

生态与联盟 | 客户成功故事

# 打造数智化业务中台 加速航司数字化转型

德勤中国领先的多元专业服务能力和阿里云先进的技术解决方案相结合，助力大型国有航司搭建数智化业务中台，分阶段逐步建成价格中心、支付中心和结算中心，实现对标世界一流航司的智慧化、一体化价格平台管理。



## 关于客户

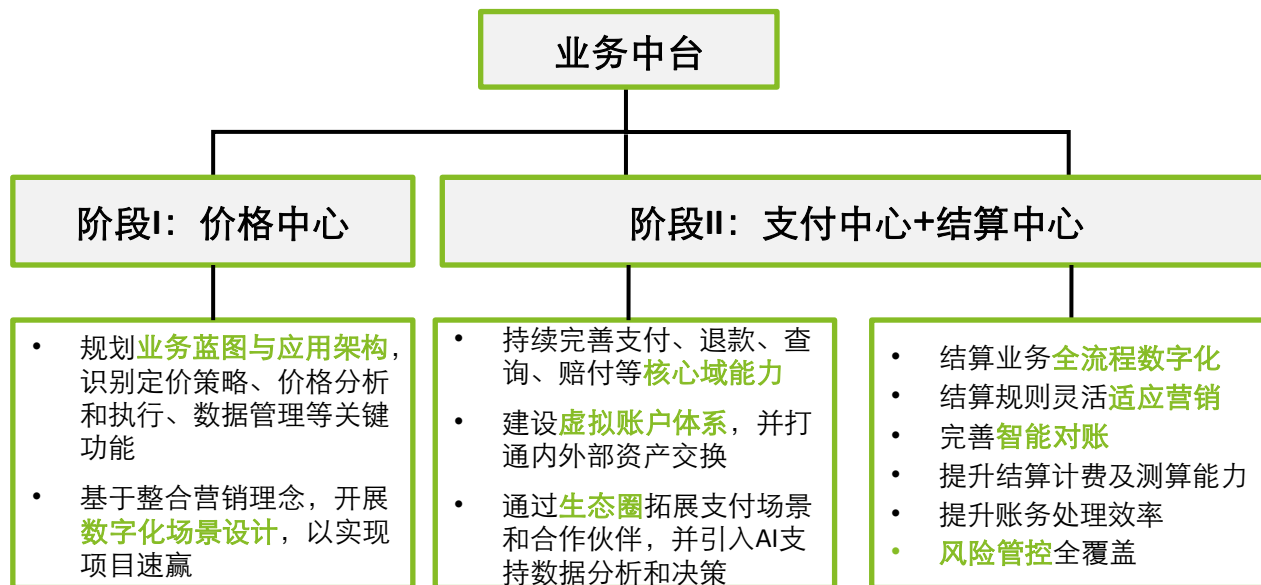
客户是国有大型航空公司，拥有2大基地、20家分公司、境内外共逾70家营业部。客户以数字化、便捷化为着力点，致力于为旅客打造一流的服务体验，并通过加快推进数字化转型，开启高质量发展的新征程，不断向具有全球竞争力的世界一流航空运输企业的目标迈进。

## 客户诉求

为落实“十四五”规划要求，构建以客户为中心的一体化营销体系，客户陆续着手建设以价格中心、支付中心和结算中心为核心的数字化业务中台，并在后续五年内推动“用户需求—营销策略—产品运营—用户触达—效能评估”闭环体系的建立。

## 解决方案

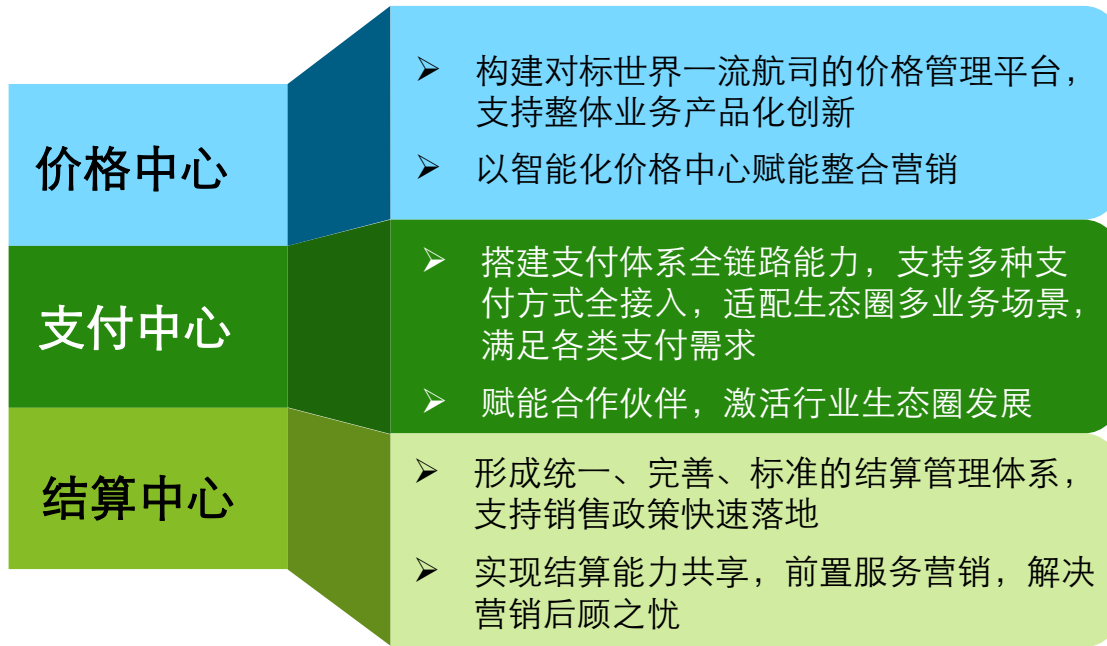
德勤中国凭借在数字化转型领域的深厚专业积淀和丰富实战经验，对标世界一流航司的策略研究，并借助阿里云的前沿数字技术，为客户打造了一套分阶段、定制化的综合解决方案：



