

跨国制造企业CRM上云 为本地化运营降本增效

数字化与本土化运营是跨国企业在中国市场实现可持续发展的必由之路。基于全面详实的客户调研与评估，德勤中国携手阿里云为客户实施CRM上云，并优化企业IT治理策略，以上云为契机，推动全方位的数字化转型。



关于客户

历经逾百年积淀，客户已成为全球领先的创新技术企业，专精于电子与电气产品研发、制造和销售，并常年位列《财富》世界500强名录。客户扎根中国40余年，产品遍布家庭、办公室、工厂及社会基础设施建设等场景，始终致力于为大众打造智慧、舒适、安全、高效、节能的生产和生活。

客户需求

为推动企业高质量发展、打造新质生产力，客户积极拥抱中国市场的新一轮数字化浪潮，将公共云视为提高流程效率和节约成本的关键驱动力，并希望以云平台助力加速业务增长和全方位的数字化转型：

- 完善云平台基础设施规划，并优化企业IT治理解决方案
- 部署阿里云平台环境，协助将现行的CRM系统上云，完成云上+云下环境互联

解决方案

调研评估	设计部署	实施运维
<ul style="list-style-type: none"> • 明确客户需求，调研其现行IT治理规范 • 与阿里云共同评估云上使用环境及上云可行性 • 对现有系统进行摸底，确认业务划分、数据量等关键信息 	<ul style="list-style-type: none"> • 完成Landing Zone规划及CRM云端部署方案设计（包括阿里云资源管理、云平台账号、网络、系统安全、合规，运维管理解决方案设计等） 	<ul style="list-style-type: none"> • 阿里云资源部署及云环境配置（包括多账户结构、身份和访问、网络配置、安全保护、日志记录等） • 交付IT治理解决方案计划书，并在持续优化、长期运维管理等方面提供专业建议

交付价值

德勤中国携手阿里云公共云事业部，为客户设计了云平台基础设施并部署CRM系统上云，助力客户打造云上管理能力的同时，更为其后续全方位的数字化转型打下基础。

降本增效

- 在阿里云平台上实现
- 更集中的客户响应和销售支持
- 更智能的数据管理
- 更高效的日常工作流程
- 更低的运营维护成本。

安全合规

- 完成CRM系统云端部署
- 构建云上安全防护能力
- 满足云上数据资产等保合规要求

云端赋能

- 德勤中国将自身云服务能力与阿里云Landing Zone云上管理和治理框架相结合
- 以端到端一体化交付服务体系为基础，帮助客户上好云、管好云

Deloitte | 阿里云

作为阿里云全球战略合作伙伴，德勤将领先市场的创新能力、专业洞察和行业经验与阿里云的前沿技术相结合，建立起全球性的联盟网络，致力于为中企出海和跨国企业在华运营提供高质量、全方位的解决方案，为客户创造价值增长并赢得市场声誉。



敬请联络德勤：

管乐

德勤中国阿里巴巴联盟主管合伙人
sguan@deloitte.com.cn

张志钢

德勤中国咨询业务总监
zhigzhang@deloitte.com.cn

如有任何咨询事宜，请联系全国生态与联盟管理办公室：cnalliance@deloitte.com.cn

欲了解更多，请访问 <https://www2.deloitte.com/cn/en/services/consulting.html>

因我不同
成就非凡

始于1845

关于德勤

德勤中国是一家立足本土、连接全球的综合性专业服务机构，由德勤中国的合伙人共同拥有，始终服务于中国改革开放和经济建设的前沿。我们的办公室遍布中国31个城市，现有超过2万名专业人才，向客户提供审计、税务、咨询等全球领先的一站式专业服务。

我们诚信为本，坚守质量，勇于创新，以卓越的专业能力、丰富的行业洞察和智慧的技术解决方案，助力各行各业的客户与合作伙伴把握机遇，应对挑战，实现世界一流的高质量发展目标。

德勤品牌始于1845年，其中文名称“德勤”于1978年起用，寓意“敬德修业，业精于勤”。德勤全球专业网络的成员机构遍布150多个国家或地区，以“因我不同，成就非凡”为宗旨，为资本市场增强公众信任，为客户转型升级赋能，为人才激活迎接未来的能力，为更繁荣的经济、更公平的社会和可持续的世界开拓前行。

