

德勤管理咨询 **Oracle** 业务线介绍
Deloitte Consulting Oracle Practice

业务线 —— Oracle

保持业界领先水平并不断寻求新的机遇

业务线概述

- 我们为客户提供基于Oracle产品套件的全面ERP系统实施服务，基于技术的业务转型和Oracle云计算等专业服务领域；致力于提供从IT战略咨询到信息系统实施全过程的优质解决方案，满足客户全方面需求。
- 我们在科技、媒体及电信、生命科学、能源、制造、消费品以及房地产等行业都拥有丰富的咨询服务经验，在业内具有领先优势。

服务能力概述

服务核心：基于信息技术的业务转型服务，为客户带来价值创造。涵盖Cloud、ATG、MDM、ERP、SRM、CRM、Portal、Mobility等。

重点行业：科技、媒体及电信、生命科学、能源、制造、消费品以及房地产等。

荣誉



Deloitte Consulting LLP

ORACLE Diamond Partner

我们连续多年成为Oracle全球钻石级别合作伙伴，为客户提供系统实施服务和优质的业务解决方案。

方法论概述

运用世界顶级的方法论提供专业解决方案



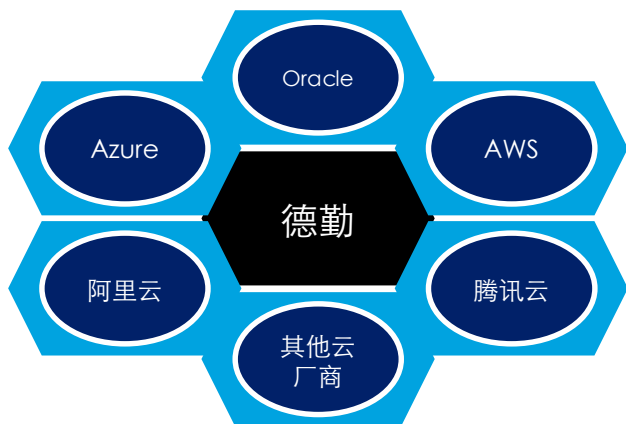
云服务

云服务团队在云计算服务领域处于市场领先地位，为客户提供从云规划到落地实施、开发端到端服务

云服务团队概述

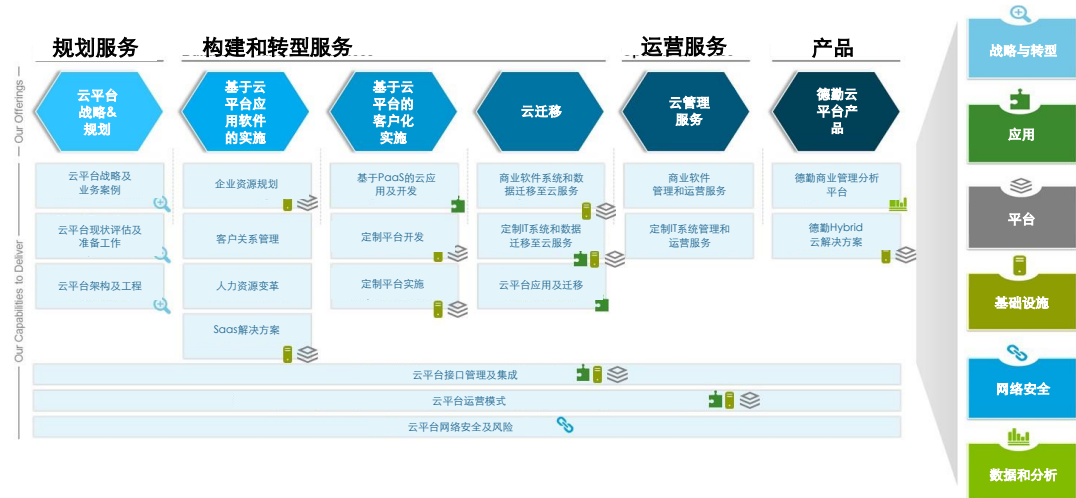
- 为客户提供云平台的战略规划、评估、架构设计等咨询服务，同时提供基于云平台应用程序的开发、实施以及云迁移等服务
- 与国内外云厂商保持紧密合作关系，形成良性、共赢云生态环境。2016年，被Oracle评为Partner of the Year，被阿里云认证为全球金牌合作伙伴
- 在中国交付了第一个央企基于阿里云自主研发CRM系统，并成功研发并交付央企云上电商、移动应用系统
- 拥有基于云的能源、公共事业、汽车、零售与消费品、TMT、金融、物流等行业解决方案
- 拥有接近100名具有阿里云开发实施经验的工程师和业务顾问

云服务生态环境



- 2015年，第一家与阿里云签署战略合作协议国际咨询公司，拥有独立阿里云服务团队，成立阿里云管理创新实验室，共同打造传统企业互联网转型实践平台
- 2017年，与腾讯云签署战略合作备忘录
- Oracle云钻石合作伙伴
- 并与其他云平台有着良好合作关系

