

JD.COM - Embrace the Ecosystem

www.jd.com



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- **Introduction – JD.com**
- Key Technology - Cloud and Big Data
- JD Public Cloud – JCloud.com

Who We Are

JD.COM 京东



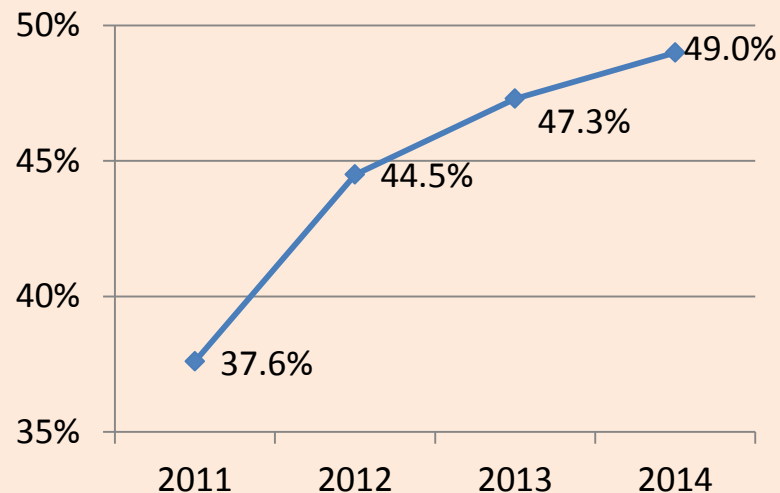