Deloitte（“德勤”）泛指一家或多家德勤有限公司，以及其全球成员所网络和它们的关联机构（统称为“德勤组织”）。德勤有限公司（又称“德勤全球”）及其每一家成员所和它们的关联机构均为具有独立法律地位的法律实体，相互之间不因第三方而承担任何责任或约束对方。德勤有限公司及其每一家成员所和它们的关联机构仅对自身行为承担责任，而对相互的行为不承担任何法律责任。德勤有限公司并不向客户提供服务。请参阅 www.deloitte.com/cn/about 了解更多信息。

德勤亚太有限公司（一家担保责任有限公司，是境外设立有限责任公司的其中一种形式，成员以其所担保的金额为限对公司承担责任）是德勤有限公司的成员所。德勤亚太有限公司的每一家成员及其关联机构均为具有独立法律地位的法律实体，在亚太地区超过100个城市提供专业服务，包括奥克兰、曼谷、北京、班加罗尔、河内、香港、雅加达、吉隆坡、马尼拉、墨尔本、孟买、新德里、大阪、首尔、上海、新加坡、悉尼、台北和东京。

本通讯中所含内容乃一般性信息，任何德勤有限公司、其全球成员所网络或它们的关联机构并不因此构成提供任何专业建议或服务。在作出任何可能影响您的财务或业务的决策或采取任何相关行动前，您应咨询合格的专业顾问。

我们并未对本通讯所含信息的准确性或完整性作出任何（明示或暗示）陈述、保证或承诺。任何德勤有限公司、其成员所、关联机构、员工或代理方均不对任何方因使用本通讯而直接或间接导致的任何损失或损害承担责任。



Ecosystems & Alliances | Client Success Stories

Cross Border Manufacturing Enterprise CRM Deploying To Cloud

Reduce costs and increase efficiency for localized operations

Digitization and localized operations are the necessary path for multinational enterprises to achieve sustainable growth in the Chinese market. Based on comprehensive and detailed customer research and evaluation, Deloitte China has partnered with Alibaba Cloud to implement CRM deploying to the cloud for clients and optimize enterprise IT governance strategies. Taking the cloud as an opportunity, we aim to assist client in promoting comprehensive digital transformation.



About Client

With over a century of expertise, the client leads in innovative technology. It focuses on R&D, manufacturing, and sales of electronic and electrical products, consistently appearing on the Fortune Global 500. Entered into Chinese Market for over 40 years, its products are integrated into households, offices, factories, and infrastructure. The client commits to delivering smart, safe, efficient, and energy-saving solutions for production and daily life.

Requirements

To promote high-quality development of enterprises and create new quality productive forces, customers actively embrace the new wave of digitalization in the Chinese market. It regards **public cloud** as key driving force for enhancing operational efficiency and reducing costs. Client aims to leverage **cloud platforms to accelerate business growth and achieve comprehensive digital transformation.**

- Enhance cloud platform infrastructure planning and optimize enterprise IT governance solutions
- Deploy the Alibaba Cloud platform environment, assist in migrating the current CRM system to the cloud, and complete the interconnection between cloud

Solutions

Research Evaluation	Design Deployment	Implement Operation & Maintenance
<ul style="list-style-type: none"> • Clarify client needs and conduct research on their current IT governance standards • Jointly evaluate the cloud usage environment and deploying feasibility with Alibaba Cloud • Conduct a assessment of the existing system to confirm key information such as business division and data volume 	<ul style="list-style-type: none"> • Complete Landing Zone planning and CRM cloud deployment solution design (including Alibaba Cloud resource management, cloud platform account, network, system security, compliance, operation and maintenance management solution design, etc.) 	<ul style="list-style-type: none"> • Deploy Alibaba Cloud resource deployment and configure cloud environment (including multi account structure, identity and access, network configuration, security protection, logging, etc.) • Deliver IT governance solution proposal and provide professional advice on continuous optimization, long-term operation and maintenance management.

