

# **ORDER MANAGEMENT METHOD, ELECTRONIC DEVICE, STORAGE MEDIUM, AND ORDER MANAGEMENT SYSTEM**

## **TECHNICAL FIELD**

**[0001]** This specification relates to the field of Internet technologies, and in particular, to an  
5 order management method, an electronic device, a storage medium, and an order management  
system.

## **BACKGROUND**

**[0002]** Currently, with rapid development of globalization and digitalization, business models  
of the retail and service industries are undergoing profound changes. With continuous development  
10 of payment technologies, consumption methods of consumers are continuously diversified. For  
merchants, a conventional offline service conduction mode alone can no longer meet needs of  
consumers. Therefore, how to quickly and conveniently help the merchants implement diversified  
service conduction at relatively low costs has become a problem that service providers need to  
face.

15 **[0003]** Content in the background is merely information known to the inventor, and neither  
means that the information has entered the public domain before the application date of this  
disclosure, nor means that the information can become the existing technology of this disclosure.

## **SUMMARY**

**[0004]** This specification provides an order management method, an order management  
20 system, an electronic device, and a storage medium. A service device can be used to help a  
merchant place a store on one or more network platforms, and receive an order from each network  
platform. In this way, a store placement procedure of the merchant is simplified. In addition, the  
merchant does not need to purchase an order receiving device from each network platform, thereby  
lowering hardware costs of the merchant.

25 **[0005]** According to a first aspect, this specification provides an order management method,

applied to an order management system. The order management system includes a management device and a service device. The service device is communicatively connected to a plurality of network platforms. The method is performed by the service device and includes: determining standard store information corresponding to a to-be-placed store of a target merchant based on configuration data provided by the target merchant in an interaction interface of the management device; determining at least one target network platform for placement based on a store placement operation performed by the target merchant in the interaction interface of the management device, and placing an online store on each of the at least one target network platform based on the standard store information, where the at least one target network platform is at least some of the plurality of network platforms; and receiving an order generated in the online store from the at least one target network platform, and storing the order in a database.

**[0006]** According to a second aspect, this specification further provides an electronic device, applied to an order management system. The order management system includes a management device and a service device. The service device is communicatively connected to a plurality of network platforms. The electronic device serves as the service device and includes: at least one storage medium that stores at least one instruction set used to perform order management; and at least one processor that is communicatively connected to the at least one storage medium. The at least one processor reads the at least one instruction set when running, and performs the following operations based on an indication of the at least one instruction set: determining standard store information corresponding to a to-be-placed store of a target merchant based on configuration data provided by the target merchant in an interaction interface of the management device; determining at least one target network platform for placement based on a store placement operation performed by the target merchant in the interaction interface of the management device, and placing an online store on each of the at least one target network platform based on the standard store information, where the at least one target network platform is at least some of the plurality of network platforms; and receiving an order generated in the online store from the at least one target network platform, and storing the order in a database.

**[0007]** According to a third aspect, this specification further provides a computer-readable non-transitory storage medium. The computer-readable non-transitory storage medium stores at least one instruction set, and when the at least one instruction set is executed by at least one processor, the method according to any implementation of the first aspect is implemented.

[0008] According to a fourth aspect, this specification further provides an order management system, including: a management device, configured to provide an interaction interface to a target merchant; and a service device, communicatively connected to the management device and a plurality of network platforms and configured to: determine standard store information corresponding to a to-be-placed store of the target merchant based on configuration data provided by the target merchant in the interaction interface; determine at least one target network platform for placement based on a store placement operation performed by the target merchant in the interaction interface, and place an online store on each of the at least one target network platform based on the standard store information, where the at least one target network platform is at least some of the plurality of network platforms; and receive an order generated in the online store from the at least one target network platform, and store the order in a database.

[0009] Other functions of the order management method, the electronic device, the storage medium, and the order management system provided in this specification are partially listed in the following descriptions. Creative aspects of the order management method, the electronic device, the storage medium, and the order management system provided in this specification can be fully explained by practice or by using the methods, apparatuses, and combinations described in the following detailed examples.

## **BRIEF DESCRIPTION OF DRAWINGS**

[0010] To describe the technical solutions in the embodiments of this specification more clearly, the following briefly describes the accompanying drawings needed for describing the embodiments. Clearly, the accompanying drawings in the following descriptions show merely some embodiments of this specification, and a person of ordinary skill in the art can still derive other drawings from these accompanying drawings without creative efforts.

[0011] FIG. 1 is a schematic diagram of an application scenario of an order management system according to an embodiment of this specification;

[0012] FIG. 2 is a schematic diagram of hardware of an electronic device according to an embodiment of this specification;

[0013] FIG. 3 is a flowchart of an order management method according to an embodiment of this specification;

**[0014]** FIG. 4 is a schematic diagram of an interaction interface of a management device according to an embodiment of this specification;

**[0015]** FIG. 5 is a schematic diagram of another interaction interface of a management device according to an embodiment of this specification;

5 **[0016]** FIG. 6 is a schematic diagram of a preview interface of a management device according to an embodiment of this specification; and

**[0017]** FIG. 7 is a schematic diagram of another interaction interface of a management device according to an embodiment of this specification.

## **DESCRIPTION OF EMBODIMENTS**

10 **[0018]** Specific application scenarios and requirements of this specification are provided in the following descriptions, so that a person skilled in the art can manufacture and use content of this specification. Various local modifications to the disclosed embodiments are clear to a person skilled in the art. In addition, the general principles defined herein can be applied to other embodiments and applications without departing from the spirit and scope of this specification.  
15 Therefore, this specification is not limited to the shown embodiments, but has a widest scope consistent with that of the claims.

**[0019]** The terms used herein are merely intended to describe specific example embodiments, and impose no limitation. For example, unless otherwise explicitly stated in the context, the singular forms "one", "an", and "the" used herein can include plural forms. When being used in  
20 this specification, the terms "include", "comprise", and/or "have" mean existence of an associated integer, step, operation, element, and/or component, but do not preclude existence of one or more other features, integers, steps, operations, elements, components, and/or groups or addition of other features, integers, steps, operations, elements, components, and/or groups to the system/method.

**[0020]** In consideration of the following descriptions, these and other features of this  
25 specification, operations and functions of related components of the structure, and economy of combination and manufacturing of components can be significantly improved. With reference to the accompanying drawings, all of these form a part of this specification. However, it should be clearly understood that the accompanying drawings are merely used for the purpose of illustration and description, and are not intended to limit the scope of this specification. It should be further

understood that the accompanying drawings are not drawn to scale.

**[0021]** The flowchart used in this specification shows operations implemented by a system according to some embodiments of this specification. It should be clearly understood that the operations in the flowchart may not be sequentially implemented. On the contrary, the operations can be implemented in a reverse sequence or simultaneously. In addition, one or more other operations can be added to the flowchart, and one or more operations can be removed from the flowchart.

**[0022]** Application scenarios corresponding to the embodiments provided in this specification are described below.

**[0023]** The embodiments described in this specification can be applied to an order management scenario of a merchant. The merchant can be merchants that provide various products or services, including but not limited to a catering merchant, a store, a supermarket, a fruit and vegetable store, a flower store, a bookstore, a hotel, a beauty salon, a dry cleaning store, a barbershop, and the like. The merchant can be a small/micro merchant, a large merchant, a chain merchant, or the like. This is not limited in this specification.

**[0024]** In some embodiments, the merchant can be a merchant that conducts a service through an offline channel (a physical store). In this case, an order of the merchant can include an offline order. In some embodiments, the merchant can alternatively be a merchant that conducts a service through an online channel (the Internet). In this case, an order of the merchant can include an online order. In some embodiments, the merchant can alternatively be a merchant that supports both an online channel and an offline channel for service conduction. In this case, an order of the merchant can include an offline order and an online order.

**[0025]** In this specification, the online order refers to a product or service purchase request submitted by a consumer through an online channel (for example, a website or an application).

