



唐良

腾讯电商行业资深架构师



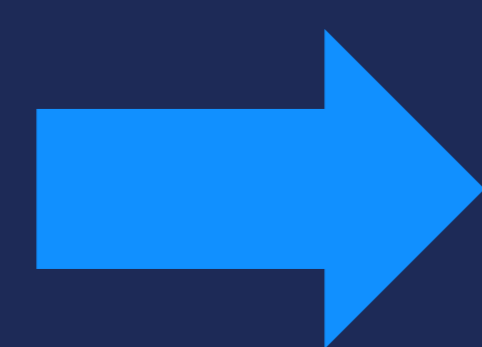
# 电商企业如何 借助云服务提升竞争力



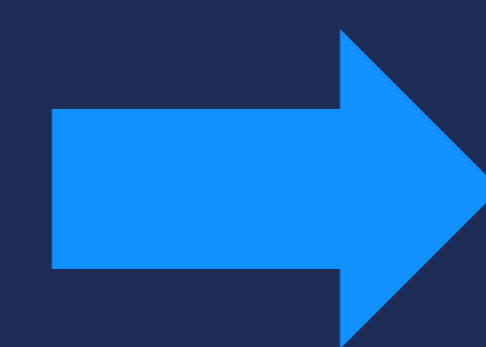
# 企业IT发展简史



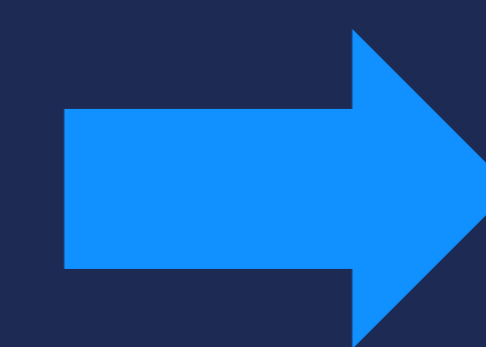
虚拟主机建站



服务器托管/IDC租赁



战略外包



公有云

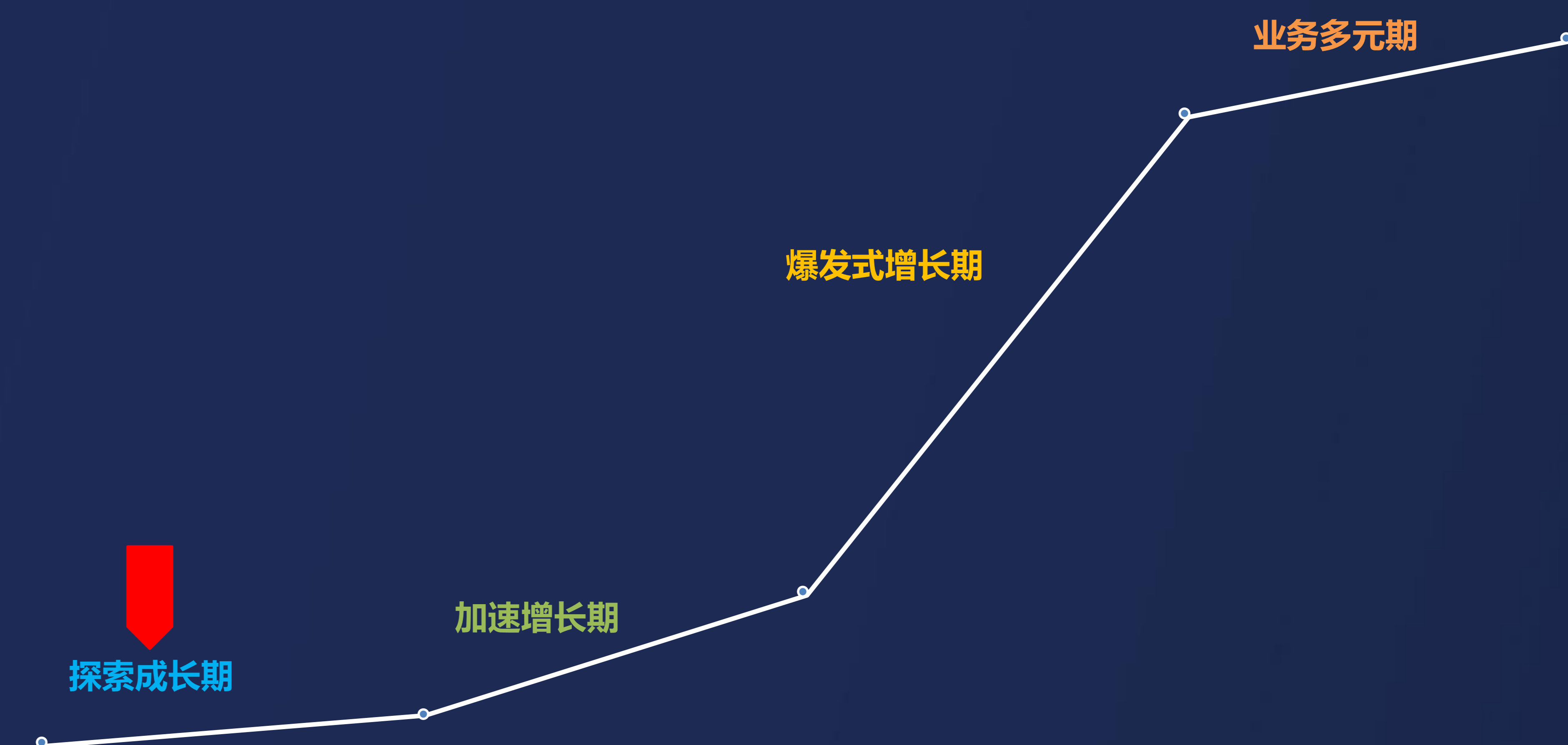