Achievements

Deloitte China has partnered with Alibaba Cloud's Public Cloud Business Unit to design cloud platform infrastructure and deploy CRM systems to the cloud, assisting client build cloud management capabilities while laying the foundation for comprehensive digital transformation in the future.

Reduced cost and increased efficiency

- Implemented on Alibaba Cloud platform
- realized more centralized customer response and sales support, smarter data management
 - more efficient daily workflow
 - lower operational maintenance costs

Safety compliance


- completed the cloud deployment of CRM system
- built cloud security protection capabilities,
- met compliance requirements for cloud data assets

Cloud empowerment

- Deloitte China combined its cloud service capabilities with the Alibaba Cloud Landing Zone cloud management and governance framework
- based on an end-to-end integrated delivered service system, to assist clients manage cloud

Deloitte | Alibaba Cloud

As a global strategic partner of Alibaba Cloud, Deloitte leverage market leading innovation capabilities, professional insights, and industry experience with Alibaba Cloud's cutting-edge technology to establish a global alliance network, committed to providing high-quality and comprehensive solutions for Chinese enterprises going global and multinational enterprises operating in China, creating value growth for clients and winning market reputation.

 Please contact Deloitte:

Steven Guan

Deloitte China Alibaba Alliance Leader

sguan@deloitte.com.cn

Zhang Zhi Gang

Deloitte China Consulting Businesses Director

zhigzhang@deloitte.com.cn

If you have any questions, please contact: cnalliance@deloitte.com.cn

For more information, please visit: <https://www2.deloitte.com/cn/en/services/consulting.html>

因我不同
成就非凡

始于 1845

About Deloitte

Deloitte China provides integrated professional services, with our long-term commitment to be a leading contributor to China's reform, opening-up and economic development. We are a globally connected firm with deep roots locally, owned by our partners in China. With over 20,000 professionals across 31 Chinese cities, we provide our clients with a one-stop shop offering world-leading audit, tax and consulting services.

We serve with integrity, uphold quality and strive to innovate. With our professional excellence, insight across industries, and intelligent technology solutions, we help clients and partners from many sectors seize opportunities, tackle challenges and attain world-class, high-quality development goals.

The Deloitte brand originated in 1845, and its name in Chinese (德勤) denotes integrity, diligence and excellence. Deloitte's global professional network of member firms now spans more than 150 countries and territories. Through our mission to make an impact that matters, we help reinforce public trust in capital markets, enable clients to transform and thrive, empower talents to be future-ready, and lead the way toward a stronger economy, a more equitable society and a sustainable world.

Deloitte refers to one or more of Deloitte Touche Tohmatsu Limited ("DTTL"), its global network of member firms, and their related entities (collectively, the "Deloitte organization"). DTTL (also referred to as "Deloitte Global") and each of its member firms and related entities are legally separate and independent entities, which cannot obligate or bind each other in respect of third parties. DTTL and each DTTL member firm and related entity is liable only for its own acts and omissions, and not those of each other. DTTL does not provide services to clients. Please see www.deloitte.com/about to learn more.

Deloitte Asia Pacific Limited is a company limited by guarantee and a member firm of DTTL. Members of Deloitte Asia Pacific Limited and their related entities, each of which is a separate and independent legal entity, provide services from more than 100 cities across the region, including Auckland, Bangkok, Beijing, Bengaluru, Hanoi, Hong Kong, Jakarta, Kuala Lumpur, Manila, Melbourne, Mumbai, New Delhi, Osaka, Seoul, Shanghai, Singapore, Sydney, Taipei and Tokyo.

This communication and any attachment to it is for internal distribution among personnel of the Deloitte organization.

It may contain confidential information and is intended solely for the use of the individual or entity to whom it is addressed. If you are not the intended recipient, please notify us immediately by replying to this email and then please delete this communication and all copies of it on your system. Please do not use this communication in any way.

None of DTTL, its member firms, related entities, employees or agents shall be responsible for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication.

© 2024 Deloitte Touche Tohmatsu in Hong Kong, Deloitte Touche Tohmatsu in Macau, and Deloitte Touche Tohmatsu Certified Public Accountants LLP in the Chinese Mainland. All rights reserved.