The offline order refers to a product or service purchase request submitted by a consumer through an offline channel, for example, a product or service purchase request submitted by a consumer and a cashier in a face-to-face manner.

**[0026]** When the merchant needs to conduct a service through the offline channel, the merchant needs to purchase a point of sale (POS) device to manage the offline order. The POS device provides an interaction function and can display a product or a service sold by the merchant. Based on a purchase need of a consumer, a cashier of the merchant can help the consumer select a

product or a service on the POS device and submit an order. The order is an offline order.

**[0027]** When the merchant conducts a service through the online channel, the merchant can develop a store applet, and set an access entry (for example, a two-dimensional code) of the store applet in a store or at any other possible location. A consumer accesses the store applet through the access entry and submits an order on the store applet.

**[0028]** When the merchant conducts a service through the online channel, the merchant can further cooperate with different network platforms. The network platforms can include but are not limited to a takeout platform, a wallet platform, a social platform, and the like. The merchant may interconnect with different network platforms in different manners. For example, when cooperating with some platforms (for example, the takeout platform), the merchant can apply to open an online store on these platforms, and place a product or a service of the merchant in the online store, so that a consumer places an order in the online store. For another example, when cooperating with some other platforms (for example, the wallet platform or the social platform), the merchant can place a store applet on these platforms, so that a consumer places an order through the store applet.

**[0029]** In an online service conduction scenario, to attract more consumers, the merchant usually needs to cooperate with a plurality of network platforms. In this case, a great deal of energy needs to be spent for interconnection between the merchant and the network platforms. In particular, in some geographical areas, each network platform covers a small quantity of consumers, and there are a large quantity of network platforms, for example, there may be hundreds, thousands, or even tens of thousands of online platforms. In such a geographical area, the merchant needs to interconnect with a huge quantity of network platforms, and needs to spend a huge amount of energy.

**[0030]** The POS device used by the merchant for offline service conduction can process only the offline order, but cannot receive the online order. To implement normal order receiving on the network platform, the merchant needs to purchase a special order receiving device from the network platform. Sometimes, there are a plurality of network platforms active in the market, but no network platform is in a monopolistic position in the market, that is, the plurality of network platforms cover different consumer groups. In this case, if the merchant wants to operate normally, the merchant is forced to cooperate with each of the plurality of network platforms. When cooperating with the plurality of network platforms, the merchant needs to purchase an order

receiving device from each of the plurality of network platforms. This leads to relatively high purchase costs. In particular, in a case of a relatively large quantity of interconnected network platforms, the purchase costs of the merchant are huge. In addition, placing these order receiving devices on a counter of the merchant causes the counter to be crowded. Furthermore, in face of so many order receiving devices, the merchant is prone to distraction, resulting in problems such as untimely order processing, which affects consumer experience.

**[0031]** Further, when the merchant cooperates with a plurality of network platforms, there are a relatively large quantity of sources of orders for the merchant. Orders generated by different network platforms are stored on servers of the corresponding network platforms. When managing online orders, the merchant needs to access serving ends of different network platforms to perform order management (for example, order query and order summarization). The merchant cannot perform unified management on all orders. In addition, different network platforms may operate order management in different manners, and the merchant needs to be familiar with operation manners of different network platforms. Due to the above-mentioned factors, an order management workload of the merchant is relatively large, and order management efficiency is relatively low.

**[0032]** Based on at least one of the technical problems described above, this specification provides an order management system. The order management system can help merchants implement one-stop order management. To facilitate better understanding of the one-stop order management by readers, the order management system is first described below with reference to FIG. 1.

**[0033]** FIG. 1 is a schematic diagram of an application scenario 100 of an order management system according to an embodiment of this specification. For ease of understanding, a catering scenario is used as an example in FIG. 1 for description. As shown in FIG. 1, the order management system can include a point of sale (POS) device 110 (or referred to as a POS end or a front-end device), a service device 120 (or referred to as a serving end, a server, or a back-end device), and a management device 140 (or referred to as a management end or a merchant end).

**[0034]** The POS device 110 is a multi-functional terminal. The POS device 110 can be considered as a client of the order management system. In some embodiments, the POS device 110 can be a mobile device, for example, a handheld device. The POS device 110 can be carried by a merchant staff member to different locations of a store for operation, providing relatively high

convenience. In some embodiments, the POS device 110 can be a non-mobile device. In this case, the POS device 110 is usually placed on a checkout counter of an offline store of a merchant.

**[0035]** In this specification, the POS device 110 can receive an offline order and an online order of the merchant. The POS device 110 can further perform checkout processing on the offline order. The POS device 110 can also be referred to as a checkout device, a sales device, or an integrated sales and checkout device.

**[0036]** The POS device 110 is an electronic device with a specific computing capability. In some embodiments, the POS device 110 can include a hardware device with a data processing function and a necessary program needed to drive the hardware device to work. The POS device 110 can manage an order by driving the hardware device to execute the program. For example, order management software (or an order management program) can be installed in the POS device 110. The POS device 110 can manage an order by running the order management software. The order management software can correspond to an operating system installed in the POS device 110, or can correspond to an application (APP) or an instruction set installed in the POS device 110. The order management software can be software preset in the hardware device of the POS device 110 (for example, software included in the POS device 110 when the POS device 110 is delivered from a factory), or can be software subsequently installed in the POS device 110 by the merchant staff member. This is not limited in this specification.

**[0037]** In some embodiments, the POS device 110 can have a display screen, or the POS device 110 can be externally connected to a display screen. The POS device 110 can provide an interaction capability through the display screen. For example, the POS device 110 displays, through the display screen, a product or a service sold by the merchant, and generates an offline order based on a product or a service selected by an operator (the merchant staff member or a consumer). The POS device 110 can further display a checkout entry through the display screen, so that the operator performs a checkout operation on the offline order.

**[0038]** When checking out an order, the POS device 110 supports a plurality of payment methods, including but not limited to cash payment, card swiping payment, code scanning payment, biometric recognition (for example, facial recognition)-based payment, near field communication (NFC)-based payment, and the like.

**[0039]** In some embodiments, when the POS device 110 supports cash payment, the POS device 110 can be provided with a cash box for storing cash.

**[0040]** In some embodiments, when the POS device 110 supports card swiping payment, the POS device 110 can have a built-in or externally connected card reading apparatus 111. When the built-in manner is used, the card reading apparatus 111 can be disposed at any possible location of the POS device 110. This is not limited in this specification. When the external connection manner is used, the POS device 110 can be connected to the card reading apparatus 111 in a wired or wireless manner. This is not limited in this specification. The wired connection manner can include but is not limited to a universal serial bus (USB) connection, an Ethernet connection, an optical fiber connection, or the like. The wireless connection manner can include but is not limited to a Wi-Fi connection, a Bluetooth connection, or the like.

**[0041]** The card reading apparatus 111 is an apparatus that can read card information of a payment card (for example, a debit card or a credit card) of a consumer based on a preset payment specification. When the consumer selects card swiping payment, the POS device 110 can control the card reading apparatus 111 to enter a card reading mode. The card reading apparatus 111 can read the card information of the payment card based on the preset payment specification in response to the consumer placing the payment card close to or adjacent to or inserting the payment card into the card reading apparatus.

**[0042]** In some embodiments, when the POS device 110 supports code scanning payment, the POS device 110 can have a built-in or externally connected code scanning apparatus 112. When the built-in manner is used, the code scanning apparatus 112 can be disposed at any possible location of the POS device 110. This is not limited in this specification. When the external connection manner is used, the POS device 110 can be connected to the code scanning apparatus 112 in a wired or wireless manner. This is not limited in this specification. The code scanning apparatus 112 is an apparatus with a code scanning capability. For example, the code scanning apparatus 112 can include a camera module. When the consumer chooses to pay the offline order by using a payment code, the POS device 110 can control the code scanning apparatus 112 to enter a scanning mode. In response to the consumer aligning the payment code with the code scanning apparatus 112, the code scanning apparatus 112 scans code information of the payment code by using the camera module.