# 互联网企业发展阶段

- ✓ 发展快
- ✓ 变化快
- ✓ 竞争压力大



探索成长期

快速构建、按需采购低成本

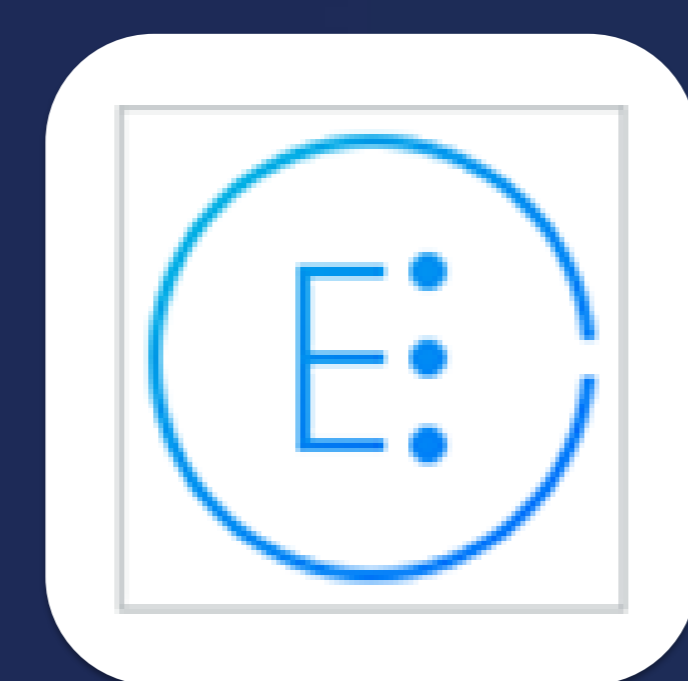


Domain



DNSPod

LB



CLB

Webserver



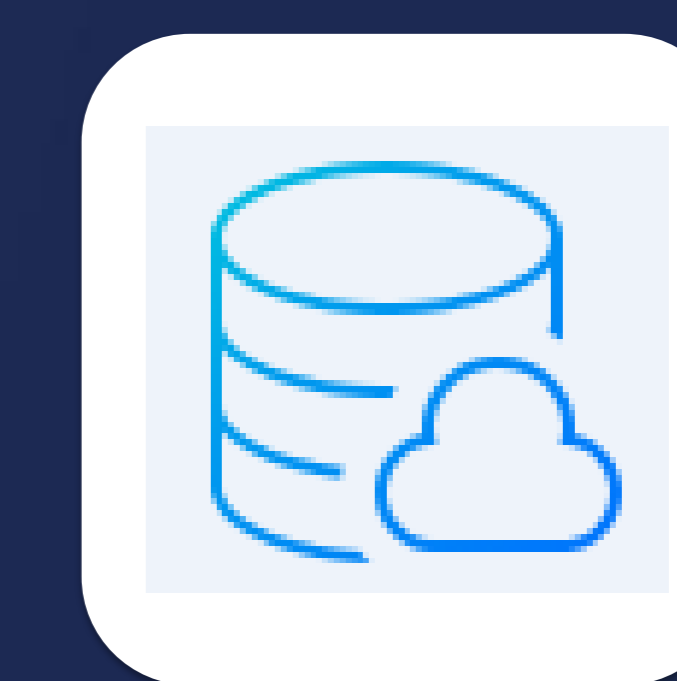
CVM

Logical



CVM

DB



MySQL

加速成长期

快速构建、按需采购低成本

Domain



DNSPod

LB



CLB

