



Build World on Cloud Together

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Key Milestones of Alibaba



Alibaba Group founded in Jack Ma's apartment; Alibaba.com and 1688.com (then Alibaba.com.cn) launched

1999



Aliwangwang instant messenger launched on Taobao Marketplace; Alipay launched

2004



Brands and retail platform Tmall.com launched to complement Taobao Marketplace

2008



Online group buying marketplace Juhuasuan and global consumer marketplace AliExpress launched

2010



Alibaba Group listed on the NYSE; Alipay's parent company Ant Financial Services Group formally established

2014

2003

Online shopping website Taobao Marketplace launched



2007

Online marketing technology platform Alimama launched; Taobao Marketplace starts to monetize



2009

AliCloud founded in conjunction with Alibaba Group's 10th anniversary celebration



2013

Cainiao Logistics launched; Alibaba Group campus relocated



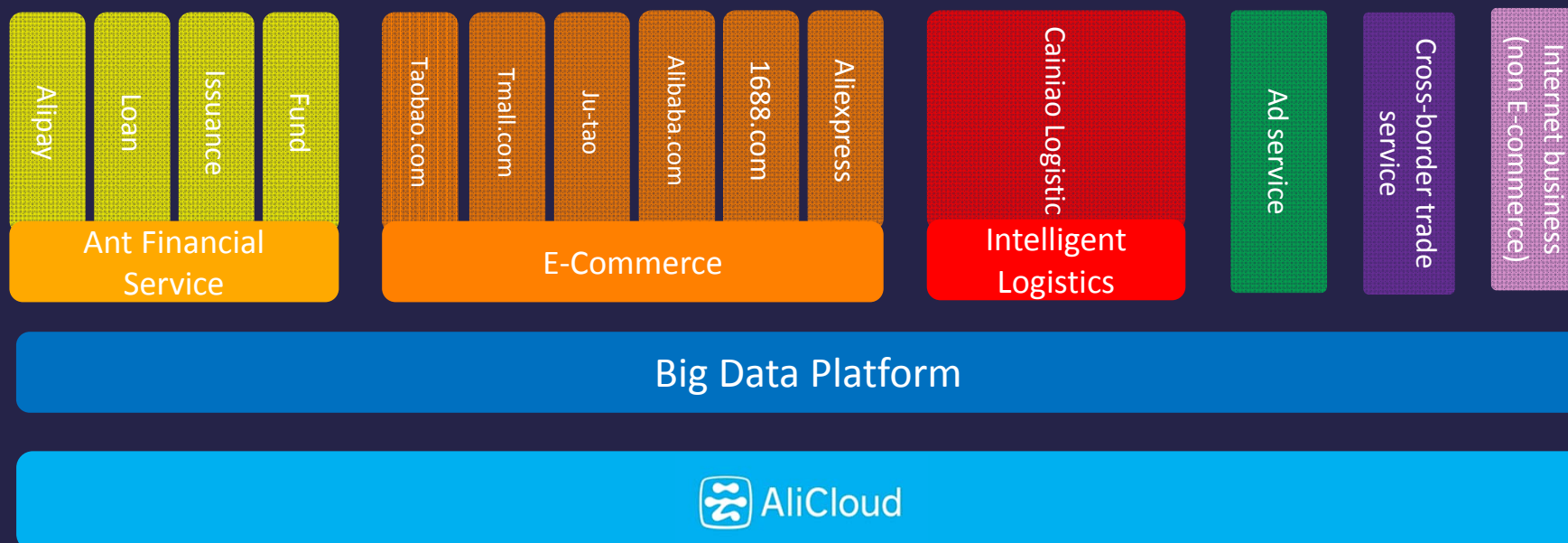
2015

11.11 Global Shopping Festival generated RMB91.2 billion in GMV

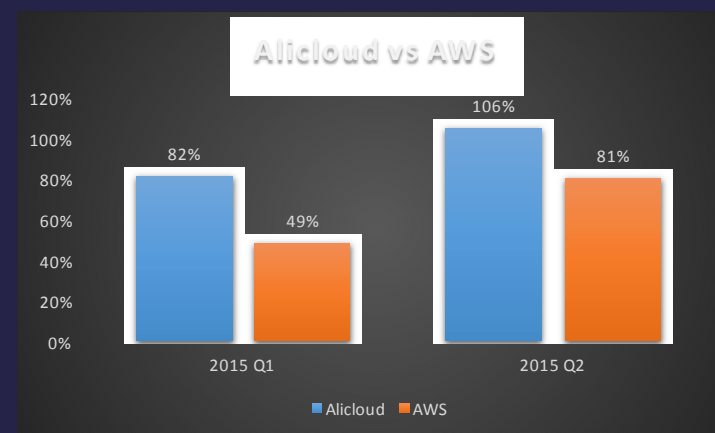
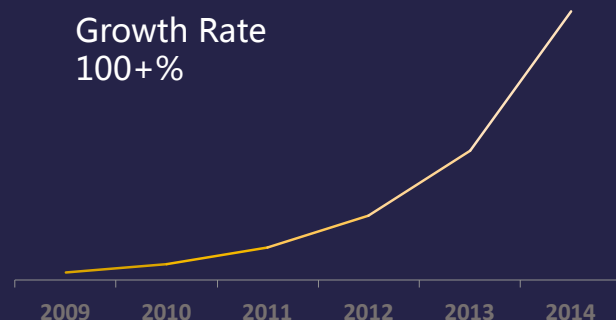


AliCloud: the Powerful Engine Supporting the Growth of Alibaba Business

Technologies for 20+ Alibaba Business Units



AliCloud is Growing Rapidly



According to Alibaba group 3rd quarter Revenue report in 2015, AliCloud third-quarter revenue is up to 649 million yuan, a substantial increase of **128%** over last year, becoming the fastest-growing business of Alibaba

From authoritative research firm IDC data, in 2014 Alicloud occupy the first public cloud market share in China, Account for **29.7%**, more than the Amazon, Microsoft and IBM share of the total market in China.