**[0043]** In some embodiments, when the POS device 110 supports biometric recognition-based payment, the POS device 110 can have a built-in or externally connected camera apparatus (not shown in FIG. 1). When the built-in manner is used, the camera apparatus can be disposed at any

possible location of the POS device 110. This is not limited in this specification. When the external connection manner is used, the POS device 110 can be connected to the camera apparatus in a wired or wireless manner. This is not limited in this specification. For example, when the consumer chooses to use face scanning payment, the POS device 110 can control the camera apparatus to enter a camera mode. In response to the consumer aligning the face with the camera apparatus, the camera apparatus captures a face image of the consumer.

**[0044]** In some embodiments, when the POS device 110 supports near field communication-based payment, the POS device 110 can have a built-in or externally connected near field communication apparatus (not shown in FIG. 1). The near field communication apparatus can be disposed at any possible location of the POS device 110. This is not limited in this specification. When the consumer selects near field communication-based payment, the POS device 110 can control the near field communication apparatus to enter a communication mode. In response to the consumer placing a terminal device having a near field communication component close to the near field communication apparatus, the near field communication apparatus communicates with the near field communication component in the terminal to obtain order payment information.

**[0045]** In some embodiments, the POS device 110 can have a built-in or externally connected printing apparatus 113. When the built-in manner is used, the printing apparatus 113 can be disposed at any possible location of the POS device 110. This is not limited in this specification. When the external connection manner is used, the POS device 110 can be connected to the printing apparatus 113 in a wired or wireless manner. This is not limited in this specification. Printing paper or label paper can be disposed in the printing apparatus 113. After the consumer successfully pays the order, the POS device 110 can control the printing apparatus 113 to print a consumer ticket or an order label corresponding to the order.

**[0046]** In some embodiments, the POS device 110 can further include an audio output apparatus (not shown in FIG. 1). The audio output apparatus can be, for example, a speaker. For example, when receiving an online order, the POS device 110 can output voice information through the audio output apparatus, to remind the merchant staff member to process the order in a timely manner. For another example, after the consumer performs a payment operation on the offline order by using the POS device 110, in response to the POS device 110 receiving a payment result of the order, the POS device 110 can output voice information through the audio output apparatus, to indicate that payment of the order succeeds or fails.

**[0047]** Still with reference to FIG. 1, the service device 120 is a computing system with a specific computing capability. The service device 120 is communicatively connected to the POS device 110, and provides an order management service to the POS device 110. The service device 120 can correspond to a single computing device, or can correspond to a computing cluster including a plurality of computing devices. The service device 120 can be deployed locally, or can be deployed remotely. For example, the service device 120 can be a cloud server. In some embodiments, the service device 120 can include a hardware device with a data processing function and a necessary program needed to drive the hardware device to work. The service device 120 can provide the order management service to the POS device by driving the hardware device to execute the program. In some embodiments, the service device 120 can provide the order management service to the POS device in a software as a service (SaaS) mode.

**[0048]** In some embodiments, when the service device 120 is deployed remotely, the service device 120 can be connected to POS devices 110 of a plurality of merchants, and provide order management services to the POS devices 110 of the plurality of merchants. In this case, the service device 120 can perform isolated management on orders of different merchants by using various isolation technologies, to avoid mutual interference between order data of different merchants and improve security of the order data. A person skilled in the art can understand that content of providing order management services to POS devices 110 of different merchants by the service device 120 is similar. In the description of this specification, only an example in which the service device 120 provides an order management service to a POS device 110 of one merchant is used for description.

**[0049]** The service provided by the service device 120 to the POS device 110 can include an order management service for an offline order, and can further include an order management service for an online order.

**[0050]** A catering scenario is used as an example below to describe a working process of the order management system.

**[0051]** With reference to FIG. 1, a catering store can be divided into a front hall area and a kitchen area. The front hall area is used to receive consumers and is used by the consumers for dining. The front hall area can also be referred to as a reception area. The kitchen area is an area in which chefs prepare dishes. The kitchen area can also be referred to as a preparation area. The POS device 110 is usually located in the front hall area. The service device 120 can be located in

the front hall area or can be located in the cloud.

**[0052]** A process in which the order management system processes an offline order is as follows: With reference to FIG. 1, a consumer A comes to the store for a meal. The consumer A notifies a cashier of a desired dish. The cashier selects the corresponding dish on the POS device 110 and places an order. The POS device 110 generates an offline order in response to an order placement operation performed by the cashier. The POS device 110 sends the offline order to the service device 120, so that the service device 120 stores the offline order. The POS device 110 can perform checkout processing on the offline order based on a payment method selected by the consumer.

**[0053]** The order management system can receive online orders from a plurality of online channels. Three cases are used as examples below for description.

**[0054]** Case 1: With reference to FIG. 1, the service device 120 can be deployed with a store applet. A two-dimensional code of the store applet is set on a dining table (or another location) of the store. A consumer B can scan the two-dimensional code by using a terminal device, to view a page of the store applet. The consumer B selects a desired dish on the applet page, places an order, and completes online payment. In this case, the service device 120 generates an online order, stores the online order, and then sends the online order to the POS device 110. Therefore, the POS device 110 receives the online order.

**[0055]** Case 2: With reference to FIG. 1, a merchant can place a store applet on a network platform. Placement on a wallet platform is used as an example below for description. When using the wallet platform, a consumer C accesses the store applet on the wallet platform, selects a desired dish on an applet page, places an order, and completes online payment. In this case, the wallet platform generates an online order, and sends the online order to the service device 120. The service device 120 stores the online order, and then sends the online order to the POS device 110. Therefore, the POS device 110 receives the online order.

**[0056]** Case 3: With reference to FIG. 1, the merchant can open an online store on a network platform. An example in which an online store is opened on a takeout platform is used below for description. When using the takeout platform, a consumer D accesses the online store of the merchant on the takeout platform, selects a desired dish, places an order, and completes online payment. In this case, the takeout platform generates an online order, and sends the online order to the service device 120. The service device 120 stores the online order, and then sends the online

order to the POS device 110. Therefore, the POS device 110 receives the online order.

**[0057]** It can be learned from the above-mentioned descriptions that offline orders received by merchant and online orders from all channels are stored in the service device 120. Therefore, the merchant can implement unified management on all orders on the service device 120. Compared with the method in which the merchant separately manages orders on different channels, the order management system provided in this specification can improve convenience of order management by the merchant and improve order management efficiency.

**[0058]** Based on the order management system shown in FIG. 1, before receiving an online order (for example, the case 2 and the case 3 described above) from a network platform, the service device 120 needs to place an online store on the network platform. Specifically, the service device 120 can place a store on one or more network platforms in response to a store placement operation performed by a merchant manager. Therefore, with reference to FIG. 1, the order management system provided in this specification can further include the management device 140. The merchant manager can perform a store placement operation on the management device 140.

**[0059]** The management device 140 is a terminal device with a specific interaction capability. In some embodiments, the management device 140 can be a terminal device such as a mobile phone, a tablet, a desktop computer, or a notebook computer. In this specification, the management device 140 can provide an interaction interface to the merchant. For example, the interaction interface can include an interface used to place a store. In this way, the merchant can perform a store placement operation in the interaction interface of the management device. For another example, the interaction interface can include an interface used to perform an order management operation (for example, an order query operation or an order summarization operation). In this way, the merchant can perform an order management operation in the interaction interface of the management device.

**[0060]** As shown in FIG. 1, the management device 140 is communicatively connected to the service device 120. In some embodiments, a client of a target app can be installed on the management device 140, and the service device 120 can serve as a serving end of the target app. When an operator performs a store placement operation and/or an order management operation in an interaction interface of the target app, the management device 140 can send a store placement request or an order management request to the service device 120 in response to the operation. The service device 120 executes store placement logic and/or order management logic, and returns an

execution result to the management device 140. In some embodiments, a browser can be installed on the management device 140. The operator can access a target website by using the browser, and the service device 120 serves as a serving end of the target website. The operator can perform a store placement operation and/or an order management operation on the target website.