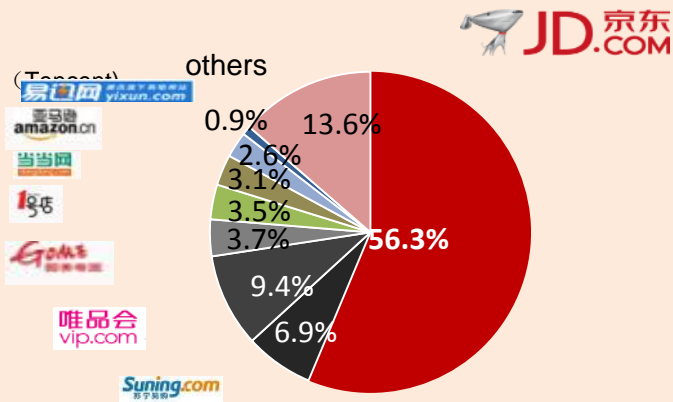
Largest online retailer in China



Largest B2C Online Direct Sales Company in China



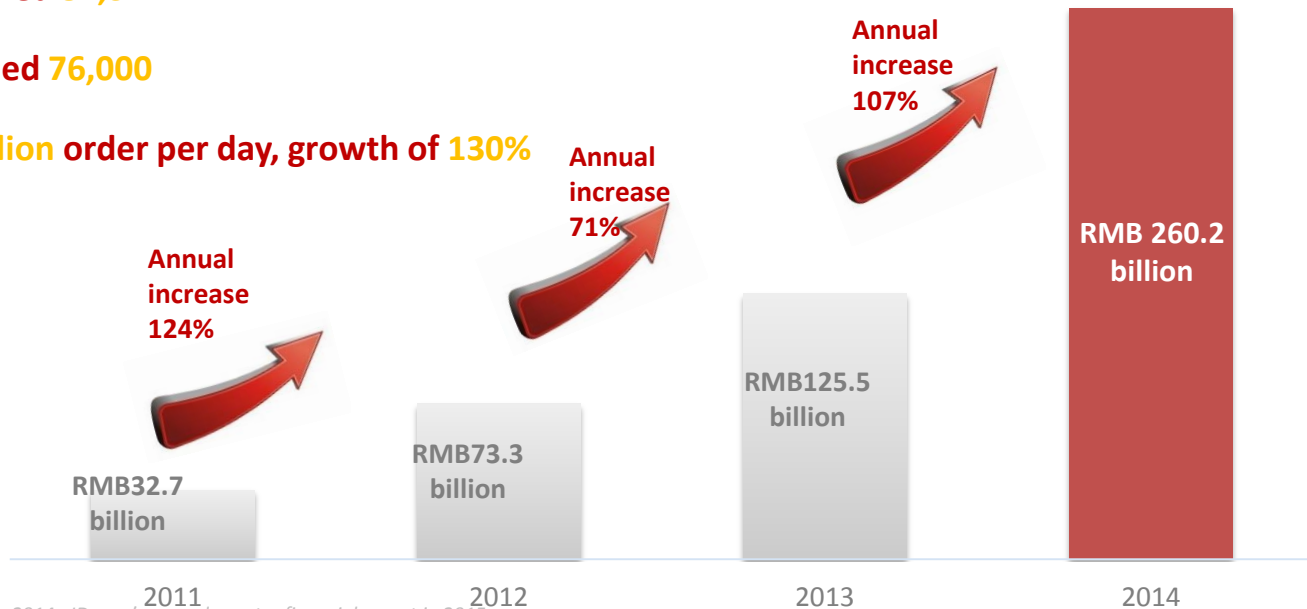
Rapidly Capturing Market Share in China's B2C Online Direct Sales