Webserver



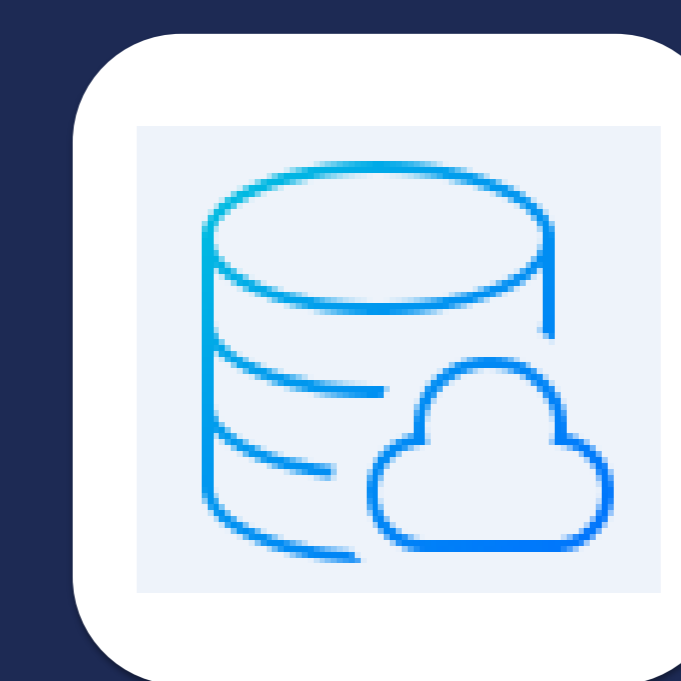
CVM

Logical



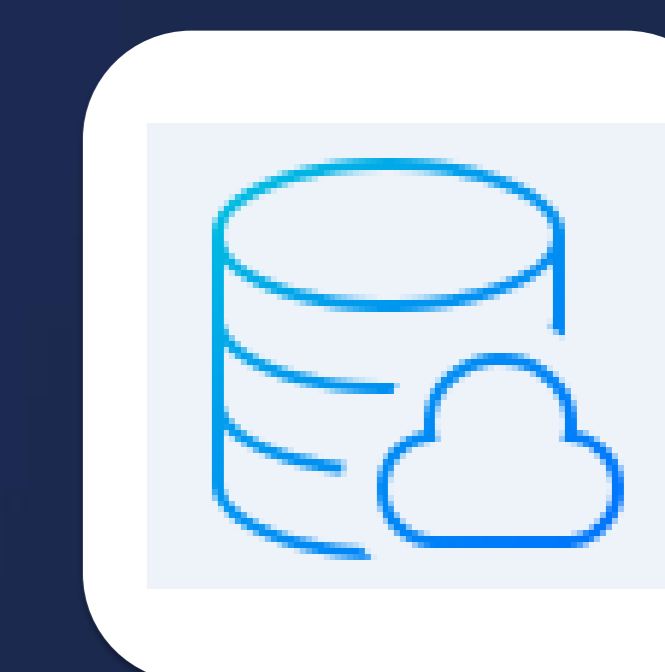
CVM

DB



Redis

DB

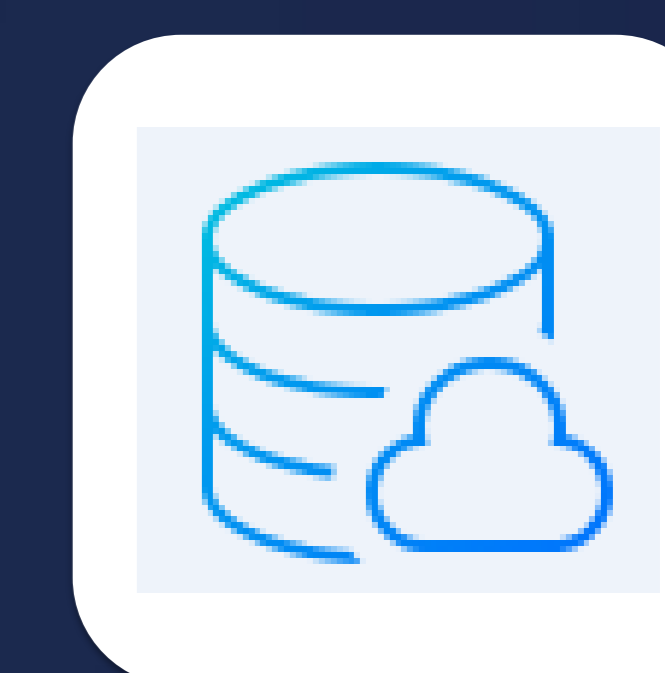


MySQL

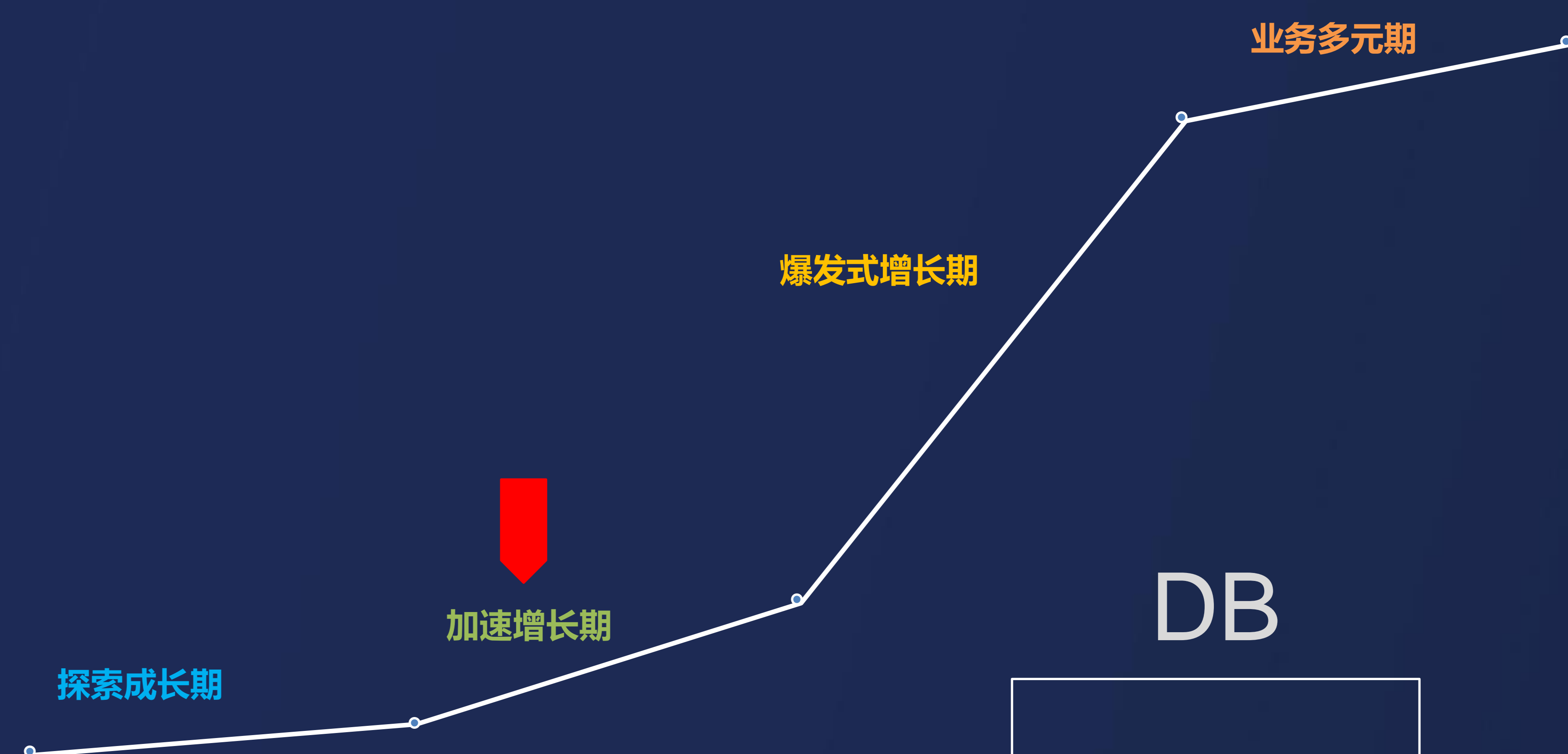
○

○

○

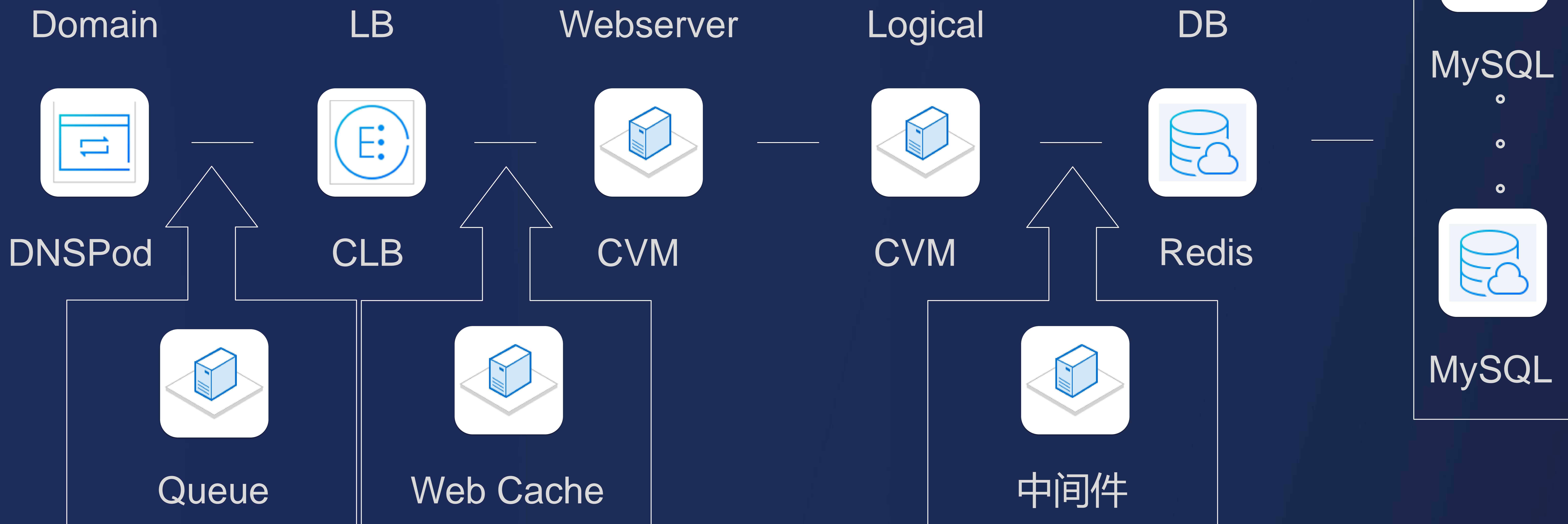


