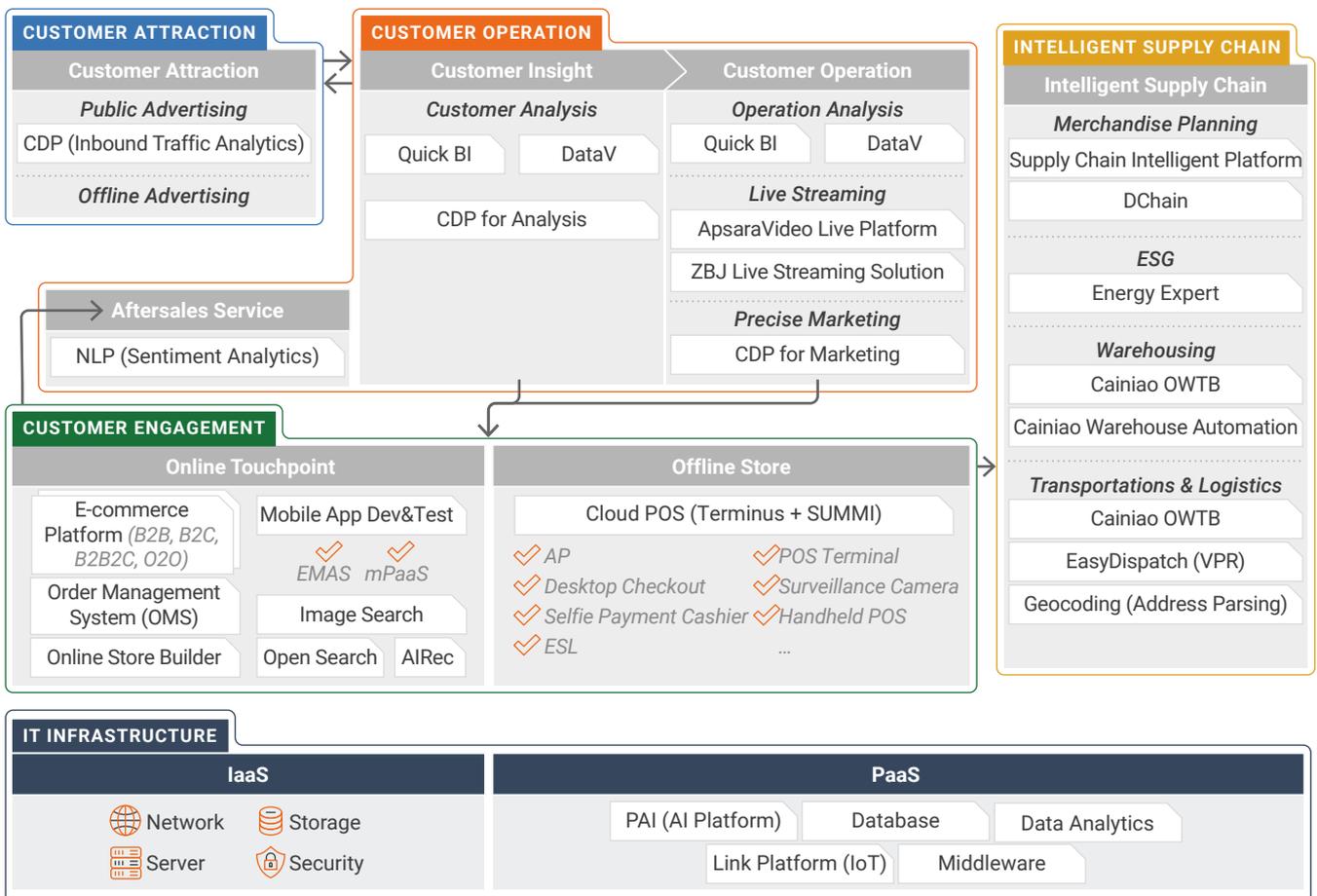# Alibaba Cloud

ALIBABA CLOUD FOR RETAIL

BUILD AN OMNICHANNEL CUSTOMER EXPERIENCE

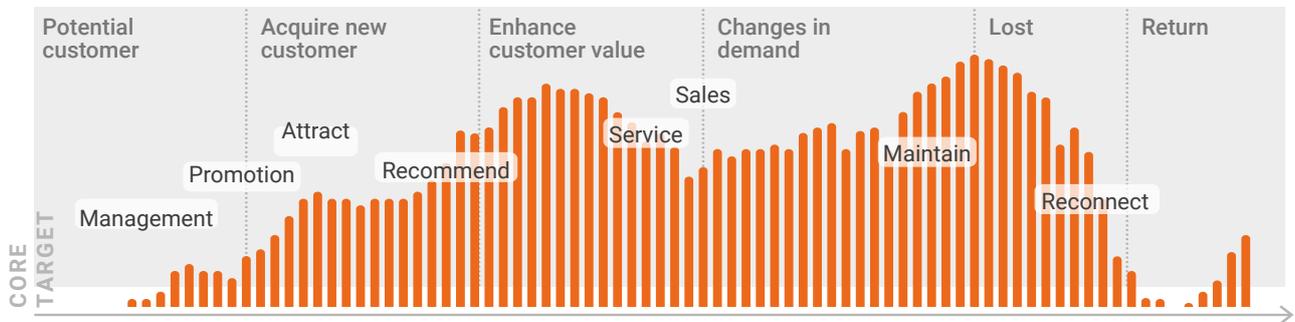## 〔 OUR RETAIL SOLUTIONS 〕

WHY ALIBABA CLOUD?

Alibaba Cloud is a proven pioneer of technology in the retail industry. We utilize the cloud and intelligence to help retailers and any consumer-focused business transform for the digital age. Here's a map of our key retail solutions:

CUSTOMER ATTRACTION

Customer Attraction

Public Advertising

CDP (Inbound Traffic Analytics)

Offline Advertising

CUSTOMER OPERATION

Customer Insight		Customer Operation	
Customer Analysis		*Operation Analysis*	
Quick BI	DataV	Quick BI	DataV
CDP for Analysis		*Live Streaming*	
		ApsaraVideo Live Platform	
		ZBJ Live Streaming Solution	
		Precise Marketing	
		CDP for Marketing	

Aftersales Service

NLP (Sentiment Analytics)

INTELLIGENT SUPPLY CHAIN

Intelligent Supply Chain

Merchandise Planning

Supply Chain Intelligent Platform

DChain

ESG

Energy Expert

Warehousing

Cainiao OWTB

Cainiao Warehouse Automation

Transportations & Logistics

Cainiao OWTB

EasyDispatch (VPR)

Geocoding (Address Parsing)

CUSTOMER ENGAGEMENT

Online Touchpoint		Offline Store	