## 项目成果

德勤中国采取分阶段的定制化解决方案，帮助客户逐步建立价格中心、支付中心和结算中心，构建数智化业务中台，推动实现营销领域治理体系化、运营数字化、组织平台化。

### 业务中台



## 德勤 | 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，致力于为企业数字化转型提供高质量、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**  
德勤中国阿里云联盟主管合伙人  
[sguan@deloitte.com.cn](mailto:sguan@deloitte.com.cn)

**张志钢**  
德勤中国咨询业务总监  
[zhigzhang@deloitte.com.cn](mailto: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](mailto:cnalliance@deloitte.com.cn)

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



### 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“因我不凡，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。

德勤亚太有限公司（即一家担保有限公司）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。

请参阅<http://www.deloitte.com/cn/about>了解更多信息。

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。

## Build a digital business platform Accelerate the digital transformation of an airline client

Leveraged Deloitte China's leading diversified professional service capabilities with Alibaba Cloud's advanced technology solutions, we assist large state-owned airline in building digital business platforms, gradually building price, payment, and settlement centers in stages, and achieving intelligent and integrated price platform management that benchmarks world-class airline.



### About Client

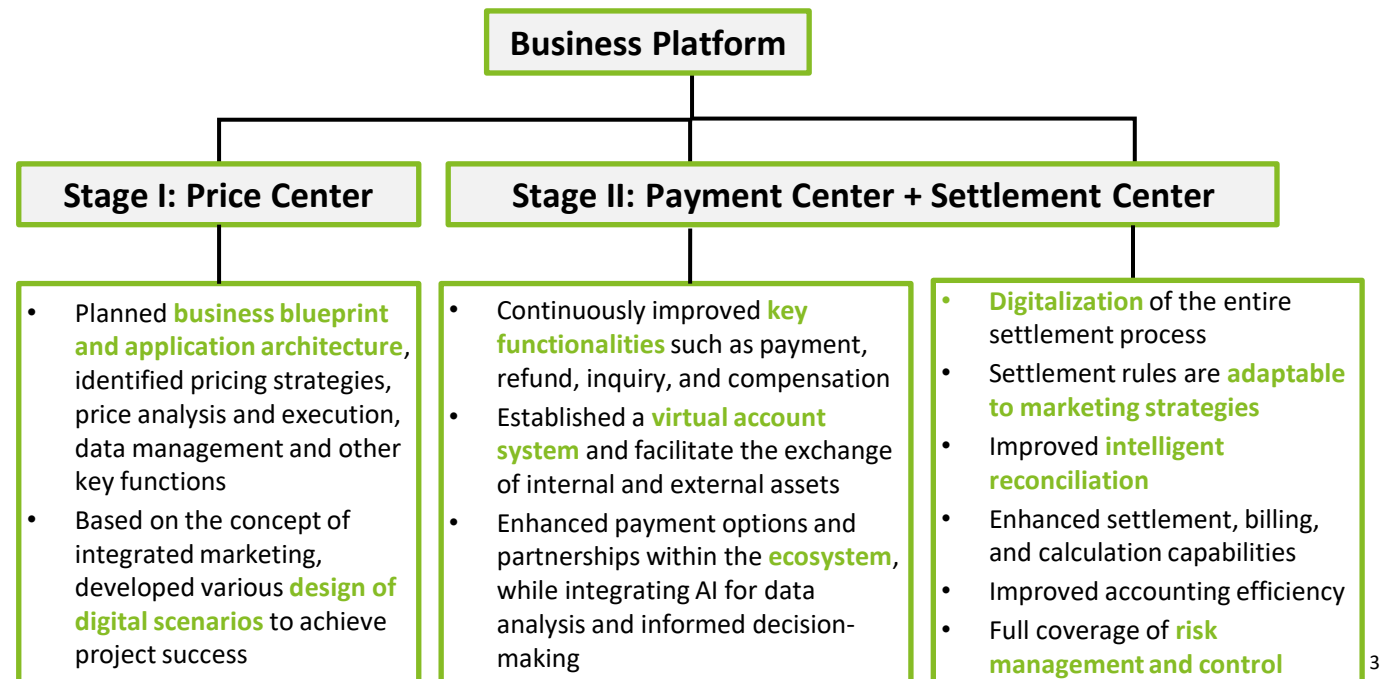
The client is a major state-owned airline with two hubs, 20 subsidiaries, and over 70 offices worldwide. It prioritizes digitalization and convenience to deliver a first-class passenger experience. By accelerating the digital transformation process, it is embarking on a new journey towards high-quality development, and aiming to become a globally competitive, world-class airline.