MySQL



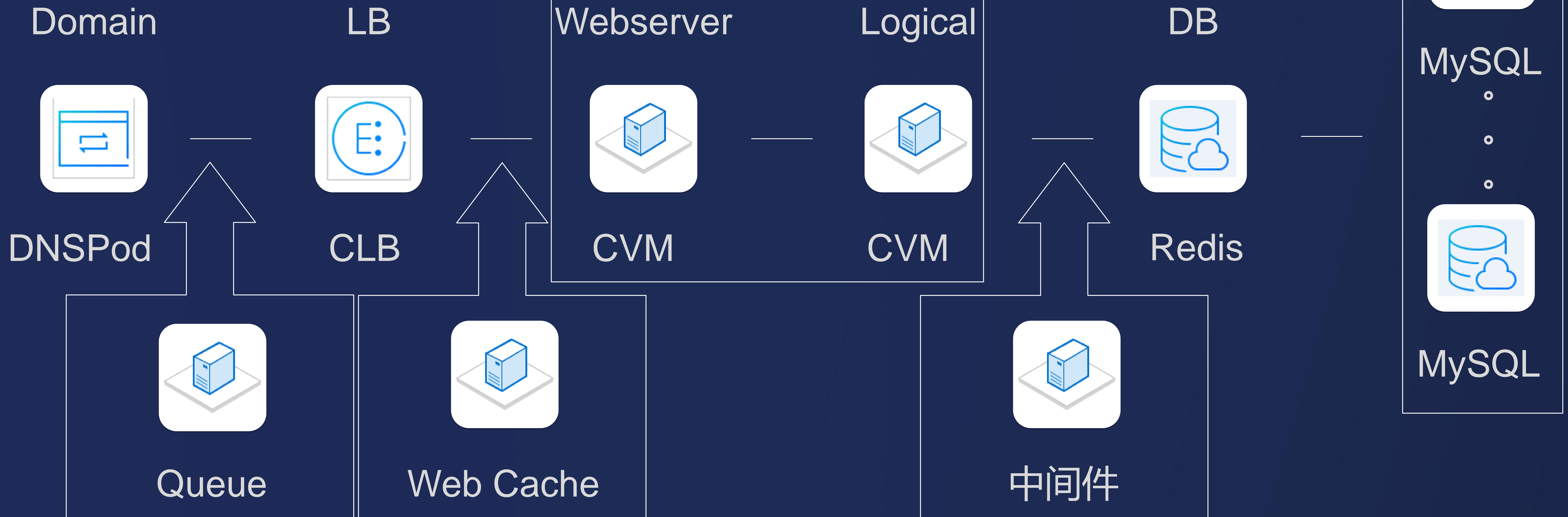
爆发成长期

快速构建、按需采购低成本



业务多元期

快速构建、按需采购低成本



DB



MySQL



MySQL

DB



Redis

Logical



CVM

Webserver



CVM

LB



CLB

Domain



DNSPod

Queue



Web Cache

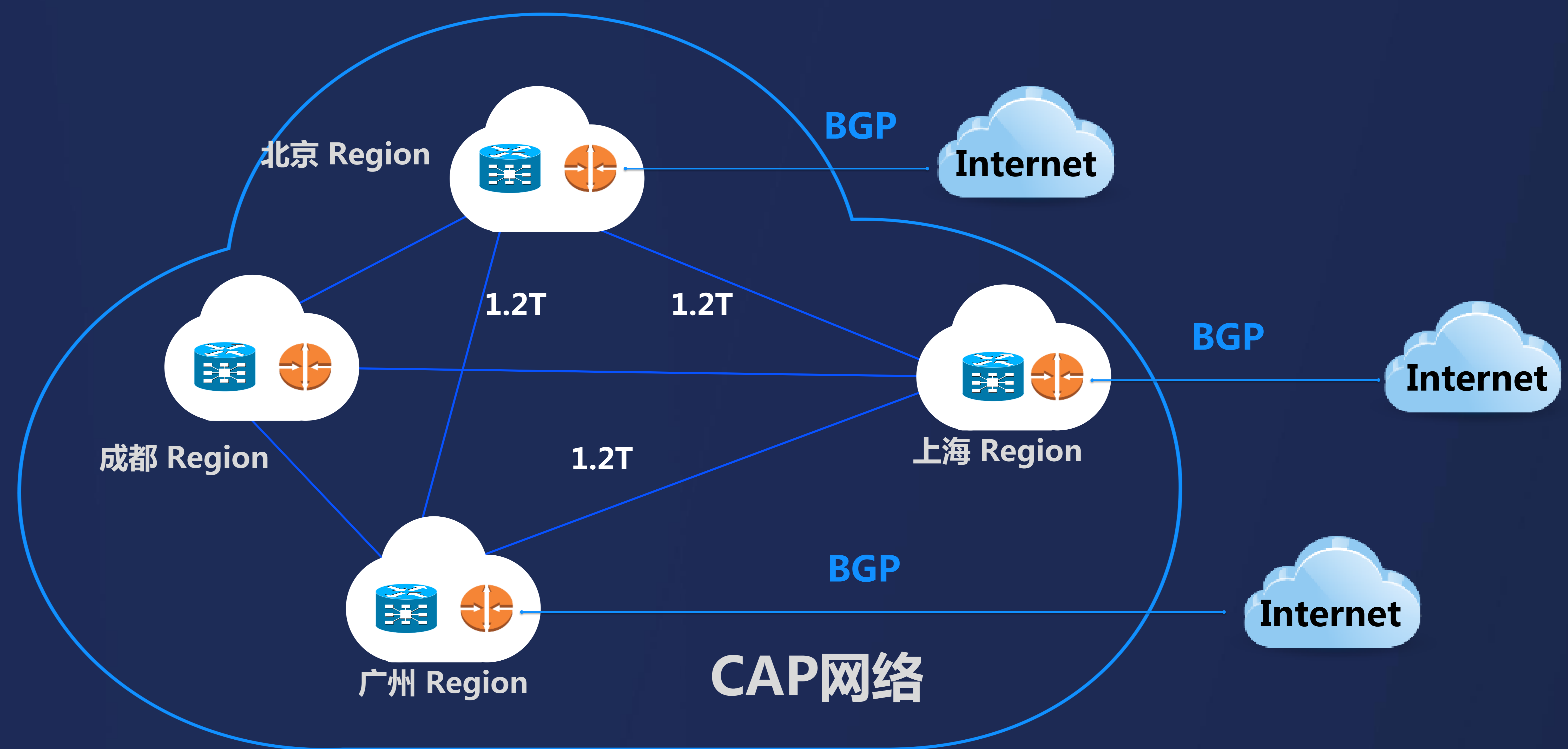


中间件