Global Infrastructure

AliCloud's Global Data Centers

February 2016



CDN Network with the Best Quality

Provides network with the best quality, which has more than 200 CDN nodes throughout China, 32 overseas CDN nodes and a total bandwidth of 8Tbps.
Network-wide security protection

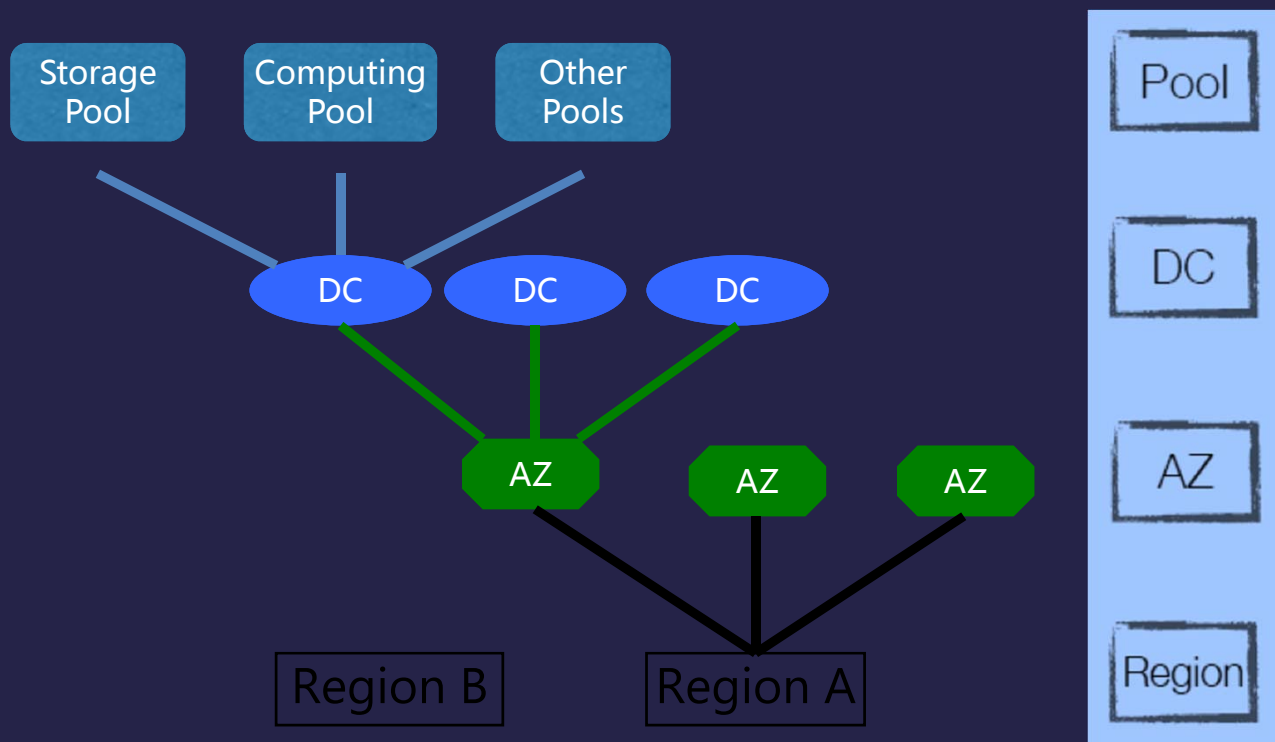
BGP Access for Multiple Carriers

Your users can share the same high-quality experience when accessing your server via the AliCloud service no matter where the users are and which operator is accessed from.

