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生态与联盟 | 客户成功故事

领跑“阿里云上的Salesforce” 为跨国医疗设备企业实施迁移

2023年底，Salesforce正式落地阿里云，携手为客户提供本土化的CRM服务。德勤中国作为Salesforce和阿里云的生态合作伙伴，为“阿里云上的Salesforce”设计了独特的自动化迁移工具，更为跨国企业在华合规及本地化运营提供全方位咨询服务，以中国数字化力量赋能业务可持续增长。



关于客户

客户是一家全球知名、历史悠久的医疗设备研发和制造企业，在全球范围内采用Salesforce系统长达12年。进入中国市场近30年来，客户已形成从研发、设计、制造，到市场营销、用户服务的全方位发展体系。客户希望借助迁移至阿里云的契机优化系统功能，同时更加积极地拥抱中国市场的数字化浪潮。

客户诉求

合规管理

通过将Salesforce系统迁移至阿里云平台，实现敏感信息本地存储和传输，严格遵守合规管理要求

业务支持

顺应中国市场趋势，整合第三方营销渠道，打造本土化的业务体验，在销售云（Sales Cloud）、服务云（Service Cloud）、社群云（Community Cloud）和移动解决方案上，为团队提供从销售参与到完成订单的端到端流程支持

场景拓展

根据Salesforce China产品战略，拓展业务模式及应用场景

全方位的本地化运营服务

德勤中国深度参与“阿里云上的Salesforce”落地规划，三方携手打造中国CRM生态联合解决方案，涵盖数据合规咨询评估，本地化IT战略咨询，落地执行、迁移与本地化运营全流程。

德勤中国“阿里云上的Salesforce”迁移工具

德勤中国设计的**自动化迁移工具**在国内率先投入项目应用，帮助客户高效实现海外环境的安全迁移。

高性价比的产品即服务

灵活易用的支持数据和元数据迁移

专为Salesforce平台在中国的本地化需求打造

项目成果

作为备受Salesforce和阿里云信赖的生态合作伙伴，德勤中国在较为紧张的项目周期内为客户解决了复杂的功能需求，并为其在中国市场的进一步发展打牢基础。**该客户不仅是国内率先实施“阿里云上的Salesforce”的客户之一，也是首个完成迁移的医疗设备企业。**

1 系统性能提升

- ✓ 落地阿里云后，用户能够在境内快速访问Salesforce，缩短等待时间
- ✓ 系统间的数据交互更迅速和高效，提升工作效率

2 系统安全合规

- ✓ 无需对Salesforce中的用户数据进行“加密-解密”，页面更加整洁，不再含有敏感信息，用户体验更友好
- ✓ 数据存储、传输、处理都在境内，确保符合相关法规要求

3 系统灵活可扩展

- ✓ 利用Salesforce专为中国打造的本地化扩展组件CXG (Connected Experiences Gateway)，为客户无缝对接中国数字化生态系统，与国内主流电商、社交、及应用平台灵活结合，打造适应中国市场的数字化体验

Deloitte x Salesforce

德勤中国拥有全球领先的Salesforce实施团队，在中国的大型Salesforce实施项目已超过百例。借助Salesforce在销售、服务、商务、营销等领域的优势，德勤中国致力于帮助跨国企业适应中国市场变化，为其量身打造具有中国特色的解决方案，构建全链路CRM体系，助力企业在中国市场实现高质量、可持续的业务增长。

📞 敬请联络德勤：

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Ecosystems & Alliances | Client Success Stories

Leading the “Salesforce on Alibaba Cloud” Implementing Migration for Multinational Medical Equipment Enterprise

Salesforce officially landed on Alibaba Cloud at the end of 2023, collaborating to provide clients with localized CRM services. Deloitte China, as an alliance partner of Salesforce and Alibaba Cloud, has designed a unique automated migration tool for Salesforce on Alibaba Cloud, and also provided comprehensive consulting services for multinational enterprises in compliance and localized operations in China, empowering sustainable business growth with China's digital power.



About client

The client, a globally renowned medical equipment R&D and manufacturing enterprise, has used the Salesforce system worldwide for 12 years. Operating in the Chinese market for almost 30 years, client has a complete development system covering research, design, manufacturing, marketing, and customer service. Looking to migrate to Alibaba Cloud, the client aims to enhance system functionality and better adapt to the digital trends in the Chinese market.

Requirements

Compliance management

By migrating the Salesforce system to the Alibaba Cloud platform, achieving local storage and transmission of sensitive information, and strictly complying with regulatory management requirements.

Business support

Aligning with Chinese market trends, incorporating third-party marketing channels for a localized business experience, offering comprehensive assistance from sales interactions to order completion for Sales Cloud, Service Cloud, Community Cloud, and mobile solutions.

Scenarios expansion

Based on the product strategy of Salesforce China, expand the business model and application scenarios.

Comprehensive localized operation services

Deloitte China is deeply involved in the "Salesforce on Alibaba Cloud" landing plan, and the three parties work together to create a joint solution for the Chinese CRM ecosystem, covering the entire process of **data compliance consulting and evaluation, localized IT strategy consulting, landing execution, migration, and localized operation.**

Deloitte China's "Salesforce on Alibaba Cloud" migration tool

Deloitte China's **automated migration tool**, designed to assist clients efficiently achieve secure migration of overseas environments, has been first deployed in domestic projects.

High cost-effective products mean services

Flexible and friendly support for data and metadata migration

Specially designed for localizing Salesforce platform requirements in China

Salesforce on Alibaba Cloud - Migration Implementation Results

As a trusted alliance partner of Salesforce and Alibaba Cloud, Deloitte China resolved complex functional requirements for client within tight project timelines, laying a solid foundation for their further development in the Chinese market. **The client is not only one of the first in the country to implement "Salesforce on Alibaba Cloud," but also the first medical device enterprise to complete the migration.**

1 System Performance Improvement

- ✓ After landing on Alibaba Cloud, users can quickly access Salesforce within the country, reducing waiting time.
- ✓ The data exchange between systems is faster and more efficient, improving work efficiency.

2 System security compliance

- ✓ No need to encrypt/decrypt user data in Salesforce, resulting in a cleaner page devoid of sensitive information and offering a more user-friendly experience.
- ✓ Data storage, transmission, and processing are all within the country to meet regulatory compliance.

3 Strong system scalability

- ✓ By utilizing Salesforce's CXG localized extension component designed for China, we integrate customers into the Chinese digital ecosystem, connect with domestic e-commerce, social media, and application platforms, creating a digital that adapts to the Chinese market.

Deloitte x Salesforce

Deloitte China has leading Salesforce implementation team, with over a hundred large-scale Salesforce implementation projects in China. Leveraging Salesforce's advantages in sales, service, business, and marketing, Deloitte China is committed to assist multinational enterprises adapt to changes in the Chinese market, build comprehensive CRM systems, assist enterprises achieve high-quality and sustainable business growth in the Chinese market.



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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.

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