E-commerce Platform *(B2B, B2C, B2B2C, O2O)*	Mobile App Dev&Test	Cloud POS (Terminus + SUMMI)	
	✓ EMAS ✓ mPaaS	✓ AP	✓ POS Terminal
Order Management System (OMS)	Image Search	✓ Desktop Checkout	✓ Surveillance Camera
Online Store Builder	Open Search AIRec	✓ Selfie Payment Cashier	✓ Handheld POS
		✓ ESL	...

IT INFRASTRUCTURE

IaaS		PaaS		
🌐 Network	🗄 Storage	PAI (AI Platform)	Database	Data Analytics
▤ Server	🔒 Security	Link Platform (IoT)	Middleware	

CUSTOMER ATTRACTION: CUSTOMER DATA PLATFORM (CDP)

Customer insight is a powerful asset. It enables retailers to formulate brand strategies, monitor operations, and ultimately grow their customer base. Alibaba Cloud Customer Data Platform (CDP) helps you attract more customers and provide better user experience by unifying customer insights from online and offline marketing channels and enabling the analysis. Here's what our CDP looks like:

Potential customer	Acquire new customer	Enhance customer value	Changes in demand	Lost	Return

CORE TARGET

Management · Promotion · Attract · Recommend · Recommend · Sales · Service · Maintain · Reconnect

CUSTOMER LIFE CYCLE

TARGET				
Increase	Active	Sale	Keep	Customer Silence

ACTIVITY				
Boost conversions	Enhance value	Boost loyalty	Reduce churn	Reconnect
Improve quality		Enhance experience		

