Platform-based E-commerce: What is at Stake for MSMEs?

UNCTAD e-commerce week 2018

Marilia Maciel
Digital Policy Senior Researcher
MariliaM@diplomacy.edu
AI: Data-based learning

Big Data: Capture, storage, analysis of data

IOT: Data Collection through IoT
The Internet of Things
Big data
Digitalization + IoT

Social Media
100's of Millions of people
Occasionally generating data
Some data with business context

Big Data

Internet of Things
10's of Billions of Devices
Generating data all the time
Most data with business context

Really Really Big Data... Huge
What is Artificial Intelligence?

Building on i.a.
- Mathematics
- Philosophy
- Cognitive psychology
- Biology

Methods
- Knowledge based methods
- Behavioural methods
- Subsymbolic methods

Scientific perspective
- Study of intelligent systems related to computational processes

Technological perspective
- Build systems that display intelligent behaviour i.e. "Smart systems"
Artificial Intelligence

Provide cognitive patterns and validate decisional algorithms

Big Data

Generate high amount of data

Internet of Things

Provide 'thinking' for digital devices and automated activities
Use of IoT

- Logistics, tracking, inventory management, predictive maintenance.
DRINK YOUR WINE AT ITS PRIME WITH INTEL IOT TRACKING

IN-SERVICE COST SAVING
PREVENT SYSTEM EVALUATION
EQUIPMENT PREDICTIVE MAINTENANCE
TESTING CONDITION
SCHEDULING ANUAL PREDICT
MONITORING RELIABILITY
Use of big data analytics

• Pricing agility
• Enhanced personalisation
• Improving conversions
• Inventory management
How Alibaba is Integrating E-commerce with Brick and Mortar Shopping

Jessica Rapp @jrapppp / October 25, 2017

Alibaba’s Home Times. Photo: Courtesy Alizila
Use of AI

• Automation: AI can be used to enable an automated shopping experience.
NO LINES. NO CHECKOUT. (NO, SERIOUSLY.)
• Providing a unifying and intelligence interface that will integrate and control the growing list of smart devices. Ex:
  – Apple → HomeKit solution → Siri.
  – Amazon → smart home hub → Alexa
  – Google (HP, Asus, and LG) → Weave
  – JD.com → app Jingdong Weilian with voice control
The simplest way to shop. Just ask.

“Alexa, let’s shop.”
INTRODUCING

DASH REPLENISHMENT SERVICE

Dash Replenishment Service (DRS) enables connected devices to order physical goods from Amazon when supplies are running low—like a coffee maker that orders more coffee beans. By using DRS, device makers are able to leverage Amazon's authentication and payment systems, customer service, and fulfillment network—giving their customers access to Amazon's low prices, great selection, and reliable delivery.

Interested in working with Dash Replenishment Service?
Visit:
www.diplomacy.edu
www.diplointernetgovernance.org

Read our just-in-time reports from the UNCTAD e-commerce week:
dig.watch/unctad2018

Contact:
diplo@diplomacy.edu
mariliam@diplomacy.edu

Twitter:
@DiplomacyEdu @GenevaGIP @mariliam