阿里云 | Deloitte.

跨国制造企业CRM上云
为本地化运营降本增效

数字化与本土化运营是跨国企业在中国市场实现可持续增长的必由之路。基于全面详实的客户调研与评估，德勤中国携手阿里云为客户实施CRM上云，并优化企业IT治理策略，以上云为契机，推动全方位的数字化转型。

关于客户

历经逾百年积淀，客户已成为全球领先的创新技术企业，专精于电子与电气产品研发、制造和销售，并常年位列《财富》世界500强名录。客户扎根中国40余年，产品遍布家庭、办公室、工厂及社会基础设施建设等场景，始终致力于为大众打造智慧、舒适、安全、高效、节能的生产和生活。

客户需求

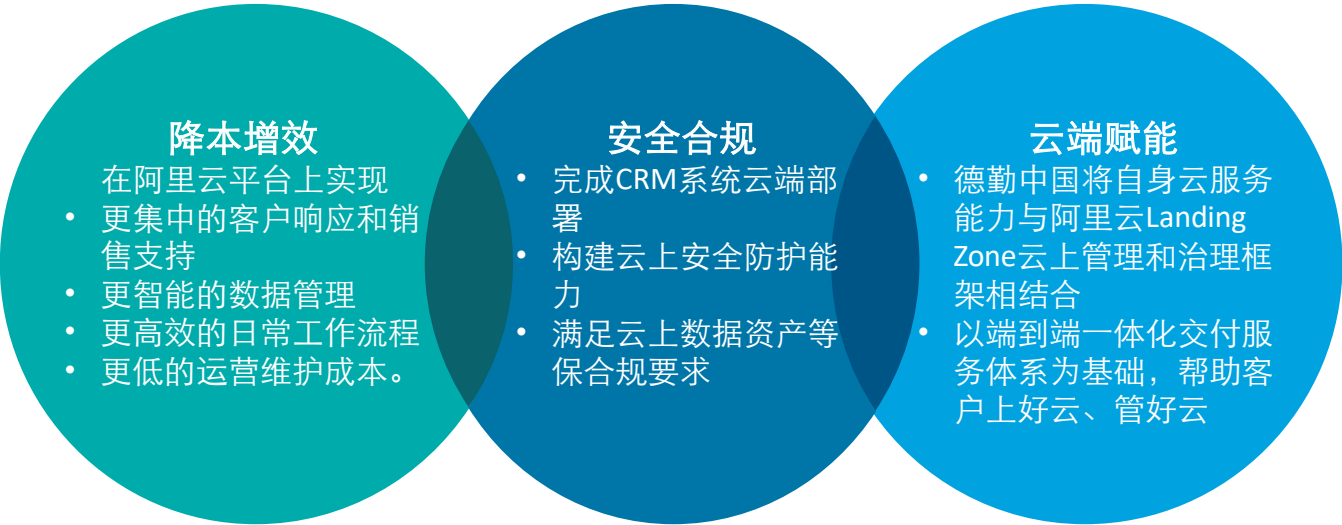为推动企业高质量发展、打造新质生产力，客户积极拥抱中国市场的新一轮数字化浪潮，将**公共云视为提高流程效率和节约成本的关键驱动力**，并希望**以云平台助力加速业务增长和全方位的数字化转型**：

- 完善云平台基础设施规划，并优化企业IT治理解决方案
- 部署阿里云平台环境，协助将现行的CRM系统上云，完成云上+云下环境互联

解决方案

调研评估	设计部署	实施运维
- 明确客户需求，调研其现行IT治理规范 - 与阿里云共同评估云上使用环境及上云可行性 - 对现有系统进行摸底，确认业务划分、数据量等关键信息	- 完成Landing Zone规划及CRM云端部署方案设计（包括阿里云资源管理、云平台账号、网络、系统安全、合规，运维管理解决方案设计等）	- 阿里云资源部署及云环境配置（包括多账户结构、身份和访问、网络配置、安全保护、日志记录等） - 交付IT治理解决方案计划书，并在持续优化、长期运维管理等方面提供专业建议

交付价值

德勤中国携手阿里云公共云事业部，为客户设计了云平台基础设施并部署CRM系统上云，助力客户打造云上管理能力的同时，更为其后续全方位的数字化转型打下基础。

降本增效
在阿里云平台上实现
- 更集中的客户响应和销售支持
- 更智能的数据管理
- 更高效的日常工作流程
- 更低的运营维护成本。

安全合规
- 完成CRM系统云端部署
- 构建云上安全防护能力
- 满足云上数据资产等保合规要求

云端赋能
- 德勤中国将自身云服务能力与阿里云Landing Zone云上管理和治理框架相结合
- 以端到端一体化交付服务体系为基础，帮助客户上好云、管好云

Deloitte ｜ 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，致力于为中企出海和跨国企业在华运营提供高质量、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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欲了解更多，请访问 https://www2.deloitte.com/cn/en/services/consulting.html

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Cross Border Manufacturing Enterprise CRM Deploying To Cloud

Reduce costs and increase efficiency for localized operations

Digitization and localized operations are the necessary path for multinational enterprises to achieve sustainable growth in the Chinese market. Based on comprehensive and detailed customer research and evaluation, Deloitte China has partnered with Alibaba Cloud to implement CRM deploying to the cloud for clients and optimize enterprise IT governance strategies. Taking the cloud as an opportunity, we aim to assist client in promoting comprehensive digital transformation.