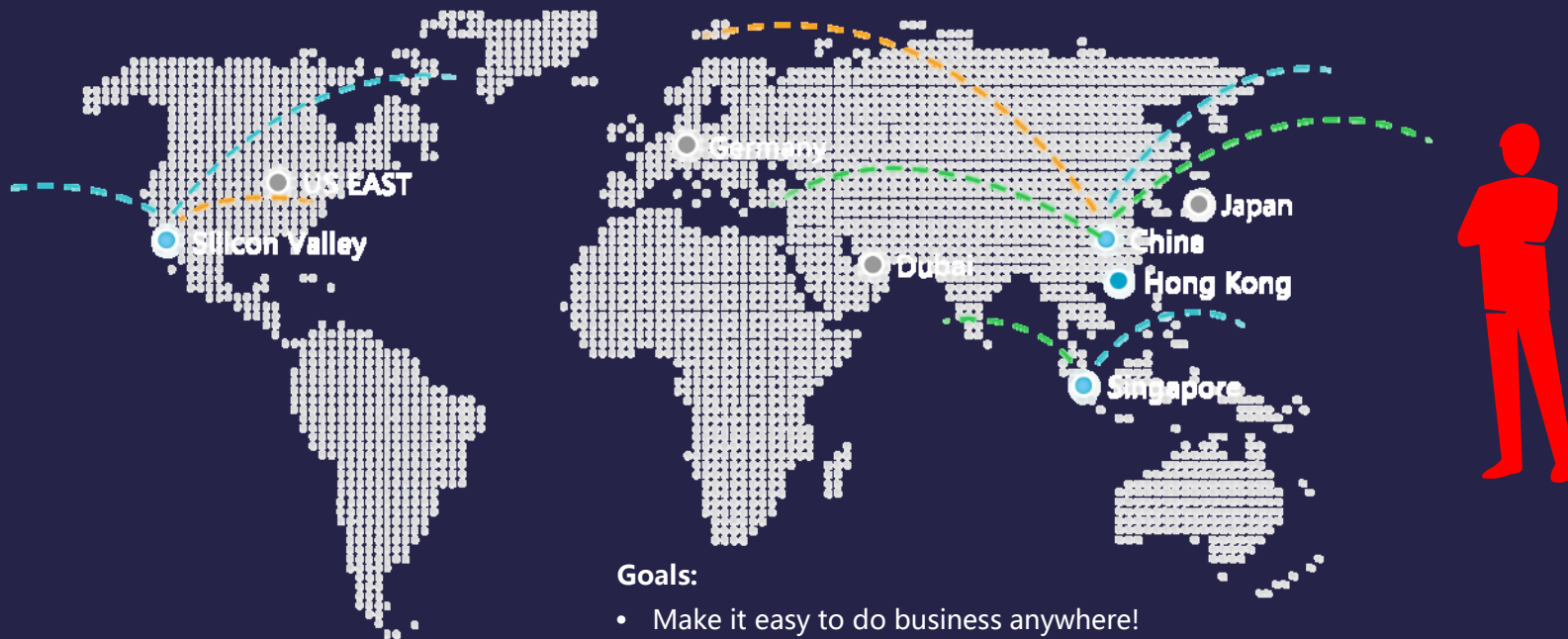
Multiple Regions and Available Zones

Hangzhou, Qingdao, Shenzhen, Beijing, Shanghai
Hong Kong, US Silicon Valley, Singapore

Region, Availability Zone, Data Center, and Pool



Cloud **WITHOUT** Borders



● Opened ● To be opened

Goals:

- Make it easy to do business anywhere!
- Help businesses successfully transition from an era of information technology (IT) to data technology (DT).

We aim to remove:

- Geographic boundary
- Technology barrier

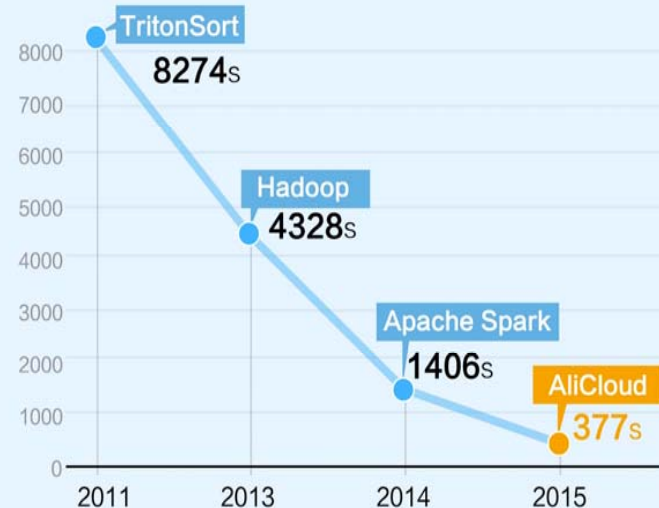
AliCloud Great Power in the world



AliCloud's entry in the 2015 Sort Benchmark Competition, has set the world records in sorting in four major categories.

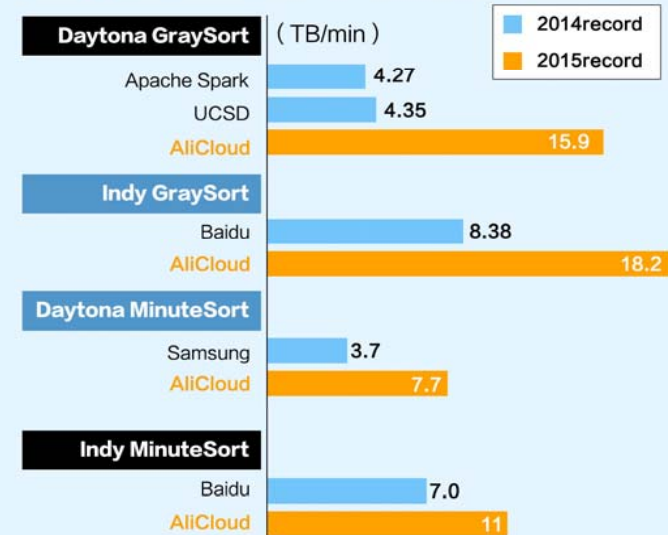
Top Results

(time taken to process 100 terrabytes of data)