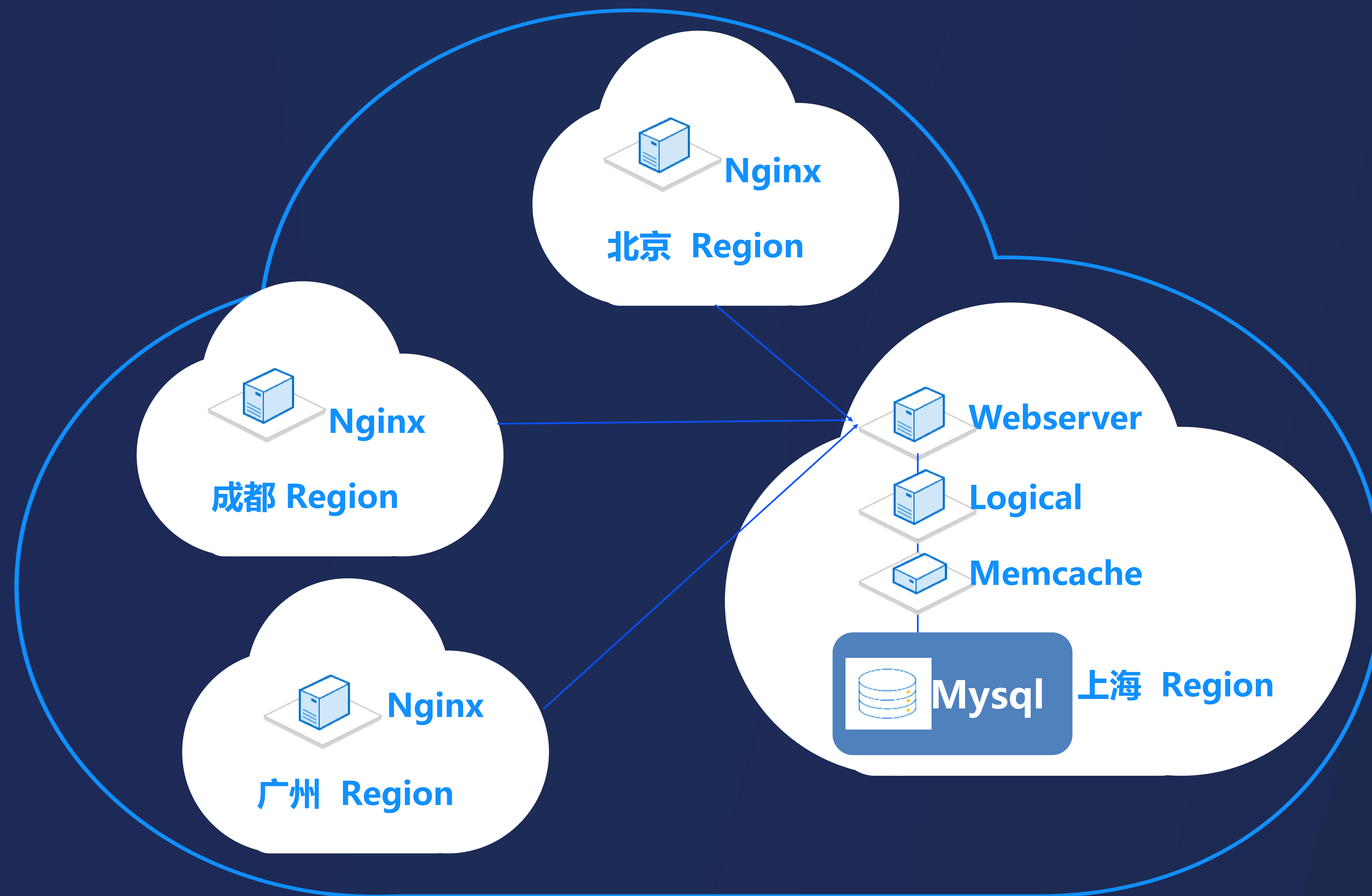




# 云的核心基础能力



# 多地域加速



全球化布局

全球化布局

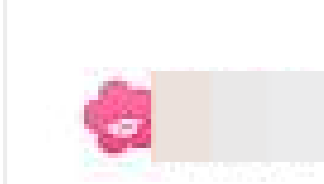

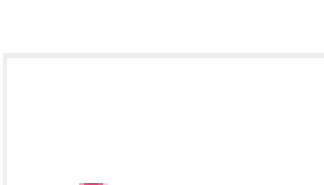
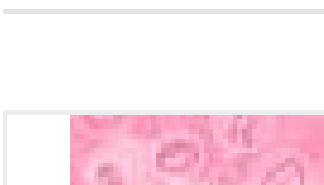

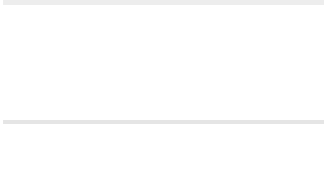


腾讯生态

助力企业飞速发展



# 打击黑产，为电商和用户最根本的利益提供服务保障

	优惠券100-50 200-100 300-150代金券 【详细看描述】	¥ 1.00 包邮
	优惠券100-20 200-50 代金券 密码券 最新【详细看描述】	¥ 1.00 包邮
	优惠券100-20 200-50 300-80 600-120密码券代金券抵用券	¥ 1.00 包邮
	时尚新品秋装包包优惠券	¥ 1.00 包邮
	全新蘑菇街网络店铺优惠券 券1元	¥ 1.00 包邮
	优惠券满100-20满200-50满300-80密码券代金券抵用券特价	¥ 1.00 包邮



