



Ecosystems & Alliances | Success Story

Data Lake Architecture for Insight Driven Digital Transformation

In collaboration with AWS, Deloitte implemented a comprehensive data lake architecture and was engaged to design an insight driven organization operating model. The efficient advisory and implementation of the project have laid solid foundation for the client to achieve future digital transformation.



The Client

The client is a global automotive manufacturer and leading technology company headquartered in the UK, building iconic British vehicles. Today, the client has vehicle assembly plants in the UK, China and across the world.






The Needs

The client is facing intense challenge in China market due to internal and external factors. Client is eager to transform the organization towards using insight driven centric approach which embeds analysis, data and reasoning into its decision-making processes. However, data and insight are residing in silo systems or manual excels without transparency or security.

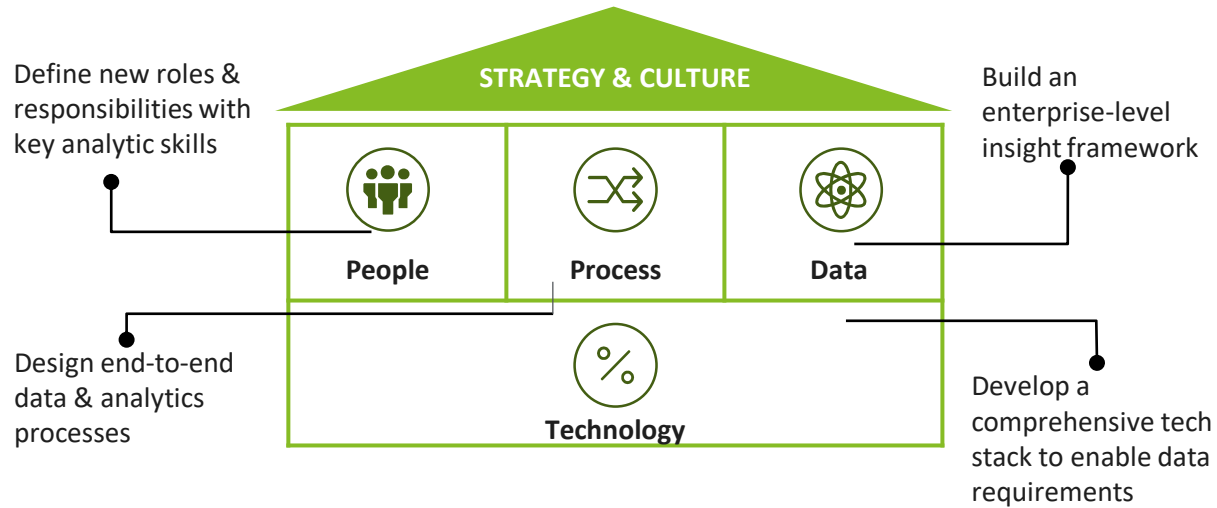
The Solution

- Client's insight management framework based on Deloitte's Enterprise Value Map to structuralize KPI bank into business analytic tree with well-design data visualization on Executive Dashboard.
- Develop client's data capability roadmap from both business and technical perspectives.
- Build a comprehensive technology stack based on AWS's cloud platform to enable both traditional data warehouse and BI as well as AI-enabled advanced analytics.

The impact

-  Visualize and transform data into insights and tangible actions
-  Access and security control to improve data transparency
-  Connect cross-function data assets
-  Enable data-driven decision-making process
-  Robust platform to support data and analytics requirements

Unique capabilities enabled for the client



Embed data and analytics into business decision making process, enabled by one single data platform to integrate and orchestrate data from across the entire company ecosystem and transform into an insight driven organization.

Deloitte X AWS

The relationship of Deloitte and AWS was formed to leverage the market-leading innovation, specialized insights, professional networks, and industry experience of Deloitte and AWS's industry-leading cloud technologies. Together, Deloitte and AWS help clients to amplify value across the enterprise and enable them to be agile, innovative, and disruptive in the marketplace.

Re-imagine your connection with customers

Contact Deloitte

Pascal Hua

Deloitte Consulting China Digital
Customer & Marketing Offering
Leader

phua@deloitte.com.cn

Xu Jiao

Deloitte Consulting China Digital
Customer & Marketing Offering
Partner

jiaoxu@deloitte.com.cn

To learn more, visit us at www2.deloitte.com/cn/en/services/consulting.html



About Deloitte

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 is a leading global provider of audit and assurance, consulting, financial advisory, risk advisory, tax and related services. Our global network of member firms and related entities in more than 150 countries and territories (collectively, the “Deloitte organization”) serves four out of five Fortune Global 500® companies. Learn how Deloitte’s approximately 330,000 people make an impact that matters at www.deloitte.com.

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 are separate and independent legal entities, provide services from more than 100 cities across the region, including Auckland, Bangkok, Beijing, Hanoi, Hong Kong, Jakarta, Kuala Lumpur, Manila, Melbourne, Osaka, Seoul, Shanghai, Singapore, Sydney, Taipei and Tokyo.

The Deloitte brand entered the China market in 1917 with the opening of an office in Shanghai. Today, Deloitte China delivers a comprehensive range of audit & assurance, consulting, financial advisory, risk advisory and tax services to local, multinational and growth enterprise clients in China. Deloitte China has also made—and continues to make—substantial contributions to the development of China’s accounting standards, taxation system and professional expertise. Deloitte China is a locally incorporated professional services organization, owned by its partners in China. To learn more about how Deloitte makes an Impact that Matters in China, please connect with our social media platforms at www2.deloitte.com/cn/en/social-media.

This communication contains general information only, and none of Deloitte Touche Tohmatsu Limited (“DTTL”), its global network of member firms or their related entities (collectively, the “Deloitte organization”) is, by means of this communication, rendering professional advice or services. Before making any decision or taking any action that may affect your finances or your business, you should consult a qualified professional adviser.

No representations, warranties or undertakings (express or implied) are given as to the accuracy or completeness of the information in this communication, and none of DTTL, its member firms, related entities, employees or agents shall be liable or responsible for any loss or damage whatsoever arising directly or indirectly in connection with any person relying on this communication. DTTL and each of its member firms, and their related entities, are legally separate and independent entities.