Who We Are

JD.COM 京东

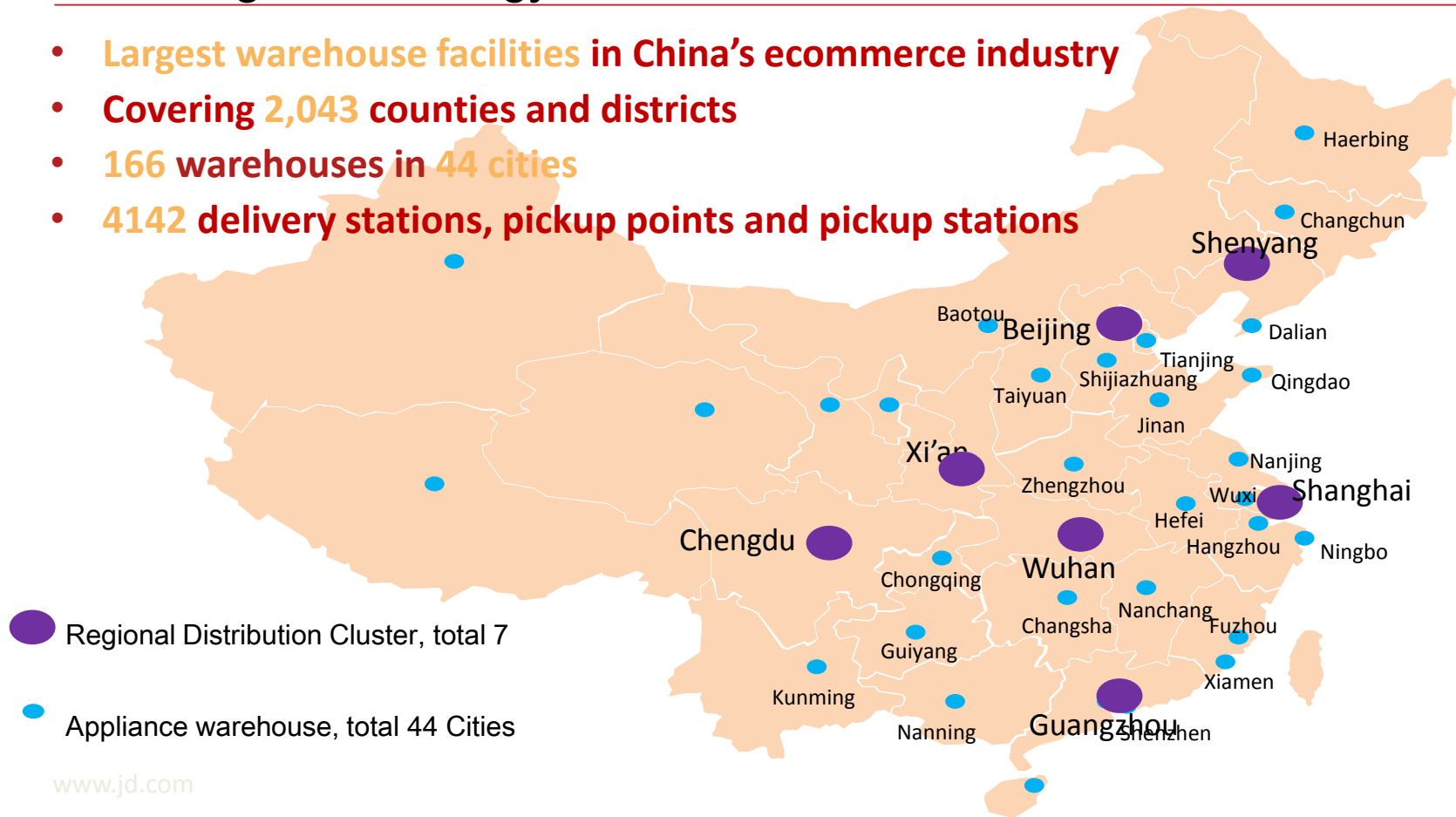
- **118 million** annual active customer accounts as of June 30 ,2015:
year-on-year growth of **72%**
- **305.6 million** orders in 2015 Q2: year-over-year growth of **87%**
- Number of employees reached **84,322**
- Third platform sellers reached **76,000**
- Double Eleven Event **32 million** order per day, growth of **130%**



