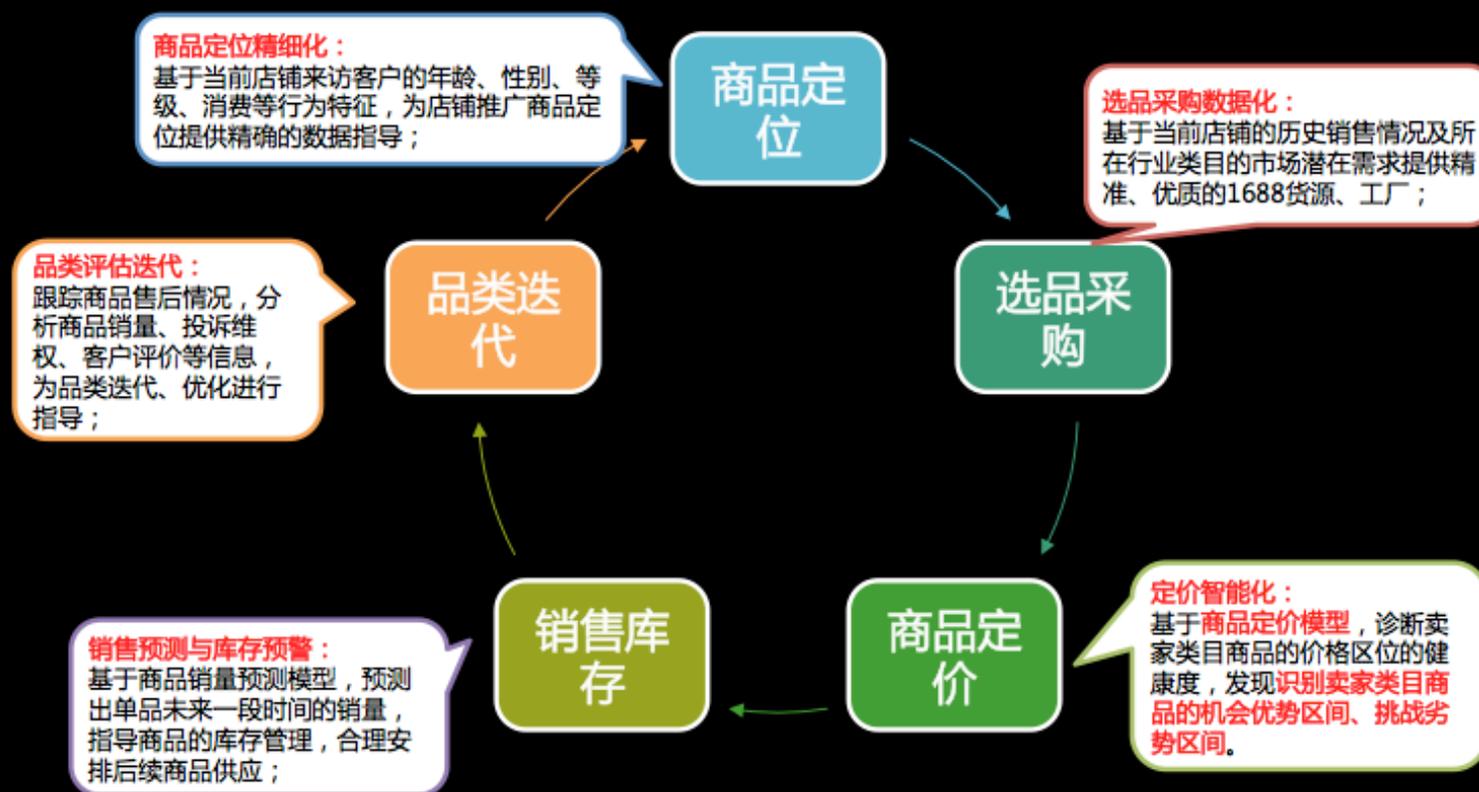
Connecting manufacturers with offline customers

# Case 3: Alibaba Smart living Program

The screenshot displays the Alibaba Smart Living website interface. At the top left is the logo for '阿里智能' (Alibaba Smart Living). The top navigation bar includes 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 (Soybean 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), 烟灶套装 (Range Hood and Stove Set), 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 (Garment Steamer). Below the grid are six 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). Below the grid are four promotional banners: 1. '聪明的家居APP 只为更聪明的你' (Smart Home APP for the smartest of you) with a '立即下载' (Download Now) button. 2. '金稻智能喷雾补水仪KD77S' (Jin Dao Smart Mist Hydration Instrument KD77S) priced at ¥198.0. 3. '美的智能冰箱BCD-320WTZV(E)' (Midea Smart Refrigerator BCD-320WTZV(E)) priced at ¥2999.0. 4. '伊吉康动感单车 RUIZHI' (Ijikan动感单车 RUIZHI) priced at ¥1199.0. 5. '亚太能云智能锁V9S' (Asia Pacific Nengyun Smart Lock V9S) priced at ¥2399.0.

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  
CDJ.TAobao.COM

Accelerating innovation of Smart Devices

*Thanks!*