5   **[0061]**     In some embodiments, the management device 140 and the POS device 110 can correspond to a same physical device. In some embodiments, the management device 140 and the POS device 110 can respectively correspond to different physical devices. This is not limited herein.

10   **[0062]**     In the application scenario shown in FIG. 1, the management device 140 and the service device 120 and the POS device 110 and the service device 120 can be connected by using a network. The network is a medium used to provide a communication connection. The network can facilitate exchange of information or data. The network can be any type of wired or wireless network or a combination thereof. For example, the network can include a cable network, a wired network, an optical fiber network, a telecommunications network, an intranet, the Internet, a local area network  
15   (LAN), a wide area network (WAN), a wireless local area network (WLAN), a metropolitan area network (MAN), a public switched telephone network (PSTN), a Bluetooth network, a ZigBee network, a near field communication (NFC) network, or a similar network. In some embodiments, the network can include one or more network access points. For example, the network can include a wired or wireless network access point, for example, a base station or an Internet switching point.

20   **[0063]**     It should be noted that the catering scenario is used as an example in FIG. 1. It can be understood by a person skilled in the art that when the order management system provided in this specification is applied to another scenario, an implementation solution and technical effects thereof are similar to those of the catering scenario. Details are not described in this specification for the another scenario.

25   **[0064]**     It can be learned from the above-mentioned descriptions that the merchant can implement one-stop order management by using the order management system provided in this specification. The one-stop order management is embodied in at least the following aspects: (1) The merchant performs a store placement operation on the management device 140, so that an online store can be placed on a plurality of network platforms. In this way, the merchant does not  
30   need to interconnect with each of the plurality of network platforms, and energy and time costs needed for interconnection are avoided. (2) The service device 120 can receive orders from a

plurality of network platforms, and forward the received orders to the POS device. In this way, the merchant does not need to purchase an order receiving device from each of the plurality of network platforms, and purchase costs of the merchant can be lowered. (3) The merchant can use one POS device 110 to process an offline order and process online orders from a plurality of online channels.

5 In this way, the merchant does not need to interconnect with each of the plurality of online channels, and energy and time costs needed for interconnection are avoided. In addition, the merchant does not need to purchase an order receiving device from each of the plurality of online channels, and purchase costs of the merchant can be lowered. (4) All orders received by the POS device 110 are sent to a display device 130 in the kitchen area in real time, without a need for the merchant to manually transfer kitchen tickets. This improves order processing efficiency. (5) All orders received by the merchant are stored in the service device 120, and the merchant can implement unified management, for example, order query or summarization, on all the orders on the service device 120. In this way, the merchant does not need to separately perform decentralized order management on different network platforms, thereby improving order management efficiency.

15 **[0065]** FIG. 2 is a schematic diagram of hardware of an electronic device 200 according to an embodiment of this specification. The electronic device 200 can serve as the service device 120 in FIG. 1.

**[0066]** As shown in FIG. 2, the electronic device 200 can include at least one storage medium 230 and at least one processor 220. In some embodiments, the electronic device 200 can further include a communication port 250 and an internal communication bus 210. The electronic device 200 can further include an I/O component 240.

**[0067]** The internal communication bus 210 can be connected to different system components, including the storage medium 230, the processor 220, and the communication port 250.

25 **[0068]** The I/O component 240 supports an input/output between the electronic device 200 and another component.

**[0069]** The communication port 250 is used for data communication between the electronic device 200 and the outside. For example, the communication port 250 can be used for data communication between the electronic device 200 and a network 140. The communication port 250 can be a wired communication port, or can be a wireless communication port.

30 **[0070]** The storage medium 230 can include a data storage apparatus. The data storage apparatus can be a non-transitory storage medium, or can be a transitory storage medium. For

example, the data storage apparatus can include one or more of a disk 232, a read-only storage medium (ROM) 234, or a random access storage medium (RAM) 236. The storage medium 230 further includes at least one instruction set stored in the data storage apparatus. The instruction set can be computer program code, and the computer program code can include a program, a routine, an object, a component, a data structure, a process, a module, and the like for performing the method provided in this specification.

**[0071]** The processor 220 is communicatively connected to the storage medium 230. The processor 220 is configured to execute the at least one instruction set. When the electronic device 200 runs, the processor 220 reads the at least one instruction set, and performs, based on an indication of the at least one instruction set, the order management method provided in this specification. The processor 220 can perform all steps included in the order management method. The processor 220 can be in a form of one or more processors. In some embodiments, the processor 220 can include one or more hardware processors, for example, a microcontroller, a microprocessor, a reduced instruction set computer (RISC), an application-specific integrated circuit (ASIC), an application-specific instruction set processor (ASIP), a central processing unit (CPU), a graphics processing unit (GPU), a physical processing unit (PPU), a microcontroller unit, a digital signal processor (DSP), a field programmable gate array (FPGA), an advanced RISC machine (ARM), a programmable logic device (PLD), any circuit, processor, or the like that can perform one or more functions, or any combination thereof.

**[0072]** To merely describe a problem, FIG. 2 shows only a case in which the electronic device 200 includes one processor 220. However, it should be noted that the electronic device 200 in this specification can further include a plurality of processors 220. Therefore, the operations and/or method steps disclosed in this specification can be performed by one processor or can be jointly performed by a plurality of processors. For example, if the processor 220 in the electronic device 200 in this specification performs step A and step B, it should be understood as that step A and step B can be jointly or separately performed by two different processors 220 (for example, a first processor performs step A and a second processor performs step B, or a first processor and a second processor jointly perform steps A and B).

**[0073]** FIG. 3 is a flowchart of an order management method P300 according to an embodiment of this specification. As described above, the service device 120 can perform the order management method P300. Specifically, a processor in the service device 120 can read an

instruction set stored in a local storage medium of the service device 120, and then perform the order management method P300 based on a stipulation of the instruction set. As shown in FIG. 3, the order management method P300 can include S310 to S330.

**[0074]** S310: Determine standard store information corresponding to a to-be-placed store of a target merchant based on configuration data provided by the target merchant in an interaction interface of a management device.

**[0075]** In some embodiments, the management device can display a first interaction interface to the target merchant. The first interaction interface is used by the target merchant to configure the standard store information corresponding to the to-be-placed store. For example, the first interaction interface can be used to configure one or more of the following information: a store name, a store photo, a product picture, a product list, a promotional activity, a store address, a service fee, contact information, a store decoration template, and the like. Data that needs to be configured by the merchant can vary with a service conduction field of the merchant. Content of the configuration data is not limited in this specification.

**[0076]** In an example, FIG. 4 is a schematic diagram of an interaction interface of a management device according to an embodiment of this specification. The target merchant can provide configuration data related to the to-be-placed store in the interaction interface. For example, as shown in FIG. 4, the target merchant can set information such as a store name, a store address, a contact phone number, product information, and a discount coupon in the interaction interface. In some embodiments, the interaction interface shown in FIG. 4 can further have another implementation form. For example, the interaction interface shown in FIG. 4 can further be a page used to decorate a store.

**[0077]** After obtaining the configuration data provided by the target merchant, the service device can determine the standard store information corresponding to the to-be-placed store based on the configuration data. It should be noted that store information determined by the service device is referred to as the standard store information herein, to make a distinction from personalized store information in the following descriptions. In this specification, the standard store information can be store information described by using a data format defined by the service device. The standard store information can also be referred to as default store information, that is, store information generated by the service device based on the configuration data by using a default data format.

**[0078]** In an actual application scenario, data formats needed by different network platforms for store placement are usually different. This is one of reasons why the merchant needs to perform a store placement operation on each network platform. That is, different network platforms require different data formats, and configuration data filled by the merchant on a network platform cannot  
5 be directly migrated to another network platform. Therefore, the merchant has to configure store information on each network platform and perform the store placement operation. When the merchant needs to cooperate with a relatively large quantity of network platforms, the store placement operation consumes a great deal of energy of the merchant.