CUSTOMER OPERATION: LIVESTREAMING

Live videos facilitate an immersive experience and can help drive brand engagement. Alibaba Cloud's ApsaraVideo Live solution is an end-to-end livestreaming solution that engages viewers through a live platform across social media, apps and websites. Our high-resolution and low-latency livestreaming capabilities combine to create seamless video playback, and contribute to a streamlined viewing experience. Here's how it works:

ApsaraVideo Live

Virtual real-time interaction	Remote content production	Globalization
✓ 8K resolution streaming	✓ Streaming & playback SDKs	✓ 2,800+ Edge Nodes
✓ Latency in seconds	✓ Easy to use APIs	✓ 9 live centers
✓ Stuttering less than 1%		✓ 150T+ bandwidth

CUSTOMER ENGAGEMENT: MOBILE APP R&D

ALIBABA MPAAS

Alibaba mPaaS (Mobile Platform as a Service) is a one-stop solution for mobile app lifecycle management, including app development, testing and operations. It helps organizations build reliable, high-performance apps, accelerating every iteration and reducing costs. It also comes with dedicated security and disaster recovery.

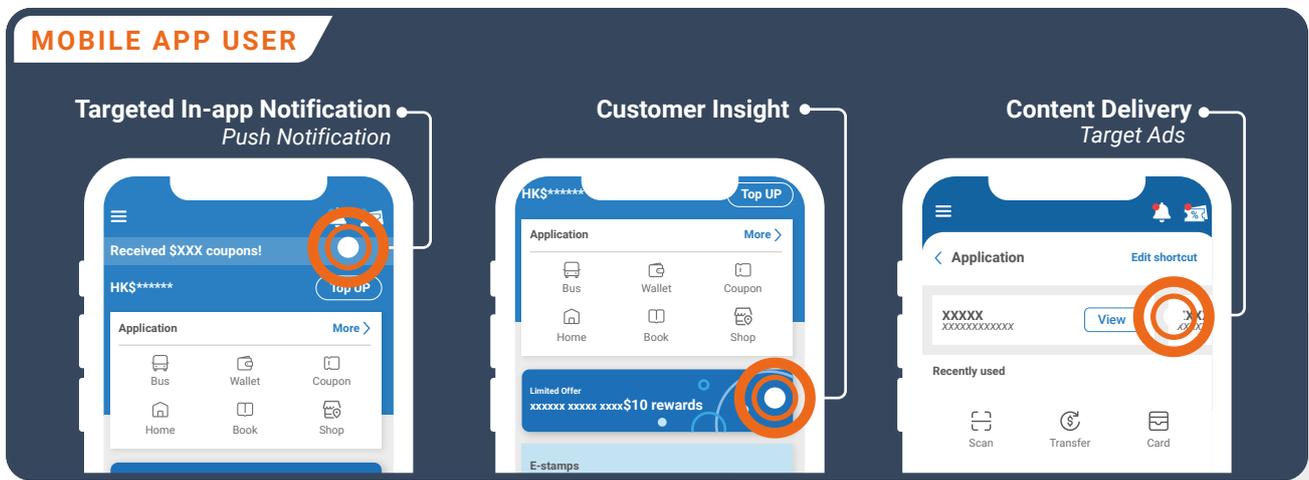**Optimization**

Mobile Analytics Service

Content Delivery Platform

Mobile Deployment Service

Dedicated Security & Disaster Recovery

Here's what a typical customer journey looks like:

MOBILE APP USER

Targeted In-app Notification
Push Notification

Customer Insight

Content Delivery
Target Ads

MOBILE TESTING TOOLS: EMAS MOBILE QUALITY CENTER

With the rapid development of mobile digital channels and fast changing business requirements with version iteration, traditional manual testing is no longer sustainable to ensure testing efficiency and quality.

MQC provides the perfect solution with a cloud-based mobile test lab with 200+ real mobile devices and expert services to support best in class testing.