近2年打车行业因为补贴亏损高达29亿，团购行业28亿



虚假订单占据40%  
刷单人员超过20万  
职业刷单人可月入10万

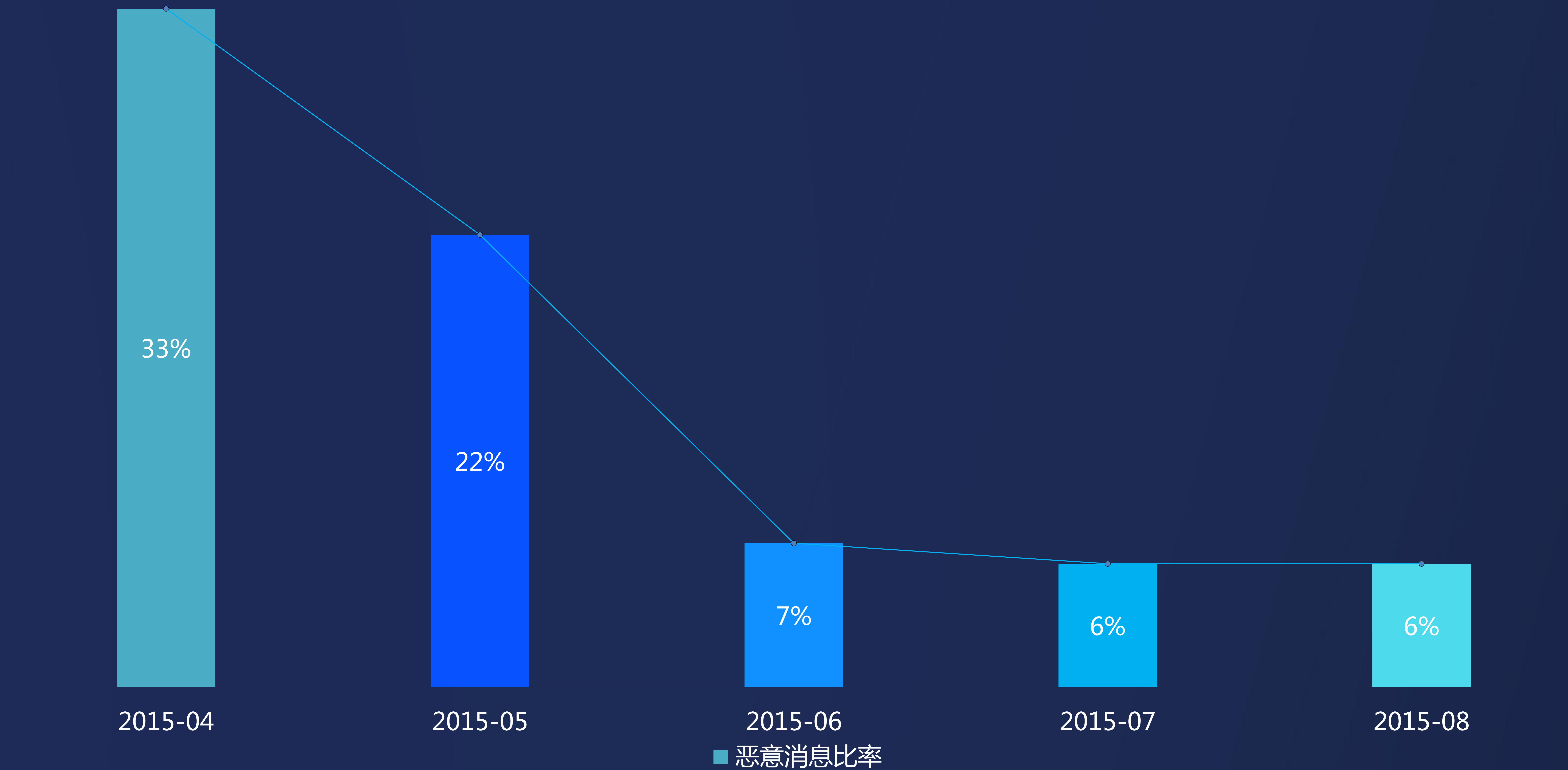


购买小号或批量注册  
通过自动软件刷取活动资源  
转卖优惠资源获利