### Requirements

In order to implement the requirements of the "14th Five-Year Plan" and build a customer centric integrated marketing system, the client has gradually started to construct digital business platforms with price, payment, and settlement centers as the core, and will promote the establishment of a closed-loop system meeting "user needs, marketing strategies, product operations, user outreach, and performance evaluation" in the next five years.

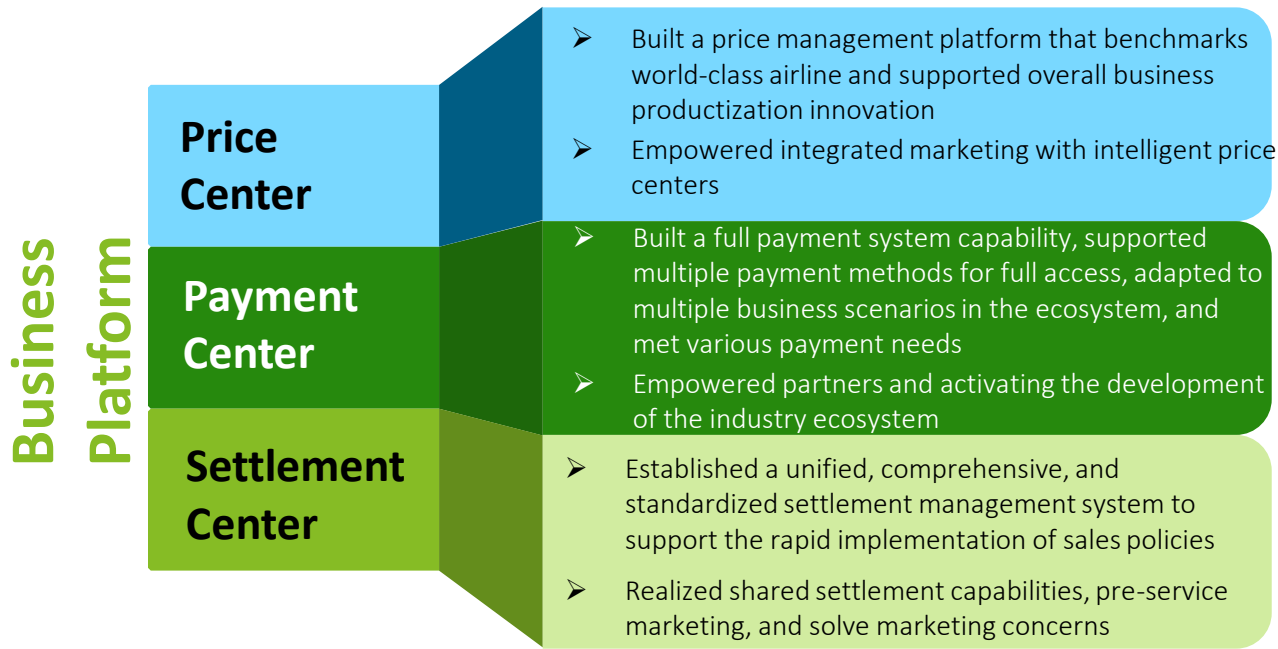
### Solution

Deloitte China, with its profound professional accumulation and rich practical experience in the field of digital transformation, conducts strategic research on world-class airline and leverages Alibaba Cloud's cutting-edge digital technology to create a phased and customized comprehensive solution for client.




Results

Deloitte China adopts a phased customized solution to assist client gradually establish price, payment, and settlement centers, build a digital business platform, and promote the systematization of marketing governance, digitalization of operations, and organization of shared resources.



Deloitte | Alibaba Cloud

As a global strategic partner of Alibaba Cloud, Deloitte leverages 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 valuable growth for clients and winning market reputation.

 Please contact Deloitte :

**Steven Guan**  
 Deloitte China Alibaba Cloud  
 Alliance Leader  
[sguan@deloitte.com.cn](mailto:sguan@deloitte.com.cn)

**Zhigang Zhang**  
 Deloitte China Consulting Businesses  
 Director  
[zhigzhang@deloitte.com.cn](mailto:zhigzhang@deloitte.com.cn)

If you have any questions, please contact: [cnalliance@deloitte.com.cn](mailto:cnalliance@deloitte.com.cn)

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



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](http://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.