Deloitte. (一)阿里云

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与阿里云先进的技 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"用户需求一 营销策略一产品运营一用户触达一效能评估"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:



- 功能
 - 基于整合营销理念,开展 数字化场景设计, 以实现 项目速赢
- 通内外部资产交换
- 通过生态圈拓展支付场景 和合作伙伴,并引入AI支 持数据分析和决策
- 完善智能对账
- 提升结算计费及测算能力
- 提升账务处理效率
- 风险管控全覆盖

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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

价格中心

支付中心

结算中心

- 构建对标世界一流航司的价格管理平台, 支持整体业务产品化创新
- 以智能化价格中心赋能整合营销
- 搭建支付体系全链路能力,支持多种支付方式全接入,适配生态圈多业务场景,满足各类支付需求
- ▶ 赋能合作伙伴,激活行业生态圈发展
- 形成统一、完善、标准的结算管理体系, 支持销售政策快速落地
- 实现结算能力共享,前置服务营销,解决营销后顾之忧

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。



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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。

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Ecosystems & Alliances | Client Success Stories

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 stateowned 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

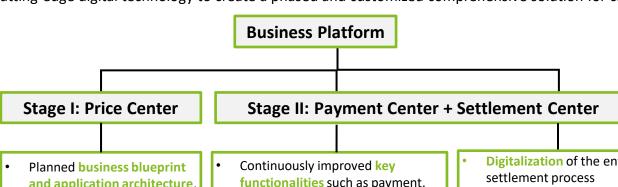
The client is a major state-owned airline with two hubs, 20 subsidiaries, and over 70 offices worldwide. It prioritizes digitalization and convenience to deliver a first-class passenger experience. By accelerating the digital transformation process, it is embarking on a new journey towards high-quality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



- and application architecture, identified pricing strategies, price analysis and execution, data management and other key functions
- Based on the concept of integrated marketing, developed various design of digital scenarios to achieve project success
- functionalities such as payment, refund, inquiry, and compensation
- Established a virtual account system and facilitate the exchange of internal and external assets
- Enhanced payment options and partnerships within the ecosystem, while integrating AI for data analysis and informed decisionmaking

- **Digitalization** of the entire
- Settlement rules are adaptable to marketing strategies
- Improved intelligent reconciliation
- Enhanced settlement, billing, and calculation capabilities
- Improved accounting efficiency
- Full coverage of risk management and control

Ecosystems & Alliances | Client Success Stories

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.

usiness

Price Center

Payment Center

Settlement Center

- Built a price management platform that benchmarks world-class airline and supported overall business productization innovation
- Empowered integrated marketing with intelligent price centers
- Built a full payment system capability, supported multiple payment methods for full access, adapted to multiple business scenarios in the ecosystem, and met various payment needs
- Empowered partners and activating the development of the industry ecosystem
- Established a unified, comprehensive, and standardized settlement management system to support the rapid implementation of sales policies
- Realized shared settlement capabilities, pre-service marketing, and solve marketing concerns

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.



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About Deloitte

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