Source: <http://sortbenchmark.org/>

Sort Benchmark's world records



AliCloud Services Portfolio



Support



Professional
Services



Training &
Certification



Cloud
Architects



Price Report



Enterprise
Email



Mobile
Analysis

Technical
Business Support



Analytics



ODPS



ADS



DPC



Data
Integration



Application Middleware



OpenSearch



ACE



MTS



EDAS



MNS



ONS



PTS



LOG



Direct
Mail

Enterprise
Application



Access Control



RAM



Action
Trail



Resource Management



CMS



CLI



ROS



Security



Yundun

Platform
Services

Administration
& Security



Compute



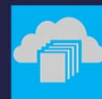
ECS



AutoScaling



Container



Storage



OSS



OAS



Database



RDS



DRDS



TableStore



DTS



MemCache



Redis



MongoDB



DMS



Network



VPC



CDN



ExpressConnect

Core
Services



Global



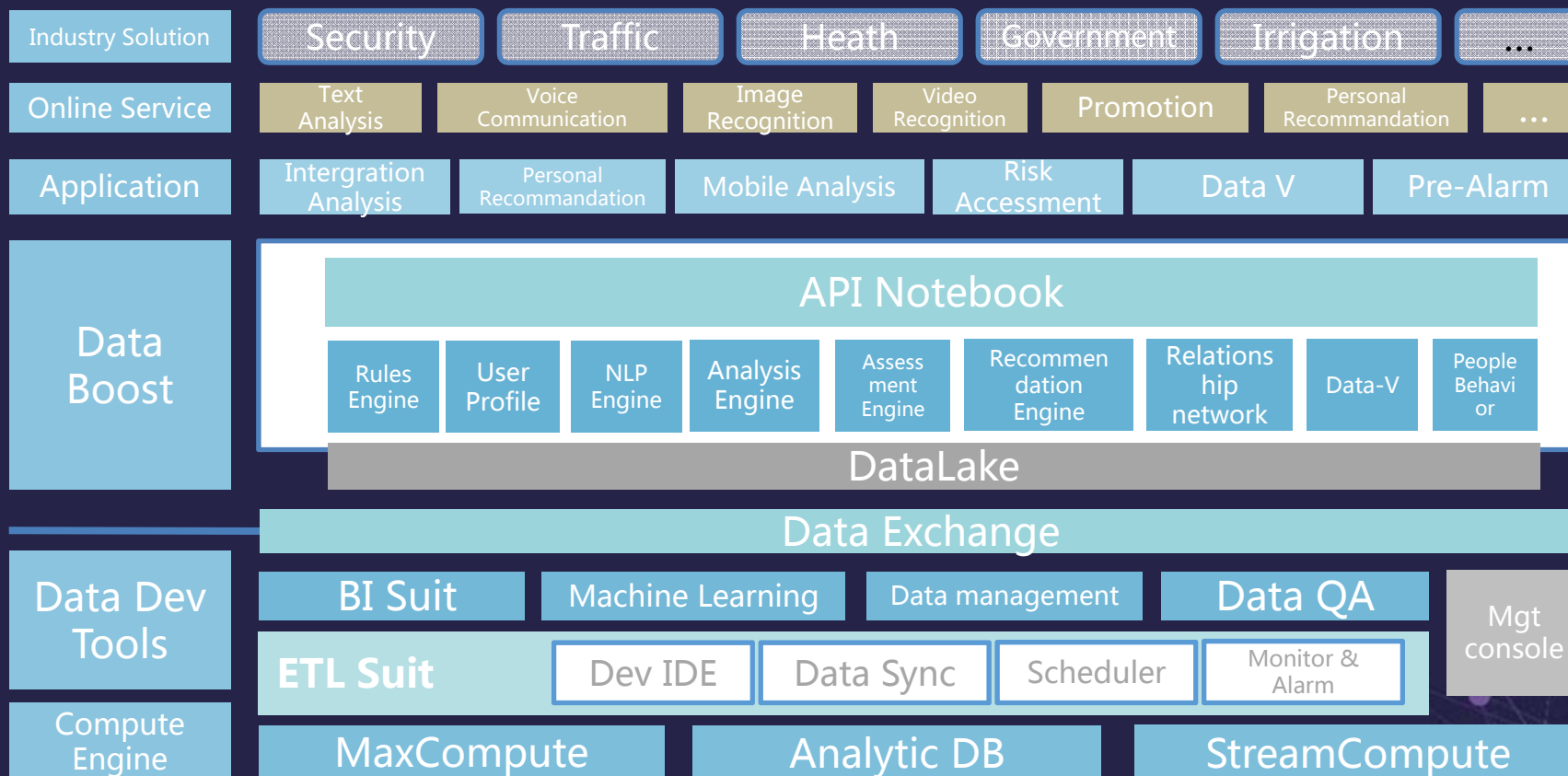
Regions



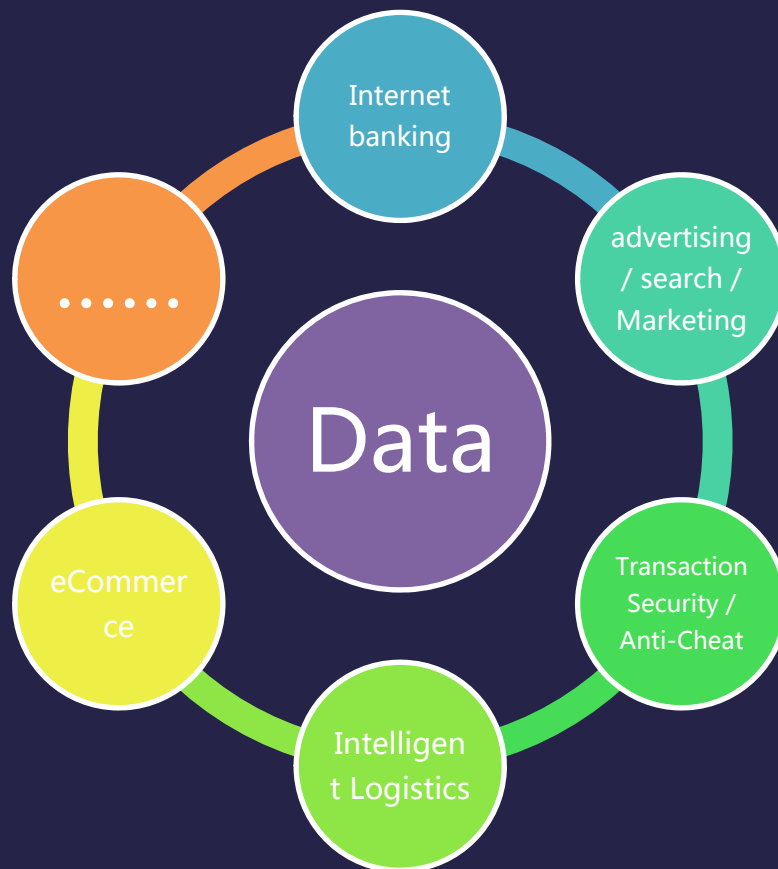
Availability
Zones

Infrastructure

Big Data Overview



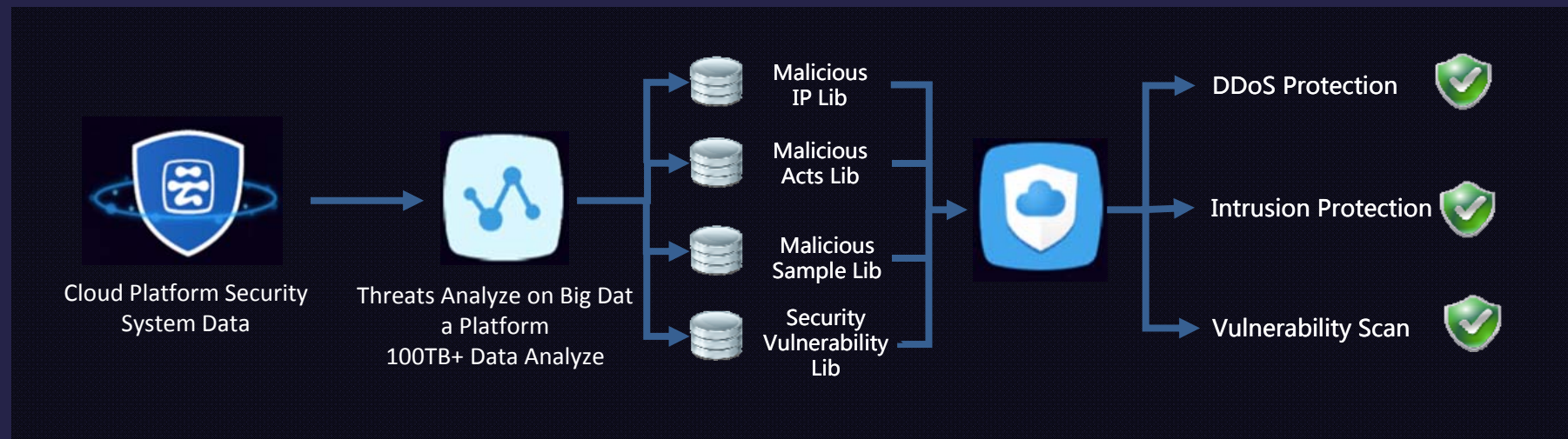
BIG DATA IN ALIBABA



- 300M+ active user information
- 600M+ devices information
- 5000+ labels on one person
- 30M+ POI addresses database
- 1000M+ shipping address
- 100B+ relationship connections
- 3000+ big data engineer/analyst/scientist
- 800PB+ data

