Tmall Global Developer Guide

天猫国际
我们的商家在海外

Contents

1. Overview

1.1. Term

Term	Description
ISV	Independent Software Vendor, software company that develops, sells, produces software or provides software service to taobao users.
TP	TaoBao Partner, companies that join the taobao partner program to provide service for merchants. It usually refers to the agents that help the merchant to operate the taobao business. TP could also be an ISV.
TOP	Taobao Open Platform , an open platform based on all kinds of Taobao e-commerce business, providing raw materials (such as API, account systems, data security, etc.) for TP or merchant/seller to build applications to provide service for taobao Users.
Developer	Companies that build applications based on TOP to provide service for taobao Users. It could be TP, seller or ISV.

1.2. Scope

This Guide introduces the main steps for Tmall Global developers (Tmall Global sellers or ISV) on how to develop TOP APP to provide service for Tmall Global sellers.   The target users are Tmall Global sellers or ISV that will build applications based on TOP to provide service for Tmall Global sellers only.
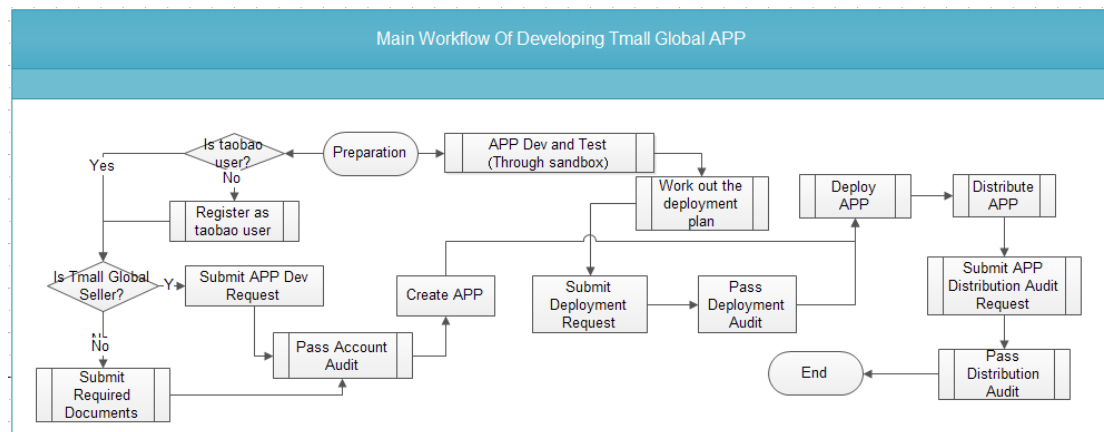
1.3. Background

TOP (Taobao Open Platform) is an open platform based on all kinds of Taobao e-commerce business, providing raw materials for building application, such as API, account systems, data security, and so on. With

TOP, the developer could build applications to provide service for taobao Users. For example, the developer could build application to help seller to manage their online business, such as inventory management, order management, etc.

To use the TOP API, the developer needs to apply for a developer account. With the developer account, the developer could login http://open.taobao.com to create his own APP. After creating the APP, he will get some basic APP info, such as App key, App Secret. With the App key, App secret, he could be able to access TOP API.

1.4. Main Workflow

Main steps for Tmall Global developer to develop TOP APP (Developer could be Taobao Merchant/Seller, ISV, etc.)

1. Apply for developer account

   To create APP on TOP, you need a developer account. The developer account must be a taobao account.

   ➔ If you're Tmall Global seller, you could use the seller account as developer account, but you have to send request to Tmall Global to enable your developer account. If you want to be a Tmall Global Seller, Refer to [Appendix A-L10] for detailed procedure.

   ➔ If you're not Tmall Global seller, while you want to provide service for Tmall Global sellers on TOP: First you need to register as taobao user on taobao homepage; then you have to submit required documents and your taobao account ID by mail to Tmall Global to

enable your developer account.

Refer to [Applying for Developer Account] section for detailed procedure.

2. Create APP

To use TOP API, you need to create APP on TOP (open.taobao.com). Login TOP with developer account to create APP

Refer to [Create APP] section for detailed procedure.

3. Develop and Test APP

Download the TOP SDK (See Appendix A - L1) , start to develop the APP based on TOP SDK.

You could verify his APP through sandbox before the APP is officially released (See appendix A – L4).