云服务内容概述



云服务团队可提供云规划、评估、架构设计、CRM、电商、移动应用、共享服务等解决方案，并且引领企业管理创新转型，包括：

- 帮助云厂商开发行业云以及企业定制云，协助云厂商完善并丰富PaaS技术组件
- 重点开发PaaS业务组件和SaaS解决方案，丰富共享服务层组件，打造厚平台、薄应用系统架构
- 最终为客户提供完整的三层架构横跨多行业、覆盖供应链各环节的企业云计算解决方案，助力企业管理转型、创新

Oracle成功项目案例

针对不同行业客户的痛点提供专业的解决方案

ERP系统建设：
帮助某大型网络通信集团度过艰难时期

- 德勤在20多个项目中协助其完成大型ERP的全面构建。包括核心项目、网络运行与维护、终端销售、财务会计等，并设计了信息系统战略及众多管理系统。使其在重组后快速达到国内通信领域中最领先的信息技术水平。

业财一体化：
某大型制造业集团的最佳实践经验

- 德勤凭借在制造行业累积的丰富项目实施成功经验，成功帮助客户利用信息化系统实现集团管控，财务业务一体化，并提高了客户经营管理的效率。

ERP体系建设：
某全球企业标准化、集成化的骨干平台

- 协助客户完成全球方案的实施，建立集成的ERP骨干系统以支持各项后台业务，由此推动了原有众多分散的后台业务流程，与制成品库存、物流、采购以及财务会计同步实现标准化、自动化、集成化。

互联网转型：
某大型能源国企云规划及客户关系管理系统

- 提供集团云平台战略规划、平台云（PaaS）规划设计，指导客户云转型
- 基于德勤EVD方法论和敏捷开发模式，为客户提供了基于阿里云技术架构的客户关系管理系统，微信平台系统（含微信营销、微商城、积分商城、电子券），集成全渠道客户数据，通过深层次挖掘分析，实现客户360画像，客户细分、精准营销，改善客户体验，大幅度增加企业客户保有量和销售收入，稳定其世界领先油品供应商地位。

ERP系统建设：
某知名汽车零部件制造商解决发展难点

- 德勤协助中国最大的汽车零部件制造商之一，通过优化项目解决十余年ERP历程中积累的各项问题，此项目难度极大，范围涵盖财务、供应链到生产制造的全过程，并实现与其他13个外部系统的集成。

Service Line — Oracle

Maintain the leading level in the industry and constantly quest for new opportunities

Business line overview

- We offer clients all-around ERP system implementation services based on Oracle product suites, and technology-based business transformation, Oracle cloud computing and other professional services; strive to provide quality solutions ranging from IT strategic consulting to the whole implementation process of information system, to satisfy customers' needs of all aspects.
- We have rich consulting experience in TMT, Life Science, Energy, Manufacturing, Consumer Goods, Real Estate, etc., and have a leading edge in the industry.

Service capability overview

Service core: business transformation service based on information technology, creating value for clients, including Cloud, ATG, MDM, ERP, SRM, CRM, Portal and Mobility, etc..

Key industries: TMT, Life Science, Manufacturing, Consumer Goods, Real Estate...

Honors

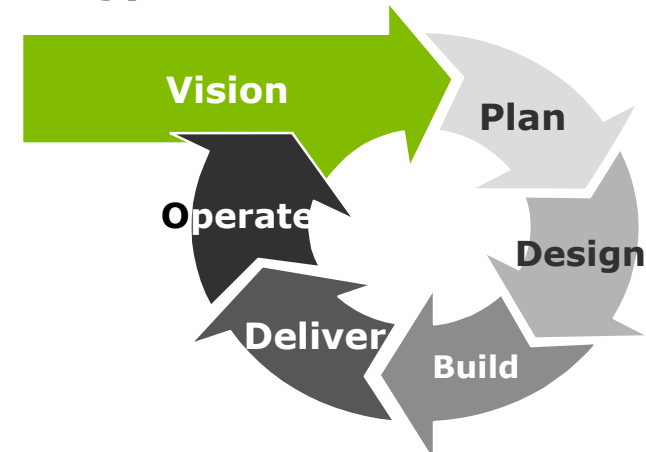


Deloitte Consulting LLP

ORACLE Diamond Partner

Oracle's global platinum partner for consecutive years for providing clients system implementation services and quality business solutions.

Methodology overview



Provide professional solutions by using the world's top methodology.

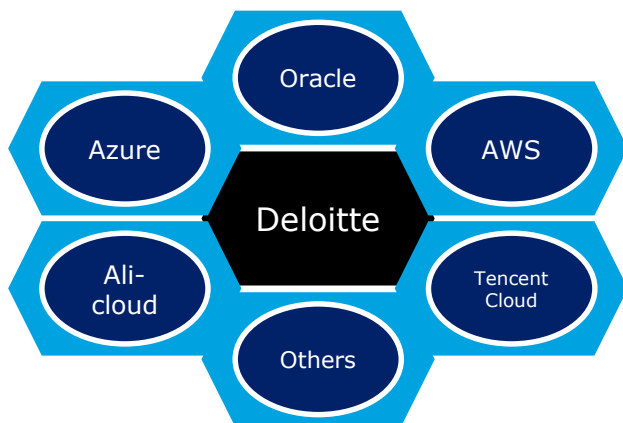
Cloud Services

Our cloud services are focus on cloud strategy & Readiness, cloud package implementation and cloud custom implementation.