Data source: JD.com's fourth quarter financial report in 2014. JD.com's second quarter financial report in 2015

JD's Logistics Strategy

- Largest warehouse facilities in China's ecommerce industry
- Covering 2,043 counties and districts
- 166 warehouses in 44 cities
- 4142 delivery stations, pickup points and pickup stations

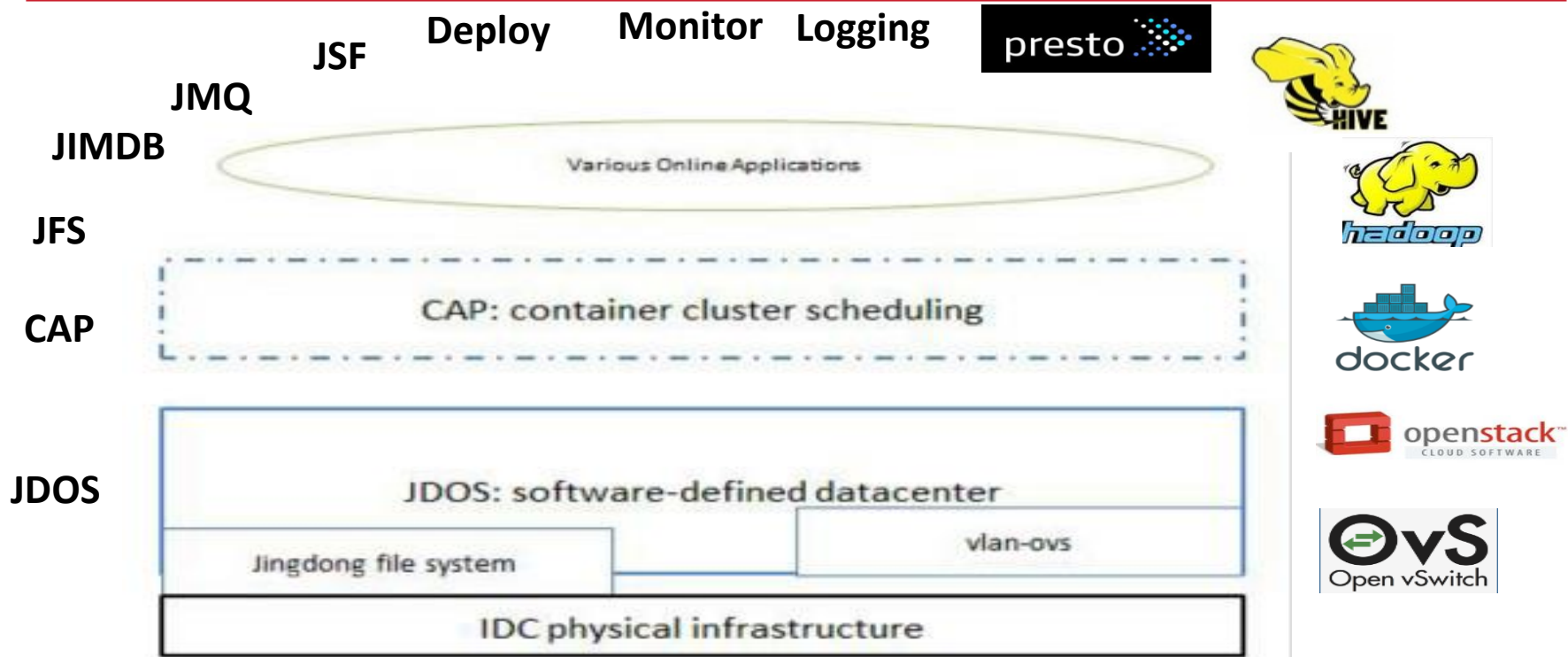


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The Infrastructure of JD.com