**[0079]** Therefore, in the solution provided in this specification, the service device can first  
10 generate the standard store information based on the configuration data provided by the target merchant. The standard store information uses the data format defined by the service device. Subsequently, the service device converts, based on store placement requirements corresponding to different network platforms, the standard store information into personalized store information that meets a data format needed by the network platform, and sends the personalized store  
15 information to the network platform, to complete online store placement. In this way, only one set of store data needs to be configured by the merchant to implement store placement on a plurality of network platforms, thereby improving efficiency of store placement on the plurality of network platforms by the merchant.

**[0080]** In some embodiments, a conversion rule is set inside the service device. The service  
20 device can convert, by using the embedded conversion rule, the configuration data into data that meets the data format defined by the service device, and use converted data as the standard store information.

**[0081]** It should be noted that in this specification, the data format should be understood in a broad sense. For example, when the store is placed in a form of an applet, the data format can  
25 represent a store decoration style. When the store is placed in a form of a data interface, the data format can represent a data structure used by the store information.

**[0082]** In some embodiments, the standard store information can include a store applet of the to-be-placed store. The store applet uses a store decoration style defined by the service device. In some embodiments, the standard store information can include one or more pieces of product data,  
30 and the product data uses a data structure defined by the service device.

**[0083]** S320: Determine at least one target network platform for placement based on a store

placement operation performed by the target merchant in the interaction interface of the management device, and place an online store on each of the at least one target network platform based on the standard store information, where the at least one target network platform is at least some of the plurality of network platforms.

5   **[0084]**     In some embodiments, after the target merchant configures the store-related data in the first interaction interface, the management device can display a second interaction interface to the target merchant. The target merchant can specify one or more network platforms for placement in the second interaction interface, and perform the store placement operation.

10   **[0085]**     In an example, FIG. 5 is a schematic diagram of another interaction interface of a management device according to an embodiment of this specification. As shown in FIG. 5, the interaction interface (the second interaction interface) can display identifiers of the plurality of optional network platforms to the target merchant. The target merchant can select at least one network platform from the plurality of network platforms, and tap "OK". For example, with reference to FIG. 5, the second interaction interface can display takeout platforms A to F, social  
15   platforms A to F, and wallet platforms A to F. The target merchant can select the takeout platform A, the social platform B, and the wallet platform A from the plurality of network platforms, and tap the "OK" button.

20   **[0086]**     It should be noted that the service device supports the merchant in simultaneously placing a store on the plurality of network platforms. Each time a placement operation is performed, the merchant can specify one network platform for store placement, or can specify a plurality of network platforms for store placement.

25   **[0087]**     The service device can determine the at least one target network platform for placement based on the store placement operation that can be performed by the target merchant in the interaction interface of the management device. Specifically, the service device can determine, based on the store placement operation performed by the target merchant in the interaction  
30   interface of the management device, a selected network platform from the network platforms displayed in the interaction interface. Subsequently, the service device can determine the at least one target network platform from the selected network platform. For example, as described above, the target merchant selects the takeout platform A, the social platform B, and the wallet platform A from the plurality of network platforms. In this case, the service device can determine the at least one target network platform from the takeout platform A, the social platform B, and the wallet

platform A based on a choice of the target merchant. It can be understood that the at least one target network platform is at least some of the plurality of network platforms.

**[0088]** In the above-mentioned solution, the interaction interface of the management device 140 displays a plurality of optional network platforms to the target merchant. Therefore, the target merchant can select an expected network platform for placement from the plurality of displayed network platforms, so that the service device places a store based on the network platform selected by the target merchant. This process greatly simplifies a procedure of opening an online store by the target merchant, and improves store placement efficiency. In addition, the service device places a store based on the network platform selected by the target merchant. Therefore, it is ensured that a store placement result meets a user expectation, and store placement accuracy is improved.

**[0089]** In some embodiments, each of the plurality of network platforms corresponds to a merchant admission condition. For each of the network platform selected by the target merchant, the service device can determine whether the target merchant meets a merchant admission condition corresponding to the network platform. If the target merchant meets the merchant admission condition, the service device determines the network platform as the target network platform. If the target merchant does not meet the merchant admission condition, the network platform cannot become the target network platform, that is, the target merchant cannot be admitted to the network platform.

**[0090]** By checking whether the target merchant meets the merchant admission condition of the network platform, the service device can efficiently and accurately place a store of the target merchant on a network platform to which admittance is allowed, to avoid a store placement failure caused because the target merchant does not meet the merchant admission condition.

**[0091]** After determining the at least one target network platform, the service device can place an online store on each of the at least one target network platform based on the standard store information. Different target network platforms have different store specifications. The store specification is used to describe a specification that needs to be met by store information of the to-be-placed store when the store is placed on the target network platform. For each of the at least one target network platform, the service device can adjust the standard store information to obtain personalized store information that meets a store specification of the target network platform, and then place an online store on the target network platform based on the personalized store information.

**[0092]** It should be noted that for different target network platforms, manners in which the service device adjusts the standard store information are similar. For ease of understanding, a first target network platform is used as an example below to describe, in detail, how the service device adjusts the standard store information to personalized store information that meets a store specification of the first target network platform. The first target network platform in the following descriptions can be any network platform.

**[0093]** For the first target network platform, the service device can adjust the standard store information to obtain the personalized store information that meets the store specification of the first target network platform. Specifically, the service device prestores store specifications needed by different network platforms. When placing a store on the first target network platform, the service device can intelligently analyze the store specification of the first target network platform, and automatically adjust the standard store information based on the store specification of the first target network platform, to obtain the personalized store information that meets the store specification of the first target network platform.

**[0094]** Further, the service device can send a store placement request to the first network platform based on the personalized store information, to request opening of an online store on the first target network platform.

**[0095]** By adjusting the standard store information to the personalized store information, the service device can ensure that the standard store information meets the store specification of the first target network platform, to ensure that the to-be-placed store is smoothly admitted to the first target network platform.

**[0096]** In some embodiments, the first target network platform supports placement of a store in a form of a data interface. That is, when a store needs to be placed on the first target network platform, the service device needs to provide data related to a product that needs to be sold in the to-be-placed store to the first target network platform. In this case, the standard store information includes first product data corresponding to the to-be-placed store. In this specification, the first product data is data used to describe a product that needs to be sold in the to-be-placed store. For example, if the product that needs to be sold in the to-be-placed store includes milk tea, the first product data can include related data used to describe the milk tea, for example, a cup type, sweetness, and a temperature of the milk tea.

**[0097]** The service device can adjust a data structure of the first product data to obtain second

product data. That is, the service device adjusts the first product data to the second product data that meets the store specification of the first target network platform. The first product data uses a data structure defined by the service device. The second product data uses a data structure defined by the first target network platform.

5   **[0098]**     In some embodiments, the service device can adjust each of a plurality of pieces of sub-data in the first product data. For example, the service device can adjust a text description in the first product data to match a language style and a length limitation of the first target network platform. For example, the service device can reorganize a product classification in the first product data to match a directory structure of the first target network platform. For example, the service device can adjust a picture and a video in the first product data to adapt to a visual standard of the first target network platform. It can be understood that product objects described in the second product data and the first product data are the same, but a data format of the second product data is different from a data format of the first product data. For example, the first product data is a picture, and the second product data is text or a number.

15   **[0099]**     In some embodiments, a data conversion model is deployed in the service device. The service device can adjust the first product data by using the data conversion model, to obtain the second product data that meets the store specification of the first target network platform. The data conversion model can be an algorithm model embedded into the service device. The data conversion model can analyze the store specification needed by the first target network platform, and then convert the first product data (for example, a text format, a picture size, a keyword use rule, and a product classification standard) into the second product data that meets the store specification of the first target network platform.

25   **[0100]**     After obtaining the personalized store information, the service device can send a store placement request to the first target network platform based on the personalized store information, to request opening of an online store on the first target network platform. The store placement request includes at least the second product data. Further, the store placement request can include data other than the second product data, for example, an after-sales service clause, a payment method option, and a legal statement.