Cloud Security: Yundun Overview

10 Years of Defense Forges Cloud Shield



Dec 20th-21st 2014

Help a game company defending

453.8G DDoS attack

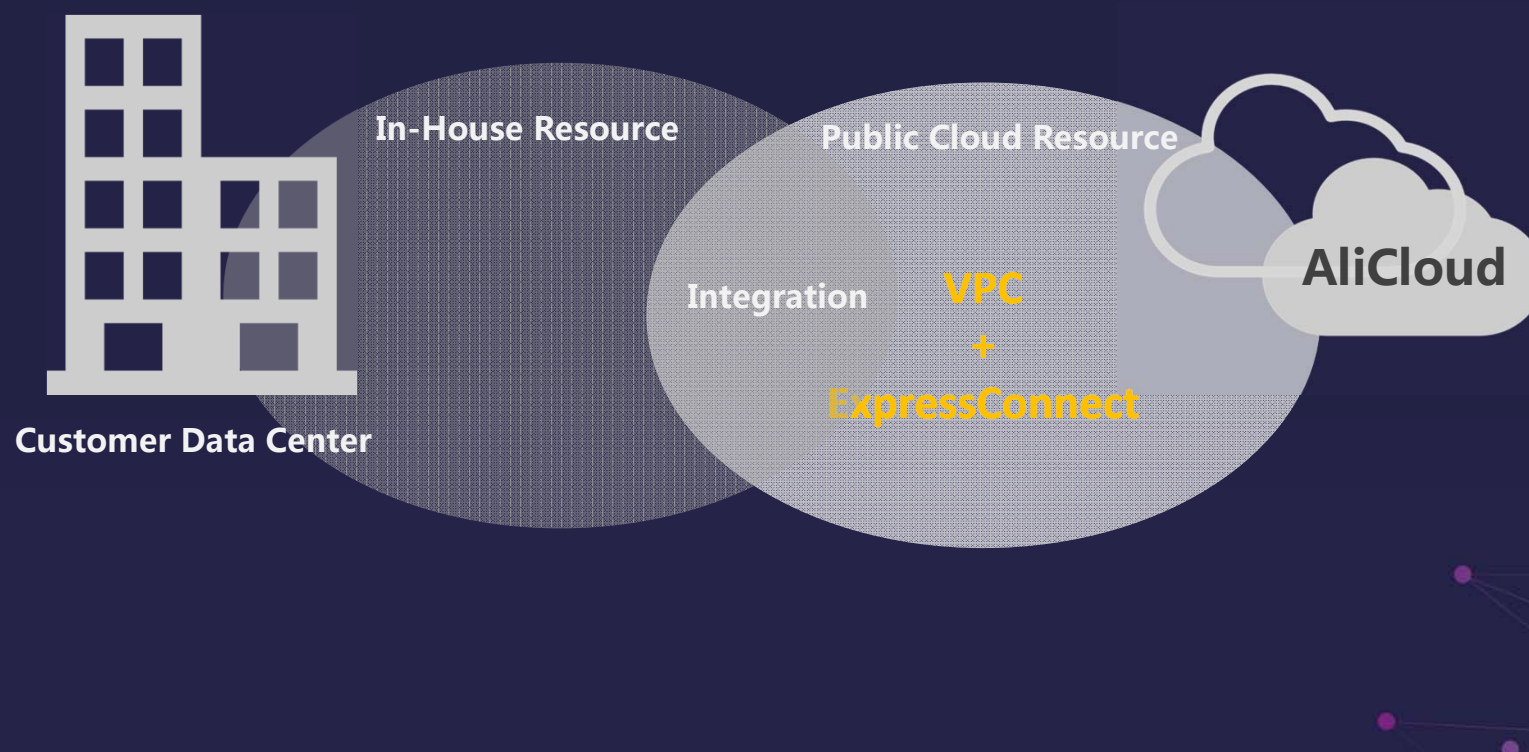




2015 杭州·云栖大会
COMPUTING CONFERENCE

AliCloud Hybrid Cloud

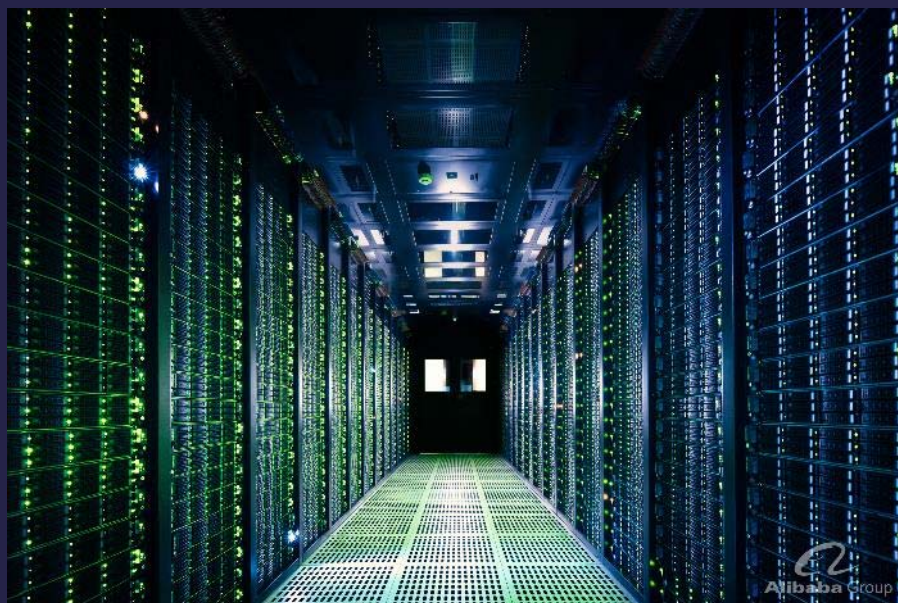
Integrating Cloud and Existing Assets



What AliCloud Capabilities you may needs

- 1 Extensive Ecosystem
 - 2 Global Cloud Resource especially in China, Cross Border DevOps
 - 3 Comprehensive and Powerful Cloud Services
 - 4 Cutting-edge Big Data technology
 - 5 Security
 - 6 Hyrid Cloud enablement
 - 7 Maturity
- 

Technology Innovation...



- Customized hardware: self-built modular Green Data Center
- Tianji(天基) System: large scale DevOps system to maintain 1 million physical machines
- Xen Live Migration
- Hypervisor level Hotfix capability
- Docker officially support AliCloud object storage
- ECS-based Hadoop/Spark/HBase managed service clusters, easy to process big data
- ...