JD.COM 京东

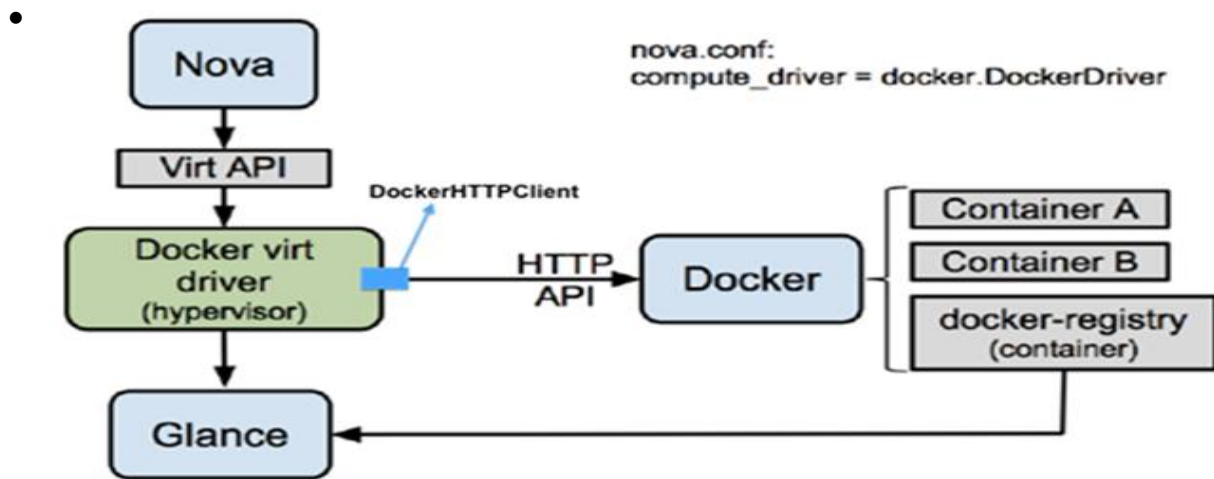


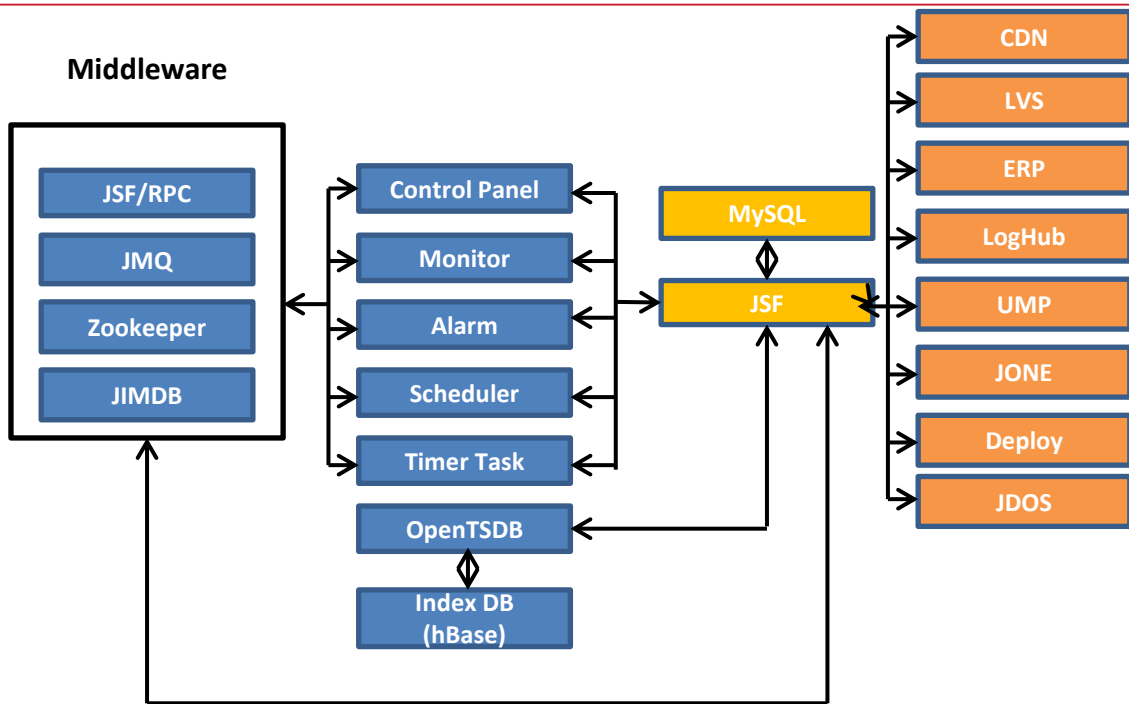
100K+ Container – the largest Elastic Container Cluster in Production!

5K+ server Caching Cluster !

100% JD applications on Cloud!