About Client

With over a century of expertise, the client leads in innovative technology. It focuses on R&D, manufacturing, and sales of electronic and electrical products, consistently appearing on the Fortune Global 500. Entered into Chinese Market for over 40 years, its products are integrated into households, offices, factories, and infrastructure. The client commits to delivering smart, safe, efficient, and energy-saving solutions for production and daily life.

Requirements

To promote high-quality development of enterprises and create new quality productive forces, customers actively embrace the new wave of digitalization in the Chinese market. It regards **public cloud** as key driving force for enhancing operational efficiency and reducing costs. Client aims to leverage **cloud platforms to accelerate business growth** and **achieve comprehensive digital transformation**.
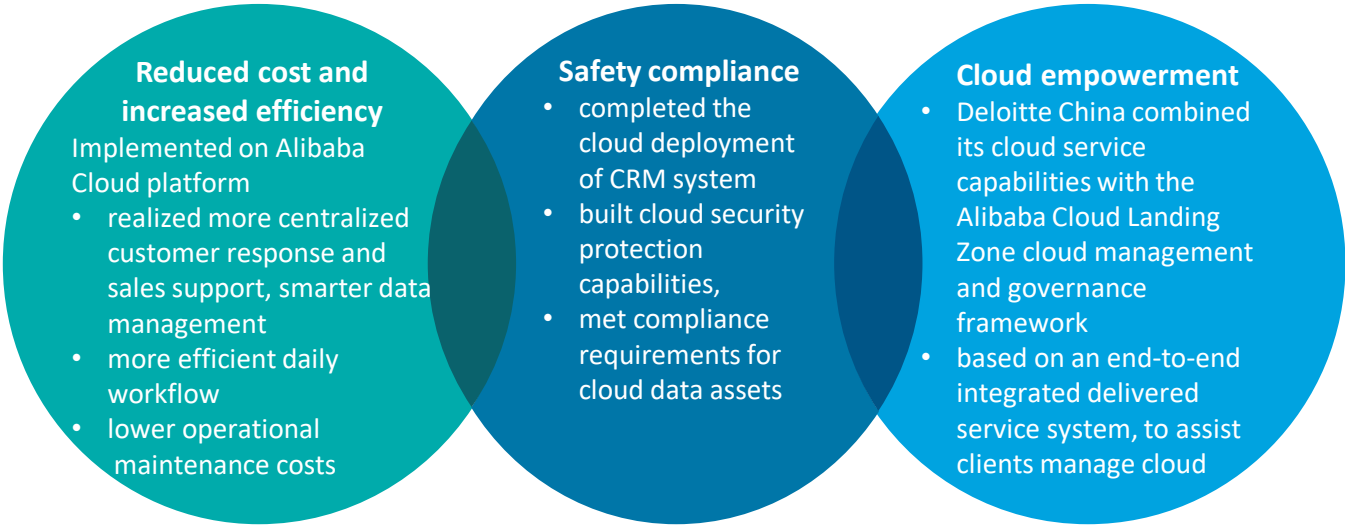
- Enhance cloud platform infrastructure planning and optimize enterprise IT governance solutions
- Deploy the Alibaba Cloud platform environment, assist in migrating the current CRM system to the cloud, and complete the interconnection between cloud

Solutions

Research Evaluation	Design Deployment	Implement Operation & Maintenance
• Clarify client needs and conduct research on their current IT governance standards • Jointly evaluate the cloud usage environment and deploying feasibility with Alibaba Cloud • Conduct a assessment of the existing system to confirm key information such as business division and data volume	• Complete Landing Zone planning and CRM cloud deployment solution design (including Alibaba Cloud resource management, cloud platform account, network, system security, compliance, operation and maintenance management solution design, etc.)	• Deploy Alibaba Cloud resource deployment and configure cloud environment (including multi account structure, identity and access, network configuration, security protection, logging, etc.) • Deliver IT governance solution proposal and provide professional advice on continuous optimization, long-term operation and maintenance management.

Achievements

Deloitte China has partnered with Alibaba Cloud's Public Cloud Business Unit to design cloud platform infrastructure and deploy CRM systems to the cloud, assisting client build cloud management capabilities while laying the foundation for comprehensive digital transformation in the future.

Reduced cost and increased efficiency
Implemented on Alibaba Cloud platform
- realized more centralized customer response and sales support, smarter data management
- more efficient daily workflow
- lower operational maintenance costs

Safety compliance
- completed the cloud deployment of CRM system
- built cloud security protection capabilities,
- met compliance requirements for cloud data assets

Cloud empowerment
- Deloitte China combined its cloud service capabilities with the Alibaba Cloud Landing Zone cloud management and governance framework
- based on an end-to-end integrated delivered service system, to assist clients manage cloud

Deloitte | Alibaba Cloud

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

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