30   **[0101]**     By adjusting the first product data to the second product data, the service device can ensure that product data (that is, the second product data) carried in the store placement request sent by the service device is data that meets the store specification of the first target network

platform, so that the to-be-placed store can be smoothly admitted to the first target network platform.

**[0102]** In some embodiments, the first target network platform supports placement of a store in a form of an applet. That is, when a store needs to be placed on the first target network platform, the service device needs to provide a store applet corresponding to the to-be-placed store to the first target network platform. In this case, the standard store information includes a first applet corresponding to the to-be-placed store. The service device can adjust, based on a store decoration specification corresponding to the first target network platform, attribute information used to describe a decoration style in the first applet, to obtain a second applet. That is, the service device adjusts the first applet to the second applet that meets the store specification of the first target network platform.

**[0103]** In some embodiments, the service device can adjust a plurality of elements in the first applet. For example, the service device can adjust a store color matching mode in the first applet to match a color matching requirement of the first target network platform. For example, the service device can adjust a store layout pattern in the first applet to match a layout requirement of the first target network platform. For example, the service device can adjust a style of an interaction control (for example, a button, a menu, or an icon) in the first applet to match a visual style of the first target network platform.

**[0104]** In some embodiments, an applet conversion model can be deployed in the service device. The service device can adjust the standard store information by using the applet conversion model, to obtain the personalized store information that meets the store specification of the first target network platform. The applet conversion model is an algorithm model embedded into the service device. The applet conversion model can analyze the store specification of the first target network platform, and then convert the standard store information (for example, a decoration style) into the personalized store information that meets the store specification of the first target network platform. It can be understood that the service device can further adjust the standard store information in another manner. A person skilled in the art should understand that another adjustment manner also falls within the protection scope of this specification.

**[0105]** After obtaining the personalized store information, the service device can send a store placement request to the first target network platform based on the personalized store information, to request opening of an online store on the first target network platform. The store placement

request includes at least the second applet. Further, the store placement request can include data other than the second applet, for example, an after-sales service clause, a payment method option, and a legal statement.

**[0106]** By adjusting the first applet to the second applet, the service device can ensure that an applet (that is, the second applet) carried in the store placement request sent by the service device meets the store specification of the first target network platform, that is, a decoration style of the to-be-placed store is consistent with an overall visual style of the first target network platform. Therefore, the to-be-placed store can be smoothly admitted to the first target network platform.

**[0107]** In some embodiments, after converting the first applet into the second applet, the service device can further send an access entry of the second applet to the management device, so that the target merchant accesses the second applet in the interaction interface of the management device and previews an adjusted decoration style. The access entry can be displayed to the target merchant in a form of a uniform resource locator (also referred to as a URL link) or a two-dimensional code.

**[0108]** For example, FIG. 6 is a schematic diagram of a preview interface of a management device according to an embodiment of this specification. The service device sends the access entry of the second applet to the management device. The target merchant taps the access entry in the interaction interface of the management device, to trigger the management device to access the second applet and display a store page of the second applet (as shown in FIG. 6). The target merchant can preview and confirm a decoration style of the store page. In response to the target merchant tapping a preview confirmation button, the management device sends a preview confirmation message to the service device. After receiving the preview confirmation message, the service device sends the store placement request to the first target network platform. The store placement request includes a previewed second applet.

**[0109]** The access entry of the second applet is sent to the target merchant, so that the target merchant can view and preview the store decoration style in a timely manner, to discover and correct any potential problem such as improper layout or function abnormality, so as to ensure that a store that finally goes online can provide relatively good user experience.

**[0110]** By performing S310 and S320, the service device can place a store on one or more network platforms. After successfully placing the store, the service device can receive an order generated in the online store from the corresponding network platform. Descriptions are provided

below with reference to S330.

**[0111]** S330: Receive an order generated in the online store from the at least one target network platform, and store the order in a database.

**[0112]** With reference to FIG. 1, a consumer accesses the target network platform (for example, the wallet platform, the takeout platform, or the social platform in FIG. 1) by using a terminal device, and submits an order in the online store of the target merchant. In this case, the target network platform sends the order to the service device. Therefore, the service device can receive an order from the target network platform.

**[0113]** It should be noted that when the target merchant places an online store on each of a plurality of network platforms, the service device can receive orders from the plurality of target network platforms. For orders from different target network platforms, processes of receiving and processing orders by the service device are similar. A process of receiving an order from one target network platform (a second target network platform) by the service device is used as an example below for description. In the following descriptions, the second target network platform can be any network platform on which an online store of the target merchant is placed.

**[0114]** For example, it is assumed that the service device receives a first order from the second target network platform. The first order can be any order from the second network platform. After receiving the first order from the second network platform, the service device can store the first order in the database.

**[0115]** Because the first order is generated on the second target network platform, the first order uses a data structure defined by the second target network platform. In actual application, different network platforms use different data structures. If the service device directly stores a received order in the database, there are orders of different data structures in the database, which is inconvenient for subsequent order management. Therefore, in some embodiments, after receiving the first order from the second target network platform, the service device can first convert the data structure of the first order into a data structure defined by the service device, to obtain a second order. The service device then stores the second order in the database. In this way, the database stores orders of a same data structure, to facilitate a subsequent order management procedure.

**[0116]** It should be noted that a manner of adjusting the data structure of the first order is not limited in this specification. Because different network platforms define different data structures,

manners of adjusting data structures of orders from different network platforms are different. For example, for the second target network platform, the service device can adjust the data structure of the first order based on a difference between the data structure defined by the second target network platform and the data structure defined by the service device, to obtain the second order.

5 **[0117]** In some embodiments, the service device can store both the first order and the second order in the database for subsequent reconciliation. For example, the service device stores the first order in a first sub-database of the database, and stores the second order in a second sub-database of the database.

**[0118]** In some embodiments, when storing the second order, the service device can further  
 10 store an identifier of the second target network platform. That is, the service device can associatively store the second order and the identifier of the second target network platform in the database. For example, it is assumed that an order A comes from the first target network platform and an order B comes from the second target network platform. As shown in Table 1, the service device can associatively store the order A and an identifier of the first target network platform in  
 15 the database, the service device can associatively store the order B and the identifier of the second target network platform in the database, and so on.

**Table 1**

|            |                                                             |
|------------|-------------------------------------------------------------|
| Order name | Identifier of a network platform from which the order comes |
| Order A    | Identifier of the first target network platform             |
| Order B    | Identifier of the second target network platform            |
| ...        | ...                                                         |

**[0119]** Before storing order data, the service device converts a data structure of the order data  
 20 into a data structure defined by the service device, to ensure consistency between structures of order data stored in the database, so that orders from different sources can be managed and processed in a unified manner, to improve order management efficiency.

**[0120]** In some embodiments, the target merchant can perform an order management operation in the interaction interface of the management device. The service device can manage at least some  
 25 orders in the database based on the order management operation performed by the target merchant

in the interaction interface of the management device, and send an operation result corresponding to the order management operation to the management device. The order management operation can be a plurality of operations, for example, order summarization, sales report generation, and abnormal order combination. A type of the order management operation is not limited in this specification.

**[0121]** A person skilled in the art can understand that when the target merchant performs different types of order management operations, the service device can manage orders in different manners. The order summarization operation is used as an example below for description.

**[0122]** For example, when the order management operation indicates to summarize orders within a preset time period, the service device can obtain an order set generated within the preset time period from the database, and summarize the order set to obtain a summarization result corresponding to the order set. Further, the service device can divide the order set into a plurality of order groups based on a source of each order in the order set, and separately perform intra-group summarization on the plurality of order groups, to obtain summarization results respectively corresponding to different sources. Orders in a same order group correspond to a same source. In this specification, a source of an order is a network platform on which the order is generated.

**[0123]** After obtaining the summarization result, the service device can send the operation result corresponding to the order management operation to the management device. For example, order summarization succeeds, or order summarization fails.