Cloud team overview

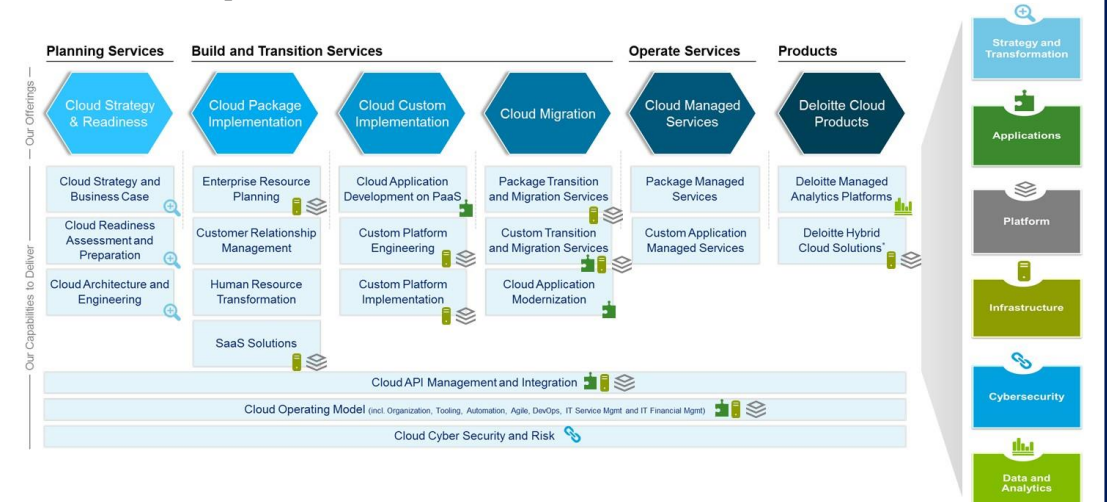
- Provide clients cloud platform strategy planning, assessment, architecture designing, cloud package implementation, development and cloud migration.
- Closely cooperated with local and foreign cloud partners, and has established a preliminary scale of the ecological environment.
- Award as Oracle's Partner of the Year in Year 2016 & Ali's Global Gold partnership.
- Delivered first Ali-cloud based CRM project for a SOE client in China, and successfully delivered e-commerce and mobile application as well.
- Provide cloud-based solution for energy, public sector, auto, consumer goods, TMT, finance, logistics, etc. industries
- 100 + consultants with cloud implementation experience

Cloud ecological environment



- Signed MOU with Ali-cloud in 2015, has a sole Ali-cloud service team and established DAMI Lab.
- Signed MOU with Tencent Cloud in 2017
- Oracle Cloud Global diamond partner
- Good relationship with other cloud platforms

Cloud Capabilities Focus



Our cloud service team provide cloud planning, assessment, architecture designing, CRM, e-commerce, mobile application, share service center, etc. services, to help client innovate and transform, including:

- Help cloud provider to develop industry cloud and customized enterprise cloud, and assist them to develop and optimize PaaS technical parts.
- Develop PaaS and SaaS, provide share services, to establish a "thick" platform "thin" application architecture.
- Provide client a full 3 layer cloud computing solution, which cross multi-industry and covered all process for supply chain management, help client innovate and transform.

Oracle successful cases and capabilities

Provide professional solutions according to the pain points of clients from different industries

Helped one large TMT group to get over difficult transition time

- Deloitte helped client to complete the all-round construction of large ERP in over 20 projects, including core projects, network operation and maintenance, terminal sales, financial accounting, etc., design the information system strategy and many management systems, making its information technology level lead in domestic communication field soon after re-organization.

The best practice of one large SOE

- With a wealth of experience in manufacturing industry, Deloitte assisted this traditional enterprise with many subsidiaries successfully to achieve the integration of finance with businesses and improve the operation and management efficiency.

The standardized and integrated backbone system of one global enterprise

- Deloitte helped the client implement the global plan, build integrated ERP backbone system to support back-office businesses, and therefore, driving the synchronized standardization, atomization and integration of many former decentralized back-office business processes, together with the inventory, logistics and procurement of manufactured products as well as financial accounting.

CRM & cloud planning for one large energy SOE

- Provided solutions for group cloud strategy planning, PaaS planning, helped client for cloud transformation.
- Based on EVD methodology and agile development model, Deloitte provided a CRM system based on Ali-Cloud and a WeChat platform (including WeChat promotion, WeChat mall, coupon), which can integrate client data and exploit the deep value behind the big data of clients, to target the customer precisely, improve customer experience, increase revenue and maintain its position as the world's leading oil products supplier.

Help one well-known auto parts manufacture to solve development problems

- Deloitte helped one of China's largest auto parts manufacturers to solve various problems accumulated in decades of ERP experience by optimizing projects, and achieve integration with other 13 external systems. This project is extremely difficult, which covers the whole process of finance, supply chain, production and manufacturing.

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