

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

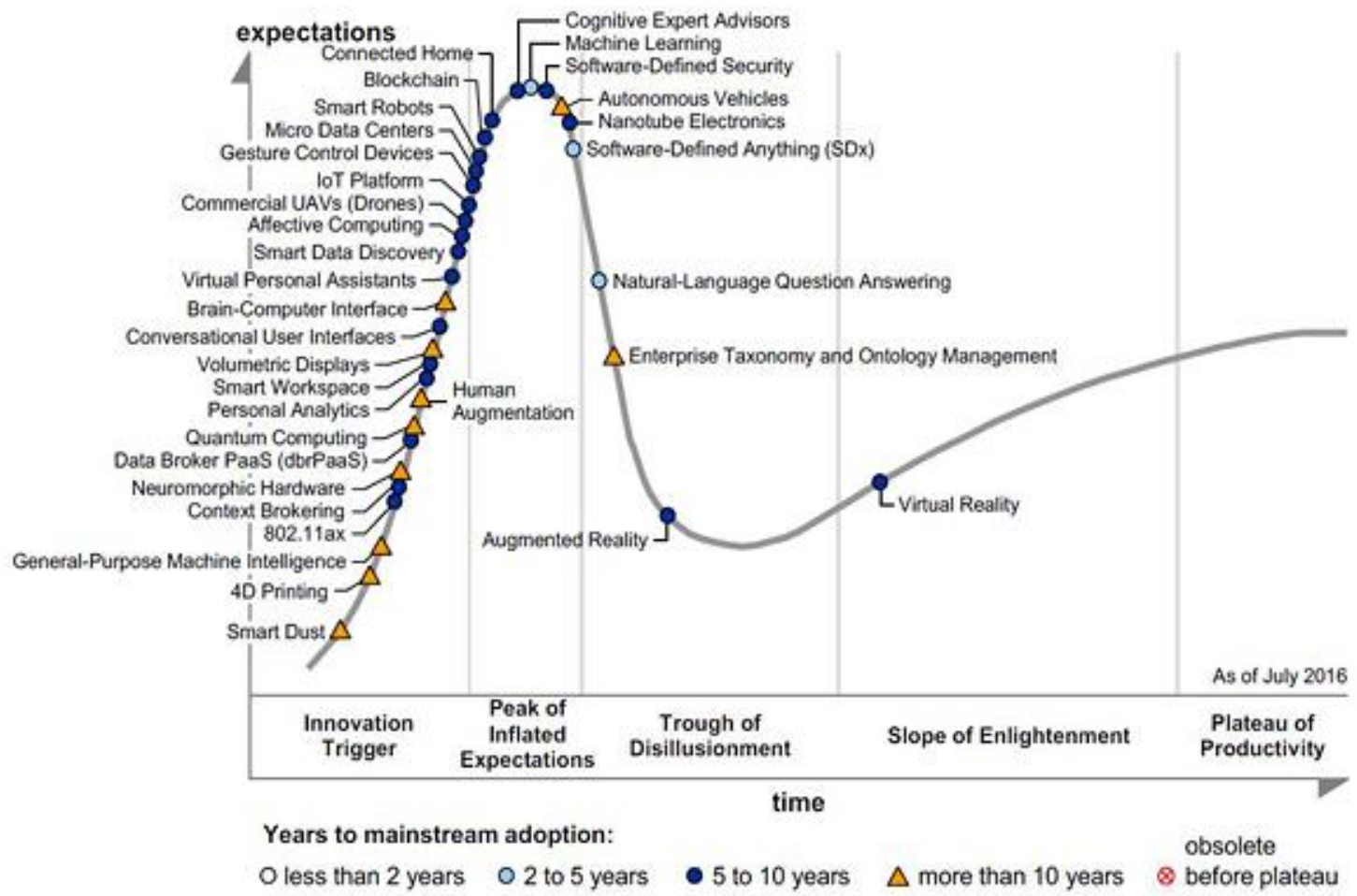
UNCTAD e-commerce week 2018

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Source: Gartner (July 2016)