Find out more about our Mobile First Suite

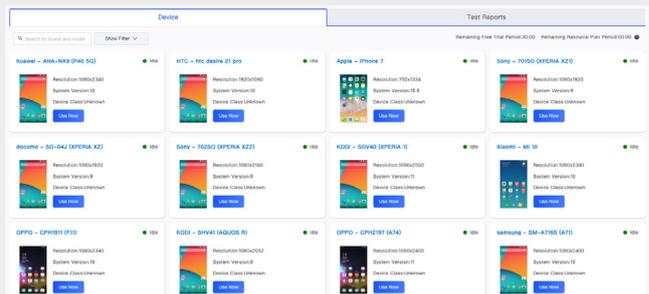| Self-service Testing	Expert Testing	Automated Testing
Abundant popular real mobile devices are available online, and multiple devices can be tested simultaneously in the cloud	Provide fully commissioned customized testing services and comprehensive test reports within 48 hours after the requirements are confirmed	Support online test procedure recording and automatically generate test scripts

CUSTOMER ENGAGEMENT: IMAGE SEARCH

Image Search is an effective alternative to keyword search, streamlining the shopping experience and making it more efficient. Instead of a keyword, the customer uploads an image to search for products. Here's how it works and looks from a customer perspective:

1 Deep learning-trained algorithms ensure high search accuracy

2 Supports up to 10 billion images

3 Supports dynamic data updates

4 Supports API operations to accelerate your deployments
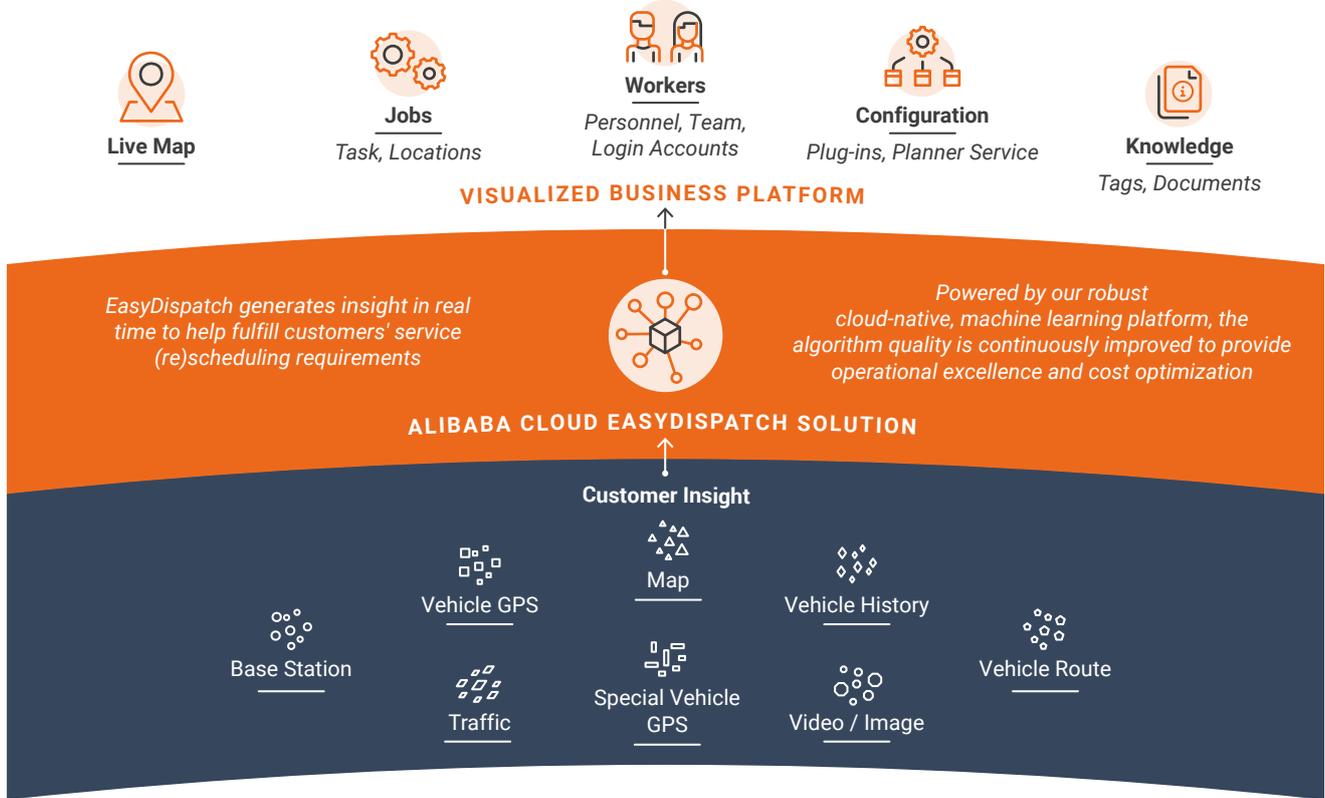
CUSTOMER ENGAGEMENT: OPENSEARCH

OpenSearch provides built-in algorithm models for top searches, hints, and drop-down suggestions, helping customers find what they are looking for faster.