4. Deploy APP

You should deploy TOP APP in Taobao Cloud Environment to ensure the security of Taobao trade data and the efficiency of communication between APP and TOP.

If it's not feasible for you to deploy the APP in taobao cloud environment, you need to explain the detailed reason in APP deployment request. Only if it is approved by Tmall Global, the developer could be able to deploy APP on his own server.

You need to submit APP deployment request including the APP deployment plan, and pass the deployment audit. Once you get approval from Tmall Global, the cloud environment should be ready for you to deploy the APP.

5. Distribute APP

Login TOP to initiate APP distribution request. At the same time, you need to submit APP distribution request including a list of seller IDs the APP will be serving. Tmall Global will audit the APP distribution and approve the request. Then APP would be officially released and start to provide service.
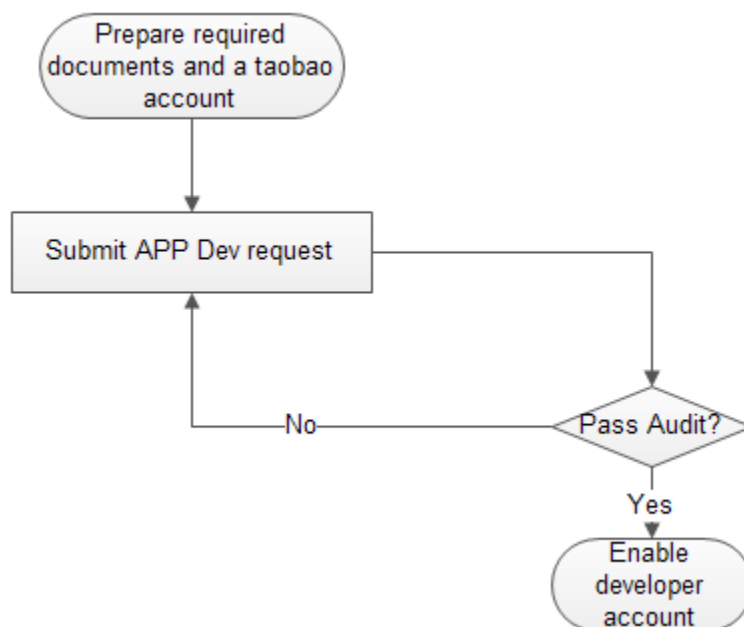
2. Applying For Developer Account

2.1. Introduction

To build APP based on the TOP API, you must have a developer account: The account must be a valid taobao account, and must be enabled by Tmall Global to be TOP-eligible.

2.2. Procedure

Here is detailed procedure on how to apply for developer account:

If you're Tmall Global seller, you only need to submit a formal request to Tmall Global to enable your seller account as developer account.

If you're not Tmall Global seller, but you want to provide software service for Tmall Global sellers, you should follow this procedure to request for being authorized as ISV on TOP:

1. Prepare required documents and taobao account.

   Register a taobao account on taobao homepage. Prepare the following documents:

   a. Certificate Of Incorporation
   b. Proof of a valid Bank Account

c. Identification of your company's representative: ex: passport (electronic copy)

d. Taobao service agreement signed by authorized signatory with his signature in the agreement. (The taobao account ID must be included in this agreement)

e. Identification of authorized signatory: Ex passport (electronic copy)

f. Authorization Letter that grants permission to the authorized signatory to sign agreements on your company's behalf. (As a proof that all the agreements signed by the authorized signatory are legal)

2. Submit all required documents and a valid taobao account to Tmall Global for requesting to enable the developer account.

Once your developer account gets enabled, you could start to create APP.

3. Developing TOP APP

3.1. Create APP

To use TOP API, you need to create APP on TOP (open.taobao.com). Login TOP console [Appendix A – L11] with your developer account to create APP, then you will get the APP basic info: APP Key, APP secret, etc.

a. APP key is unique identifier of the APP, and it is required parameter in every API request through http.   Each API could be accessed through either http or https. Some APIs could only be accessed through https, which request authorization from end customers. To access https only API, refer to APP Authorization section.