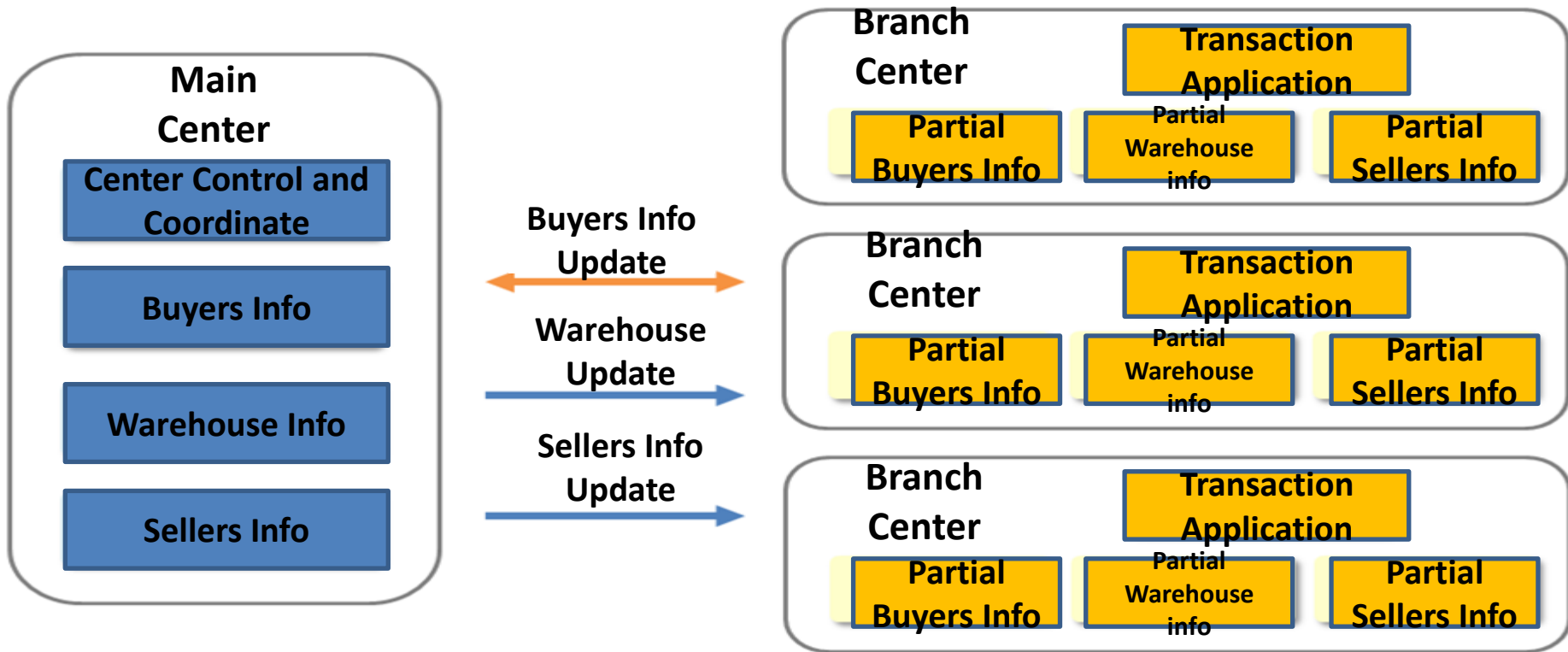
- Docker as a new hypervisor in OpenStack
- Nova Scheduler as container scheduler
- Neutron to manage the network , integrated OVS, improving OVS latency for small network packet by 20%





- Image management
- App Deployment
- Monitoring
- Scaling in-out & up-down
- Resource utilization control

Geo-Distributed-Multi-IDC Transaction Platform



- **Improve the JD ecommerce operation efficiency by using AI technology on data, model, system, and applications**
- **Solve the major challenges when connecting customers and products:**
 - How to help customers to find the right products?
 - How to match the products to the right group of potential customers?
- **Helping the seller, buyers, and efficiency of JD operation:**
 - Provide customized customers' experience
 - Help the sellers to design the products to fit the customers exact needs
 - Improve the efficiency of JD storing, delivery, and customer support efficiency

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JCloud Sourced from JD.com and Open Business for Enterprise

Cloud Operation tools
Deploy, Monitor, Logging

Standard and automatic cloud operation tools, cloud native application development capability

Cloud Service
Elastic Auto Scale, online/offline data analysis, Open API

Key business models for ecommerce and big data analysis to enable cloud and Internet + transformation

IT Hosting Service
DBaaS, Cache, VPC, DR, DNS, CDN, Backup, LB, MQ, Security

Foundational services to support enterprise IT infrastructure and business process automation