Mature and Verified by Large-scale Case

Technology behind the Double 11 Shopping Carnival

Poly Stone Tower (聚石塔)

In 2015.11.11,
All orders were processed on
the Poly Stone Tower Cloud



Payment

8.59K Transactions/Sec
Auto scaling 1000 nodes within 10Min
100% supported by Oceanbase

500+ CDN nodes
10Tbps bandwidth

Order

300M orders at 11/11/2014 day
140k Transactions/sec in average

All orders were handled by Alibaba
Hybrid Cloud
with 0 order missing

14.3 Billion USD on 11.11

Cloud Shield
Defensed tremendous DDoS cyber
attack every day

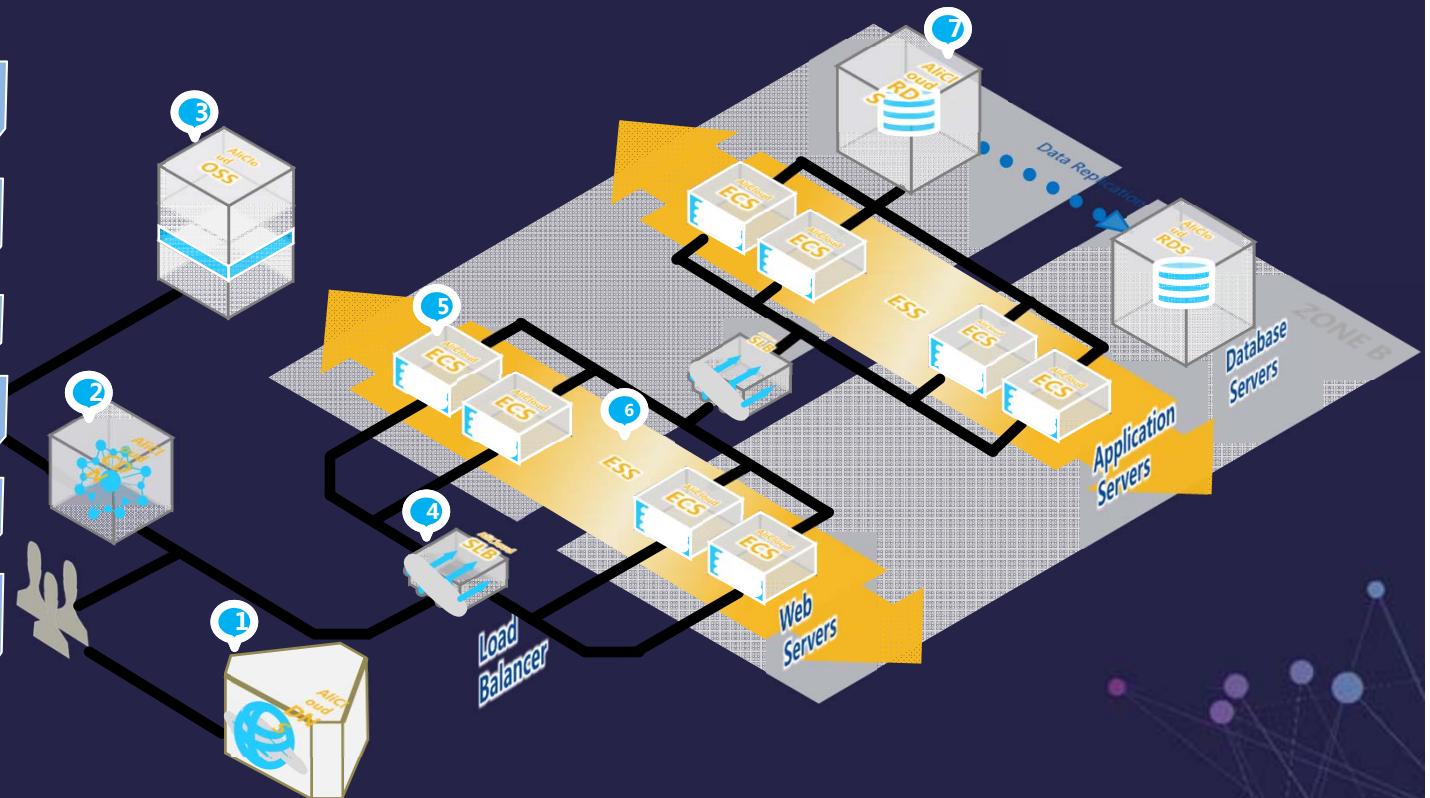
Solutions



Web Application with Elastic Architecture

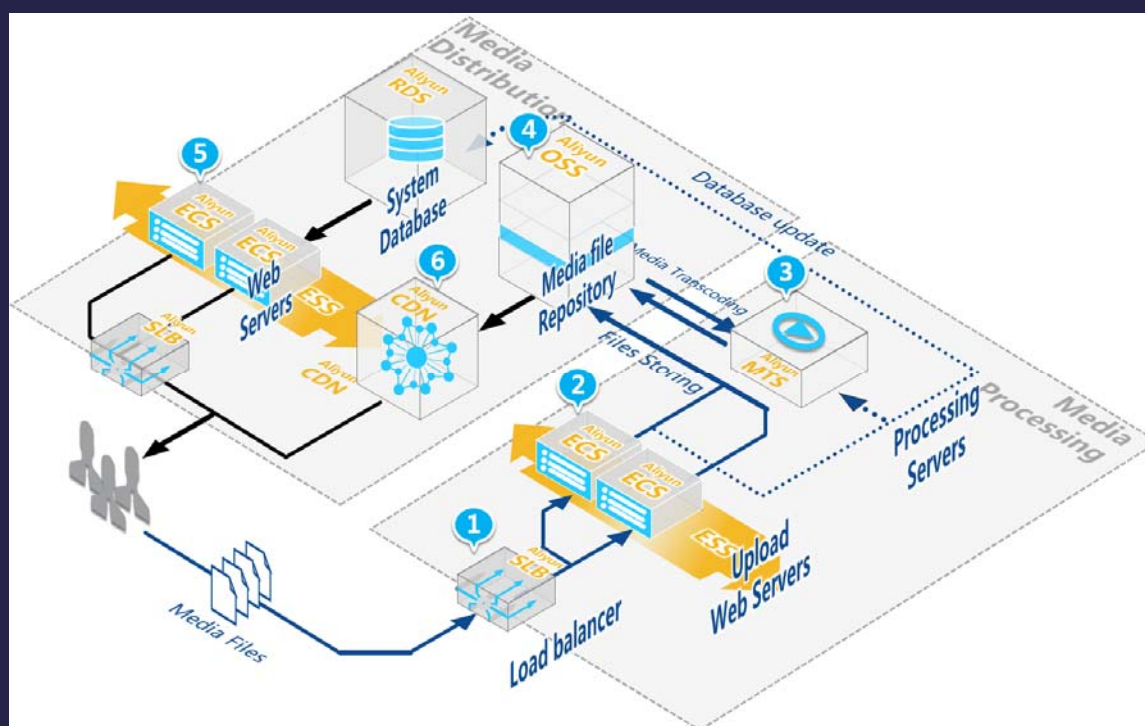


- 1 The user's DNS requests are served by AliCloud DNS a highly available Domain Name System(DNS)service.Network traffic is route to infrastructure running in AliCloud.
- 2 Static ,streaming and dynamic content is delivered by AliCloud CDN, Request are automatically routed to the nearest node, so content is delivered with the best possible performance.
- 3 The static content such as image , video are stored on OSS, a high durable storage designed for massive data storage.
- 4 The HTTP requests are first handled by SLB, which automatically distributes incoming application traffic among ECS instances cross zones.
- 5 Web servers and application servers are deployed on ECS instances, which is a VM and can scale-up as you need.
- 6 Web servers and application servers are deployed in an auto scaling group, The ESS can control the group auto add and reduce the number of instances according to condition you define.
- 7 RDS provide a high available relational database that contain application' s data and it can be deployed cross zones.



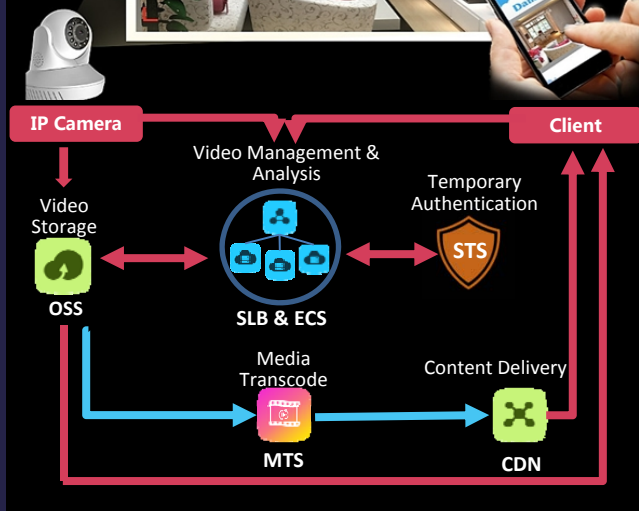
Media Sharing

- 1 User visit media upload page and upload media file to web servers, the web server is running on ECS instances, distributing request traffic by SLB,
- 2 Web server store media file into OSS as file Repository, and invoke MTS to run media file Transcoding jobs asynchronously.
- 3 MTS is short for Multimedia Transcoding Service. It deliver elastic and cost-effective transcoding service for audio and video files.