b. APP secret is used for encryption. For each http API request, the request must be signed with either MD5 or HMAC, TOP will verify the signature in the API request. Refer to (Appendix A – L3) on how to generate MD5/HMAC signature.   There is demo on how to access TOP API in TOP SDK (See Appendix A - L1).
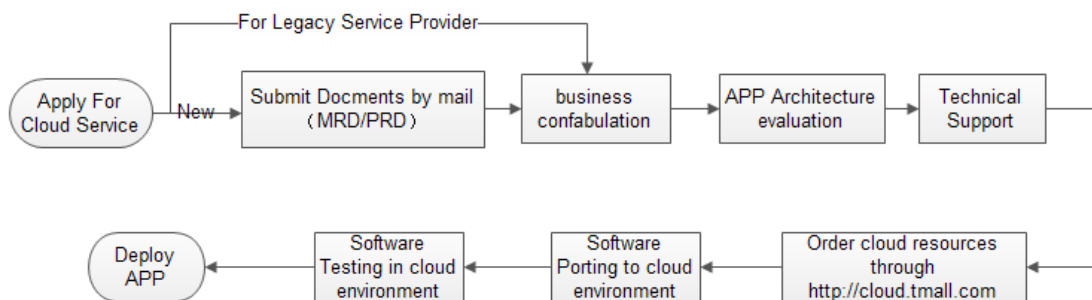
3.2. Develop and Verify APP

You could download the TOP SDK (See Appendix A - L1) and develop the APP based on TOP SDK.

You could verify your APP through sandbox before the APP is officially distributed (See appendix A – L4).

3.3. Deploy APP

According to TOP rules, it's strongly recommended that all the TOP APPs be deployed in Taobao Cloud Environment to ensure the security of Taobao trade data and the efficiency of communication between APP and TOP. There are two scenarios:

a. You will deploy the APP in Taobao cloud Environment. In this scenario, you need to work out the detailed deployment plan according to cloud guide (See Appendix-A L5), including what kind of cloud service you will order. Then submit your deployment request to Tmall Global. After Tmall Global approved the request and configured the cloud environment specified by you, you could start to deploy the APP in cloud environment and then distribute the APP. Here is the procedure on how to deploy APP in cloud environment:

If it is a new APP, you should submit APP MRD (Market requirements document) and PRD (Product requirements document) to Tmall Global. Then Tmall Global will initiate a business confabulation if needed. Tmall Global will evaluate the

APP architecture and provides technical support for you for adapting the APP to conform to Taobao APP standard. Once the APP pass the audit by Tmall Global, you could start to order cloud resources through taobao cloud service homepage [Appendix A – L12], and then start to port the software to the cloud environment and verify the software in cloud environment where the APP will be running.

b. If you can't deploy APP to Taobao cloud environment, you have to submit a formal request to Tmall Global explaining the detailed reason. Tmall Global will audit and approve the request. Once you got formal approval from Tmall Global, you could start to distribute APP.

3.4. Distribute APP

Before the APP can be distributed, you need to configure the APP through TOP console (Appendix A - L10).

1. Set APP authorization list: you need to set authorization list at APP authorization management tab.

   a. If you're Tmall Global Seller, by default, your seller account will be added to the APP authorization list; if you need to add more sellers to your APP authorization list, you have to submit authorization request with Seller ID list to Tmall Global.

   b. If you're not Tmall Global seller, but service provider (ISV), you need to submit authorization request with Seller ID list to Tmall Global.

2. You need to update security configuration at security center tab if specified by Tmall Global.

3. You need to update Cloud related configuration if specified by Tmall Global.

After you correctly configured the APP, you could initiate APP distribution request through TOP console. At the same time, you need

to submit APP distribution request including a list of seller IDs the APP will be serving. Tmall Global will audit the APP distribution and approve the request. Then APP would be officially released and start to provide service.

3.5. APP Authorization

In addition to registering developer account for TOP, to use the Customer Information related TOP API (Ex: order API), the developer must request authorization for them individually. See APP authorization page [Appendix A – L9] to request authorization, either to develop your own applications or to develop applications for other sellers.

4. API Reference

TOP provides variety of APIs, this part only introduces the main APIs that cover the business of Tmall Global merchants. For detailed API reference and usage, please visit TOP API Homepage [Appendix A – L7].

4.1. Order API

With the TOP Order API, the merchant or ISV can build applications that retrieve order information that they need. This enables them to develop fast, flexible, custom applications in areas like order synchronization, order research, etc.