Resource
Computing, Storage, Network, Metering

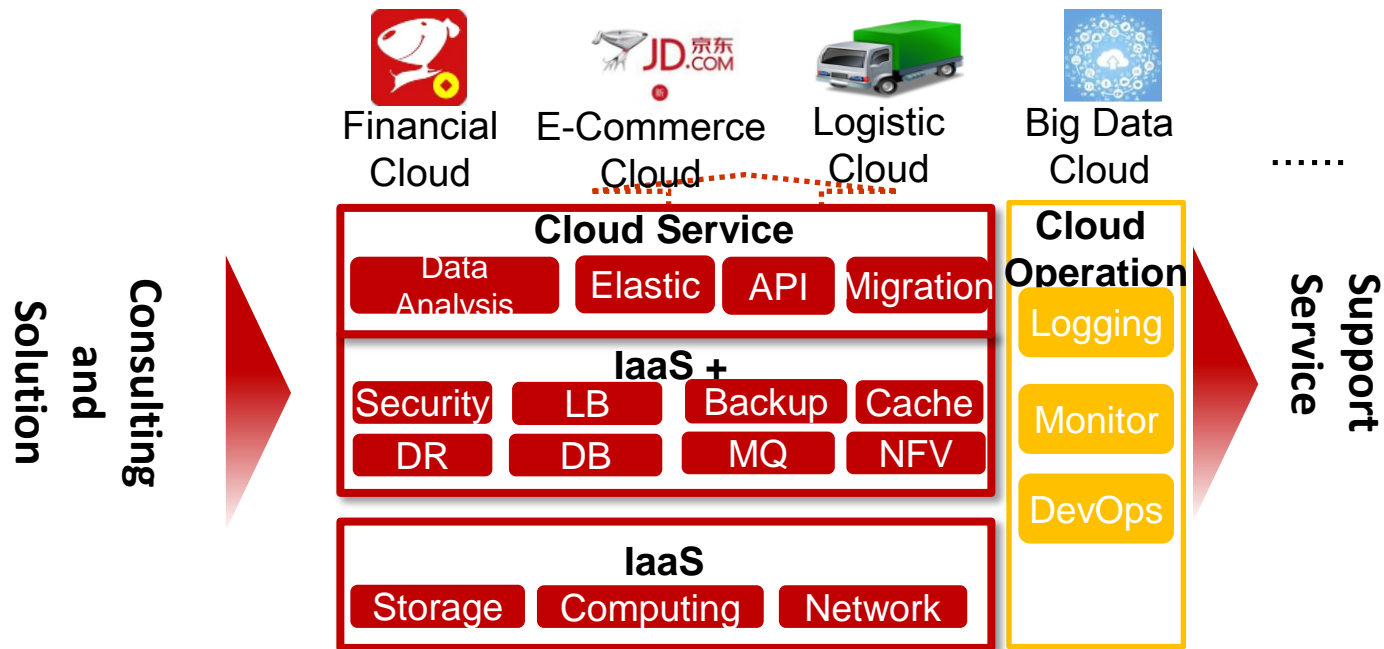
Reliable, high performance, and secure resource to support complex IT requirements

JCloud
京东云

Open

- **Open Source**
- **Open Ecosystem**
- **Open Business Model**

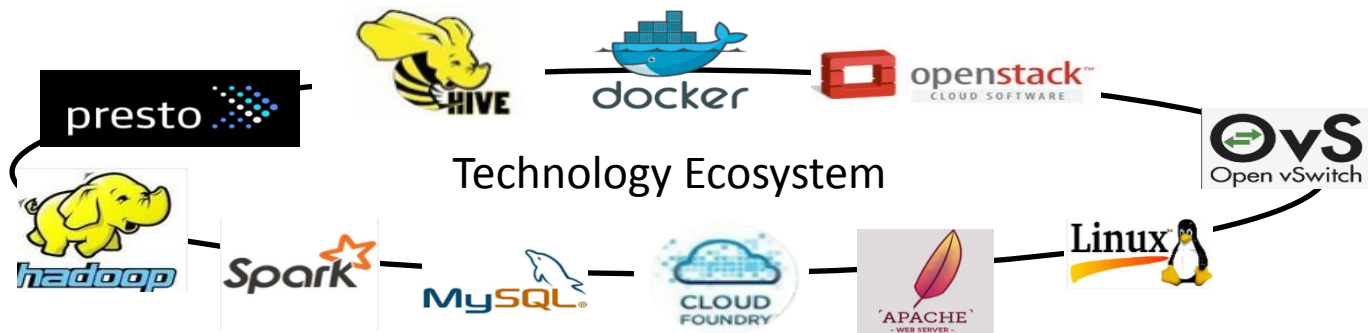
JCloud is the Foundation Platform for Internet+ Transformation



E-Commerce Ecosystem



Data Ecosystem



谢谢！

Thank you!

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