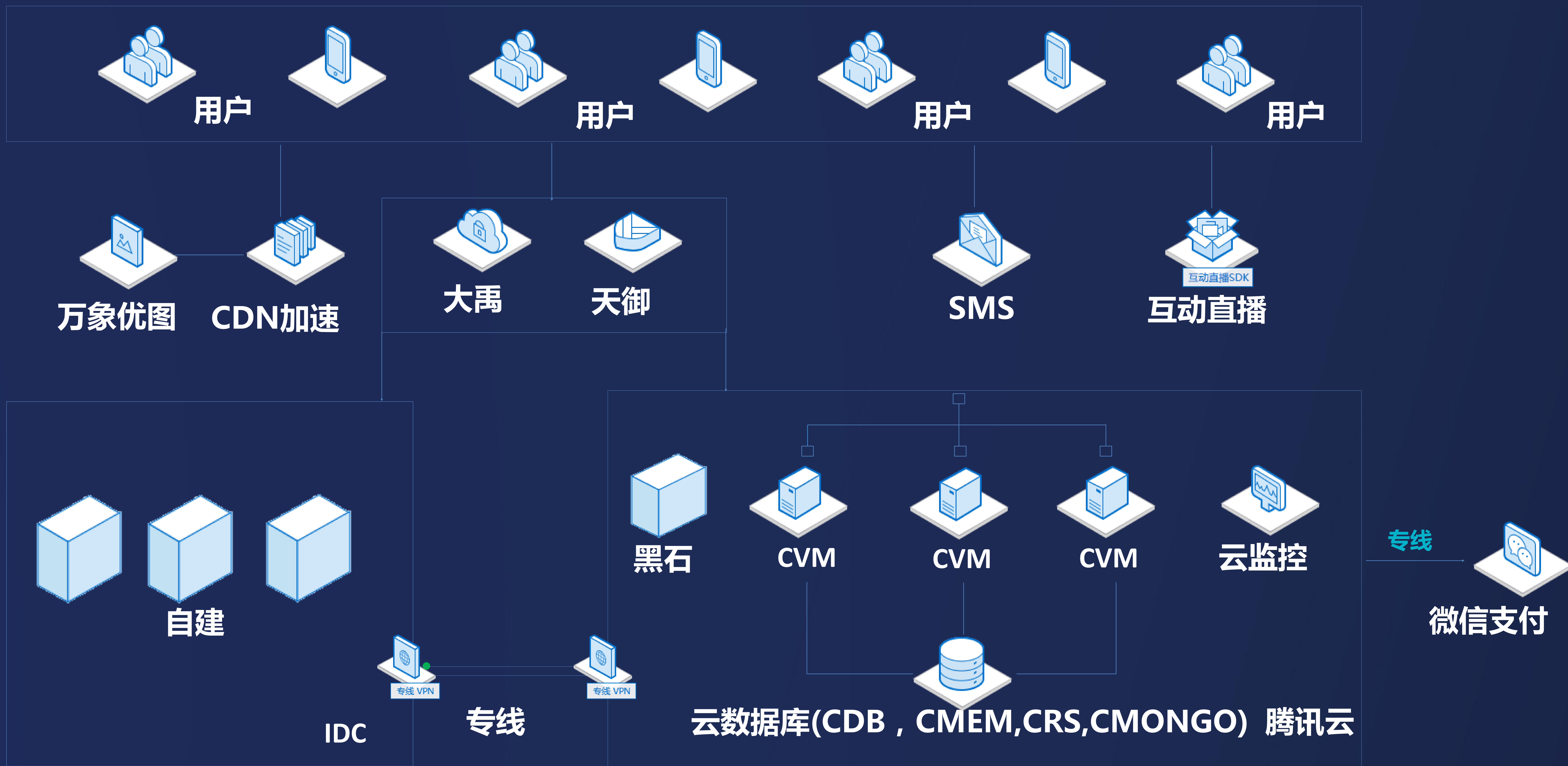
# 一击必杀——基于大数据的用户精准识别



# 天御助力58，恶意消息减少81%



# 案例分享-电商客户云架构







—— 2017 Tencent Cloud Summit ——

# 云+未来 上海峰会 | 开发者专场

连接 · 智能 · 未来