**[0124]** An order management process is described below by using an example with reference to FIG. 7.

**[0125]** FIG. 7 is a schematic diagram of another interaction interface of a management device according to an embodiment of this specification. As shown in FIG. 7, the management device can present an interaction interface 710 to the target merchant. In the interaction interface 710, the target merchant can enter a query condition, for example, a start date of January 20 and an end date of January 21. When the target merchant taps an "OK" button in the interaction interface 710, the management device sends a query request to the service device. The query request includes the query condition. Based on the query condition, the service device queries orders that meet the condition in the database, and summarizes the queried orders. After obtaining a summarization result, the service device sends the summarization result to the management device. The management device displays the summarization result in the interaction interface. With reference

to an interaction interface 720 in FIG. 7, the summarization result can include a summarization result of all channels, and can further include summarization results (for example, a summarization result corresponding to the takeout platform A, a summarization result corresponding to the social platform B, and a summarization result corresponding to the wallet platform A) respectively corresponding to different channels (that is, different network platforms).

**[0126]** In the above-mentioned solution, the service device can summarize all orders within a time period, so that the target merchant can understand an overall operation status of an online channel. In addition, the service device can classify and summarize orders from different sources based on the source of the order, so that the target merchant can clearly understand sales performance, a customer behavior, and an operation status of each network platform, to facilitate targeted analysis and decision-making.

**[0127]** With reference to FIG. 1, in some embodiments, the offline order generated by the target merchant by using the POS device can also be synchronized to the service device. In this way, orders from all channels of the target merchant are stored on the service device side. Therefore, the service device manages all orders in a unified manner based on the order management operation performed by the target merchant. This can significantly improve efficiency and accuracy of order processing, and ensure that the merchant can quickly and conveniently complete various order management tasks.

**[0128]** In conclusion, based on the order management method provided in this specification, the target merchant selects, in the interaction interface of the management device, a network platform on which placement needs to be performed, and the service device can help the merchant place an online store on one or more network platforms. The service device implements management of store deployment on different network platforms, to meet a requirement of the merchant for diversified service conduction. In addition, in the above-mentioned solution, the merchant does not need to interconnect with each of different network platforms. This simplifies operation complexity of the merchant, and makes it simpler and more direct to place an online store. Furthermore, the service device can further receive online orders from different network platforms, and synchronize the online orders to the POS device. Therefore, the target merchant needs only one set of POS devices to receive orders from all channels (an online channel and an offline channel), and does not need to purchase a dedicated order receiving device from each of different network platforms, thereby lowering hardware costs of the target merchant.

**[0129]** According to another aspect of this specification, a non-transitory storage medium is provided, and stores at least one group of executable instructions for performing order management. When the executable instructions are executed by a processor, the executable instructions instruct the processor to implement the steps in the order management method P300 described in this specification. In some possible implementations, various aspects of this specification can be further implemented in a form of a program product, including program code. When the program product runs on the service device, the program code is used to enable the service device to perform the steps in the order management method P300 described in this specification. The program product configured to implement the above-mentioned method can be a portable compact disc read-only memory (CD-ROM) that includes program code, and can run on the service device. However, the program product in this specification is not limited thereto. In this specification, the readable storage medium can be any tangible medium that includes or stores a program, and the program can be used by or in combination with an instruction execution system. The program product can be any combination of one or more readable media. The readable medium can be a readable signal medium or a readable storage medium. For example, the readable storage medium can be but is not limited to an electrical system, apparatus, or device, a magnetic system, apparatus, or device, an optical system, apparatus, or device, an electromagnetic system, apparatus, or device, an infrared system, apparatus, or device, or a semiconductor system, apparatus, or device, or any combination thereof. More specific examples of the readable storage medium include an electrical connection including one or more conducting wires, a portable disk, a hard disk, a random access memory (RAM), a read-only memory (ROM), an erasable programmable read-only memory (EPROM or flash memory), an optical fiber, a portable compact disc read-only memory (CD-ROM), an optical storage device, a magnetic storage device, or any proper combination thereof. The computer-readable storage medium can include a data signal propagated in a baseband or as part of a carrier, and carries readable program code. The propagated data signal can be in a plurality of forms, and includes but is not limited to an electromagnetic signal, an optical signal, or any proper combination thereof. The readable storage medium can alternatively be any readable medium other than the readable storage medium, and the readable medium can send, propagate, or transmit a program used by or in combination with an instruction execution system, apparatus, or device. The program code included in the readable storage medium can be transmitted by using any proper medium, including but not limited to a wireless medium, a

wired medium, an optical cable, an RF medium, or any proper combination thereof. Program code for performing the operations in this specification can be written in any combination of one or more program design languages. The program design language includes an object-oriented program design language, for example, Java or C++, and further includes a conventional procedural program design language, for example, a "C" language, or a similar program design language.

**[0130]** Specific embodiments of this specification are described above. Other embodiments fall within the scope of the appended claims. In some cases, the actions or steps described in the claims can be performed in a sequence different from that in the embodiments and desired results can still be achieved. In addition, the process depicted in the accompanying drawings does not necessarily need a particular sequence or consecutive sequence to achieve the desired results. In some implementations, multitasking and parallel processing are possible or may be advantageous.

**[0131]** In conclusion, after reading the detailed disclosure, a person skilled in the art can understand that the detailed disclosure can be presented only by using an example, and can impose no limitation. Although it is not explicitly stated herein, a person skilled in the art can understand that the requirements of this specification include various proper changes, improvements, and modifications to the embodiments. These changes, improvements, and modifications are intended to be provided in this specification, and fall within the spirit and scope of the example embodiments of this specification.

**[0132]** In addition, some terms in this specification are used to describe the embodiments of this specification. For example, "one embodiment", "embodiments", and/or "some embodiments" mean/means that specific features, structures, or characteristics described with reference to the embodiment can be included in at least one embodiment of this specification. Therefore, it can be emphasized and understood that two or more references to "embodiments", "one embodiment", or "alternative embodiments" in various parts of this specification do not necessarily refer to a same embodiment. In addition, specific features, structures, or characteristics can be properly combined in one or more embodiments of this specification.

**[0133]** It should be understood that in the above-mentioned descriptions of the embodiments of this specification, to help understand a feature, for the purpose of simplifying this specification, various features are combined in a single embodiment, accompanying drawing, or description thereof in this specification. However, this does not mean that the combination of these features is

necessary. It is entirely possible for a person skilled in the art to label some devices and understand the devices as separate embodiments when reading this specification. That is, the embodiments of this specification can also be understood as an integration of a plurality of secondary embodiments. Content of each secondary embodiment is also true when a quantity of features is less than a quantity of all features in one of the embodiments disclosed above.

**[0134]** Each patent, patent application, publication of a patent application, and other materials such as articles, books, specifications, publications, documents, and literature (excluding any historical review documents related thereto) cited in this specification are cited for all purposes related to this disclosure, for example, in the specification and claims of this disclosure. However, if there is any inconsistency or conflict between the descriptions, definitions, and/or terms of the above-mentioned materials and the descriptions, definitions, and/or terms used in this disclosure, the descriptions, definitions, and/or terms used in this disclosure shall prevail.

**[0135]** Other modified embodiments also fall within the scope of this specification. Therefore, the embodiments disclosed in this specification are merely examples and not limitations. A person skilled in the art can use an alternative configuration according to the embodiments of this specification to implement the application in this specification. Therefore, the embodiments of this specification are not limited to the embodiments accurately described in the application.

## CLAIMS

What is claimed is:

1. An order management method, applied to an order management system, wherein the order management system comprises at least a management device and a service device, the service  
5 device is communicatively connected to a plurality of network platforms, and the method is performed by the service device and comprises:

determining standard store information corresponding to a to-be-placed store of a target merchant based on configuration data provided by the target merchant in an interaction interface of the management device;

10 determining at least one target network platform for placement based on a store placement operation performed by the target merchant in the interaction interface of the management device, and placing an online store on each of the at least one target network platform based on the standard store information, wherein the at least one target network platform is at least some of the plurality of network platforms; and

15 receiving an order generated in the online store from the at least one target network platform, and storing the order in a database.