- 4 OSS provide PB-level storage capability. Each file store by three copies , for higher availability, OSS can stores files cross zones.
- 5 The web server is responsible for media sharing, they receive user' s request for visiting media and seek the file metadata in RDS.
- 6 Media files are distributed from OSS to the end user via AliCloud CDN, a content delivery network. offering low-latency delivery through a worldwide network of edge locations.



Video Monitoring Solution Of

Danale 阿里云 aliyun.com



Danale, the IOT platform provider in US, supports millions of IP cameras for video monitoring, has used **AliCloud** and met the need of massive video storage and global users access with low latency.

Massive Storage

- AliCloud in US supports millions of cameras video transmission and storage
- The data volume uploaded everyday is ten times more than YouTube

Optimized Storage and Security Solutions

- Streaming storage solution is used to let the camera stream data store into Cloud directly
- A set of security solutions to protect user privacy

Cloud without borders

- Make it easy to deploy and manage overseas platform in China
- Unified management and operation with one AliCloud account

DJI



Reducing infrastructure cost by 30% .and
building a global media sharing platform.

Client

DJI is the global leader in developing and manufacturing high performance, reliable, and easy-to-use small unmanned aerial systems (UAS), for commercial and recreational use. As the largest in the UAS market, Its global operations span North America, Europe and Asia.

Goal

To build skypixel.com as a worldwide aerial photography and videography platform accessible to everyone, anytime, anywhere.

Approach

- AliCloud offer OSS data replication ability to sync photo or video over the world.
- AliCloud global CDN network make anyone in anywhere access the content in skypixel.com smoothly.
- Automatically process flow for photo and video, including transcoding/compression/shearing/watermark...Help customer save the cost of developing such functionality.

Technology
Stack

ECS/RDS/OSS/SLB/CDN/MTS.