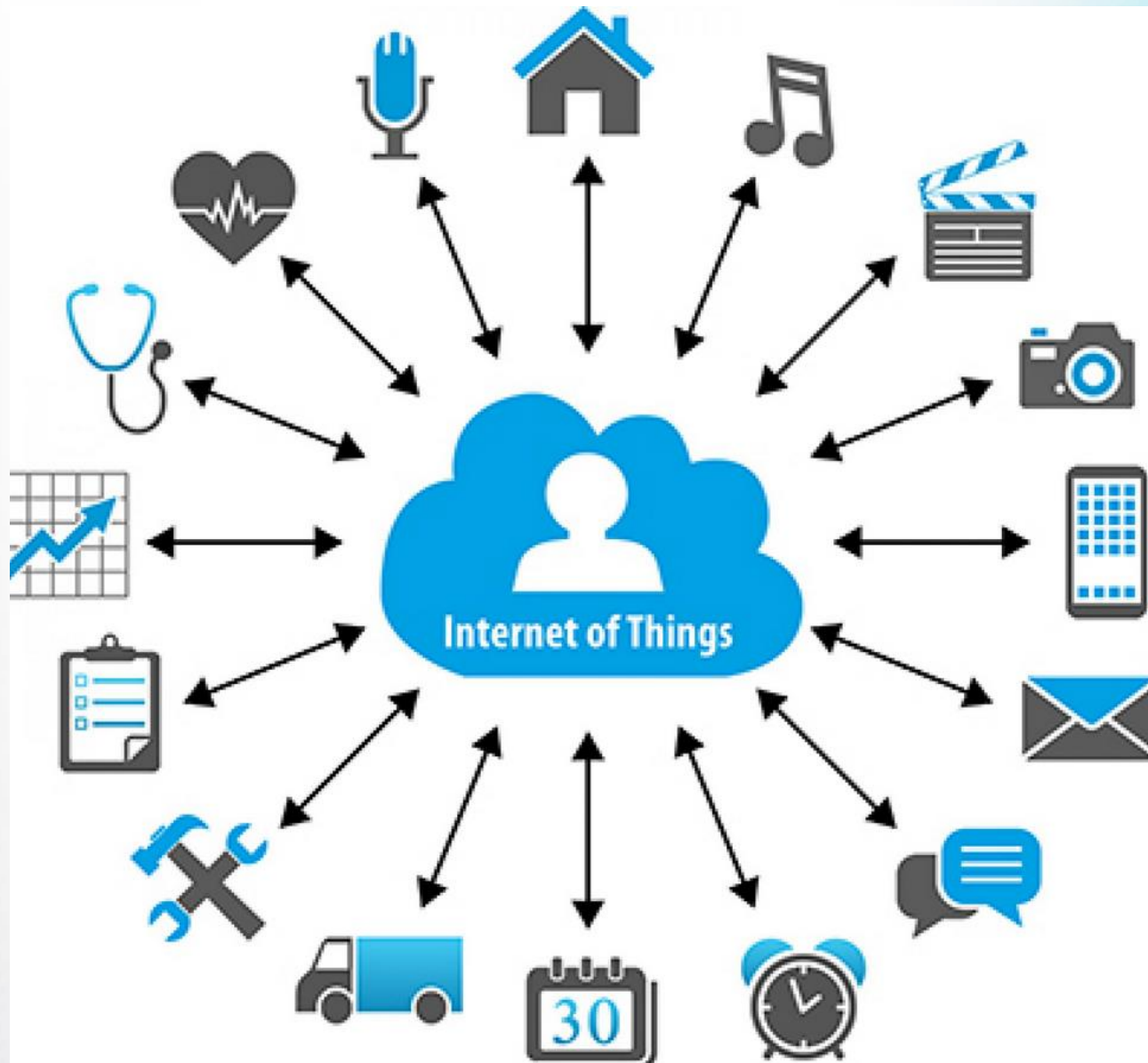
AI: Data-based learning

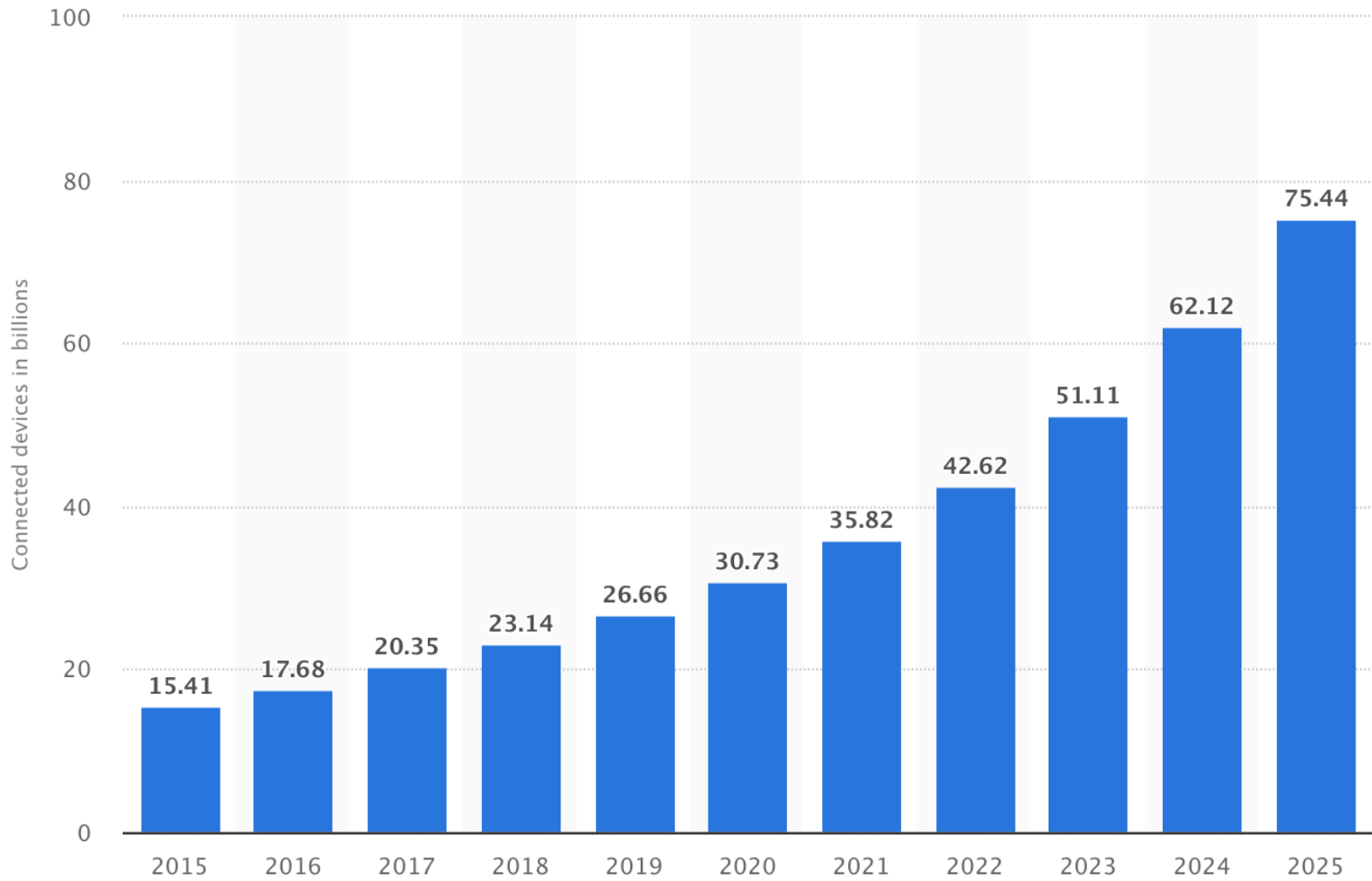


Big Data: Capture, storage, analysis of data

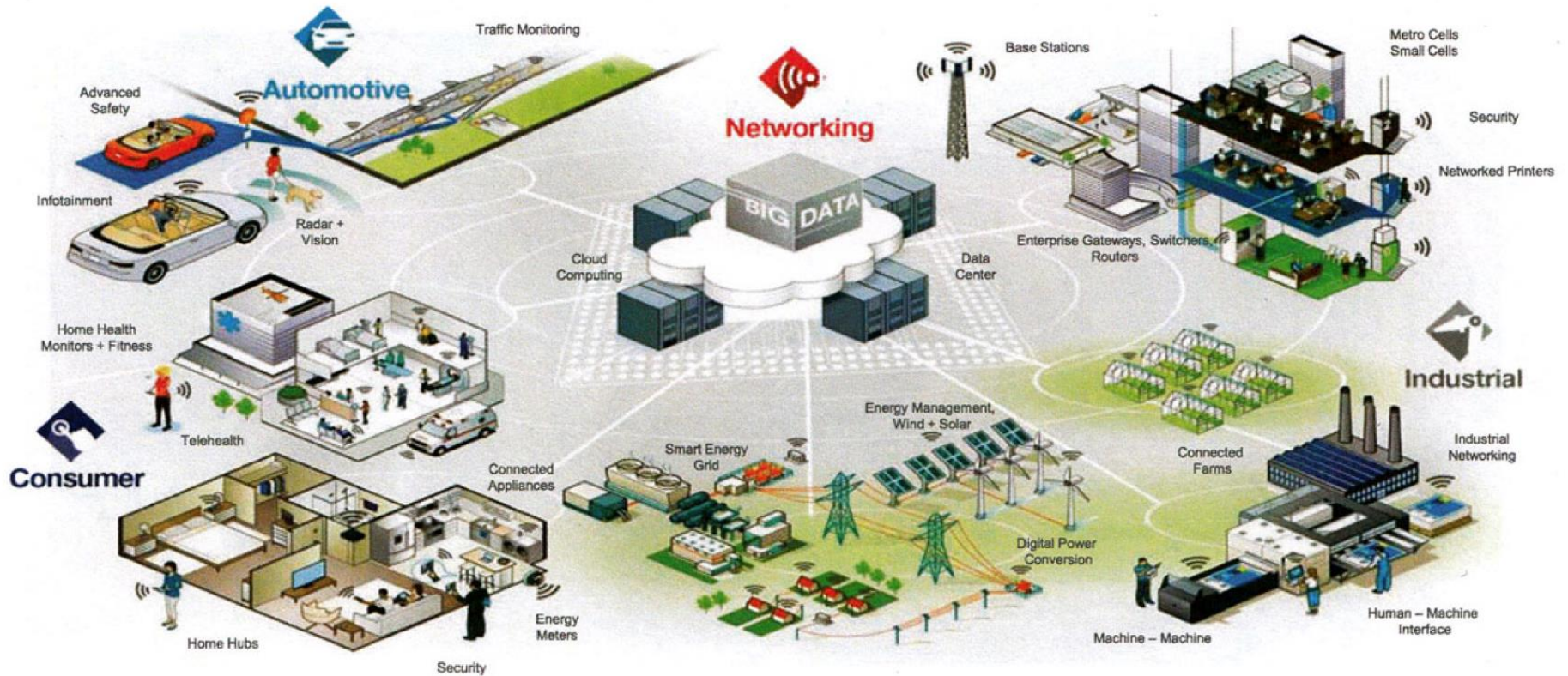


IOT: Data Collection through IoT





The Internet of Things

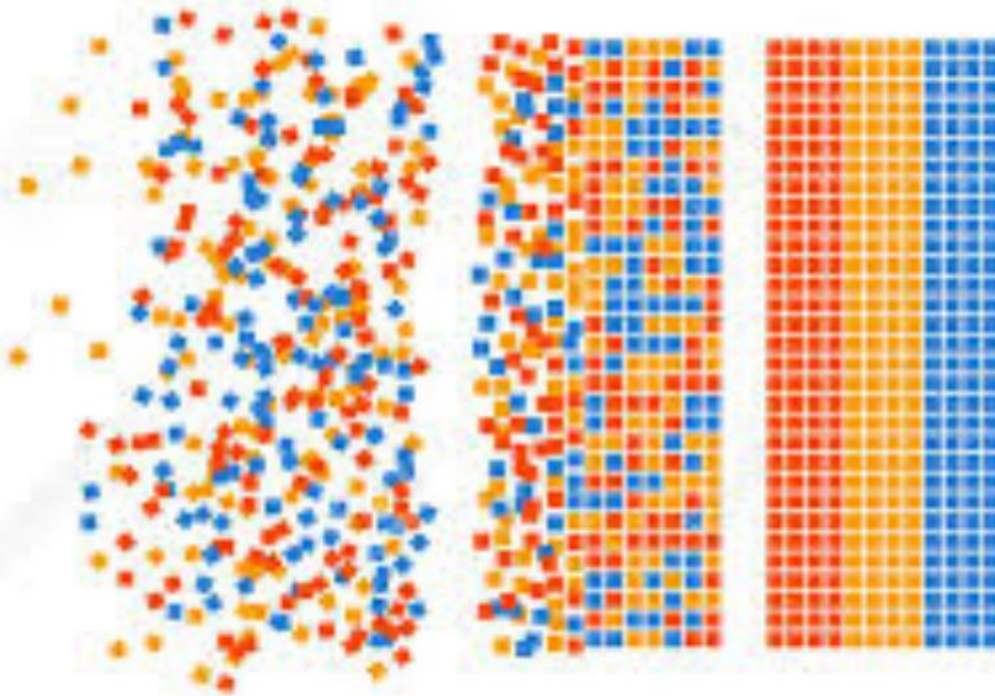


Big data

Digitalization + IoT



BIG DATA



learning in progress
|oo|

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

Provide 'thinking' for digital devices and automated activities



BIG DATA

Generate high amount of data



INTERNET OF THINGS

DiPLO

Use of IoT

- Logistics, tracking, inventory management, predictive maintenance.





**DRINK YOUR WINE
AT ITS PRIME WITH
INTEL IOT TRACKING**



**PREDICTIVE
MAINTENANCE**

IN-SERVICE COST SAVING PREVENT SYSTEM EVALUATION
EQUIPMENT FAILURES
TESTING SCHEDULING CONDITION PREDICT
MONITORING RELIABILITY ACTUAL

Use of big data analytics

- **Pricing agility**
- **Enhanced personalisation**
- **Improving conversions**
- **Inventory management**

RETAIL

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.**







- 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

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