4.1.1. API list

taobao.trades.sold.get	Returns orders created during the past 3 months
taobao.trades.sold.increment.get	Returns orders updated during a time fra me specified in API request. The time fra me must be within one day.

taobao.trade.fullinfo.get	Returns detailed order info based on the Taobao OrderId specified in API request.

4.1.2. API description

➢ taobao.trades.sold.get   Returns orders created during the past 3 months

Returns orders created during the past 3 months. This API takes long time to query all the orders created during the past 3 months, it should only be used during initialization of merchant application.   Once initialized, the merchant APP should use the taobao.trades.sold.increment.get API to get incremental orders.

➢ taobao.trades.sold.increment.get   Returns orders updated during a time frame

Once the merchant APP synchronized all orders by taobao.trades.sold.get , the APP should use this API to continually query incremental orders to keep synchronized with taobao order system

➢ taobao.trade.fullinfo.get   Returns detailed order info

The API taobao.trades.sold.get and taobao.trades.sold.increment.get return the basic info of orders. To get detailed order info , the merchant APP needs to use taobao.trade.fullinfo.get

4.2. Delivery API

With the delivery API (Shipment API), the developer could be able to query logistic orders, update shipment for a logistic order (fulfillment order) with an order hold on it.

4.2.1. API list

taobao.logistics.offline.send	Updates shipment for a logistic order with an order hold on it.
taobao.logistics.orders.detail.get	Returns a batch of logistic orders based on a specified seller and specified buyer, order Id, or time frame.
taobao.logistics.trace.search	Returns a detailed logistic order based on a specified order ID. Used for tracking the shipment

4.2.2. API description

➢ taobao.logistics.offline.send   Update logistic order

This API is only for seller that has his own delivery system. The seller could choose to deliver the order to end customer by his own delivery system without using taobao Delivery service. In this scenario, the seller should update shipment information to TOP using this API. COD is not supported in this scenario.

If the seller wants to use taobao delivery service, he needs to update and/or requests shipment for an order through taobao online delivery system. There is no TOP API for providing Tmall Gobal delivery service.

➢ taobao.logistics.orders.detail.get   query logistic orders

Returns a batch of logistic orders based on a specified seller and specified buyer, order Id, or time frame.

➢ taobao.logistics.trace.search   query logistic order detail

Returns detailed information of a logistic order based on a specified order ID. Used for tracking the shipment information.

4.2.3. Examples

a) Query all orders to be delivered

Use API taobao.trades.sold.get with input parameter status="
WAIT_SELLER_SEND_GOODS" to query all orders to be delivered.

b) Update logistic order based on specified order ID

Use API taobao.logistics.offline.send to update logistic orders based on order IDs
returned by API taobao.trades.sold.get

➢   Specify tid(order ID)、out_sid(way bill number)、company_code in the API
request

➢   If the order needs to be split into multi sub orders, specify extra parameters -
sub_tid, is_split in the API request.

4.3. More Information

About Refund: Refund is not supported through TOP API. The seller must
do refund related operation through taobao online delivery system
[Appendix A – L8].

Refer to [Appendix A – L7] for more APIs and detailed API description for
each API, including request parameters, response parameters, and
examples.

5. Appendix-A Useful Links

[L1] TOP SDK
■   http://open.taobao.com/doc/detail.htm?id=101618
[L2] APP authorization:
■   http://open.taobao.com/doc/detail.htm?id=101423
[L3] How to use top API:
■   http://open.taobao.com/doc/detail.htm?id=101617

[L4] How to access top API through sandbox

■ http://open.taobao.com/doc/detail.htm?id=101644

[L5] Cloud service rules

■ http://open.taobao.com/doc/detail.htm?id=101896

■ http://open.taobao.com/doc/category_list.htm?id=100821

■ http://open.taobao.com/doc/detail.htm?id=982

[L6] Taobao Home Page

■ http://www.taobao.com

[L7] TOP API Document

■ http://open.taobao.com/doc/category_list.htm?id=102

[L8] Taobao online delivery system

■ http://wuliu.taobao.com/

[L9] APP Authorization

■ http://open.taobao.com/doc/detail.htm?id=118

[L10] Tmall Global Introduction

■ http://about.tmall.com/tmallglobal

[L11] TOP Console

■ http://my.open.taobao.com/

[L12]Taobao Cloud Homepage

■ http://cloud.tmall.com/index.htm