Alibaba Cloud's Industry-Specific Enhanced Edition for E-Commerce is a high-performance, efficient and accurate engagement tool. It uses analyzers and a query analysis feature for better intent identification. It also provides common e-commerce sort expressions for e-commerce, which can meet sorting requirements without additional configurations.

Default Search Suggestions	Search Suggestions	Search Discovery	Search Ranking
Drive purchasing activities	Improve the efficiency of search behavior	Further enhance search scenario conversion	Help users find what they want using accurate search rankings

INTELLIGENT SUPPLY CHAIN: EASYDISPATCH

Using EasyDispatch, organizations can streamline their field service management tasks and intelligently schedule and arrange their resources. EasyDispatch is an efficient real-time service dispatch product that incorporates AI-powered, centralized features and Vehicle Route Planning (VRP).

Live Map

Jobs
Task, Locations

Workers
Personnel, Team, Login Accounts

Configuration
Plug-ins, Planner Service

Knowledge
Tags, Documents

VISUALIZED BUSINESS PLATFORM

EasyDispatch generates insight in real time to help fulfill customers' service (re)scheduling requirements

Powered by our robust cloud-native, machine learning platform, the algorithm quality is continuously improved to provide operational excellence and cost optimization

ALIBABA CLOUD EASYDISPATCH SOLUTION

Customer Insight

Base Station

Vehicle GPS

Map

Vehicle History

Vehicle Route

Traffic

Special Vehicle GPS

Video / Image

Powered by the Alibaba Cloud infrastructure, our global network creates a robust and quality customer experience.

28 CLOUD REGIONS

2,800+ ACCESS POINTS

85 AVAILABLE ZONES

200+ COUNTRIES & REGIONS

▲**90%**
TASK DISPATCH EFFICIENCY

▼**30%**
AVERAGE TRAVEL TIME ON SITE

83%
ACCURACY

ENABLING GLOBAL CUSTOMERS ACROSS LOGISTICS, RETAIL, PROFESSIONAL SERVICES, AND MANY MORE

Industries benefiting from EasyDispatch

Service

Food delivery

Logistics

Retail

UK

Dubai

Thailand

Singapore

China

Japan

Philippines

Malaysia

Australia

INTELLIGENT SUPPLY CHAIN: ADDRESS PARSING

To manage the supply chain more intelligently, organizations can leverage the benefits of Address Parsing with Alibaba Cloud. Address Parsing enhances the parcel sorting process by recognizing subdistricts, villages, POIs, etc. This information can then be used to build a POI address base to support POI searches.

Original unstructured address input

Jl. Gatot Subroto No.18 Kecamatan Setiabudi Kota Jakarta Selatan Jakarta

Solve for sequential address problem – use pretrained address embedding, build sequential BiLSTM-CRF model

Key-value pairs restructured address output (23+ elements eg. POI, road, district, city, etc…)

Jl. Gatot Subroto	No.18	Kecamatan Setiabudi	Kota Jakarta Selatan	Jakarta
"road"	*"roadno"*	*"district"*	*"city"*	*"province"*

Multiple countries / languages supported

ID	VN	MY	TH	PH

SG *EN*   HK *Ch, En*   UAE *Arabic*

Overall f1-score

95%+

SHISEIDO

Unilever

tokopedia

Singapore **POST**

CapitaLand

Henkel

GENTING BERHAD

PHILIPS

CHOW TAI FOOK JEWELLERY GROUP
周 大 福 珠 寶 集 團

CASIO

CHEMIST WAREHOUSE

PrestoMall

Alibaba Cloud

 AlibabaCloud   Alibaba_Cloud

 Alibaba Cloud Global

Learn more

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