2. The method according to claim 1, wherein for any first target network platform in the at least one target network platform, placing an online store on the first target network platform based on the standard store information comprises:

20 adjusting the standard store information to obtain personalized store information that meets a store specification of the first target network platform; and

sending a store placement request to the first target network platform based on the personalized store information, to request opening of an online store on the first target network platform.

25 3. The method according to claim 2, wherein the standard store information comprises first product data corresponding to the to-be-placed store, and the first product data uses a data structure defined by the service device;

the adjusting the standard store information to obtain personalized store information that meets a store specification of the first target network platform comprises: adjusting the data  
30 structure of the first product data to obtain second product data, wherein the second product data

uses a data structure defined by the first target network platform; and

the store placement request comprises at least the second product data.

4. The method according to claim 2, wherein the standard store information comprises a first applet corresponding to the to-be-placed store;

5 the adjusting the standard store information to obtain personalized store information that meets a store specification of the first target network platform comprises: adjusting, based on a store decoration specification corresponding to the first target network platform, attribute information used to describe a decoration style in the first applet, to obtain a second applet; and

the store placement request comprises at least the second applet.

10 5. The method according to claim 4, wherein after the second applet is obtained, the method further comprises:

sending an access entry of the second applet to the management device, so that the target merchant accesses the second applet in the interaction interface of the management device and previews an adjusted decoration style; and

15 the sending a store placement request to the first target network platform comprises:

sending the store placement request to the first target network platform after receiving a preview confirmation message for the second applet from the management device.

6. The method according to claim 1, wherein the plurality of network platforms are displayed in the interaction interface, and the determining at least one target network platform for placement  
20 based on a store placement operation performed by the target merchant in the interaction interface of the management device comprises:

determining, based on the store placement operation performed by the target merchant in the interaction interface of the management device, a selected network platform from the network platforms displayed in the interaction interface; and

25 determining the at least one target network platform from the selected network platform.

7. The method according to claim 6, wherein each network platform corresponds to a merchant admission condition, and the determining the at least one target network platform from the selected network platform comprises:

for each of the selected network platform, determining whether the target merchant meets a  
30 merchant admission condition corresponding to the network platform, and if the target merchant meets the merchant admission condition, determining the network platform as the target network

platform.

8. The method according to claim 1, wherein for any first order received by the service device, the first order comes from a second target network platform and uses a data structure defined by the second target network platform, and the second target network platform is any one of the at

5 least one target network platform; and

storing the first order in the database comprises:

converting the data structure of the first order into a data structure defined by the service device, to obtain a second order; and

10 associatively storing the second order and an identifier of the second target network platform in the database.

9. The method according to claim 1, wherein the method further comprises:

managing at least some orders in the database based on an order management operation performed by the target merchant in the interaction interface of the management device, and sending an operation result corresponding to the order management operation to the management

15 device.

10. The method according to claim 9, wherein the order management operation indicates to summarize orders within a preset time period, and the managing at least some orders in the database comprises:

20 obtaining an order set generated within the preset time period from the database, and summarizing the order set to obtain a summarization result corresponding to the order set; and

dividing the order set into a plurality of order groups based on a source of each order in the order set, and separately performing intra-group summarization on the plurality of order groups, to obtain summarization results respectively corresponding to different sources, wherein orders in a same order group correspond to a same source.

25 11. An electronic device, applied to an order management system, wherein the order management system comprises a management device and a service device, the service device is communicatively connected to a plurality of network platforms, and the electronic device serves as the service device and comprises:

30 at least one storage medium that stores at least one instruction set used to perform order management; and

at least one processor that is communicatively connected to the at least one storage medium,

wherein the at least one processor reads the at least one instruction set when running, and performs the following operations based on an indication of the at least one instruction set:

determining standard store information corresponding to a to-be-placed store of a target merchant based on configuration data provided by the target merchant in an interaction interface of the management device;

determining at least one target network platform for placement based on a store placement operation performed by the target merchant in the interaction interface of the management device, and placing an online store on each of the at least one target network platform based on the standard store information, wherein the at least one target network platform is at least some of the plurality of network platforms; and

receiving an order generated in the online store from the at least one target network platform, and storing the order in a database.

12. The electronic device according to claim 11, wherein for any first target network platform in the at least one target network platform, to place an online store on the first target network platform based on the standard store information, the at least one processor performs the following operations:

adjusting the standard store information to obtain personalized store information that meets a store specification of the first target network platform; and

sending a store placement request to the first target network platform based on the personalized store information, to request opening of an online store on the first target network platform.

13. The electronic device according to claim 12, wherein the first target network platform supports placement of a store in a form of a data interface, the standard store information comprises first product data corresponding to the to-be-placed store, and the first product data uses a data structure defined by the service device;

to adjust the standard store information to obtain the personalized store information that meets the store specification of the first target network platform, the at least one processor adjusts the data structure of the first product data to obtain second product data, wherein the second product data uses a data structure defined by the first target network platform; and

the store placement request comprises at least the second product data.

14. The electronic device according to claim 12, wherein the first target network platform

supports placement of a store in a form of an applet, and the standard store information comprises a first applet corresponding to the to-be-placed store;

to adjust the standard store information to obtain the personalized store information that meets the store specification of the first target network platform, the at least one processor adjusts, based on a store decoration specification corresponding to the first target network platform, attribute information used to describe a decoration style in the first applet, to obtain a second applet; and the store placement request comprises at least the second applet.

15. The electronic device according to claim 14, wherein after obtaining the second applet, the at least one processor further performs the following operation:

10 sending an access entry of the second applet to the management device, so that the target merchant accesses the second applet in the interaction interface of the management device and previews an adjusted decoration style; and

to send the store placement request to the first target network platform, the at least one processor performs the following operation:

15 sending the store placement request to the first target network platform after receiving a preview confirmation message for the second applet from the management device.

16. The electronic device according to claim 11, wherein the plurality of network platforms are displayed in the interaction interface, and to determine the at least one target network platform for placement based on the store placement operation performed by the target merchant in the interaction interface of the management device, the at least one processor performs the following operations:

determining, based on the store placement operation performed by the target merchant in the interaction interface of the management device, a selected network platform from the network platforms displayed in the interaction interface; and

25 determining the at least one target network platform from the selected network platform.

17. The electronic device according to claim 16, wherein each network platform corresponds to a merchant admission condition, and to determine the at least one target network platform from the selected network platform, the at least one processor performs the following operation:

for each of the selected network platform, determining whether the target merchant meets a merchant admission condition corresponding to the network platform, and if the target merchant meets the merchant admission condition, determining the network platform as the target network

platform.

18. The electronic device according to claim 11, wherein for any first order received by the service device, the first order comes from a second target network platform and uses a data structure defined by the second target network platform, and the second target network platform  
5 is any one of the at least one target network platform; and

to store the first order in the database, the at least one processor performs the following operations:

converting the data structure of the first order into a data structure defined by the service device, to obtain a second order; and

10 associatively storing the second order and an identifier of the second target network platform in the database.

19. A computer-readable non-transitory storage medium, wherein the computer-readable non-transitory storage medium stores at least one instruction set, and when the at least one instruction set is executed by at least one processor, the method according to any one of claims 1 to 10 is  
15 implemented.

20. An order management system, comprising:

a management device, configured to provide an interaction interface to a target merchant; and

a service device, communicatively connected to the management device and a plurality of network platforms and configured to:

20 determine standard store information corresponding to a to-be-placed store of the target merchant based on configuration data provided by the target merchant in the interaction interface;

determine at least one target network platform for placement based on a store placement operation performed by the target merchant in the interaction interface, and place an online store on each of the at least one target network platform based on the standard store information, wherein

25 the at least one target network platform is at least some of the plurality of network platforms; and

receive an order generated in the online store from the at least one target network platform, and store the order in a database.